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# THE HISTORY OF THE UNITED STATES

OF AMERICA

FROM THE FIRST DISCOVERY TO THE PRESENT TIME

BY

W. H. RICHMOND

OF THE UNIVERSITY OF VIRGINIA

NEW YORK

1850

Published by

W. H. RICHMOND

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NEW YORK

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PUBLISHER'S BINDING

All  
the News  
That  
Is News



# MOTION PICTURE DAILY

Concise  
and  
to the  
Point



VOL. 88, No. 1

NEW YORK, U.S.A., FRIDAY, JULY 1, 1960

TEN CENTS

*In Sales to TV*

## Screen Gems Competition Suit Dismissed

### Court Finds 'U'-Columbia Agreement Not Price-Fixing

The Department of Justice suit against Columbia Pictures, Screen Gems and Universal Pictures, charging restraint of competition in the sale of films to television was dismissed by Judge William C. Herlands in a decision handed down on Wednesday in U.S. District Court here, it was learned yesterday.

The decision validates the August, 1957, agreement, whereby Columbia acquired 600 feature films from Universal for releasing to TV through  
(Continued on page 9)

## Special Edition of HERALD Marks Martin Quigley's 45th Anniversary

THE July 2 edition of *Motion Picture Herald*, currently being distributed, is a special issue commemorating the 45th anniversary of Martin Quigley as editor-in-chief and publisher of the *Herald* and its sister publications. With the over-all title "New Horizons for Motion Pictures . . . in celebration of Martin Quigley's 45 years in the service of the industry" the 158 page book includes a number of special articles built around the theme of the evolutionary changes which recent years have wrought in the structure and practices of the motion picture industry.

The Anniversary section, which is in addition to the regular *Herald* weekly news and features, opens with a special article by Louis Nizer, industry

## Minimum Pay Bill Passed by House

By E. H. KAHN

WASHINGTON, June 30. — The House today overwhelmingly adopted, by a vote of 341 to 72, a moderate bill to increase the minimum wage. Though the vote came on a Democratic measure introduced by Rep. Kitchin (N.C.), an identical bill had earlier been introduced by Rep. Ayres (R., Ohio).

Motion picture theatres continue exempt from the wage law.

The Senate still has under consideration the Kennedy (D., Mass.) bill which exempts theatres, but which is otherwise similar to the Roosevelt measure.

The Kitchin bill exempts all service industries. It provides a minimum wage of \$1.15 hourly to employees covered under the present law, and gives a \$1 hourly minimum (but no  
(Continued on page 7)



MARTIN QUIGLEY

attorney and adviser, titled "Martin Quigley: An Evaluation." Other articles are: "The Code: 30 Years Young and Vigorous," by Eric Johnston; "New Patterns in Merchandising" by  
(Continued on page 2)

*Pickus Tells Md. Convention:*

## Pathe Lab. to Enter New Film Production

### Broaches Plan to TOA for More Films In Return for Cooperation of Exhibitors

*Special to THE DAILY*

OCEAN CITY, Md., June 30.—A new production program, originated and backed by Pathe Laboratories, Inc., is in the making, Albert M. Pickus, president of Theatre Owners of America, told the Maryland TOA convention here today.

### MTOA Endorses Plan For Production Co.

*Special to THE DAILY*

OCEAN CITY, Md., June 30—A resolution endorsing the plan for exhibitors to launch a new producing-distributing company and urging its membership to give financial support was passed here today by the board of directors of Maryland Theatre Owners Ass'n. The two-day annual convention of the organization came to an end in the George Washington Hotel here tonight with a banquet.

In a second resolution the MTOA  
(Continued on page 8)



Albert Pickus

The project, still in too early a phase for full details to be available, would be wholly financed by Pathe Lab in exchange for TOA cooperation, presumably in lining up exhibitor support in the form of guaranteed playing

time for the new pictures to be turned out by independent producers selected and backed by Pathe Lab.

Pickus said the new production project is an outgrowth of talks held by TOA officials earlier with the Screen Producers Guild in Hollywood. A TOA committee initiated the plan for a series of meetings with the SPG to exchange views. One of the subjects discussed at the first session was the product shortage, reasons for it and what might be done about it.

Pickus told the Maryland theatre  
(Continued on page 8)

### SEG Board Calls for Strike Against AFTP

*From THE DAILY Bureau*

HOLLYWOOD, June 30. — The board of directors of the Screen Extras Guild has voted unanimously to recommend that the SEG membership authorize a strike against the Alliance of Television Film Producers. This was announced tonight by H. O'Neil Shanks, executive secretary.

A full report of critical situation in  
(Continued on page 9)

### Ripps, Lefko Named to M-G-M Executive Posts

Herman Ripps, former Western division sales manager for M-G-M, has been named assistant general sales manager, supervising the West Coast, Southwest and Southern divisions, and Maurice Lefko has been placed in charge of domestic distribution of "Ben-Hur."

The appointments were announced  
(Continued on page 7)

**TELEVISION TODAY—page 9**

## PERSONAL MENTION

CLEM PERRY, executive assistant to ILYA LOPERT, president of Lopert Films, has returned to New York from Europe.

PRESTON R. TISCH has returned to Atlantic City from New York following conferences with Loew's Theatres officials regarding the new Americana Hotel here.

EDITH HEAD, Paramount fashion designer, will return to New York on Tuesday from Frankfurt, Germany.

ARTHUR SULZBERGER, publisher of the *New York Times*, and Mrs. SULZBERGER returned to New York from London yesterday via B.O.A.C.

WILLIAM NAYOR, son of MAX NAYOR, manager of the Metropolitan Theatre here, was married at the Essex House this week to ELIZABETH MESSING.

DONALD W. COYLE, vice-president of the American Broadcasting Co. in charge of the international division, left New York yesterday via B.O.A.C. for the Near East.

R. J. INGRAM, district manager for Columbia Pictures in Atlanta, has returned there from New Orleans.

### Drive-In 'Windjammer'

The Super 50 Drive-In in Ballston, N. Y., has been selected for the world premiere drive-in theatre engagement of the Cinemiracle attraction, "Windjammer," it was announced by William Shelton, general sales manager for Cinemiracle Pictures Corp., distributors of "Windjammer."

### No Paper Monday

MOTION PICTURE DAILY will not be published Monday, July 4, Independence Day.

## NEW YORK THEATRES

RADIO CITY MUSIC HALL

Rockefeller Center • CI 6-4600

"BELLS ARE RINGING"

An ARTHUR FREED PRODUCTION starring

JUDY HOLLIDAY • DEAN MARTIN

from M-G-M in CinemaScope and METROCDLOR

ON THE GREAT STAGE "HAWAII, U.S.A."

### Cable Explosion Closes Cleve. Theatres One Night

Special to THE DAILY

CLEVELAND, July 30.—All downtown Cleveland theatres closed last night at 7 P.M. when Cleveland Electric Illuminating Company cables exploded under the public square, causing an estimated \$200,000 damage, in the immediate neighborhood. When the lights were cut off, theatres were emptied and admissions refunded. Also affected were downtown hotels, office buildings, and restaurants.

Full service was resumed this morning.

### Lazarus to Speak at L.A. Newspaper Meet

Paul N. Lazarus, Jr., vice-president of Columbia Pictures, will be guest speaker at the summer convention of the Newspaper Advertising Executives Association in San Francisco on July 12. Lazarus, who will represent the member companies of the Motion Picture Association of America, will speak on the topic, "The Amusement Page—Friend or Foe."

The three-day convention will be attended by approximately 400 advertising and business executives from newspapers across the country. Meetings will begin on July 11 at the St. Francis Hotel in San Francisco.

Lazarus, who has been vice-president of Columbia Pictures since 1954, is a former president of the Associated Motion Picture Advertisers. His address will cover many facets of motion picture advertising.

### Will Build New Theatre In Daytona Beach, Fla.

Special to THE DAILY

DAYTONA BEACH, Fla., June 30.—A building permit has been issued to Bellair Plaza for the shopping center's new motion picture theatre and 11 new stores.

The theatre will be the first to be built here since the Daytona Theatre was completed. It will seat 1,200 and will feature a 62-foot screen, showing first-run films.

### No Senate Action on Foreign Claims Bills

From THE DAILY Bureau

WASHINGTON, June 30.—The Senate Judiciary Committee today failed to take action on bills to settle in principle the question of U. S. claims for World War II damages. This includes film claims, and the proposal to sell General Aniline & Film Corp. to U.S. citizens.

No further meetings of the committee will take place prior to August.

### Mulvey's Withdrawal From Goldwyn in Effect

The retirement of James A. Mulvey as president of Samuel Goldwyn Productions became effective as of last night, but the break with the company with which Mulvey has been associated since 1923 is neither a complete nor final one.

Mulvey will remain as a limited partner of the firm and will be available to the Goldwyn company for consultation on important financial and policy matters. However, he will maintain his own offices for the management of numerous family interests, including investments in independent and imported film productions, bowling alleys in Connecticut, stockholdings in the Los Angeles Dodgers, and a variety of other investments. Associated with Mulvey in the management and extension of such interests is his son.



James A. Mulvey

### Eyes 'First Real Vacation'

Mulvey observed he will have plenty with which to keep occupied and, at the same time, will be able to take his first real vacation since he started work at the age of 14. He denied reports current in the trade that he planned to acquire pictures on his own for distribution through established companies.

Douglas Netter, who has been with Goldwyn since 1958, will take over the supervision of the company office here.

### Vogel Will Meet Press At Luncheon Thursday

Joseph R. Vogel, M-G-M president, will meet trade press representatives at luncheon at the 21 Club here on Thursday, July 7. It will be his first formal meeting with the press in almost two years.

M-G-M spokesmen said they were aware of no specific subjects but believed Vogel would discuss the outlook for the company for the immediate future, and would answer newsmen's questions.

### Youngstein Is Again Headquartering Here

Max E. Youngstein, vice-president of United Artists, has re-established his headquarters in New York, effective next Tuesday. For the past nine months the UA official has operated from Hollywood.

## Anniversary

(Continued from page 1)

Martin Quigley, Jr.; "New Patterns in Exhibition" by George Schutz; "The Years of Transition: Events that Announced a New Era"; and "Martin Quigley—Quigley Publications and the Motion Picture Industry" by Charles S. Aaronson.

Other special articles include: "Hollywood, Cal.," a discussion of the new look in production by Edward Small; "The Ways of the Wampi," a nostalgic story by Pete Smith; a discussion of the state of the industry in Great Britain, past and future, by Peter Burnup; "Favorites among Great Pictures—1915 to 1960"; and tributes to the publisher and to Quigley Publications from industry, civic and religious leaders.

The book opens with an editorial "So Far, So Good" by Martin Quigley.

### Catholic Office Sets Int'l. Film Congress

Special to THE DAILY

VIENNA, June 30.—The International Catholic Office for Motion Pictures will hold an international study congress on "movies, youth and public authorities" here from July 10 to 14. Pope John XXIII is expected to send a message to the congress, to be held under the auspices of Franziskus Cardinal Koenig, Archbishop of Vienna.

Among the participants will be the Austrian Minister of Education, Heinrich Drimmel, and a Vatican observer, Msgr. Andrea Deskur, undersecretary of the Pontifical Commission for Motion Pictures, Radio and Television.

### Warner Stock Up on Post-'48 Sale Report

Warner Bros. stock rose 2½ points on a turnover of 13,100 shares on the N. Y. Stock Exchange yesterday, closing at 48¾ for a new 1960 high.

Financial sources ascribed the rise to reports, repeatedly denied, that Warners has agreed to sell 107 post-1948 features to a Canadian television programming company in which Eliot Hyman and Louis Chesler are interested. According to the financial district reports, a \$10,000,000 cash payment against future earnings of the films is to be made to Warners as soon as the deal is formally closed.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor, Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone Hollywood 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Circle 7-3100. Cable address: "Quigpubco, New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagher, 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 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, 10c.

PARAMOUNT  
PICTURES  
PRESENTS

**THE** *STAR*

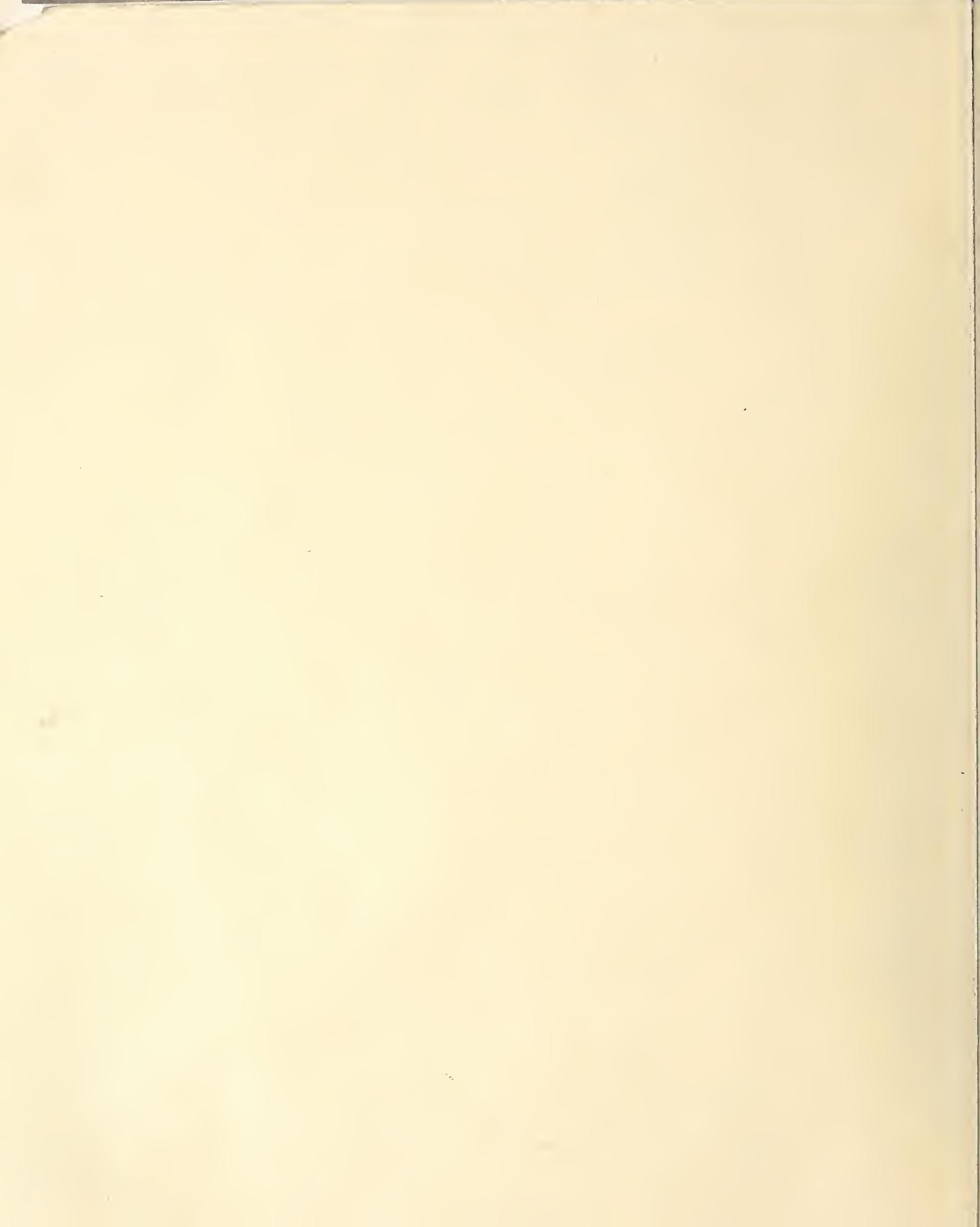
**WHOSE  
EVERY PICTURE  
HAS SCORED A**

*SMASH  
HIT!*



TA ✓  
M +3

**Mulvey's Withdrawal**





# JERRY LEWIS

**DOES IT AGAIN!**

**Bringing you his boxoffice magic  
In a great comedy performance!**

It's a series of silly sequences... with Jerry at his hilarious best in the visual diary of a few weeks in the life of a madcap who makes for fun!



**JERRY'S CONSISTENT BOXOFFICE APPEAL**

**PLUS**

a tremendous national campaign!  
Ads in LIFE! LOOK! SEVENTEEN! FANS!  
National radio penetration!  
Heavy point of sales campaigns!  
Sustained barrage of publicity  
and promotion!  
for



**JERRY  
LEWIS**  
as **The**  
**Bellboy**

A PARAMOUNT RELEASE

WRITTEN, PRODUCED AND DIRECTED BY JERRY LEWIS • ASSOCIATE PRODUCER ERNEST D. GLUCKSMAN • A JERRY LEWIS PRODUCTION

COMING YOUR WAY AT THE HEIGHT OF THE  
SCHOOL'S-OUT BIG ENTERTAINMENT SEASON  
IN MID-JULY... FROM



## House Pay Bill

(Continued from page 1)

premium overtime pay) to about 1.4 million employees of interstate retail chains which operate five or more stores in two or more states.

The House turned down the Roosevelt bill even after hearing the Congressman state on the floor that he would accept a number of further exemptions in order to avoid passage of the Kitchin measure.

Charles E. McCarthy, executive secretary of the Council of Motion Picture Organizations, last night told MOTION PICTURE DAILY that the present fair labor standards act exempts retail service establishments, and that the term "service establishments" has always been applied to motion picture theatres. The Kitchin bill, passed yesterday by the House of Representatives, continues that exemption, he said.

### Cites Commerce, Labor Ruling

Motion picture theatres, McCarthy continued, have always been placed in the "service" category by both the Department of Labor and the Department of Commerce.

## 'Ruth' Coast Premiere Nets \$60,000 for V.C.

From THE DAILY Bureau

HOLLYWOOD, June 30. — Tent No. 25, Variety Club of Southern California, raised approximately \$10,000 from tonight's special Hollywood premiere of 20th Century-Fox's "The Story of Ruth" at the Fox Wilshire Theatre.

The amount raised will expedite the \$60,000 fund drive to build a swimming pool for the Variety Boys Club in East Los Angeles.

## Acquire 'Walks by Night'

NEW ORLEANS, June 30.—Woolner Brothers Enterprises, Inc., headed by Bernard and Lawrence Woolner, with offices here, has acquired national distribution rights to "She Walks By Night," a German-made picture. Negotiations with independent film distributors throughout the nation have been completed, among which are "Red" Jacobs on the west coast; Embassy Films in Boston; Arnold Jacobs, New York; Max Roth, Capitol Films in Chicago; AIP exchanges in Milwaukee, Pittsburg, Kansas City and Milwaukee, and others. Woolner will handle the distribution themselves in the New Orleans territory.

## 'Eleven' Opens Aug. 4

Dorchester Productions' "Ocean's Eleven" will open in more than 200 cities throughout the country on Aug. 4, it was disclosed this week by Charles Boasberg, general sales manager of Warner Brothers, which is releasing the picture. Directed by Lewis Milestone, the film stars Frank Sinatra, Dean Martin, Sammy Davis, Jr., and Peter Lawford.

## REVIEW:

### The Lost World

Irwin Allen—20th-Fox—CinemaScope

PRODUCER-DIRECTOR Irwin Allen, who also collaborated with Charles Bennett on the screen play of this science-fiction story based on the book by Sir Arthur Conan Doyle, has handled each of his assignments with outstanding skill and imagination, resulting in motion picture entertainment that has much to offer all segments of the family group.

"The Lost World" is the suspense-laden tale of zoology professor, Claude Rains, who heads a group from London to South America to help find the "lost world" he claims to have seen on a previous expedition. The professor aims to prove to his companions the existence of prehistoric dinosaurs roaming at the head of the Amazon River. Accompanying Rains on the journey are Michael Rennie, an English lord with a reputation as an explorer and playboy; Jill St. John, daughter of an American newspaper publisher who finances the trip; Ray Stricklyn, Miss St. John's brother; David Hedison, American newspaperman and photographer, and Richard Haydn, a scientist who challenges the credibility of Rains' discoveries.

In South America the party is joined by Fernando Lamas, helicopter pilot, and Jay Novello, jungle travel agent and guide.

The series of adventures and misadventures in which the group participates are fraught with chills, thrills, suspense, horror, all interspersed with diverting comedic moments.

While the picture is a bit slow in getting started—it's about one-third of its running time before the adventurers meet up with their first dinosaur—it more than makes up for this in the closing reels. The prehistoric animals are presented with fierce realism and should draw gasps from all audiences. The highlight of the goings-on, which include giant-size insects, cannibalistic Indians and a flight through imaginatively-created subterranean caverns, is a battle to the death between two of the huge monsters. It is thrillingly and realistically presented.

THE DESTRUCTION of the helicopter and radio by one of the dinosaurs leaves the group stranded on a plateau without any means of communication with the outside world. Their efforts to escape the monsters and the Indians through treacherous lava-laden caves is enthrallingly depicted by the De Luxe cameras, and beautifully framed with ingenious settings of the "lost world."

Special credit is due Winton Hoch as director of photography; Willis O'Brien as effects technician, and Howard Jackson and Sid Cutner for the orchestration.

All roles are creditably performed by the able cast, with Miss St. John, a most appealing member of the group, as is Vitina Marcus, in her role as the native girl who befriends the party and leads it to safety.

The comprehensive promotion campaign already set in motion by the 20th Century-Fox advertising and publicity department and which is designed to attract adults as well as children, should aid considerably in the box office performance of this picture, which itself is packed with the elements of satisfying entertainment. The adults will take the children, or vice versa, and all should enjoy it.

Running time, 98 minutes. Release, in July.

SIDNEY RECHETNIK

## Drive-In Gives Folder

Loew's Drive-in Theatre at Oak Lawn, near Chicago, has distributed more than 20,000 heralds in the form of an envelope-size folder to home owners of the area. Titled "The Lo-down," it features plugs for the theatre, pictures, refreshments, courtesy of the staff, and comforts provided for patrons, including children. Suggestions are invited and space is provided for the writing of them by the recipient.

## 75 'Cantry' Dates

Some 75 key regional premieres have been set for United Artists' "Elmer Cantry," over the next four weeks.

## Norris Conclave Speaker

BOSTON, June 30.—C. Glenn Norris, 20th Century-Fox general sales manager, will deliver an address at the convention of Independent Exhibitors, Inc., and the Drive-In Theatres Association of New England, to be held at Chatham, Mass., Sept. 13-14-15. Edward W. Linder will be general chairman, and Carl Goldman coordinator of the meeting.

## Sales Drive Extended

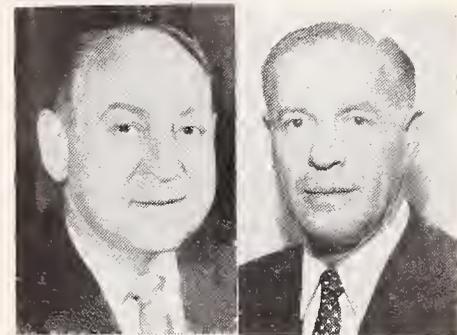
Continental Distributing, Inc. has extended its district manager's sales drive, which was to have ended May 31st, through 1960, it was announced by Carl Peppercorn, vice president in charge of sales.

## Ripps, Lefko

(Continued from page 1)

by Robert Mochrie, who was named M-C-M general sales manager last week, succeeding Jack Byrne, resigned. Mochrie previously had been an assistant general sales manager in charge of "Ben-Hur" distribution. Burtus Bishop continues as assistant general sales manager, in charge of the Eastern, Midwest and Central divisions.

Ripps, who has been stationed on the West Coast since January, 1957,



Maurice Lefko Herman Ripps

was formerly assistant sales manager for the Eastern division. He has been with MCM since 1930. Bishop, who has been in his home office post for the past two and a half years, was previously Midwest division manager. He has been with the company since 1926.

Lefko handled sales for "The Ten Commandments" and prior to joining MCM was vice-president of the Mike Todd Organization in charge of "Around the World in 80 Days" sales.

## Du Mont Merger

(Continued from page 1)

shares of Fairchild being added to the 1,039,140 shares presently outstanding on the basis of the approved exchange of one share of Fairchild common for 15 shares of DuMont common, and one share of Fairchild for each 5.7 shares of DuMont preferred.

The vote on the merger of DuMont stockholders meeting at company offices in Clifton, N. J., was 1,855,547 shares of common and 95,854 shares of preferred in favor of the merger, and 11,234 shares of common and 938 shares of preferred against. The vote at the Fairchild meeting was 853,044 shares for, and 9,768 shares against. The Fairchild meeting was held at the Barbizon Plaza Hotel, New York.

John Carter, Fairchild president, told the meeting the merger is effective immediately. He said Fairchild's earnings for the first half of 1960 will "substantially exceed" earnings for the first three quarters of 1959, and that the outlook for the remainder of 1960 is "excellent."

At the start of 1960 DuMont had a loss carry-over of approximately \$8 million which could be used by Fairchild for tax purposes over a period of years. The carryover is expected to result in a net tax benefit of about \$3.42 a common share on the 1,215,702 shares to be outstanding.

# PEOPLE

David Supowitz, theatre architect, has been elected the first honorary president of the T-Square Club of Philadelphia, an organization consisting entirely of architects.

Claude Schlanger has purchased from Cumberland Amusement Co. the Landis Theatre, Vineland, N. J., and the adjoining office building. He will continue operation of the Landis, with Herb Lubin remaining as house manager.

Cecil Felt, for many years an exhibitor, has opened a real estate office on Film Row in Philadelphia.

N. H. Waters, president of Waters Theatres, Birmingham, Ala., has received from Athens College the honorary degree of Doctor of Humanities.

James W. Bradford of New Orleans, a newcomer to the field of exhibition, has acquired his second operation, the Anne, a de luxe neighborhood house in Baton Rouge, La. His first was the Rex, in Chauvin, La.

John V. Ward, a veteran of 42 years in the industry, most recently as manager of the Seneca Theatre, Niagara Falls, Ont., has retired. He will be succeeded at the Seneca by Douglas Walker, of Collingwood.

Ed Story has been named manager of the new Tony Theatre, Crescent Amusement Co. operation in Nashville.

## MTOA Endorses

(Continued from page 1)

board commended American International Pictures for its efforts in "increasing releases and helping to relieve today's product shortage."

Plans for the new producing-distributing company had been presented to the convention by S. H. Fabian, chairman of the American Congress, in a speech read for him by Philip Harling. Fabian had been unable to attend.

While not attempting directly to solicit funds for the new company, Fabian had urged exhibitors to give financial support to bolster the \$2,000,000 already subscribed by five circuits—American Broadcasting-Paramount Theatres; RKO Theatres; Stanley-Warner; National Theatres & Television; and Loew's Theatres. Fabian gave next Jan. 1 as the deadline for raising funds for the company.

Convention speakers today included Mori Krushen, United Artists national exploitation manager; Mort McGill, Eastern division manager for Buena Vista; and Harold Saltz, sales manager for Universal at Washington, D.C.

# Pathe Labs. FORTHCOMING RELEASES

(Continued from page 1)

owners here that about two weeks ago he received a call from James S. Burkett, Pathe Lab sales manager, and a member of the SPG, who requested a meeting with TOA officials to discuss a new idea.

Pickus, accompanied by George G. Kerasotes, TOA board chairman, and Walter Reade, Jr., former TOA president, met last week with Burkett and Gordon K. Greenfield, president of American Corp., Pathe Lab's parent company, and heard the plan for the new production program.

### Additional Conferences Planned

Further meetings will be held, Pickus indicated, to work out details as to a practical number of pictures to be included in the program, their approximate budgets, probable stories, casts and producers, as well as particulars of the extent of exhibitor co-operation and how it will be achieved.

Observers here pointed out that in addition to possible profits on the play-off of films in the program, Pathe Lab will benefit from the laboratory work which the program will create. It is generally assumed in trade circles that the cut-down of Hollywood production has disturbed the labs as much as it has exhibitors.

Pickus made it clear that the new development would not affect either the TOA committee's further meetings with the SPG on mutual production-exhibition exchanges of viewpoints, or TOA's support of the exhibitor-sponsored plan for formation of a new production-distribution company, for which the former affiliated circuits have posted \$2,000,000 and additional sums are being pledged by independent circuits.

Pickus said he has "great hopes for the future if the Pathe Lab program, the exhibitor-sponsored production plan, or any exhibitor picture-making company gets to work."

### Sees 'Snow-balling Effect'

"The additional films these sources would produce," Pickus said, "would, I am confident, create a snow-balling effect that will result in 300 to 350 pictures a year for us. I feel the moment the film companies see exhibition is really in the picture-making business, they are going to step up their own production to try and save their markets. And, as we stay in business, they will continue their increased production and will be surprised to learn the truth of something we have been trying to tell them for years—that the market needs and will support more pictures, and will be profitable for all."

"As it becomes increasingly apparent that exhibitors are dead serious in their determination to cause more pictures to be made," Pickus continued, "many statements can be expected to come from high film executives which will cast doubts on the need for such exhibitor effort. I say this not cynically nor as a critic of the film companies, but only to urge exhibition not to be deterred from

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, Techirama; vv, VistaVision; rs, Regalscope.

## ► JULY

AIP—HOUSE OF USHER, c. cs: Vincent Price, Mark Damon  
 BV—POLLYANNA, c: Hayley Mills, Jane Wyman  
 COL—SONG WITHOUT END, c, cs: Dirk Bogarde, Capucine (special handling)  
 COL—STRANGERS WHEN WE MEET, c, cs: Kim Novak, Kirk Douglas  
 COL—STOP! LOOK! AND LAUGH!: Three Stooges  
 COL—THIRTEEN GHOSTS: Charles Herbert, Jo Morrow  
 MGM—BELLS ARE RINGING, c, cs: Judy Holliday, Dean Martin  
 MGM—THE DAY THEY ROBBED THE BANK OF ENGLAND: Aldo Ray  
 PAR—THE BELLBOY: Jerry Lewis, Corinne Calvet  
 PAR—THE RAT RACE, c: Tony Curtis, Debbie Reynolds  
 PAR—TARZAN THE MAGNIFICENT, c: Gordon Scott, Betta St. John  
 20-FOX—THE STORY OF RUTH, c, cs: Elana Eden, Stuart Whitman  
 20-FOX—THE LOST WORLD, c, cs: David Hedison, Jill St. John  
 20-FOX—FROM THE TERRACE, c, cs: Paul Newman, Joanne Woodward  
 20-FOX—MURDER, INC., cs: Stuart Whitman, May Britt  
 20-FOX—TRAPPED IN TANGIERS, cs: Edmund Purdom, Genevieve Page  
 UA—THE APARTMENT: Jack Lemon, Shirley MacLaine  
 UA—CAGE OF EVIL: Ronald Forster, Pat Blair  
 UA—THE LAST DAYS OF POMPEII, c: Steve Reeves  
 UNI—DINOSAURUS, c, cs: Ward Ramsey, Kristina Hanson  
 UNI—PORTRAIT IN BLACK, c: Lana Turner, Anthony Quinn  
 WB—ICE PALACE, c: Richard Burton, Robert Ryan  
 WB—HERCULES UNCHAINED, c: Steve Reeves

## ► AUGUST

AA—HELL TO ETERNITY: Jeffrey Hunter, Joan O'Brien  
 AIP—KONGA, c: Michael Gough, Jess Conrad  
 COL—THE NIGHTS OF LUCREZIA BORGIA, c: Belinda Lee, Jacques Sernas  
 MGM—ALL THE FINE YOUNG CANNIBALS: Natalie Wood, Robert Wagner  
 PAR—PSYCHO: Anthony Perkins, Vera Miles  
 PAR—IT STARTED IN NAPLES, c: Clark Gable, Sophia Loren  
 20-FOX—ONE FOOT IN HELL, c, cs: Alan Ladd, Don Murray  
 20-FOX—FOR THE LOVE OF MIKE: Richard Baseheart, Rex Allen  
 20-FOX—THE THIRTY-NINE STEPS: Kenneth More, Taina Elg  
 20-FOX—YOUNG JESSE JAMES, cs: Ray Stricklyn, Willard Parker  
 20-FOX—SONS AND LOVERS, cs: Trevor Howard, Wendy Hiller  
 20-FOX—THE IDIOT: Russian Film  
 UA—ELMER GANTRY, c: Burt Lancaster, Jean Simmons  
 UA—HE RAN FOR HIS LIFE: Steve Kandel, Ron Foster  
 UNI—COLLEGE CONFIDENTIAL: Steve Allen, Jayne Meadows  
 UNI—CHARTROOSE CABOOSE, c: Molly Bee, Ben Cooper  
 WB—OCEAN'S ELEVEN, c: Frank Sinatra, Angie Dickinson

## ► SEPTEMBER

AIP—MALE AND FEMALE: Nadja Tiller, Tony Britton  
 COL—AS THE SEA RAGES: Maria Schell, Cliff Robertson  
 COL—FAST AND SEXY, c: Gina Lollobrigida, Dale Robertson  
 COL—ALL THE YOUNG MEN: Alan Ladd, Sidney Poitier  
 COL—THE ENEMY GENERAL: Van Johnson, Jean Pierre Aumont  
 MGM—THE TIME MACHINE: Rod Taylor, Allan Young  
 20-FOX—LET'S MAKE LOVE, c, cs: Marilyn Monroe, Yves Montand  
 20-FOX—HIGH TIME, c, cs: Bing Crosby, Fabian  
 20-FOX—APHRODITE, c: Belinda Lee, Jacques Sernas  
 20-FOX—HIGH POWERED RIFLE, cs: Willard Parker and Allison Hayes  
 UA—STUDS LONIGAN: Christopher Knight, Venetia Stevenson  
 UA—THE NIGHTFIGHTERS: Robert Mitchum, Anne Heyward  
 WB—THE CROWDED SKY, c: Dana Andrews, Rhonda Fleming

its goal of causing more pictures to be made."

Pickus said he was gratified that TOA had been selected by Pathe Lab to help launch the new program.

"TOA's consistent efforts and business-like approach to our industry's problems, and our constructive conduct, are paying off," he commented.

The TOA head said that as the product shortage not only continues, but worsens, it becomes increasingly apparent that it is up to exhibitors

to act if any relief is to be obtained.

"The film companies," he said, "are all operating profitably on their present total output of about 200 pictures a year. They have no theatres of their own to stock. They are enjoying a seller's market. They are making money. They have no reason, in my opinion, to rock their own comfortable boat by increasing their production and releasing schedules materially. We cannot expect the relief we seek from them."

# National Pre-Selling

**"THE Alamo,"** John Wayne's \$12 million Batjac production, received all-out pre-selling of highest character in the July 4 issue of "Life"—a special issue devoted to U.S. Politics.

The inside cover gate fold plus a third page of text written by Russell Birdwell states the principles of Wayne and Grant by reprising the words and philosophy of the Alamo patriots and the history of that fight for human freedom won at "The Alamo."

As an example of outstanding pre-selling, it is pre-eminent, as a distinctive creative presentation, it seems unique.

A striking color ad on UI's "Portrait in Black" starring Lana Turner, Anthony Quinn, Sandra Dee and John Saxon appears in the July issue of "Redbook."

"The Rat Race," a charming romance about an impoverished saxophone player from Milwaukee, Tony Curtis, who, in the rat race of New York, meets a cynical, disillusioned, impoverished dance-hall hostess, Debbie Reynolds, and platonically shares an apartment with her, and eventually teaches her, through love, that life is worth living is reviewed in the July issue of "McCall's."

Richard Marek is well pleased with this new Paramount film, and the people portrayed by Debbie Reynolds and Tony Curtis. In his opinion they are nice people because they speak with wit, with warmth, with freshness and spirit. They are, indeed, part of the rat race, but they rise above it because of their entirely credible love for each other.

"Bells Are Ringing," starring the superb comedienne, Judy Holliday and Dean Martin has been selected by "Seventeen," as the picture of the month for July.

The new MGM comedy is doing exceptionally good business at Radio City Music Hall.

"Pollyanna," is recommended to the readers of "Good Housekeeping's" July issue by Ruth Harbert. In her opinion "Pollyanna" is played delightfully by a young British girl, Hayley Mills.

The rest of the cast is equally impressive including Jane Wyman, Karl Malden, Adolphe Menjou, Donald Crisp and Agnes Moorehead.

"The Story of Ruth" with Israeli actress Elana Eden has been awarded "Parent's" Family Medal Award for July.

WALTER HAAS

# Screen Gems

(Continued from page 1)

Screen Gems, its wholly owned subsidiary.

In dismissing the Government suit, Judge Herlands ruled that the contract did not constitute price-fixing in violation of the Sherman Anti-Trust Act nor did it tend to substantially lessen competition in violation of Section 7 of the Clayton Act.

The decision enables Screen Gems to continue to distribute the backlog of pre-1948 features acquired by Columbia from Universal. For the duration of the Government action, which was first brought in April of 1958, Screen Gems had been limited to releasing no more than 50 of the features per year. Dismissal of the suit removes the earlier restraints imposed by the court on the performance of the agreement.

In handing down the decision Judge Herlands found that feature films are not a separate line of commerce, and there is nothing unique about feature films as television programming. He found that all TV programming competes with all other TV programming, and there was no probability of lessening of competition as a result of the Columbia-Universal agreement.

### Wide Significance Seen

Dismissal of the Government complaint on the merits of the case was seen by observers yesterday as having wide significance for both the motion picture and television industries.

Screen Gems and Columbia Pictures were represented by the firm of Davis, Polk, Wardwell, Sunderland & Kiendl (of counsel, Theodore Kiendl, Taggard, Whipple and Henry L. King) and Schwartz & Frohlich (Arthur Schwartz, Irving Moross and Stewart Schwartz). Universal Pictures was represented by Adolph Schimel, Universal vice-president and general counsel, and Harold Lasser of its legal staff.

Still pending in the courts is a similar suit filed in September, 1959, against United Artists and its subsidiary, United Artists Associated, Inc. This involved UA's acquisition of the assets of Associated Artists Productions and C & C Films.

The Government charged that the acquisition of AAP and C & C, which were formerly competitors of UA in the distribution of feature films to television, served to lessen competition in the field. From the two companies UA gained control of assets which included the complete pre-1949 libraries of both Warner Brothers and RKO Radio, the Government said.

### 'Psycho' at \$221,854

Alfred Hitchcock's "Psycho" has grossed a big \$221,854 to date in four special pre-release engagements, according to consolidated theatre reports. The figure, representing two weeks of playing time in New York and one week each in Chicago, Boston and Philadelphia, is one of the highest ever recorded for a Paramount release in opening engagements, the company said.

# SAG's TV Pact Extended

## One Day; Agreement Near

By SAMUEL D. BERNS

HOLLYWOOD, June 30. — Representatives of the Screen Actors Guild and the Association of Motion Picture Producers, who met until 7:30 tonight to conclude an agreement on a new contract for television actors, shook hands on a one-day extension of the contract which was to have ended at midnight tonight, to resume negotiations tomorrow morning on what is believed to be the final point of agreement.

# Shapiro Suit Against Distributors Dismissed

Special to THE DAILY

PHILADELPHIA, June 30.—Judge Van Dusen of the United States District Court in Philadelphia yesterday dismissed, with prejudice the action in which Merton Shapiro and Bernard Shapiro, who own and operate the Arcadia Theatre here, charged almost all of the major motion picture companies and the Goldman, Stanley Warner and National theatre circuits with having conspired to deprive the Arcadia Theatre of first-run product. Suit was filed in 1956.

The trial had been scheduled to open here today, the plaintiffs having subpoenaed 40 executives of the distributor and exhibitor defendants. Louis Nizer and Brad Ward, on behalf of the defendants, insisted that the plaintiffs, be required to testify first. The plaintiffs resisted the motion.

The Court then ruled that the Shapiros would be required to testify before the 18th of July, and that, if necessary, the court would sit evenings in order to complete direct and cross-examination of the plaintiffs.

The Shapiros consented to the order of dismissal, with prejudice, and the court's record shows that they received only \$62,500 as partial reimbursement for the attorneys' fees and disbursements which the Shapiros expended in connection with their court action. The amount sued for was \$1,125,000.

# Criticism of Immoral Films Is Defended

Special to THE DAILY

VATICAN CITY, June 30—L'Osservatore Romano has attacked socialists and communists for indignation at criticism of immoral movies. The Vatican City daily said that while movies in Soviet Russia "give social instruction," socialists and communists outside the Soviet union encourage movies that are immoral.

L'Osservatore Romano was defending Umberto Tupini, Italian Minister of Entertainment and Tourism, from attacks for his criticism of Italian movies. It praised him for his "loyal and clear assumption of responsibility."

# SEG's Board

(Continued from page 1)

the negotiations will be made at the annual membership meeting of the guild, to be held on July 8 at the Academy Awards Theatre and a strike vote will be taken, following which a secret mail referendum of the entire membership will be conducted. Under SEG by-laws, in such a referendum 75 per cent of those voting is required to authorize a strike.

SEG's contracts expired April 2, 1959. Extra players' negotiations with the Association of Motion Picture Producers and the New York Film Producers Association also are at a critical stage. The Screen Actors Guild represents extra players in New York.

Shanks said that best offer made by the producers to SEG is an increase of 7½ cents an hour, "which is so far below that given other performers and other employees in the industry it would seem the employers are trying to foment trouble."

He added that SEG also is insisting an adequate health and welfare coverage for extra players and establishment of proper wage scales for extras in filmed TV commercials.

# Chrysler to Sponsor Astaire's Fall Show

Chrysler Corporation again will present Fred Astaire in a new musical colorcast over the NBC-TV network during the 1960-61 season, the network announced this week. The Chrysler purchase was made through the Leo Burnett Co., Inc., the automotive corporation's advertising agency.

Astaire, whose first two programs—"An Evening with Fred Astaire" and "Another Evening With Fred Astaire"—won 26 different awards, will star again in a full-hour presentation to be telecast in the fall. The title and cast of the new show will be announced later.

"An Evening with Fred Astaire," presented during the 1958-59 season, was the year's most honored program. "Another Evening with Fred Astaire," which was colorcast last November, received additional awards for the season just ended.

# Publicist Assn. Moves Against Non-Union Men

From THE DAILY Bureau

HOLLYWOOD, June 30. — Hollywood's union-organized publicists appealed yesterday to their international organization to aid them in halting the servicing of film television shows by non-union press agents employed by national advertising agencies.

In its request to the IATSE and Moving Picture Machine Operators Union to intercede in its behalf, the Publicists Association, Local 818, requested that the situation of non-union press agents working in what has always been a 100 per cent union field be made known to the full national membership of AFL-CIO.

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everything that  
made "Journey  
To The Center  
Of The Earth"  
a blockbuster!*

## Letter Is Sent

### Aid to Cut Film Tariffs Abroad Asked

#### Johnston Asks Inclusion In U.S. Trade Negotiations

Inclusion of motion pictures among the items to be considered at forthcoming negotiations under the General Agreement on Tariffs and Trade, has been requested by Eric Johnston on behalf of the Motion Picture Export Association of America.

The request was made in a letter to Edward Yardley, secretary of the inter-governmental Committee for Reciprocity Information in Washington.

Johnston, president of MPEAA, outlined in his letter the "enormous importance to the American motion picture companies" of the foreign market and the serious obstruction to their

(Continued on page 4)

### SAG, AMPP, ATFP Agree on Actors' Pact

By SAMUEL D. BERNS

HOLLYWOOD, July 4. — The negotiating committees of the Screen Actors Guild, the Association of Motion Picture Producers and the Alliance of Television Film Producers reached an agreement late Friday on a new collective bargaining contract for actors in television entertainment films, subject to the approval of the boards of directors of the respective organizations and the membership of the guild.

The contract provides pension and health and welfare plans paid for by

(Continued on page 4)

### Para. Executives Leave For Meetings on Coast

George Weltner, Paramount vice-president in charge of world sales, Jerome Pickman and Hugh Owen, vice-presidents, and Joseph Gould, advertising manager, left here for Hollywood last night, for important meetings at the Paramount Studio. The executives will view a rough cut of

(Continued on page 4)

## STEVENS SIGNS CARL SANDBURG!



Flat Rock, N. C. — George Stevens, who will produce "The Greatest Story Ever Told" for 20th Century-Fox, signs famed two-time Pulitzer Award-winning author Carl Sandburg to collaborate with him.

Advt.

### Cushman to Handle P.R. For Allied Convention

Special to THE DAILY

CHICAGO, July 4.—The appointment of Aaron D. Cushman and Associates was announced by Jack Kirsch, president of the Allied Theatres of Illinois, Inc., to handle public relations for the Allied States Ass'n. convention to be held at the Conrad Hilton Hotel here from Nov. 6 to 10.

### Wage Bill Endangered By Hasty Amendment

From THE DAILY Bureau

WASHINGTON, July 4.—An error in a House-passed agricultural processing workers exemption from the wage law has cast in doubt the passage of a minimum wage bill this year. An amendment described to the House in one minute and adopted by

(Continued on page 5)

### Ontario Board of Censors Is Commended For Doing Good Job 'Without Controversy'

Special to THE DAILY

TORONTO, July 4.—The Ontario Board of Censors has been commended for doing a "competent and objective" job in an editorial in the "Windsor Star." Said the newspaper: "Censorship is a controversial issue in any free country. It is necessary to prevent lewd and obscene materials being distributed under the guise of art yet it is essential not to intervene unduly on the freedom of people to read or see what they wish. It is a matter of almost common consent, however, that there be a censorship of films. Film makers, in their lust for profits, have shown themselves irresponsible in failing to exercise proper restraint.

"In Ontario this censorship has been handled as it should be, by a properly constituted board. Down the years it has done its job competently and objectively. It has wisely shunned prejudices or other motives which make censorship dangerous. The board has proved that in a free society censorship can be done without much controversy. And that is when it is done, as it should be, by a competent authority operating under the law."

## New Commission

### Gov't. Group On Obscenity To Study Films

#### 'Salacious' Motion Pictures Are Scored by Senators

By E. H. KAHN

WASHINGTON, July 4. — The Senate has passed, with a recorded vote, a bill introduced by Sen. Mundt (R., S.D.) and co-sponsored by 29 others, to create a "commission on noxious and obscene matter and materials." The bill makes it evident that the government's policy is to suppress the traffic in obscenity, and floor discussion made it clear that the group will inquire into motion pictures.

In the course of debate on the bill, Sen. Lausche (D., Ohio) made repeated references to motion pictures. He put into the record the court de-

(Continued on page 2)

### UA to Have Seven Shooting in July

United Artists announced at the weekend it will have seven major productions shooting in July which it said will be the largest that any company will have put before the cameras so far this year in a single month.

The features for UA release will be made in Hollywood, Reno, St. Louis, New York, and in Spain.

The pictures include "The Misfits," "Jack, the Giant Killer," "Man of Alcatraz," "Something Wild," "The Hoodlum Priest," "Five Gun to Tombstone," "Revolt of the Slaves," and "Fabiola."

### KNXT Gets 161 Pre-'48 Films in 20th-Fox Deal

From THE DAILY Bureau

HOLLYWOOD, July 4. — Station KNXT has acquired a package of 161 pre-1948 20th Century-Fox films on an exclusive first-run, seven-year deal for a reported \$1,207,500. It was announced by Leon Drew, program director KNXT and the CBS-TV Pacific Network.

## PERSONAL MENTION

**BARNEY BALABAN**, president of Paramount Pictures, returned to New York at the weekend from London.

**ARNOLD M. PICKER**, United Artists vice-president in charge of foreign distribution, will leave New York today for London.

**NATHAN D. GOLDEN**, director of the motion picture division, U.S. Department of Commerce, is in Berlin from Washington. Later he will go to Italy to attend the Venice Film Festival.

**BERNARD SMITH**, executive assistant to **SOL C. SIEGEL**, M-G-M studio head, has returned to the States from Europe.

**MARTY BLAU**, Columbia Pictures assistant publicity manager, is in Chicago today from New York.

**JULES LAPIDUS**, Warner Brothers Eastern division manager, was in Gloversville, N. Y., last week from here.

**HERBERT SCHWARTZ**, Columbia Pictures branch manager in Albany, N. Y., has returned there following a visit to the home office.

**BERNICE F. LIVINGSTON**, who has been handling publicity and promotion assignments for Continental Distributing, Inc., has left New York for the Coast.

**WALTER WOOD**, producer, arrived in New York at the weekend from Hollywood.

**SIR CAROL REED** and **ERIC AMBLER**, director and writer, respectively, of "Mutiny on the Bounty" for M-G-M, have returned to the studios from England.

**MAXWELL ARNOW**, Columbia Pictures studio executive, left Hollywood at the weekend for Miami Beach.

## NEW YORK THEATRES

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ON THE GREAT STAGE "HAWAII, U.S.A."

## Gov't Plans Obscenity Study

(Continued from page 1)

cision in Ohio's case against Nico Jacobellis, theatre manager, in the exhibition of "The Lovers." He also asserted (as he had before) that evangelist Billy Graham had told him that U.S. movies and literature sent to Africa "were doing more damage to our esteem" than could be built up by U.S. diplomats.

He noted that he had attended a meeting at which "we heard a monsignor from a South American nation state that Hollywood was bringing our nation into disrepute by its moving pictures." He also quoted an assistant secretary of state as having told the foreign relations committee: "All of our ambassadors, all of our foreign service men, cannot build up what Hollywood is doing in the destruction of the esteem that the peoples around the world have for our country."

Sen. Allott (R., Colo.) asked how the U.S. can permit "in our moving picture theatres stories and scenes which could only be described . . . as salacious and overwhelming to the moral precepts and concepts of our country."

Sen. Stennis (D., Miss.) cited an unidentified Russian as giving as a reason for not taking more U.S. pic-

tures in the cultural exchange program, that "the sexual morality of the films is too low." He said he thinks "this typifies the impression some of our films leave throughout the world."

Sen. Case (R., S.D.) asserted that he had been "staggered" by the attention which "a certain class of film" received in Madrid, Spain. He asserted that "they were obviously Hollywood or American-produced films," but mentioned no names.

### Literature Also Included

Case expressed the hope that the commission would have power to "go into the question of the production and distribution of salacious films as well as salacious literature." Sen. Mundt noted that "pictures have great power and great capacity for good or evil, and said the commission should look into them.

Membership in the commission shall include, in addition to government representatives, "a prominent representative of the motion picture industry" and one from the radio-TV industry.

House action approving the bill is expected before Congress completes its work and adjourns until January.

## Newark Catholic Unit Sets Film Meeting

Special to THE DAILY

**JERSEY CITY, N.J., July 4.** — The young Catholic Leaders Institute of the Newark archdiocese will sponsor a study conference on "standards of motion picture appreciation" here.

The conference, to be held Aug. 22-23 at the Academy of St. Aloysius, will be open to high school teachers, and will be the first of such courses for them during the year. The conference will be conducted by Edward Fischer, professor of communication arts at Notre Dame University.

## Lazarus on Coast Today

**HOLLYWOOD, July 4.** — Paul N. Lazarus, Jr., vice-president of Columbia Pictures, arrives here from the New York home office tomorrow for a week of conferences with Samuel J. Briskin, vice-president in charge of West Coast activities, and other Columbia Studio executives. The top-level meetings will cover Columbia's forthcoming production and release program.

## 'Entertainer' Here in Fall

"The Entertainer," starring Sir Laurence Olivier, will have its American premiere in New York in mid-September, it was announced by Irving Wormser, president of Continental Distributing, Inc.

## Joint Radio Campaign Promotes Films Here

A joint radio campaign over leading stations in the New York City area was launched over the weekend on behalf of neighborhood theatres. The drive will run for 13 weeks.

Members of the Metropolitan Motion Picture Theatres Association, Independent Theatres Owners Association and the Motion Picture Association of America, are participating in the radio campaign and over 400 spot announcements will be used to promote films playing in neighborhood theatres during the campaign.

This radio venture marks the third successive joint radio campaign undertaken by the three associations in this area. The first campaign initiated last summer proved successful and an equally successful campaign was launched during the Christmas season of last year, which extended into April of this year.

Donahue and Coe, who represented the industry in the previous campaigns is also in charge of the current broadcasts.

## Skiatron Ban Extended

**WASHINGTON, July 4.**—All trading in Skiatron Electronics and Television common stock has been suspended through July 14 by the Securities and Exchange Commission.

## 'Time' Unveils New Projection Room

Coinciding with Paramount distribution of the first in its series of short subjects called "Sports Illustrated," Time, Inc. has officially opened to the public its custom-designed auditorium in the eighth floor of the new Time & Life Building here. The room's unusual decor and fine projection facilities are expected to attract interest within motion picture circles.

A projection booth capable of handling all sizes of films will be used in the auditorium proper. This room also has a large, fully-equipped stage with a wide-screen TV projector that retracts into the ceiling, and coaxial cables for closed-circuit TV. The auditorium seats 245 persons.

Films in the series, produced by Winik Films for Paramount are one reel, wide-screen, color short subjects. Six are expected to be produced in the current series. Eventually, it is hoped that at least four will be distributed each year, according to Sidney L. James, publisher of SI. "Kings of the Keys," first in the series, runs 10 minutes. It was directed and written by Martin Andrews and narrated by Chris Schenkel.

The Ponti Auditorium is complemented by five other rooms, including a large gallery lounge, a bar, a dining-conference room, a serving kitchen and a small conference room. Estimated capacity for the entire area is 400. The auditorium complex was built as a penthouse on the eighth floor terrace of the north wing of the L-shaped wrap-around which abuts the main 48-story tower of the building. —S. O.

## Lodge Appoints Rubin

Leonard Rubin, vice-president and sales manager of Gilliams and Rubin has been appointed co-chairman with Joseph B. Rosen, regional sales manager of Universal Pictures of New York's Cinema Lodge of B'nai B'rith's principal fund-raising project, it was announced by Abe Dickstein, president. The fund-raising project on behalf of the B'nai B'rith agencies involves the sale of 750 contribution share certificates at \$25 per certificate with one of the purchasers being awarded a 1960 four-door Cadillac and another purchaser a 10-day all-expense-paid cruise for two on the Holland-America Lines S.S. "Nieuw Amsterdam" leaving Dec. 2, 1960.

## THEATRE MANAGER WANTED

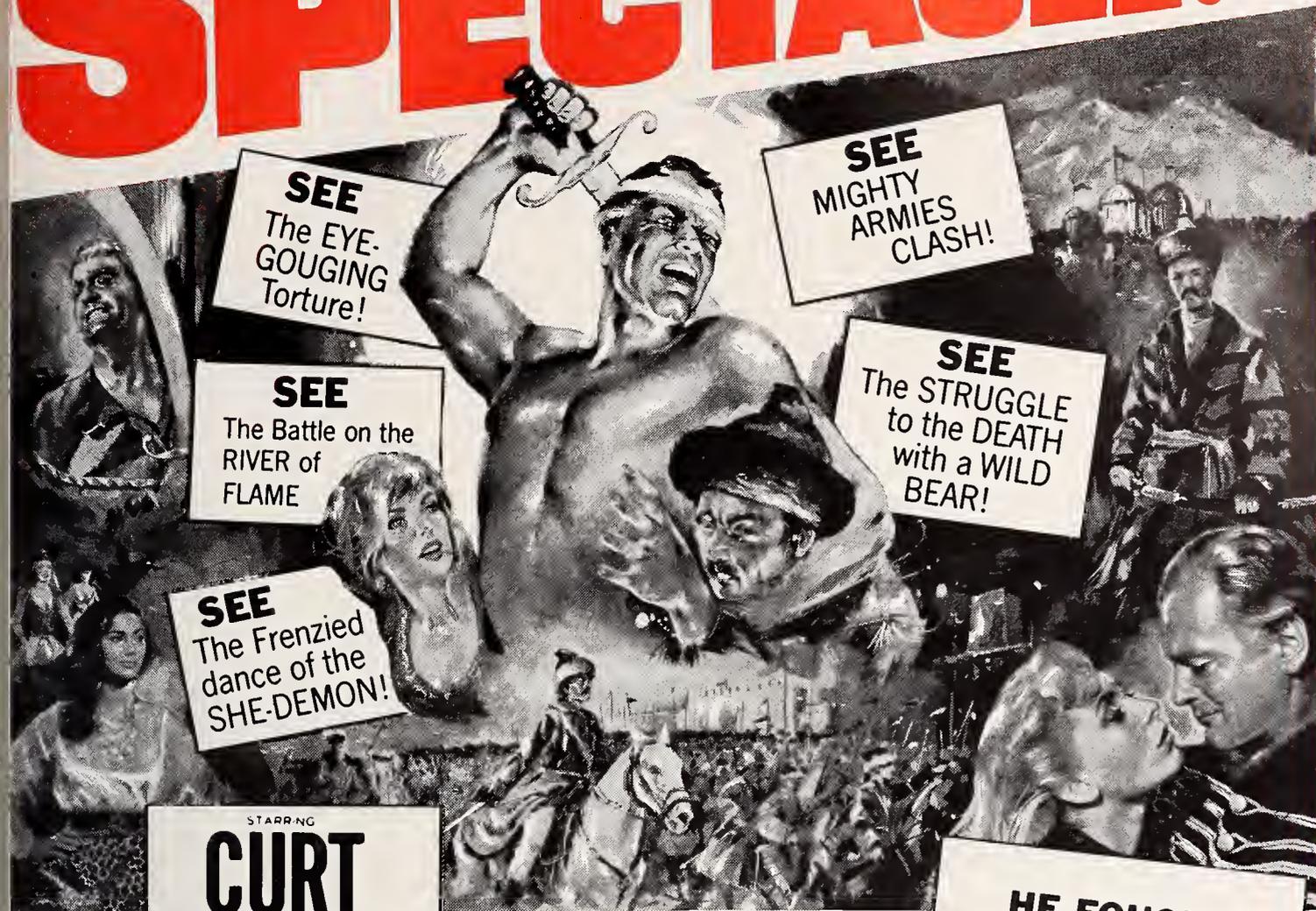
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FLAME

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The Frenzied  
dance of the  
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## Banker Lauds 'Smash Hit' After Checking Deposit

Approbation from a banker being "praise indeed," Melvin Miller, general manager of Consolidated Theatres, Stamford, Conn., is proudly exhibiting a deposit receipt of the Fairfield County Trust Co. on which the teller has written, "Congratulations on a smash hit."

The banker's exuberance resulted from Miller's deposit of the opening day's receipts of Paramount's "Psycho," the size of which seemed to call for felicitations. Needless to say, the gross broke the house record for an opening day.

## TV-Actor Pact

(Continued from page 1)

the employers, two sets of increases in minimum rates, one effective retroactively to June 1, 1960 and continuing to 1962, and then additional increases for the next two years, and many other changes.

Highlights of the new contract, in addition to raises in minimums, new limitations on producer options for exclusive rights on pilot and series contracts, include:

(1) Pension, health and welfare plans: producer to pay an amount equal to 5 per cent of total actors' salaries and residuals, with limitation of \$2,500 per actor per half hour program, and \$4,000 per hour show.

(2) Re-runs: Present re-run schedule remains in effect with increased residual payments provided by raises in minimum rates. Guild has the option the end of the first two-year period of the contract to convert residual payments to a system of royalty payments in perpetuity of not less than 8 per cent of the distributors world-wide gross from re-runs. If the guild exercises the option, the contract will run for an additional three years instead of two. If the guild elects not to exercise the option, the residual formula will be based on the minimums taking effect in 1962 and the contract will end in 1964.

## Levine Goes to Rome

Joseph E. Levine, president of Embassy Pictures, flies to Rome today for pre-production conferences on "The Thief of Bagdad." The adventure drama, which will star Steve Reeves, goes before the cameras July 15.

## Aid Asked on Foreign Tariffs

(Continued from page 1)

trade in countries still applying oppressive taxes. Motion pictures were not included in the listing previously announced by the committee for negotiation in conferences later this year.

"I would like to request," wrote Johnston, "that exposed motion picture film, both negative and positive, and related materials, be included on the list of products on which the United States may seek concessions from other countries."

After pointing out that more than half of the world-wide gross earnings on American films came from the foreign market last year, Johnston said:

"In many countries import duties on negative or positive prints do not represent an onerous expense or a serious obstruction to importation, but have been far overshadowed by other types

of restrictions. Perhaps for this reason, the importance of import duties has been overlooked in certain instances."

On the other hand, Johnston pointed out that among the countries with whom negotiations are to take place this year, there are several cases where the duties "are of such a size as to present a heavy annual cost to the industry and an important impediment to the importation of films."

A tendency on the part of some other countries to resort to confiscatory duties, was also noted by Johnston, and he urged the committee to press for more reasonable tariff treatment in these areas. He also pointed out that it is important where present duties are low to make arrangements for preventing any future increases in such duties.

## Sandburg to Work on 'Story' with Stevens

Special to THE DAILY

FLAT ROCK, Tenn., July 4. — Carl Sandburg, world acclaimed poet and historical biographer, is about to enter motion picture production. George Stevens, producer-director, announced here that Sandburg has agreed to collaborate with him on bringing to the screen Fulton Oursler's best-selling book, "The Greatest Story Ever Told," on which Stevens has spent the past year preparing a film for 20th Century-Fox.

Sandburg will collaborate with Stevens and his staff of associates in both the preparation and complete production of the film, the producer stated.

Stevens revealed that Sandburg will arrive in Hollywood July 18 and devote his full talents to the writing and actual making of the picture. This will mark Sandburg's first association with films.

## Pedro Seeks Another

ALBANY, N.Y., July 4. — Alex Pedro, who recently placed St. Johnsville, New York back on the theatre map—by reopening, with the aid of merchants and townspeople, that village's only motion picture house—, and who also operates in Dolgeville, New York, is reported negotiating for a lease on the Johnstown Theatre in Johnstown, N. Y. Formerly called Smalley's, it had been conducted for two years by Charles Schnell.

## Form Jeff-Fun, Inc.

MIAMI, July 4. — Officers of Wometco Enterprises, Inc., and Jefferson Stores, Inc., issued a joint announcement today of the formation of a new corporation, Jeff-Fun, Inc. The corporation was formed to manage and operate a unique type of "inside funland park and snack bar." The Jeff-Fun will be located as part of the Jefferson Super Stores, Inc., new self service department store in Fort Lauderdale.

## Para. Officials

(Continued from page 1)

Hal Wallis' "G.I. Blues," starring Elvis Presley, and will confer with Alfred Hitchcock on the August general release of "Psycho."

Other upcoming Paramount releases to be discussed include Shavelson-Rose's "It Started in Naples," Dino DeLaurentiis' "Under Ten Flags," Roger Vadim's "Blood and Roses," Jerry Lewis' "CinderFella," Marlon Brando's "One-Eyed Jacks," Ray Stark's "The World of Suzie Wong," Wallis' "All in a Night's Work" and Perlberg-Seaton's "The Counterfeit Traitor."

## FPCC Set to Resume National Meetings

Special to THE DAILY

TORONTO, July 4. — Famous Players Canadian Corp. has set its first national meeting of executives, partners and managers since the 30's. Meetings are scheduled for Sept. 12-15 inclusive.

The four-day conference scheduled for the Park Plaza Hotel, Toronto, will include a showing of Telemeter, which is high on the agenda. Famous Players is Canada's largest circuit.

## New Drive-In Opens

DETROIT, July 4. — Elton Samuels owner of the Waterford, Jackson and Pontiac Drive-Ins, opens his new 1,500-car Miracle Mile Drive-In today. This is reported to be the only drive-in equipped with 70mm and Todd-AO equipment. Grand opening festivities will include fireworks and prizes.

## 3 Columbia for July

Columbia Pictures will release three films nationally during the month of July, it has been announced by Rube Jacker, Columbia vice-president and general sales manager. The three features are: Bryna-Quine's "Strangers When We Meet," William Castle's "13 Ghosts," and Harry Romm's "Stop! Look! and Laugh!"

## Justice Dept. Vigilance Is Urged for Anti-Trust

Special to THE DAILY

BERKELEY, Calif., July 4. — Has divestiture of theatre holdings, in line with government antitrust action, restored competitive market rivalry to exhibition?

Michael Conant, author of "Anti-trust in the Motion Picture Industry," just published by the Univ. of California Press here, concludes that it has in the short run, but will probably not prove effective in the long run.

When the watchdog powers of the courts end, Conant expects the "monopoly power" of the major chains to make itself felt once more. "The only sure, long-run remedy for monopoly power is dispersal of that power. The circuits should have been destroyed," Conant writes. He argues that, for example, United Paramount's 500 houses should have been divided up among at least 50 separate firms.

## Chicago Case Emphasized

Conant formerly served as attorney to firms in the entertainment industry in Chicago. His book gives special attention to the Chicago area and the crucial Jackson Park case. He is now assistant professor of business administration at the Univ. of California.

Conant feels that the prohibition on compulsory block-booking has been effective, as have those on formula deals and master agreements. However, he finds that distributors have been able to control admission prices through percentage deals.

Even dispersal of theatre holdings, Conant concludes, would not have produced effective competition without a system of public auction bidding, open to all theatres.

## Opposes Exhibitor Views

Conant opposes the exhibitor proposal of compulsory arbitration in the making of film contracts as inconsistent with free competition. He argues that the minors (Columbia, Universal and United Artists) were wrongly named as defendants in the basic Paramount antitrust case.

In conclusion Conant calls for "continuous vigilance by the Department of Justice to insure free entry of rivals into the market."

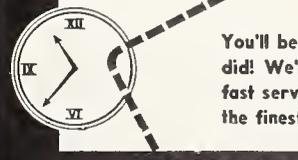
## GPL Has New Quarters

LOS ANGELES, July 4.—GPL Division—General Precision, Inc., has relocated its West Coast sales and service headquarters in a new building, 7803 Lemona Avenue, Van Nuys, Calif., it has been announced by J. M. Kees, manager of the organization's Los Angeles regional office. Formerly the facility was located in Pasadena.

## Cinerama in Peru

Cinerama will add another theatre to its chain of foreign installations when the Diamante Theatre in Lima, Peru, opens on July 12th, it is announced by B. G. Kranze, vice-president of Cinerama, Inc.

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You'll be glad you did! We'll give you fast service and the finest quality!

**FILMACK** CHICAGO, ILL.

1327 S. Wabash

# Minimum Pay

(Continued from page 1)

An overwhelming voice vote now appears to remove some 13.5 million presently covered workers from the protection of the wage hour law. Expectations are that the Senate will change this.

The amendment, offered by Rep. Smith (D., Miss.) and designed to modify the agricultural processing exemption so as to make it realistic under today's conditions, is said by the Labor Department to lift this coverage. Rep. Smith told the House that this was inadvertent, after it had been pointed out by Rep. Pucinski (D., Ill.).

Rep. Roosevelt (D., Calif.), sponsor of the wage bill that had been approved by the Labor Committee, but which the House rejected, confirmed his interpretation of the Smith amendment as removing presently covered workers from the law's scope. He said it may give us a good chance for final adoption of a better bill . . . or it may mean there won't be any bill at all" this year.

The question has arisen whether the House Rules Committee will authorize a conference later this year to reconcile differences (and it is now certain that the Senate cannot adopt the House bill unchanged between the House and Senate versions).

It is believed that Senate adoption of a very liberal measure would make the conservative - dominated rules group very chary of permitting a conference, even though the conferees are likely to be conservatively inclined, since a bill more far reaching than was the House's intent in passing its wage bill would almost certainly result.

## Portrait' Grosses High

Following record opening business in premiere engagements in Chicago and Cleveland for "Portrait in Black," big openings are reported by Universal International for the film in San Francisco, Los Angeles, Portland, Denver, Kansas City and Birmingham. In its multiple-theatre opening in Los Angeles it raked up \$20,629, in San Francisco \$3,938, Portland \$2,075, Denver \$1,373, Kansas City \$1,276 and Birmingham \$1,548.

# Cinerama Stock Sale Paces Activity at SEC

From THE DAILY Bureau

WASHINGTON, July 4. — A large-scale transaction in Cinerama stock appears in the Securities and Exchange Commission's report of "Insider" transactions during the period from May 11 to June 10, 1960. Nicholas Reisini, officer and director of Cinerama, Inc., acquired 350,000 shares of the common in May from Reeves Soundcraft, Inc., which retains 103,441 shares. The purchase price is payable over a three-year period.

Albert Zugsmith received 3,000 common shares of Allied Artists pictures in May, bringing the total holdings to 153,100.

Edward L. Hyman, an officer of American Broadcasting - Paramount Theatres, disposed of 1,000 common shares in May, retaining 9,000. James G. Riddell, an officer and director, disposed of 280 shares, leaving him with 1,700.

Robert Saekman, officer of Ampex Corp., exercised an option for 5,250 shares of common in May, bringing his total to 6,660.

Albert A. Garthwaite, director of Decca Records, Inc., disposed of 300 shares of common in May.

W. Argyle Nelson, officer and director of Desilu Productions, Inc., acquired 300 shares of common in May, giving him 9,000.

A trust controlled by Albert A. List, officer and director of Glen Alden Corp., disposed of 3,700 shares of common in April. In the same month a trust for Vera G. List's daughter acquired and disposed of 3,700 shares, bringing its holdings to 521,853 shares.

Bennett Cerf, director of Metro-Goldwyn-Mayer, acquired 300 shares of common in April, bringing his total to 800 shares.

Victor M. Carter, officer and director of Republic Pictures Corp. acquired 14,800 shares of preferred stock from Holmes Manufacturing Co. in a private transaction during May.

Erwin H. Ezzes, officer of Television Industries, Inc., acquired 400 shares of common as trustee in May.

Francis T. Kelly, officer of 20th Century-Fox, disposed of 200 shares of common in May, retaining 1,050.

# Stratford, Ontario, Fete To Show 24 Pictures

Special to THE DAILY

TORONTO, July 4. — The Stratford International Film Festival, which is non-competitive, will present 24 feature-length films this year, it was announced by Louis Applebaum, director. The festival, held in conjunction with the Stratford Shakespearean Festival at Stratford, Ont., will also present an assortment of short subjects, cartoons, documentaries and experimental films from studios in 18 countries.

From Aug. 22 to Sept. 3

The film festival is to be held in the Avon Theatre during the two-week period from Aug. 22 to Sept. 3. All foreign-language pictures will be shown with English subtitles. There will also be two special children's programmes.

## Diamond to Israel for Eichmann Film Confab

From THE DAILY Bureau

HOLLYWOOD, July 4. — David Diamond will leave here this week for Israel to confer with government officials regarding cooperation in connection with filming "The Supreme Executioner," which he and Samuel Bischoff will produce for Allied Artists.

The film will be based on infamous career of Adolf Eichmann.

## Rank (Can.) in Bowling

TORONTO, July 4. — The Rank Organization will open its first bowling centre in Canada at New Market, 29 miles north of Toronto, on Sept. 1. If Rank has success with this first alley it is expected to expand further. Chris Holmes, veteran film man and manager of the Odeon Theatre, New Market, will also take charge of the bowling centre.

## O'Brien Bill Reported

WASHINGTON, July 4. — The House Commerce subcommittee has favorably reported to the full committee the O'Brien (D., N.Y.) bill to permit sale of General Aniline & Film to U.S. citizens. Further action will be deferred until August.

## REVIEW:

### Thunder In Carolina

Darlington Films Prod.—Howco Int'l.

Rory Calhoun and scores of other daredevil drivers go racing off toward wealth and fame or disability and death in "Thunder in Carolina," a "must" hot weather film for all of those thousands of hot-rod fans in America. The picture does not lack for action or well-planted sentimentality.

It tells all about those auto race drivers to whom limb, women and sometimes even life is secondary to the winner's circle and the fat purse. Part of the picture was filmed at the "Southern 500" in Darlington, S. C., where Calhoun is shown working with his protege, John Gentry, driver of the car Rory used before a spill forced him into the pit. Just before the big race begins Gentry is enticed into driving for a wealthy race enthusiast who covets trophies.

So Calhoun, having lost the driver half of the partnership, must again go behind the wheel. When victory is just a lap or two away from him, Calhoun heroically swerves off the course, wrecking his car and re-wrecking himself, in order to avoid a multi-car accident. Gentry wins the race, regains his wife's love and Calhoun's friendship.

The picture tries hard, through Calhoun, Gentry and Alan Hale, whom a racing accident has partially crippled, to explain how racing fever attacks a man and what it does to those who love him. And there are enough thrills, spills and off-track misalliances to please patrons. The wide screen, Eastman Color treatment adds gleam to the adventure.

Paul Helmick directed. The picture was produced by J. Francis White and written by Alexander Richards. Running time, 92 minutes. July release

SAUL OSTROVE

### 'Magdalena' in Boston

BOSTON, July 4. — The William Shelton production of "Magdalena," which had its American premiere at Ben Saek's Beacon Hill Theatre here, grossed \$12,000 in its first week at the house, according to the management.

# seventeen's

PICTURE OF THE MONTH

FOR AUGUST

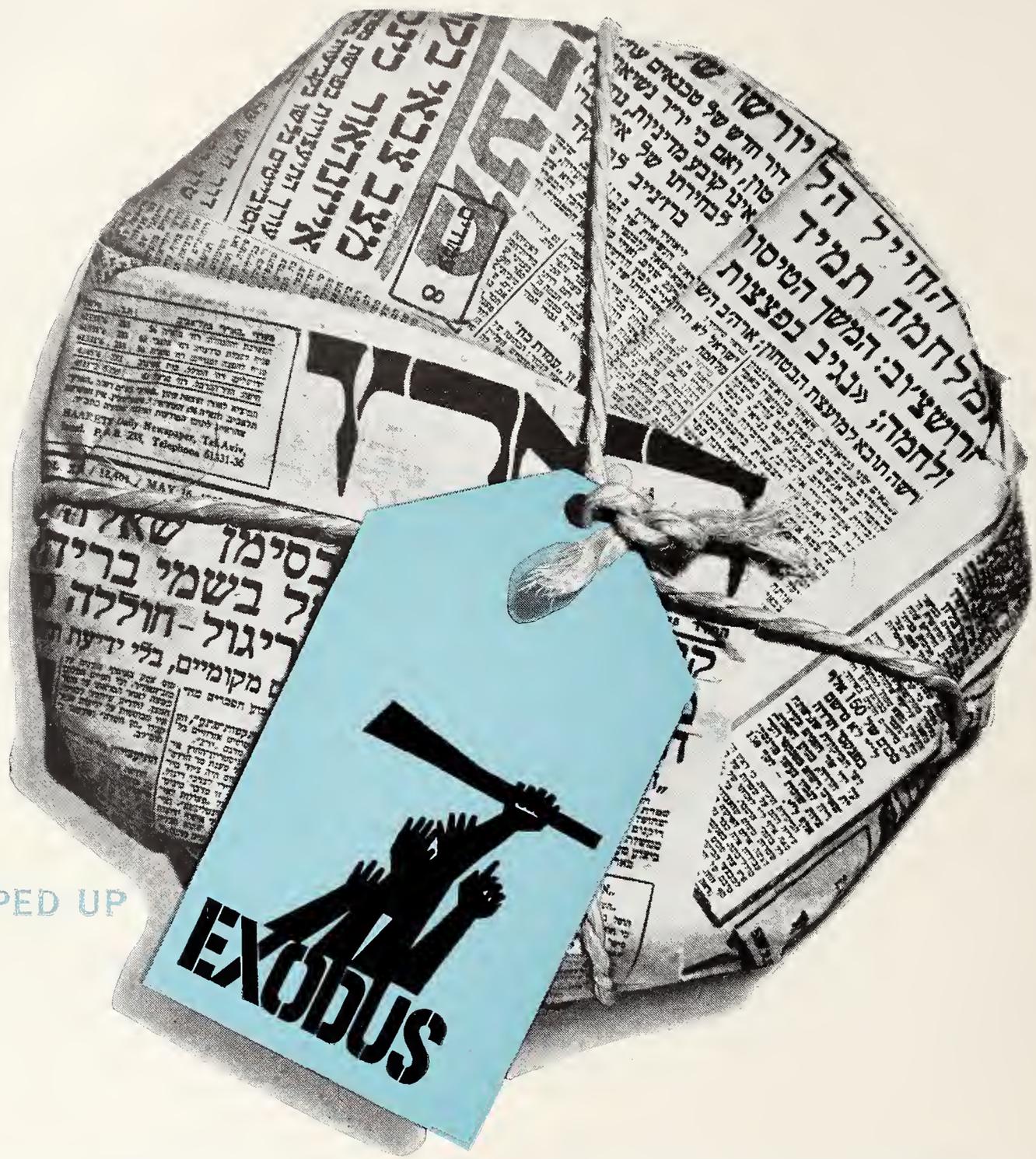
An Arne Sucksdorff Production

## "THE FLUTE AND THE ARROW"

Released by Janus Films

Selected by SEVENTEEN . . . entertainment guide for America's top movie goers . . . 4,800,000 young women under 20!





ALL WRAPPED UP

TODAY OTTO PREMINGER COMPLETED THE FILMING OF 'EXODUS.' ALL THE SHOOTING TOOK PLACE IN ACTUAL LOCALES AT HAIFA, ACRE, NAZARETH, CAESAREA, KAFR KANA, ATLIT AND JERUSALEM IN ISRAEL AND FAMAGUSTA, NICOSIA AND CARAOLOS ON THE ISLE OF CYPRUS. NOW 'EXODUS' ENTERS THE FINAL STAGES OF MUSICAL SCORING AND EDITING.

'EXODUS' STARS PAUL NEWMAN, EVA MARIE SAINT, RALPH RICHARDSON, PETER LAWFORD, LEE J. COBB, SAL MINEO, JOHN DEREK, HUGH GRIFFITH, GREGORY RATOFF, FELIX AYLNER, DAVID OPATOSHU & JILL HAWORTH. SCREENPLAY BY DALTON TRUMBO FROM THE BEST-SELLING NOVEL BY LEON URIS. PRODUCED AND DIRECTED BY OTTO PREMINGER IN NEW PANAVISION 70 AND TECHNICOLOR® — A UNITED ARTISTS RELEASE.

'EXODUS' WILL OPEN AT THE WARNER THEATRE IN NEW YORK ON DECEMBER 15, 1960, THE CINE-STAGE THEATRE IN CHICAGO ON DECEMBER 16, THE FOX WILSHIRE THEATRE IN BEVERLY HILLS ON DECEMBER 21, AND AT THE SHERIDAN THEATRE IN MIAMI BEACH ON DECEMBER 21.

All  
the News  
That  
Is News



# MOTION PICTURE DAILY

Concise  
and  
to the  
Point



VOL. 88, NO. 3

NEW YORK, U.S.A., WEDNESDAY, JULY 6, 1960

TEN CENTS

## TOA Says:

### July Is Best Month in '60 For Product

*Find August Close Behind;  
But Total for Year 'Lean'*

July will be the biggest month thus far this year for the industry in terms of both quantity and quality of product, and August will not be far behind. This is the result of a round-up report by Theatre Owners of America published in its current bulletin released yesterday.

According to presently available information, however, September will slide off again, the TOA report notes. The TOA check with the major

*(Continued on page 2)*

### Republic Earnings Top Million in First Half

*From THE DAILY Bureau*

LOS ANGELES, July 5—Republic Corp. net income for the 26 weeks ending April 30, rose to \$1,003,077, or 50 cents a share on the 2,004,190 shares outstanding after \$1,250,000 in federal taxes and before payment of \$200,000 for preferred stock dividends.

This is nearly double net earn-  
*(Continued on page 4)*

### Greenville, S.C., Can Have Sunday Films

*Special to THE DAILY*

GREENVILLE, S. C., July 5.—Area theatre operators are jubilant over the announcement that a boost in population as reflected in the 1960 census figures will allow Sunday movies to be shown in the city of Greenville.

However, informed legal sources  
*(Continued on page 7)*

**TELEVISION TODAY—page 6**

### M-G-M Slates 15 In Next 6 Months

Fifteen top pictures have been definitely scheduled for production by M-G-M within the next six months to



Joseph R. Vogel

be released during the fiscal year starting Sept. 1, Joseph R. Vogel, president, announced here yesterday. Five "super" films are included in the schedule for that period, he added.

Vogel made the announcement following meetings at the Culver City studios with Sol C. Siegel, studio head, and the executive and production staffs.

The "super" films include "Cimar-  
*(Continued on page 4)*

### Maloney Resigns M-G-M Central Sales Post

John J. Maloney, industry veteran and Central Division sales manager for M-G-M since 1943, has resigned that post, effective July 11.

Associated with M-G-M since the  
*(Continued on page 4)*

### Competition in United Kingdom

## Rank, Telemeter Race For Pay-TV in Britain

### Novins Demonstrates Wired System; Rank Signs with Rediffusion on Patents

By WILLIAM PAY

LONDON, July 5.—A race to be the first with an operating pay television system in the United Kingdom shaped up here at the weekend with a demonstration of its system for the press by Paramount's Telemeter and with the announcement by the Rank Organisation that it had concluded an agreement with Rediffusion, Ltd., for the development and promotion of pay television when it is authorized here or overseas.

### Business Big for July 4th Weekend

Theatre business around Times Square, in local neighborhoods, and elsewhere around the country received a boost over the Independence Day weekend holiday period, a check revealed yesterday.

"The Apartment" was one of the most successful examples. The United Artists release grossed \$15,315 at the Plaza and \$28,390 at the Astor for the Friday - through - Monday period. "Strangers When We Meet" rolled up

*(Continued on page 7)*

Concluding two weeks of private showings for industry executives, Louis Novins, president of International Telemeter, demonstrated an Anglicized version of his company's  
*(Continued on page 2)*

### Not Losing Theatre, Gaining a Hotel

"Cheer up, movie fans; you're not losing a theatre, you're gaining a hotel!"

This is the theme being promulgated by Loew's Theatres, Inc., following adverse comment received when it announced it was razing two theatres which would be replaced by a hotel and an apartment house here. Some writers concluded that the two inci-

*(Continued on page 4)*

### W. B. Names Livingston Central Div. Sales Head

Grover Livingston, central division sales manager for Warner Brothers, has been appointed western division sales manager, succeeding Fred Greenberg, it has been announced by Charles Boasberg, general sales manager. Greenberg recently announced

*(Continued on page 4)*

### REVIEW:

## It Started In Naples

Shavelson-Rose Prod.—Paramount—VistaVision

THE WRITER-PRODUCER-DIRECTOR team of Mel Shavelson and Jack Rose, responsible for such good pictures as "Houseboat" and "The Five Pennies," went with Clark Gable and Sophia Loren to Rome, Naples and Capri for "It Started in Naples." The result is a droll film in VistaVision and Technicolor, fortunate to have star names. In addition it boasts a nine-year-old Italian scamp—he smokes, drinks anything but what's good for him and mouths delirious American slang—who outplays

*(Continued on page 4)*

Pathé

LABORATORIES, INC.  
NEW YORK AND HOLLYWOOD

Complete facilities for every film  
need in black and white or color



## PERSONAL MENTION

MRS. LISA LEWIS, wife of ROGER H. LEWIS, United Artists vice-president, gave birth at Lying-in-Hospital yesterday to a nine-and-a-half-pound boy, JOSHUA HILL. MR. and MRS. LEWIS also have a daughter, born a year ago.

CLEM PERRY, executive assistant to ILYA LOPERT, president of Lopert Films, is in Hollywood today from New York.

ISADOR M. RAPPAPORT, head of Rappaport Theatres, Baltimore, has left there for the Coast.

L. J. DUNCAN and SIDNEY LAIRD, of West Point Amusement Co., West Point, Ga., have returned there from New York and Washington.

A. M. SCHUMAN, pioneer Florida exhibitor, and MRS. SCHUMAN have returned to their Daytona Beach home from Connecticut.

MIKE MINDLIN, producer, will leave New York today for Paris.

M. H. FRITCHIE, branch manager for National Theatre Supply in Cleveland, has left there on his annual vacation.

## Berlin's Golden Bear To March for 'Wind'

Special to THE DAILY

BERLIN, July 5 (By Cable)—Fredric March won the Golden Bear as Best Actor in the Berlin Festival for his portrayal of the prosecuting attorney in Stanley Kramer's "Inherit the Wind," a United Artists release.

The awards, announced today, included the "Youth Festive" award to "Inherit the Wind" as the picture best suited for the youth of the world.

**gems of showmanship!...**

**SPECIAL TRAILERS**

by **national screen service**

## July Is Best

(Continued from page 1)

film companies shows 27 releases set for July, 20 for August and 18 for September. This compares with 25, 15 and 13 for the same months last year. In quantity the majors will release 172 films through September, compared with 175 last year.

Foreign-made films continue to dot the release schedules, it is pointed out, with four for each month in July, August and September.

"The figures continue to bear out TOA's prediction that the total releases for 1960 will not be much more or much less than the very lean 224 of 1959," the bulletin observes. "Further, figures on films put in production by the major companies indicates a continued thin diet for at least the next six months."

### Compared with 1959

TOA publishes a comparative release schedule for the number of films set through September this year as compared with 1959. It shows 16 films for January as compared with 22 last year; Feb., 22 and 22; Mar., 14 and 23; Apr., 17 and 17; May, 19 and 18; June, 19 and 20; July, 27 and 25; Aug., 20 and 15; Sept., 18 and 13.

A round-up on current production in Hollywood shows 63 films placed before the camera thus far in 1960 as compared with 87 last year and 115 in 1959.

Pictures still shooting in 1960 total 30 and 15 are scheduled for a July-Aug. start.

In conclusion TOA notes: "All the foregoing figures again point up dramatically the very, very tight product situation, and the necessity of exhibition creating new sources of films."

## Service Pins Presented To 140 Schine Personnel

Special to THE DAILY

GLENS FALLS, N. Y., July 5.—Some 140 employees of Schine Enterprises were awarded service pins at the Queensbury Hotel here, honoring long service for the company at the home offices in Gloversville or in the field.

Those spotlighted for the most extended periods of work included: Harry King, of Gloversville, the first employee to be hired by J. Myer Schine when the latter opened the old Hippodrome, in that city, in 1917; George V. Lyneh, now chief film buyer for the Schine circuit, who was an usher in an out-of-town theatre back in 1919. Four generations of Schines were represented at the dinner.

Schine Enterprises, Inc., has an outstanding record for longevity of employment.

## AA to Make Seven Pictures Abroad

Allied Artists announced it will undertake the most ambitious overseas filming program in company's history during the next 12 months with seven major pictures scheduled to be made on overseas locations.

Among the films will be "The Capri Story," with all footage to be made on the famous island; "Armored Command," a World War II story of the 7th Army with locations in France and Germany; "Street of Montmartre," slated for late summer shooting in the French capital; "Billy Budd," the Melville classic sea story scheduled for England and the Mediterranean locales; "Marco Polo," to be based in Hong Kong with locations in Burma, Thailand and India; "The Big Wave," a Pearl Buck story set in Japan, and "Crash Boat," a World War II naval drama to be made in Hawaii.

## All Wisconsin Allied Officers Are Re-elected

Special to THE DAILY

ELKHART LAKE, Wis., July 5.—All officers of Allied Theatre Owners of Wisconsin were re-elected at the annual convention here last week. They include Edward E. Johnson, president; Dean Fitzgerald, vice-president; Evelyn Gutenberg, secretary; Oliver Trampe, treasurer; Sig Goldberg, national director; and Ben Marcus, director-at-large.

On the board of directors are Gerry Franzen, Floyd Albert, Martin Holzman, William Charboneau, Harry Melcher, Otto Settele, Larry Beltz, Fred Minor, Rance Mason and F. J. McWilliams.

Five resolutions were passed at the convention. One condemned Warner Brothers for sales policies restricting adjustments; two, a call for the American Congress of Exhibitors to meet with company presidents immediately on aiding small theatres in distress; third, support of Motion Picture Investors should be continued; four, condemnation of the roadshowing of 70mm picturers; five, continued support of Compo.

## Fowler Mass Today

HOLLYWOOD, July 5. — Requiem Mass will be said tomorrow at St. Martin of Tours Catholic Church, Brentwood, for Gene Fowler, 70, who died on Saturday of a heart attack. He is survived by his wife, Agnes; a daughter, Jane, and two sons, Gene, Jr., a director and writer, and Will, in the exploitation field.

Fowler, in addition to his writing of legitimate plays, screenplays and novels, produced some of the best known biographies of show people.

## British Pay-TV

(Continued from page 1)

equipment for the general press. The demonstration was by land cable on a set equipped to receive three channels in addition to the regular BBC and Independent Television Authority signals. The coin box was operable on a range from zero to 20 shillings.

Reporting on the progress of the system so far, Novins quoted from a *Motion Picture Herald* article on Telemeter in Toronto by Martin Quigley, Jr., and said that demonstrations here had generated tremendous trade interest. He said his company was laying the groundwork for a British company which would license various interests here to operate Telemeter in specified geographical areas within the United Kingdom. He said that in its early stages at least operation here would be by a wired system.

### Long-Term Pact Disclosed

Immediately following the Novins demonstration yesterday, the Rank Organisation and Rediffusion, Ltd., today announced a long term agreement "for the development and promotion of pay television when permitted in the United Kingdom and overseas." The announcement recalled the joint statement by the two companies in October, 1959, when Rank acquired the right to use the Rediffusion system of wired television in relay operations. Rediffusion is the leading company here in the wired radio and television field. It has existing networks covering over 250,000 subscribers. Both companies have substantial interests in the electronics field and their research, previously developed separately, will now be pooled under common direction with both partners contributing their patents on subscription television by wire and radio.

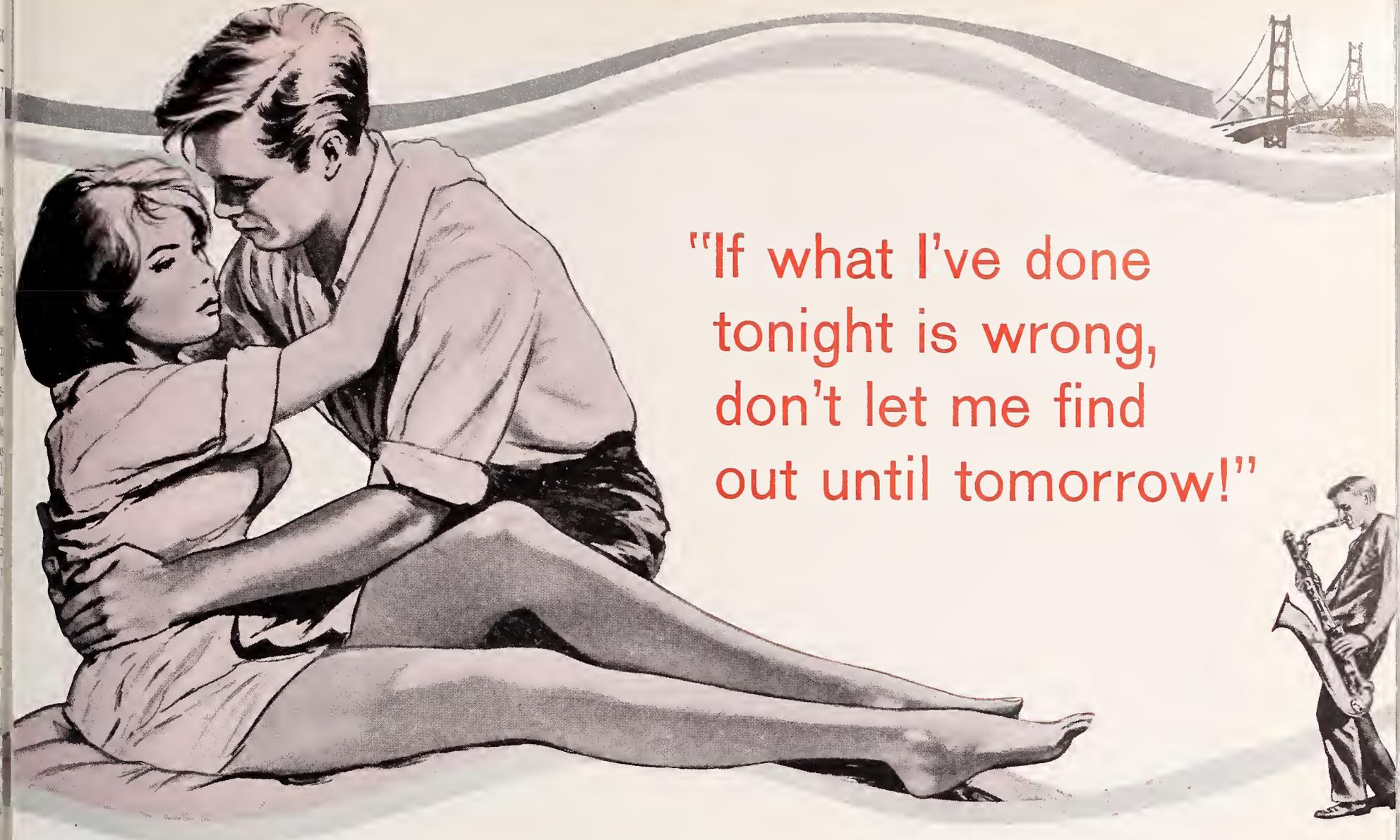
### Government Sanction Doubted

The new partnership will operate under the name "Choiceview" and will be capitalized at £100,000. The plan is to offer programs and technical services to other intending operators.

Official observers doubt whether in view of the Government's pending review of the whole British television and sound broadcasting policies there will be any Government sanction of pay TV systems for several years. However, the race is on.

## 'Bellboy' Here July 20

Jerry Lewis' "The Bellboy," farce comedy which the comedian filmed entirely in Miami Beach, will have its first New York showing starting July 20, at more than 90 theatres in the greater metropolitan area. Among the theatres participating in the first city-wide showing of "The Bellboy" are those of the Loew's, Century, RKO, Brandt, Skouras, Randforee and Prudential circuits.



"If what I've done tonight is wrong, don't let me find out until tomorrow!"

"MUST SEE! Superior, vital, telling drama."

—*San Francisco Bulletin*

"VITALITY! Color! Music! Leslie Caron brilliant."

—*San Francisco Chronicle*

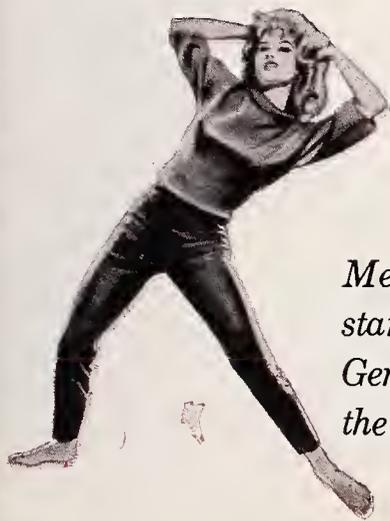
"EXPLOSIVE climax! Fantastically beautiful. Leslie Caron's portrayal stunning."

—*S. F. News-Call Bulletin*

"SUBTERRANEANS"  
FIRST THREE DAYS IS  
6-YEAR M-G-M TOPS  
AT STAGE DOOR  
SAN FRANCISCO

with sole exception of "Guys and Dolls" at Thanksgiving!

Metro-Goldwyn-Mayer presents An Arthur Freed Production "THE SUBTERRANEANS" starring LESLIE CARON • GEORGE PEPPARD • Janice Rule • Roddy McDowall • with Gerry Mulligan • Carmen McRae • André Previn • Screen Play by Robert Thom • Based On the Novel by Jack Kerouac • in CinemaScope and Metrocolor • Directed by Randal MacDougall



# Gaining Hotel

(Continued from page 1)

dents symbolize the further deterioration of the film theatre business.

'Tis not true, Eugene Pieker, president of Loew's Theatres, says in the current issue of "Loew's Movie Memo," a bi-weekly letter to editors and columnists.

"The decision to transform the Lexington and 72nd Street Theatres into non-theatrical properties has a simple explanation," Pieker said. "Take the Lexington, occupying one of the finest commercial sites in Manhattan. For many years it was loyally supported by tens of thousands of movie-goers. But—a big but—considering the value of the location, other use of the property promised a considerably larger profit. New hotels are needed in New York City; the new Americana (21 stories, 800 rooms) will be the first important hotel here in 30 years."

And what about the 72nd Street, one of the newest and most ornate film palace's on New York's East Side? The story is similar, according to Pieker.

## Predicts Aid to Theatres

"Here again is a popular movie theatre on a valuable location in the heart of an area where luxury apartments are in great demand. There have been important changes in the hotel and apartment house businesses, changes that promise increased revenues which even highly popular movie houses cannot match. Times change; we are merely keeping step.

"We have not intentions of liquidating our theatre business. In fact, we think in terms of expansion if and where the opportunity arises."

To coin a phrase, there'll always be a Loew's.

## 'Windjammer' First Film

The new Bronxville Theatre, Bronxville, N. Y., will open on July 15 with National Theatres and Television's Cinemiracle production of "Windjammer."

# It Started In Naples

(CONTINUED FROM PAGE 1)

his elders. This he does easily and he appeals as not only the most likeable, but also the most mature, character in the picture.

His name is Marietto and he plays the hell-bent but sage nephew of both principals. The boy is the son of Gable's late expatriate brother and of Miss Loren's Neapolitan sister, who also was killed in an accident. In Italy to settle his brother's estate, Gable is as overbearing an American as Philadelphia's Main Line makes them. He has a fiancée in the States but, of course, he loses her (not that he minds much) on the transatlantic telephone. Most of his time thereafter is spent at a bar in Capri watching Miss Loren gyrate about on the dance floor dressed in tights, singing about rock 'n' roll music, whisky and soda and other corn gleaned from the American eob.

Theirs is an on-again, off-again romance but Gable and Miss Loren seem finally to be in love. They later quarrel over who shall have custody of young Marietto, after the American tells the woman he will not marry her. Gable is represented in a courtroom farce by Vittorio De Sica who easily loses the case. At the end, however, Gable decides to stay in sunny Capri with his lover and the boy.

The screenplay is by Shavelson, Rose and Suso Cecchi d'Amico. Bright color photography—parades, festivals, fishing boats, and that lovely Neapolitan shoreline—is a high spot of the picture. Alessandro Cicognini and Carlo Savina composed the musical score. And then there is that remarkably wise little boy, Marietto, who is set free to triumph all by himself in this picture.

Running time, 100 minutes. August release.

SAUL OSTROVE

## M-G-M Slates 15

(Continued from page 1)

ron," completed and set as the company's picture for New Year's; Samuel Bronston's "King of Kings," to be released in the spring of 1961; "Mutiny on the Bounty," to be filmed in Tahiti in Process 65; "The Four Horsemen of the Apocalypse"; and "The Great Western Story," first M-G-M film in Cinerama. In addition "Charlemagne" is being planned in Cinerama.

The other films in active preparation include "Lady L.," "Ada," "The Travels of Jaimie McPheeters," "I Thank a Fool," "Sweet Bird of Youth," "Bachelor in Paradise," "Spinster," "Two Weeks in Another Town," and "Irresistible."

Two pictures on the new schedule went before the cameras this month. They are "Where the Boys Are" and "Atlantis, the Lost Continent."

The company's release schedule is now set through the first of the year, Vogel said. In current release are "Bells Are Ringing" and "The Adventures of Huckleberry Finn." For Thanksgiving will be "Butterfield 8," and others include "The Time Machine," "All the Fine Young Cannibals," "Go Naked in the World," "The Angel Wore Red," "The Subterraneans," "Gorgo," "Key Witness," "The Day They Robbed the Bank of England," "The Village of the Damned," "Invasion Quartet," "Where the Hot Wind Blows," and "Magic Boy."

## Maloney Resigns

(Continued from page 1)

formation of the company, Maloney began his career as a salesman with the Famous Players Company in Pittsburgh, later joining the Goldwyn Company before its merger with M-G-M.

# Republic Net

(Continued from page 1)

ings of \$532,137, or approximately 26 cents a share after federal taxes but before preferred stock dividends for the comparable 26 weeks of 1959. Republic earned 40 cents a share for the first six months of 1960 after federal taxes and after preferred stock dividends compared to approximately 16 cents a share after taxes and preferred dividends for the comparable 1959 period.

President Victor M. Carter attributed increased earnings during the period to "the continued economies and sales instituted by present management." Gross revenues from all divisions and subsidiaries for the first six months of 1960 totaled \$14,016,422, compared with \$13,172,995 for the corresponding period a year ago.

## Common on Regular Basis

Republic's steadily improving outlook has prompted the board of directors to put the common stock on a regular basis for the first time in the company's 33-year history, he said. The first quarterly dividend of 15 cents a share was paid for the May-June-July period, totaling \$300,629. Another dividend is planned for the last quarter, representing a pay-out of 30 cents a share for the current fiscal year ending October 31, 1960. Thereafter Republic's common stock dividend will amount to 60 cents annually.

Carter said Consolidated Film Industries' Ft. Lee, N. J., and New York film processing laboratories, operating at a loss when new management took over, joined the successful Hollywood lab in showing second-quarter profits. The two Eastern units foresee annual earnings of \$500,000 by year's end.

## Two Series Acquired

Hollywood Television Service, subsidiary releasing Republic's 850-feature library to television, with more than \$4 million in contracts, has acquired distribution of the "Leave It to Beaver" and "Red Ryder" TV series, Carter added.

Republic, which does not plan to resume film production, is currently financing two TV series and two motion pictures under a guarantor plan that includes use of the company's facilities.

Carter revealed the 30-acre undeveloped area north of the Studio City main lot will be reserved for planned development as real estate. He described the acreage as a valuable parcel in the heart of San Fernando Valley growth.

## Livingston Named

(Continued from page 1)

his retirement after 30 years of service.

Replacing Livingston as central division sales manager will be Ralph J. Iannuzzi, the company's New York metropolitan division sales manager.

Jules Lapidus, eastern division sales manager, will include the New York territory within his division.

## Toronto Projectionists Back Sunday Shows

Special to THE DAILY

TORONTO, July 5. — Local 173, IATSE, the Toronto Moving Picture Operators' Union, has unexpectedly come out in support of theatres opening on Sunday.

Previously, the Union has been opposed to theatres opening on Sunday. Announcement of the change brought the first open move in the province of Ontario since the resolution of the Motion Picture Industry Council of Canada about 18 months ago which called for Sunday shows.

The resolution reads: "In order for theatres to compete with other forms of entertainment, our Local will go on record endorsing Sunday shows by unanimous vote."

Endorsement will be sought from the Toronto & District Labor Council. Quebec is the only province in Canada with open theatres on Sunday, although a number of motion picture theatres in other areas maintain a seven-day operation quietly and with the favor of the community.

Theatre owners who get behind the resolution to have an open Sunday might run into some stiff opposition from the Lord's Day Alliance.

Rev. A. S. McGrath, general secretary, the Alliance, told the Baptist Convention of Ontario and Quebec meeting, "We are living in a time of movement and change is inevitable."

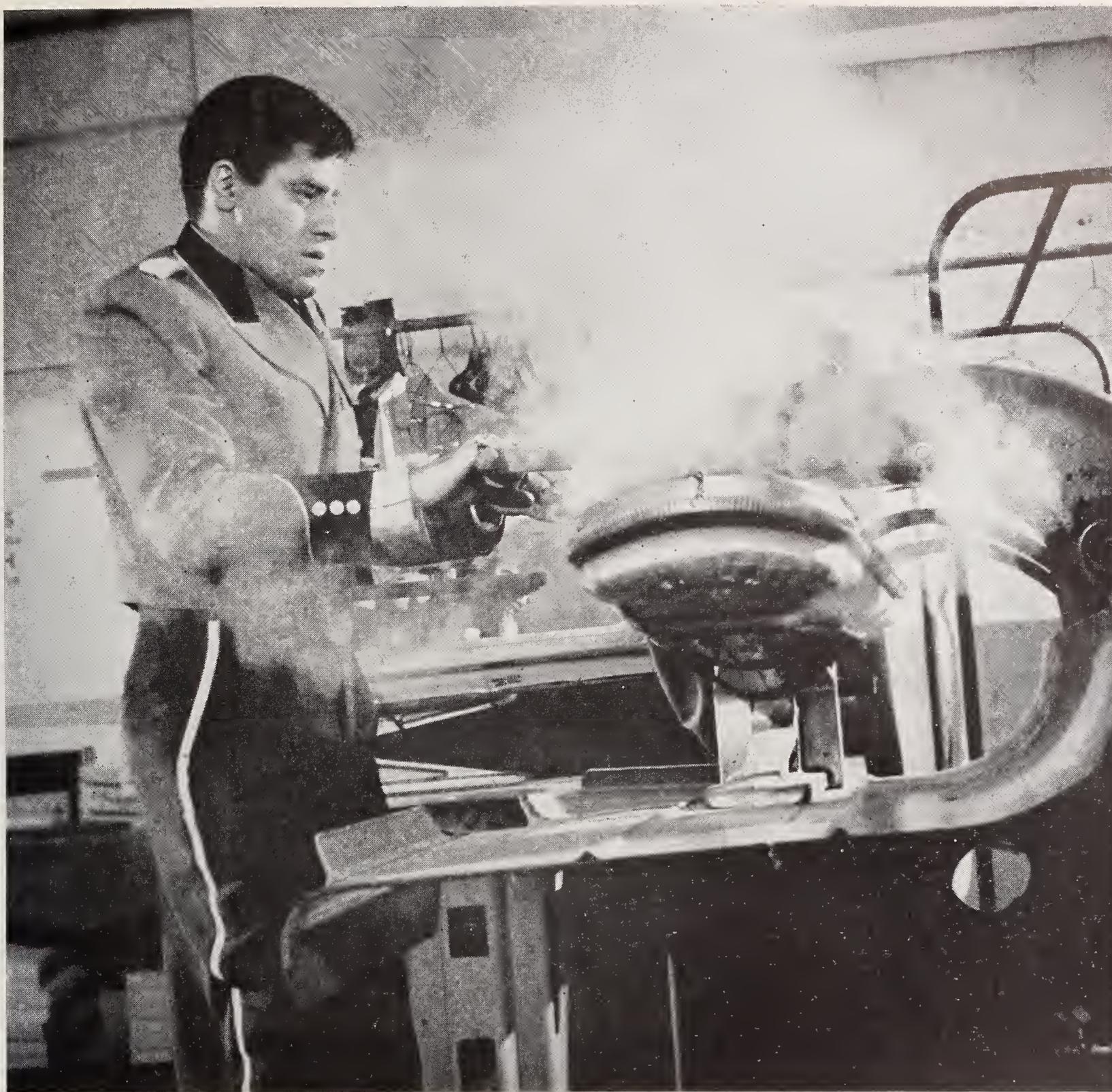
Noting the increase in automation, he said: "We are studying changes that might be applied in the light of more leisure time available to people."

He suggested that the Alliance might permit latitude in areas where commercial activity is already allowed by law but continue to oppose opening up of areas still closed on Sunday.

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as **The**  
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## Who's Where

Perry B. Frank, Jr. is leaving his account executive post at National Telefilm Associates to become president of Sports Photos, Inc., a newly organized corporation marketing photographs of important local and national sporting events.

Robert (Bob) Lang has rejoined the sales staff of National Telefilm Associates. He was on a leave of absence for the past five months and now will cover Oklahoma City, Tulsa, Lawton and Enid, Okla.; and Abilene, Lubbock, Sweetwater and San Angelo, Tex.

Douglas Lutz and Peter M. Affe have been appointed manager, nighttime program operations, and manager, daytime program operations, respectively, by NBC-TV. Lutz will handle Friday-through-Sunday programming and Thomas F. Madigan continues as manager, nighttime program operations, Monday-through-Thursday programming.

## Call for Jerrold Elec. Debentures Issued

Special to THE DAILY

PHILADELPHIA, June 29.—Milton J. Shapp, president of Jerrold Electronics Corporation, this week announced to stockholders at the company's annual meeting that a call has been issued for the redemption of Jerrold 6 per cent convertible subordinated debentures, due June 1, 1975.

### Firm Free of Long-Term Debt

This, Shapp said, will free the company of all long-term debt only five years after the issue of \$2,750,000 convertible debentures and is an indication of the company's increased financial strength.

As of Friday, June 24, a total of \$400,000 Jerrold convertible debentures were outstanding. These bonds may be redeemed at the redemption price of 105 per cent of the principal amount or they may be converted at the conversion price of \$5,575. Thus, each bond of \$1,000 denomination may be converted into 173 shares of Jerrold common stock.

### Reports on 13-Week Period

Shapp also told stockholders that first quarter (three months ended May 31) sales are running at approximately last year's level. He cited several major installation contracts for cable television distribution systems which were received by the company during the first quarter.

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## AROUND THE TV CIRCUIT

... with PINKY HERMAN

NOTHING succeeds like success and Prexy Ira Gottlieb of Flamingo Films is an ardent advocate of that adage: The continued success of its Festival Package (30 features), including pix starring Maria Schell, Simone Signoret, Yves Montand, has resulted in Gottlieb acquiring a new group of 52 international flickers, worth about 25 million smackers from Essex-Universal, among which are features starring Fernandel, Gina Lollobrigida, Eddie Albert, Mel Ferrer, Brigitte Bardot, Charles Boyer, Jeanmaire, Jean Gabin, Rossano Brazzi and Gerard Philipe. This latter group will be called The Imperial Package. . . . Al Koppell and Joc Davis have collaborated on a hymn, "Somebody Sees" which is one of the most inspiring songs around. . . . Newscaster Art Van Horn, at the Eden Roc, recalled the late Fred Allen's description of an Ad Agency Exec: Suspenders holding up an ulcer. . . . The naming of Murray Grabhorn by Prexy Ira Gottlieb, as head of the Flamingo Films' newly-created radio division, was a wise move. Murray's many years of experience in broadcasting and his popularity with Radio Rowgues, augurs well for the newest Buckeye Corp. subsidiary. . . . Hoagy Carmichael will sing, play the piano and act as moderator for the "Project 20" presentation of "Musical America from 1896 to the First World War." The 90-minute special will be video-taped in New York Aug. 6 for a fall NBCast. . . . Former publicity head at Guild Films and more recently with Flamingo, youthful and energetic Billy James has formed his own public relations firm, Ads/Infinitum.



Charles Sanford, musical director for the Max Liebman Spectaculars and "Sid Caesar CBS Shows," has just been released from the New York Hospital where he was operated on two weeks ago. . . . Perle (The Hostess



Charles Sanford

with the Mostess) Mesta has been signed as a special "Monitor" NBC Convention Communicator and will cover both political national conventions. . . . The animated ABC cartoon, "The Flintstones" which bows in next October, will use the voices of Alan Reed and Mel Blanc as "Fred Flintstone and Barney Rubble" respectively. . . . Randall's Island Jazz Festival's fifth annual concert takes place Aug. 19, 20, 21 but thus far no bids for TV sponsorship. Featuring top notchers in the pop and rhythm & blues kick, these musicales have already proven their audience draw. . . . Subbing for Jack Paar Monday night, Jerry Lewis, aided and abetted by George Jessel and Hugh Downs, proved extremely droll. His ad-libs, sudden and unexpected hide and seek horse-play with the cameraman and his sincerity, all added up to "Paar"ity. . . . Herschel Bernardi, who's seen as "Lt. Jacoby" in "Peter Gunn" which moves over to the ABC channels this fall, was in the east recently and did several turns as a "folk singer" on the "Rennie Show." . . . If Jack Rael would like his Patti Page to come up with another "Tennessee Waltz" he would do well to contact Carl O. Bergner, writer of "There'll Never Be Another You." Carl has just penned a ballad titled "You" (Heart-Break Waltz) which can duplicate the success achieved by Pee Wee King's "T.W." . . . Sonny Fox will sub for Bud (Beat The ABClock) Collyer for a week starting next Monday when Bud goes to the hospital for leg surgery. . . . 20th Century-Fox, Avco Mfg., Mutual of Omaha and E. I. Dupont will sponsor the ABC coverage of the convention which starts next Monday at L.A. NBC has sold its convention telecasts to five sponsors, namely Bristol-Myers, Thomas J. Lipton Co., Brown & Williamson Tobacco, B F Goodrich, Field Enterprises, Inc. and Cowles Magazines, Inc.

### Calls Hospital Meeting

CLEVELAND, July 5. — Ray Schmertz, 20th Century-Fox branch manager here, has called an industry meeting for July 12 to lay plans for the raising of the area quota for construction of the proposed new lung cancer research laboratory at the Will Rogers Memorial Hospital, Saranac Lake, N. Y.

### Royal Crown to Build

COLUMBUS, Ga., July 5. — Contract has been let for the construction of a new \$500,000 Royal Crown Cola Co. international headquarters building here, according to an announcement of W. H. Glenn, president, who disclosed that the new structure would form an addition to the soft drink company's present plant here.

## Tax Rules Enacted for Non-N.Y. Entertainers

Special to THE DAILY

ALBANY, N. Y., July 5.—The State Tax Commission has issued regulations, effective at once, to insure collection of the New York State income tax from non-resident sports, theatrical and entertainment personalities who perform in this state—by a withholding system like that covering employees generally.

The regulations effectivize a Senate Rules Committee bill introduced March 15. Adopted in both houses of the legislature by March 31, it was approved by Governor Nelson Rockefeller on April 25.

The measure amends Section 36 of the tax law, to provide that for the purpose of collection of personal income taxes on wages at the source, any person having control, receipt, custody, disposal or payment of compensation taxable, and earned by non-resident for personal services, shall be deemed an employer, further that any compensation subject to personal income tax and earned by non-residents for personal services shall be wages; that a non-resident entitled to compensation subject to personal income tax and earned by him for personal services, shall be held an employer.

### Clarified by Murphy

Joseph J. Murphy, president of the tax commission, emphasized that the regulation made no change in rates of the amount of tax liability under the New York law. Rather, the measure is "designed to protect the state's interest and as a safeguard against tax delinquency," he said.

The regulations prescribe new definitions of "employees" for state income tax withholding purposes to include "any non-resident who earns compensation for personal services performed in New York State in connection with sporting events or in connection with the preparation or presentation of entertainment, whether as a participant performer or otherwise."

In the entertainment field, the new withholding applies to actors, singers, musicians, dancers, circus performers, writers, directors, set designers, radio and television performers — among others.

They have always been subject to the tax, but Commissioner Murphy pointed out that prior to the 1960 amendment and adoption of the new implementing regulations, withholding was not required under certain circumstances.

### Radio, TV Prizes Included

The withholding will be at a flat rate of 5 per cent after allowance for personal exemptions — including those for a wife and children. In certain situations, the amount to be withheld may be computed according to actual tax rates on a net total, after allowance for legitimate expenses.

The new regulations also require that the state tax be withheld from cash or securities given as prizes or awards—on television and radio, for instance—to non-residents.

## Business Big

(Continued from page 1)

30,400 at the Criterion for the three days.

Allied Artists' "Pay or Die," in its 10th week at the Warner, recorded 9,000 over the weekend. "Murder, He Said," drew a strong \$15,700 at the Victoria. In its final week at the Capitol "The Rat Race" pulled in \$9,918 over the three days. "Ben-Hur" did its usual capacity business over the weekend at Loew's State.

### 'Bells' Strong

"Bells Are Ringing" did a better than average \$98,000 at the Music Hall. Alfred Hitchcock's "Psycho" pulled up \$46,000 at the De Mille and \$15,186 at the Baronet for the five-day period ended Monday. "I'm All Right, Jack," in its 10th week at the Guild, produced \$8,150 for the three days.

"The Story of Ruth" brought in 21,000 at the Paramount over the weekend, and at the Rivoli "Can-Can" grossed \$32,000 for the week ended yesterday.

Loew's reported that both "The Apartment" and "Bells Are Ringing" were doing from good to excellent business in out-of-town situations. Locally, the double bill featuring "The Greatest Show on Earth" and "The Word and the Cross" did very well in Loew's houses over the weekend.

### 'Portrait' Nationally Popular

Universal's "Portrait in Black" was still a big success in its opening dates, outgrossing "Imitation of Life" and "Pillow Talk" in most situations, including Chicago, Los Angeles, Portland, Seattle, Denver, Salt Lake City, Birmingham, and Columbia, S. C.

Joseph E. Levine's "Hercules Unhained" was reported to be pushing hard on the heels of its predecessor, and is running ahead of "Hercules" in a few situations. The new picture took in around \$19,000 in its first week at the Pilgrim, Boston, and is expected to gross \$500,000 in its 200 day-and-a-half situations in the six New England states by the end of its first full week.

### Coast Likes 'Gantry'

"Elmer Gantry" registered the highest opening week gross in the past year at the Hollywood Paramount in Los Angeles with a gross of \$25,192, Allied Artists announced. The picture opens locally tomorrow at the Capitol. "Psycho" was also reported big over the weekend in other engagements outside of New York, including Chicago, Boston and Philadelphia. The following figures were reported

## Personnel Realigned at Rowley United Theatres

Special to THE DAILY

DALLAS, July 5. — Important changes, effective Aug. 6, in key personnel of Rowley United Theatres have been announced by John H. Rowley, president of the circuit.

Alton Sims, at present buyer and booker in the Memphis office, and district manager for five Arkansas towns, will come to Dallas as head of the booking department and film buyer, including supervision over the buying for Arkansas.

Robin Wightman, city manager of the Little Rock Theatres, will assume enlarged duties as district manager for Arkansas. Johnny Howell, Dallas booker, will be transferred to Memphis as buyer and booker.

### Callahan Heads Purchasing

Dave Callahan, Dallas, at present head of the booking department and buyer, will be in charge of purchasing. The 28 Texas and Oklahoma towns will be divided into three districts and Dave Callahan will be district manager for one of these. James May, Dallas, will continue in charge of concessions and district manager.

Bill Slaughter, Dallas, will have a district and supervision of all districts. His new title will be assistant general manager.

## Times Acquires 'Gallows'

Times Film Corp. has acquired for American distribution the French picture, "Ascenseur pour l'Echafaud," which has been tentatively retitled "Elevator to the Gallows."

for the six-day period ending Monday: \$31,668, Woods, Chicago; \$22,209, Paramount, Boston, and \$19,717, Arcadia, Philadelphia.

An additional pre-release engagement of "Psycho" was opened at the Palace Theatre, Stamford, Conn., last Wednesday with record-breaking results. For the six days ending Monday the gross was a resounding \$22,529.

### Baltimore Business Big

BALTIMORE, July 5. — The long holiday weekend gave a big boost to box offices here where major attractions could offset competition of outdoor celebrations and community festivities. Although not record-breaking, "The Apartment" scored strong grosses; "Ice Palace" drew crowds and two road shows, "Ben Hur" and "Can-Can," with extra performances, were capacity. Art houses did better than average business.

## Greenville

(Continued from page 1)

here say the city governing body will first have to authorize the relaxation in the ban imposed by South Carolina's "blue laws."

Attorney General Dan McLeod has been quoted as saying that "as far as state law is concerned, the city of Greenville now is in the population category of cities where Sunday showings are allowed."

As noted, the "magic number" is 62,000. Any city with a population above that can have Sunday showings under state law. Greenville's 1950 city population was 58,161. This year's census count shows 65,775.

In addition to cities with a population of over 62,000, state law allows Sunday movies in cities of smaller size with certain specified population brackets. Some beach areas and military towns also are exempt from the ban.

### Clarified by Attorney General

Attorney General McLeod emphasized that the state law specifically requires authorization for Sunday movies from a city governing body. He pointed out that the Darlington City Council recently rejected a request for Sunday movies even though the city fell into one of the population brackets where Sunday movies are permitted.

It will be recalled that months ago theatre owners in the Greenville-Spartanburg area decided to launch a vigorous campaign against the Sunday "blue law" ban on movies. A test case is now pending before the South Carolina Supreme Court.

## Studios Complete Six, Start 3; 28 in Work

From THE DAILY Bureau

HOLLYWOOD, July 5.—With principal photography completed on six productions, and only three new ones started, the total number currently before the cameras is 28.

Started were: "A Raisin in the Sun" (Columbia Pictures); "Jack The Giant Killer" (Edward Small production for United Artists release); "War Hero" (an independent production being produced by Burt Topper).

Completed were: "Sappho, Venus of Lesbos" (Documento Film for Columbia release); "G.I. Blues" (Hal Wallis-Paramount production); "Freckles" and "Desire in the Dust" (API production for 20th Century-Fox release); "Exodus" (Otto Preminger production for United Artists release); "The Great Impostor" (Universal-International).

## PEOPLE

Jack Armstrong, president and general manager of the Armstrong Circuit, Bowling Green, Ky., has acquired the lease on the 342-seat State Theatre, Bellvue, O., from the Northern Theatre Corp.

I. M. Rappaport will reopen his Aurora Theatre, Baltimore, late in July following complete remodeling.

Jaek Zide, independent distributor of Detroit, who handles the product of American International Pictures, has moved from the Film Exchange Building to the Fox Building.

Milton Levins, who recently resigned as United Artists salesman in Albany, N. Y., for a post outside the industry, will return to the company on July 11 as office manager and booker.

Robert Blitz, for the past 17 years with Warner Brothers in Cleveland as booker and salesman, has resigned to join the Paramount sales organization there.

Elmer Fox has reopened his Easton Playhouse, Easton, Md., which had been closed for several months.

Al Beeker, veteran supply dealer and projectionist of Buffalo, who forsook retirement a few years ago to re-enter the industry with National Theatre Supply, will be wined and dined on Aug. 4 in celebration of his 75th birthday.

Leonard J. Riendeau, associated with the management of the Arcade and Bijou theatres, Springfield, Mass., has been named house treasurer at the Arcade for the duration of the "Can-Can" engagement.

Pat Beck has left the sales staff of United Artists in Philadelphia to join the Claude Schlanger Theatres, operator of drive-ins and indoor houses in the area.

### 'Finn' Set in Brooklyn

M-G-M's "The Adventures of Huckleberry Finn" will have its first New York showing July 13 at Loew's Metropolitan Theatre in Brooklyn. It will open throughout the New York area in early August.

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VOL. 88, NO. 4

NEW YORK, U.S.A., THURSDAY, JULY 7, 1960

TEN CENTS

EDITORIAL

## More Production

By Sherwin Kane

THE disclosure by Albert Pickus, Theatre Owners of America president, at the convention of Maryland and Theatre Owners Association last week that Pathe Laboratories is prepared to finance new production is welcome news to the nation's exhibitors.

Pickus said he and TOA associates George Kerasotes and Walter Reade, Jr. had been informed by James S. Burkett of Pathe Laboratories and Gordon K. Greenfield, president of America Corp., P-L's parent company, that financing would be made available to independent producers in Hollywood who could assemble package deals which earned the approval of Pathe Laboratories officials.

Exhibitor cooperation is being requested by P-L as an incentive to proceed with the new production plan. Although specifics were not provided, the cooperation desired presumably would include playing-time pledges from a sufficient number of theatres of good earning potential to make the venture economically practicable for Pathe Laboratories.

But one meeting between the P-L officials and TOA leaders having been held up to now, such particulars as the probable number of pictures to receive backing, their budget range, start of production and the like, have not been spelled out. Subsequent meetings will be held and, perhaps when the extent of forthcoming exhibitor support can be fairly gauged, answers to such questions will be provided.

Pickus was careful to state that support of the Pathe Laboratories production plan would not impinge on other projects being advanced by exhibitors in hopes of adding to the supply of pictures available to all theatre owners.

One such plan calls for the formation of an exhibitor operated production company, to which the five major circuits have pledged \$2,000,000.

Many exhibitor leaders have for long described the product shortage as the theatre owners' Number One problem, more grievous even than the prospective sale of post-1948 film libraries to television.

If this be even an approximation of  
(Continued on page 3)

## HERALD Story by First National Pioneer Points Parallel Today

Samuel Spring, prominent attorney and film industry executive, discusses in this week's issue of "Motion Picture Herald," out tomorrow, the product crisis facing the industry today and the parallel situation which existed 40 years ago when he was among those who formed First National Pictures.

### Plans 1200 Seat East Side Theatre

Plans for New York's first motion picture theatre combined with an apartment dwelling and office building were announced yesterday by Charles B. Moss and Associates.

The 1200 seat theatre will be an integral part of a \$7,000,000 completely air-conditioned 20-story structure to be built on the northeast corner of Third Avenue and 58th Street, Manhattan. Moss is president of the B. S. Moss Theatres which operates the Criterion and Forum on Broadway, others in New York City, Long Island, New Jersey and Florida, and is presently building one at Bergen Mall, Paramus, N. J.

Moss described the project as a new concept in luxury, urban living, and  
(Continued on page 3)

### Screen Gems Sues on Cartoon Copyrights

In an action in the United States District Court for the Southern District of New York, Screen Gems, Inc., and Columbia Pictures, as plaintiffs, alleged that Morris Kleinerman and Cinepix, Inc., have infringed plaintiffs' copyrights in some 13 motion picture cartoons by unauthorized dis-  
(Continued on page 6)

## British to Tighten Film Title Registration Rules; Want 'Serious Intention' to Produce

From THE DAILY Bureau

LONDON, July 6.—The British Film Producers Association is to tighten one of its title registration rules to satisfy itself that there is a serious intention to produce the film for which a title is registered before it grants extensions of projection.

Announcing this, the BFPA stated that from Oct. 1, 1960, the titles committee would regard the failure of applicants to supply evidence of commitments entered into and production plans after the fifth period of subsequent extension, as *prima facie* evidence of absence of serious intention to produce.

Registrants who have further extensions beyond the fifth refused were, however, at liberty to apply for re-registration of their titles.

It is understood that sometimes titles are registered and then abandoned. The BFPA aim in enforcing this rule is to avoid having too many titles on the register which are really dead wood.

In Public

## Will Ask FCC Hearings on Zenith - RKO

Would Have to Prove  
Pay-TV Application 'Valid'

The Federal Communications Commission will be asked to call public hearings to determine if Zenith and RKO General can prove that their application for a test of toll-TV in Hartford, Conn., "is in the public interest."

In a joint action taken on Tuesday at a meeting in New Haven the Joint Committee Against Toll-TV and the Connecticut Committee Against Toll-TV laid plans for a new attack on Zenith-RKO General. Philip F. Harling, chairman of the Joint Committee, revealed the development yesterday.

Present with Harling at the meeting were Marcus Cohn, Washington attorney  
(Continued on page 6)

## CinemaScope Is Now in 41,016 Theatres Abroad

CinemaScope has been installed in 41,016 theatres abroad, 20th Century-Fox reported yesterday. The report is as of March 26, 1960, and does not include the U.S. and Canada.

In addition, 41,855 theatres have ordered CinemaScope equipment and they will be serviced shortly. This figure represents an increase of 649 over the number of equipped theatres as of Dec. 26, 1959, and an increase of 668 ordered.

## 1,500 Set to Attend 'Wind' Debut in London

Special to THE DAILY

LONDON, July 6.—More than 1,500 British film industry leaders, civic and social dignitaries and governmental officials, led by producer-director Stanley Kramer and stars Gene Kelly and Donna Andersen, tomorrow night will attend the world premiere of "Inherit the Wind" at the Astoria Theatre here.

The event will be covered by 175  
(Continued on page 6)

TELEVISION TODAY—page 6

## EDITORIAL

## PERSONAL MENTION

**FRED GOLDBERG**, United Artists national director of advertising-publicity, left New York yesterday for Dallas and Denver.

**WILLIAM RICHARDSON**, president of Capital Releasing Corp. and Astor Pictures, Atlanta, and **Mrs. RICHARDSON** celebrated their 45th wedding anniversary.

**TED MANN**, owner of the Mann Circuit, Minneapolis, has left there for a hunting trip in Alaska.

**Mrs. HUGO SANJURJO** has given birth to a son at Mount Sinai Hospital here. Father is a member of the United Artists mailroom staff.

**LANE HEBSON**, of the Strand Theatre, Alexander City, Ala., has returned there from Atlanta.

**SHEILA R. GABRILOVE**, daughter of **HAROLD GABRILOVE**, chief barker of the Albany (N. Y.) Variety Club, will be married in the autumn to **RONALD I. RICHARDSON** of Toronto.

**PAUL NEWMAN** and his wife, **JOANNE WOODWARD**, have returned to New York from Israel.

**PAUL LUNDQUIST**, booker for the Northwest Theatre Corp., Minneapolis, has left there for a three-week vacation at Hot Springs, Ark.

**R. J. "HAP" BARNES**, president of ABC Theatrical Co., Atlanta, has left there for Knoxville, Tenn.

**HAROLD SPEARS**, general manager of Bailey Theatres, Atlanta, has returned there from Boston.

**JOE JOHNSON**, booker for Martin Theatres, Atlanta, has returned to his duties following a short illness.

**ALTON C. DUREAU**, Columbia field representative, is recuperating at his home in New Orleans after having been seriously injured in an automobile accident.



## They'll Remember "The Alamo"

**T**IMING, to repeat an obvious truism, is of the essence in promotion and merchandising. This week a superb example of both timing and content was given by a master in the art. With the interest of the nation's citizens rising to fever heat as Los Angeles prepares to welcome the delegates to the Democratic convention next Monday, the Fourth of July issue of Life magazine was uniquely devoted to politics on the American scene, past and present. Opening that issue is a gate-fold cover, Life's deluxe and most costly preferred position. The first two of the three inside pages is devoted to a painting of the Alamo—"The Mission that became a Fortress, the Fortress that became a Shrine." On the third page is an article by Russell Birdwell entitled "There Were No Ghost Writers at the Alamo," written, according to the author, not merely to promote a motion picture "but as a reminder to America and the world that other men fought and died for the liberty which is in jeopardy as it has never been before in our history." It is signed as "A statement of principle" by John Wayne, Batjac Productions and James Edward Grant, author of "The Alamo."

Besides the unique impact on Life's national readership, the feat immediately attracted the attention of Hollywood columnists and newspapermen across the country. By mid-week dividends in the way of newspaper space had begun to roll in.

The picture will not open until October. By that time the penetration of the campaign begun so spectacularly here should be equal to that of the phrase embedded in American vernacular and history, "Remember the Alamo."—*James D. Ivers*

## 'Portrait' Runs 118% Ahead of 'Imitation'

"Portrait in Black," which opened in 69 key situations for the Fourth of July weekend, is running 118.1 per cent ahead of "Imitation of Life" in these situations, while equalling openings of "Pillow Talk," the company said yesterday.

These key situations include San Francisco, Seattle, Charlotte, Salt Lake City, Portland, Los Angeles, Milwaukee, Kansas City, Pittsburgh, Cincinnati and Denver.

## Directors Directory Out

The 1960-61 "Directory of Directors" is now being distributed by the Screen Directors International Guild. The book lists almost 500 members, from every field of motion pictures and television, educational films and theatrical features. There are two new sections, one naming "area representatives" from Venezuela to Israel, the other listing assistant directors and script clerks of the East Coast.

## Swedes Like 'Porgy'

STOCKHOLM, Sweden, July 6.—Samuel Goldwyn's "Porgy and Bess," which had its Swedish premiere at a benefit performance at the New Astoria Theatre here on July 1, played to standing room only audiences in the

## 10 Theatre Managers Win 'Few' Drive Prizes

Ten theatre managers have won a total of \$2,300 in a contest for the best promotion campaigns for the M-G-M release, "Never So Few."

A panel of trade press representatives, including Sidney Rechetnik of *Motion Picture Herald*, selected the winning entries—five from large theatre situations and equal prizes to small theatres.

The winners are: large theatres—1st prize, \$500, Arthur Groom, Loew's State, Memphis; 2nd prize, \$300, Dick Mears, Alabama Theatre, Sacramento; 3rd prize, \$200, Joe Real, Warner Theatre, Oklahoma City; 4th prize, \$100, Lou Brown, Loew's Orpheum, Boston; 5th prize, \$50, Robert Kessler, Benn Theatre, Philadelphia.

Small theatres—1st prize, \$500, Joseph Sommers, Majestic Theatre, Perth Amboy; 2nd prize, \$300, C. H. Stewart, Waco Theatre, Waco; 3rd prize, \$200, Fred Harbottle, Strand Theatre, Muncie; 4th prize, \$100, Ann De Ragom, Reade's Strand Theatre, Plainfield; 5th prize, \$50, Lou Hart and Ray Corcoran, Schine Auburn, Auburn.

first three days of its roadshow run. The Todd-AO presentation was completely sold out in its first six performances.

## 'Herald' Story

(Continued from page 1)  
classic, "The Kid." Independent producers and exhibitors alone have the courage to wander into "left field" for new entertainment ideas, Spring says.

By its distribution organization set-up First National avoided the need of immense funds and high overhead costs. "A cool look at the heads of the exhibition circuits, struggling today with an acute shortage of product, adds up to the verdict that they may well prove as smart and daring as were the then not-so-famous exhibitors who were having so hard a time to survive in 1922 when I came to New York as general counsel and then secretary-treasurer," Spring writes.

## Recalls Stormy Sessions

He adds that Ned Depinet, Andrew Smith and Ned Marin, as well as himself, fought as constantly with the executive committee of the company and the franchise holders over distribution ideas, as did Dick Rowland over production ideas. Charles Einfeld, as advertising manager, also was kept on his toes by the committee's comments. "Exhibitor bosses are tough; but you always know what they are thinking," says Spring.

## Legion Places Four Films in Class A

The National Legion of Decency classified four pictures this week, placing all in Class A.

In Section 2 (adults and adolescents) are "I Aim at the Stars" and "S.O.S. Pacific." In Section 3 (adults) are "Inherit the Wind" and "It Started in Naples."

## 'Song' in London Aug. 29

William Goetz' "Song Without End," the story of Franz Liszt, will have its European premiere at the Columbia Theatre in London on Aug. 29. The invitational affair will be followed by a week of benefit performances, after which the picture will be roadshown on a 15-performances-a-week basis.

## Up Newspaper Rates

PITTSBURGH, July 6. — The two Pittsburgh dailies, the *Pittsburgh Press* and the *Post-Gazette and Sun-Telegraph*, will increase their entertainment lineage from 68 to 70 cents per line on Aug. 1.

## 'U' Dividend \$1.06

The board of directors of Universal Pictures has declared a quarterly dividend of \$1.0625 per share on the 4¼ per cent cumulative preferred stock of the company. The dividend is payable Sept. 1 to stockholders of record at the close of business Aug. 15.

## TENT TALK

## Variety Club News

BOSTON — Thomas A. Yawkey, owner of the Boston Red Sox, has been elected president of the Variety Club's Children's Cancer Research Foundation (Jimmy Fund). Other officers named are: William S. Koster, administrative vice-president; Theodore Fleisher, treasurer, and Joseph Cummins, secretary.

△

NEW ORLEANS — A feature of the Variety Club's dinner and social evening was the awarding of the late Charles Gasho's boat to Don Stafford, owner of the Dixie Theatre, New Orleans. The lucky Stafford, however, wasn't present, he being in New York at the time. He expressed his deep appreciation upon his return.

△

DETROIT — The annual golf and dining party of Tent No. 5 drew some 50 members and guests to the Tam Shanter Country Club. Paul Percha, the staff of WKMH, won the Chevrolet convertible.

## New Theatre

(Continued from page 1)

It faced the challenge of and drift to the suburbs by providing the ultimate in convenience as well as utility in the heart of the world's greatest city."

With its 1200 seats the theatre will be the largest new motion picture house to be constructed on New York's fashionable East Side since that area underwent its postwar face lifting and building boom. Virtually all theatres built on the East Side in the last 15 years have a maximum of 600 seats.

The structures will be built in association with Clement S. Crystal, one of New York's most active builders, who has constructed apartments, office structures and post offices throughout the country.

The theatre will be designed by John J. McNamara, who received wide acclaim for his work on the recently rebuilt Astor, Loew's State and Capitol Theatres on Broadway. It will incorporate the latest advances in comfort, projection, sound and reproduction and structural design.

The terrace over the theatre will be occupied by a restaurant, and elevators will carry the patrons to the fourth-floor restaurant entrance. A 100-car garage, with adequate space for theatre-goers, will be part of the building's substructure.

## 'Voulez' to Kingsley

"Voulez Vous Danser Avec Moi?" a test starring vehicle for Brigitte Bardot, will be released in the U.S. by Kingsley International under the title "Come Dance with Me." The comedy stars Henri Vidal and Dawn Addams.

## EDITORIAL

(Continued from page 1)

actuality, exhibitor self interest should guarantee the success not only of the Pathe Laboratories and exhibitor-sponsored production project, but of others as well.

It has been apparent for long that the vast majority of exhibitors is firmly convinced that a substantial increase in product supply not only is essential to the economic wellbeing of all and the survival of many, but also would be of benefit to production-distribution by inducing an increase in theatre-going generally.

The chances of those contentions being tested would seem to be growing brighter daily.

## Ten Short Subjects Set For Stratford Festival

Special to THE DAILY

STRATFORD, Conn., July 6.—Ten short subjects have been selected for presentation at the First Stratford International Film Festival, to be run July 13-19 at the Stratford Theatre here, it has been announced by Albert M. Pickus, festival chairman, and Val Chevron, festival executive director.

Most of the featurettes will be shown to the American public for the first time at the festival, and many are prize winners from international festivals, Pickus said. The short subjects will be paired with the seven feature films, which are to be shown, one per evening, during the seven days of the festival. The featurettes will include:

"The Magic Violin" and "Goya's Masterpiece," both in Eastman color, presented by Bernard Kreiser and International Film Associates Corporation; "One Melody and Four Painters," from Show Corporation of America; "Exposure," dealing with the United Nations' handling of the refugee problem, and "Overture," a "mood" musical, both from the United Nations.

## Documentary on Holland

Also, "Praise the Sea," a documentary on Holland in color, from Edith Zornow; "Bernini," the story of the noted Italian architect, from Casolaro-Giglio Film Distributing Company; "High Note," a musical cartoon from Warner Bros.; and "The Towers," and "The Juggler of Our Lady," both from Cavalcade Pictures of California.

The festival will open Wednesday at 8:40 P.M., July 13, with the presentation of "Montparnasse 19" a French-made film from Continental Distributors, Inc., starring Gerard Philippe and Lilli Palmer. The balance of the week's program includes:

Thursday, July 14, the Irish drama starring Arthur Kennedy, "Home Is the Hero" from Show Corporation of America.

Friday, July 15, the American drama "Private Property" starring Kate Manx, from Citation Films.

Saturday, July 16, the British comedy "Man In A Cocked Hat," starring

## Latham Files Data on Shopping Center Buy

Special to THE DAILY

ALBANY, N. Y., July 6.—Papers filed in the Albany county clerk's office indicate the Latham Circle Realty Corp., a Fabian Theatres company which registered a certificate with the Secretary of State on April 29, paid \$250,624 in cash and gave Latham Enterprises, Inc., seller of the 35-store Latham Corners Shopping Center, a third purchase money mortgage for \$1,349,376.13.

The buyers also assumed: a first mortgage of \$4,175,623.87 and interest, held by Prudential Insurance Co. of America, and a second mortgage of \$275,000 and interest—held by Perini Brothers, builder of the center.

Total obligations incurred by Latham Circle Realty Corp. amount to approximately \$6,050,625.

At the time of the Latham Corners Shopping Center opening in October, 1957, a newspaper story fixed the estimated construction cost at \$10 million.

Robert M. Cummings, of Westmount, Quebec, as president of Latham Enterprises, Inc., signed the "bargain and sale deed, with covenant against grantor's acts." Its New York office is at 60 East 42nd Street. Lawyers Title Insurance Corp., New York, registered the papers.

Latham Circle Realty Corp.—address care Fabian Theatre Corp., 1585 Broadway—is authorized to: conduct a realty business, own, manage, operate and maintain apartment hotels, apartment houses, office buildings, loft buildings, mercantile business and all type of other buildings of any kind, nature and character in New York and other states, as well as throughout the world.

Capital stock is 200 shares, no par value.

Directors, and subscribers, are: Stuart G. Schwartz, Mortimer N. Felsing and Herbert J. Jacoby, 19 E. 70th Street. Schwartz & Frohlich, same address, were incorporating attorneys.

The certificate of incorporation sets forth that directors and officers need not be stockholders.

## 'Jack' Big in Chicago

The Boulting Brothers' "I'm All Right, Jack," a Columbia release, grossed \$13,800 in its first four days at the Esquire Theatre in Chicago. The four-day gross surpassed the first week total registered by the highly successful "The Mouse That Roared" at the Esquire last year.

Peter Sellers and Terry-Thomas, from Show Corporation of America.

Sunday, July 17, the United Nations' documentary "Power Among Men."

Monday, July 18, the Japanese version of Shakespeare's "Macbeth" entitled "Throne of Blood" directed by Akira Kurosawa and starring Toshiro Mifune, from Paul Szilard Productions. Tuesday, July 19, the Italian comedy-drama "Wild Love," starring Marcel Mastroianni, from Ellis Films.

## PEOPLE

Reginald Armour, management consultant associated with the motion picture industry since 1933 with, at various times, RKO Pictures, Republic, Columbia and Disney, has been elected president and a director of the Dorsey Corp., holding company for Dorsey Trailers, Elba, Ala. He succeeds O. DeG Vanderbilt, III, who returns to his position as executive vice-president of Blair & Co.

□

Charles T. Morgan, publisher of the Loudon Country Herald, Loudon, Tenn., and Charles Bynum, a business man of that community, will reopen the Lyric Theatre there under the name of the New Lyric.

□

Fred B. O'Mara, director of manufacturing for National Carbon Co., has been named vice-president of the company — a division of Union Carbide Corp. — in charge of production.

□

Joe Stowell, formerly manager, and later operator on lease from Stanley Warner, of the Lincoln Theatre, Troy, N. Y., has been named manager of the circuit's Ritz Theatre in Albany, succeeding Frank Kelly, whom the circuit has appointed group sales director and treasurer.

## Bresler Adds Three

HOLLYWOOD, July 6. — Jerry Bresler Productions, which has been preparing two properties, "Diamond Head" and "Gidget Goes Hawaiian," for Columbia Pictures release, has added three additional properties to its upcoming program, according to Samuel J. Briskin, Columbia's vice-president in charge of West Coast activities. Properties added to the Bresler slate are: "Bent's Fort," "A Place to Remember" and "The Flying Yorkshireman."

## 'Mouse' Is Doing Well

"The Mouse That Roared," Highway Productions feature for Columbia Pictures release, has opened to high grosses in six neighboring houses in the Metropolitan area, Columbia reports, pointing to a \$15,500 take for the first week at the Malverne Theatre, Malverne, N. Y. The film is also playing to capacity audiences at the Art Theatre here, the Pix, White Plains; Cinema, Manhasset; Ormont, East Orange, and Paramount in Plainfield.

## 'Terrace' to Venice

"From the Terrace," a 20th Century-Fox release, will be an entry at the Venice Film Festival which begins Aug. 24 and continues through Sept. 7. Officials of the festival have extended invitations to the stars, Paul Newman, Joanne Woodward, Myrna Loy and Ina Balin, and producer-director Mark Robson to attend.



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## National Pre-Selling

FOR 36 years Alfred Hitchcock has dealt in murder, mayhem and malevolence but for all that has retained a cheerful and cherubic look. Photographer Gordon Parks made a photo of Alfred for "Life's" July 11 issue, with the help of some botanical props, to take a peek at the diabolical movie-making mind that has scared the day-lights out of three decades of delighted moviegoers. The latest creation of his mind is Paramount's "Psycho," a film about murder in a motel.

According to Richard Marek in the July issue of "McCall's," Hayley Mills, the "Pollyanna" of Walt Disney's new film, can put more meaning into a shy glance, a wink, and a smile than most adult actresses can put into a whole range of emotional gestures. She steals every scene she's in.

"Pollyanna" is a familiar Disney blend of humor, sentiment, tears and gruff-hearts-turned-mellow and full of love. This Buena Vista film had its New York premiere at Radio City Music Hall.

"Hiroshima, Mon Amour," the Zenith International Films release, received a laudatory review in the August issue of "Photoplay."

"The Battle of the Sexes," starring Peter Sellers and Robert Morley, is a hilarious movie in the opinion of Edwin Miller, who reviewed this new Continental film in the July issue of "Seventeen."

It is based on a James Thurber story about a meek manager of a Scottish woolen emporium, who is driven to rash measures after his dimwitted employer hires a female efficiency expert.

Linda Cristal, who plays opposite John Wayne in "The Alamo," is profiled by Lloyd Shearer in the July 10 issue of "Parade." Linda speaks French, Spanish, and Italian flawlessly, and her English is enhanced with a Latin American accent.

When "Elmer Gantry" was published in 1927, it stirred up one of the hottest ruckuses in American literary history. The book by Sinclair Lewis attacked the religious revival movement, pillorying it as a vulgar, money-grabbing carnival that appealed to primitive instincts.

After 33 years, Lewis' evangelistic character is on the screen. Played by Burt Lancaster and released by U.A., it receives an upbeat review in the July 19 issue of "Look," liberally illustrated with production photos.

"Bells Are Ringing," the story about the warm-hearted, sympathetic telephone operator who can't help meddling in other people's lives, and played by Judy Holliday, got a good review from Ruth Harbert in the July

# Television Today

## Who's Where Montagne Back; RKO - Zenith

### On 'Drum Beater'

By SAMUEL D. BERNIS

HOLLYWOOD, July 6. — Edward Montagne, who enjoyed a few golden years as executive producer of the Phil Silvers Show at CBS headquarters in the east, has returned to the mother-lode country for film production of a new half-hour fun series, "The Drum Beater."

Montagne, at home among the Malibu movie-making moguls, having directed a good number of films for UA and RKO, had us jotting down a few salient observations during a friendly luncheon session at Musso-Franks.

#### Sees Story Freshness Here

The talented producer (not every producer can boast of directing and writing credits) favoring the Hollywood studio and location facilities for his current project mainly for the old Western background of the series, viewed New York as a much better place to get fresh story and screenplay material.

"The New York atmosphere, environment, excitement, variety of people, places and things to do is conducive to a broader perspective for writers.

"Most people start to think alike out here. They rehash the same problems with the same people at the same eating places. The smart ones take time out for trips to the East to recharge their batteries," Montagne pointed out.

#### Dislikes 'Formula Approach'

"There is also the formula approach to casting on the coast which should be cured. We see too many of the same faces in too many films. I don't believe we could have touched the caliber of characters we got for Bilko's platoon if we had to resort to the familiar faces found here," he added.

Montagne, who heads Bonnaker Productions, which he formed with writers William Friedberg and Neil Simon, both of whom were associated in the making of "Sergeant Bilko," is on the prowl for the male lead to play the publicity man in "Drum Beater," which he will put into immediate production under a special agreement with CBS.

#### Compares TV with Films

Montagne made a comparison of the strides made by motion pictures and television, commenting that TV is following the same pattern as motion pictures, with the exception that it has telescoped in 10 years the same transition, experience and problems

Maleolm B. Laing has become regional manager, station relations, for NBC. He will serve as liaison with affiliates of both the NBC radio and television networks.

Henry S. White has been named national sales manager of Screen Gems, Inc. He is president of the New York chapter of the Academy of Television Arts and Sciences and for the past three years has been director of program procurement for Screen Gems.

Hugh F. Del Regno, formerly manager, accounting and budgets, NBC owned stations and NBC spot sales, has been promoted to director, business affairs, NBC owned stations and NBC spot sales. Before coming to NBC he was corporate supervisor, budgets and financial evaluations, Curtis-Wright Corp.

Peter B. Kenney has been appointed station manager of NBC's TV station, WRC-TV, Washington, D. C. He has been with the network since 1956 and since last year has been stationed in Buenos Aires as station operations consultant for NBC International.

## Screen Gems

(Continued from page 1)

tribution thereof for television exhibition.

The complaints seek an injunction forbidding further infringements, surrender of all infringing negatives and positive prints for destruction, damages of at least \$250 for each infringement, and other relief. The two plaintiffs companies are represented by Sargoy & Stein.

## 'Wind' Debut

(Continued from page 1)

press, radio, TV and newsreel representatives from 25 nations. It is being heralded by a sustained saturation radio and TV drive blanketing the London area via spot announcements.

issue of "Good Housekeeping." According to Ruth, Judy Holliday makes this one her own show all the way, with a moderate assist from Dean Martin. It's all general good fun.

"The Rat Race," the hilarious comedy about New York's night life starring Debbie Reynolds, Tony Curtis and Jack Oakie, has been selected as the picture of the month for July by "Redbook."

WALTER HAAS

(Continued from page 1)

ney; Herman Levy, executive secretary of the Connecticut group; an Morris Bailey, I. B. Hoffman and Bernard Menschell, trustees for the Connecticut group.

It was on the advice of Cohn that the new action was decided upon, Harling said. Cohn told the meeting that, in his opinion, there were too many general statements requiring clarification and explanation. The only way this could be answered would be through the calling of public hearing, he added.

#### Many Groups Represented

The firm of Cohn and Marks, industry attorneys, was retained to prepare and present whatever petitions were necessary to the FCC on behalf of the two committees, and the organization affiliated with them, seeking public hearings on the allegations of the application. Many witnesses representing labor, industry, women's clubs, veterans' groups, chamber of commerce and municipal public officials are prepared and are ready and willing to go before the FCC and state why they feel such a test would not be in the public interest, it was stated. In the meantime, the rank and file are continuing the campaign besieging the congressmen and senators by wire, letters and petitions to lend support to the two Harris Bills, H.J.R. 130 and H.R. 6245, both of which seek to ban all forms of Toll-TV.

#### Three Cities on His Itinerary

Following Harling's recent appearances in Ocean City, Maryland and New Haven, his next port of calls will be Boston, Pittsburgh and Detroit. In Boston he will be guest speaker at the round table luncheon of the Variet Club of New England scheduled for Tuesday.

Queried as to the next moves of the Joint Committee, Harling stated that plans are now in preparation which will encompass the entire country. He would make no further comment except to say that these plans should prove most effective in its fight against pay-TV by air or by wire.

which motion pictures have gone through in the past 50 years.

"TV, however, has not benefitted from the oft-repeated mistake made by picture makers, that of falling victim to 'cycle' programs," he said. "We need more freedom to experiment. We must find other ways to present the news, general entertainment, and way and means to make the public aware of things in a manner that TV is capable of doing, in order to insure the public interest," Montagne pointed out.

All  
the News  
That  
Is News



# MOTION PICTURE DAILY

Concise  
and  
to the  
Point



OL. 88, NO. 5

NEW YORK, U.S.A., FRIDAY, JULY 8, 1960

TEN CENTS

## Disputes McNeally

### Legion (Calif.)

### Hits Producers

### On 'Red' Issue

### ees Majority Violating the 'Waldorf Declaration'

From THE DAILY Bureau

HOLLYWOOD, July 7.—Condemnation of the motion picture industry by the American Legion, Department of California, for giving "direct and indirect assistance" to the "international communist conspiracy" was disclosed today in a report here as having been read at the Legion convention in San Francisco on June 24. All major studios, with the exception of Allied Artists and Disney, were named in the resolution charging members of the Motion Picture Association of America and Hollywood's "organized independent producers with having broken the 'Waldorf' pledge of 1947 not to employ known Communists or subversives."

The move made by state Legion (Continued on page 6)

## our on Coast Named

### o Museum Commission

From THE DAILY Bureau

HOLLYWOOD, July 7.—Four members of the Los Angeles County-Hollywood Motion Picture and Television Museum Commission yesterday were named to three-year terms by county board of supervisors.

John L. Dales, national executive secretary of the Screen Actors Guild, (Continued on page 6)

## robe of Censorship pected in Britain

By WILLIAM PAY

LONDON, July 7.—Recent complaints and representations to the Home Office on censorship may lead to a government-appointed inquiry into the subject. This view is strengthened by the tabling of two questions in the House of Commons by Labour member Stephen Swingle.

On July 14 he will ask the Home (Continued on page 3)

## S-W 39-Week Net \$2,530,000

Consolidated operating profit of Stanley Warner Corp. for the 39 weeks ended May 28 amounted to \$2,530,000, it was announced yesterday by S. H. Fabian, president. Operating profit for the same period last year was \$3,591,300.

Commenting on the decline in profit, Fabian said, "The motion pic- (Continued on page 2)

## Chairmen Appointed for Pitt. Promotion Drive

Special to THE DAILY

PITTSBURGH, July 7.—Exhibitors in 10 zones in the Pittsburgh exchange area have agreed to serve as zone chairmen in the operation of the Compo-Marcus promotion plan it was revealed yesterday by Alec Moss, Compo staff member acting as campaign coordinator.

Those who will act as zone chairmen are the following:

Zone 1 — Robert Bowman, district (Continued on page 3)

## 'Psycho' at Drive-In; Admission Plan Works

Alfred Hitchcock's "Psycho," which opened its first drive-in theatre engagement at the Brunswick Drive-In, Brunswick, New Jersey, on Wednesday, grossed \$1,973, the biggest single day's figure in the theatre's ten-year history. Attendance topped all holi- (Continued on page 2)

## AB-PT Sells Its 35% Stock Interest in Disneyland Park to Two Disney Concerns

American Broadcasting-Paramount Theatres, Inc. has sold its 35 per cent stock interest in Disneyland Park to Walt Disney Productions and Disneyland, Inc. it was announced by Leonard H. Goldenson, AB-PT president. The stock was sold at the mutually agreed fair price of \$1,500 per share.

Disneyland, Inc. paid \$2,002,500 in cash for the stock purchased by it, and Walt Disney Productions gave \$5,497,500 in notes payable equally over a five year period. A subsidiary of AB-PT will continue to operate its concessions in the park.

As to television, ABC will continue to have the exclusive rights to telecast the "Walt Disney Presents" program over its network for the 1960-61 season. This program has been scheduled in a new time period at 6:30 to 7:30 P.M. on Sundays, commencing Sept. 25. Certain litigation between the companies involving the prior television contract has been terminated.

## TV Rentals Bring 43.9% of Net Profit

In an unusual breakdown of the sources of earnings, Joseph R. Vogel, president of MGM, said analysis of the earnings for the first three quarters of fiscal 1961 showed that film production and distribution accounted for 77.8 per cent of the gross revenue and 40.7 per cent of the net; television rentals 11.2 per cent of the gross and 43.9 per cent of the net; and the record company, laboratory, television production and all other activities accounted for the balance. The large proportion of television rental gross to net profit he attributed to the fact that the television rentals represent almost clear profit since the pictures are already amortized.

## Three New Promotions In M-G-M Sales Dept.

Three additional promotions in the M-G-M sales department were announced yesterday with the appointment of Lou Marks as Central Division sales manager, William A. Madden as Midwest sales manager, and Sidney Eckman as Philadelphia branch manager.

The appointments by Robert Mochrie, general sales manager, are effective July 18.

Marks will succeed John J. Maloney, who has retired. A branch manager in Detroit since 1954, Marks has been associated with M-G-M for 23 years.

Madden takes over as sales manager of the Midwest Division to fill the (Continued on page 6)

## Vogel Says:

### M-G-M Status Bright: Future Looks Better

### Three-Quarters Net Up 18% to \$7,317,000

By JAMES D. IVERS

A bright picture of the present financial state of Metro-Goldwyn-Mayer, Inc., and an even rosier picture for the future was painted, and backed with figures, yesterday by Joseph R. Vogel, president of the company, at a luncheon for trade and financial reporters. The luncheon preceded a meeting of the Analysts Club at which Vogel discussed the state of the company.

In the first three quarters of fiscal 1960 the company earned \$17,168,000, which, after interest and all taxes, amounted to \$7,317,000, an increase of 18.8 per cent over the similar 1959 period.

The net profit per share for the three quarters was \$2.92 per share on the 2,505,100 shares outstanding, a 12-year high, and the per share figure, adjusted to the number of shares, is (Continued on page 6)

## No Decision Yet on M-G-M Post-'48 Sales

M-G-M has made no decision yet on releasing its post-'48 backlog of pictures to television, Joseph R. Vogel told the trade and financial press yesterday. When they are sold, he said, they undoubtedly will be sold by M-G-M itself directly to stations just as pre-1949 pictures are being sold.

"They are worth a lot of money to the company," Vogel said, "and we (Continued on page 6)

## MGM Actively Looking Into Pay-TV Field

Pay television in one form or another will definitely be a factor in the entertainment business in the near future and MGM is actively looking into the field, Joseph R. Vogel said yesterday.

While conversations have been held (Continued on page 6)

## PERSONAL MENTION

**SOL A. SCHWARTZ**, president of RKO Theatres, will leave New York tomorrow for Hollywood, after which he will go to San Francisco. He will return here in a week.

**IRVING RUBINE**, vice-president of Highroad Productions, will leave New York at the weekend for London.

**JEAN GOLDWURM**, president of Times Film Corp., and **MRS. GOLDWURM** will leave here today aboard the "New Amsterdam" for Europe.

**J. RAYMOND BELL**, Columbia Pictures public relations representative, and his daughter, **MRS. CAROL STEWART**, were in Washington from New York, where they were guests at the state dinner held in the White House by the President and **MRS. EISENHOWER** in honor of the King and Queen of Thailand.

**ANGIE SOVELL**, booker's clerk for M-C-M in Seattle, has been married there to **CHARLES DELGADO**.

**AL HARTIGAN**, United Artists Associated director of program development, will return to New York today from Hollywood.

**GINA LOLLOBRIGIDA** returned to Hollywood yesterday from New York.

**R. E. WATSON**, of the Rose Theatre, and Midway Drive-in, Forsyth, Ga., is recuperating there following hospitalization.

### Sets Beekman Record

M-C-M's "The Subterraneans" broke the all-time opening day record at the Beekman Theatre here Wednesday. The picture grossed \$1,503 at the 538-seat house, topping the record set by "Rosemary," the German film which just ended a 24-week run there.

## S-W Profit

(Continued from page 1)

ture actors' strike, and the strike of the writers caused the motion picture producers to release fewer pictures, both in number and quality, than had originally been planned, which had an adverse effect, on the operating results for the 13 weeks ended May 28." In addition, there were non-recurring expenses incurred by another subsidiary.

With the strikes ended, Fabian added, and other "unfavorable factors behind us, we look forward to greatly improved operating results for our August quarter."

During the 39 weeks ended May 28, 1960, there was credited direct to earned surplus a net profit of \$9,800 arising from unusual dispositions of property and other assets. For the corresponding period last year extraordinary non-operating losses of \$1,544,000 were charged to earned surplus.

For the 39 weeks ended May 28, 1960, theatre admissions, merchandise sales and other income amounted to \$95,320,900 as compared with similar income of \$92,869,800 for the same period last year.

The consolidated operating profit for the 13 weeks ended May 28, 1960, was \$454,300, equivalent to 22c per share on the outstanding common stock. The profit for the corresponding period a year ago was \$1,337,600, equivalent to 66c per share on the common stock.

For the 13 weeks ended May 28, 1960, theatre admissions, merchandise sales and other income amounted to \$31,799,400 as compared with similar income of \$30,738,600 for the same period last year.

During the 13 weeks ended May 28, 1960, there was charged direct to earned surplus \$15,000 arising from unusual dispositions of property and other assets. For the corresponding period last year extraordinary non-operating losses of \$1,434,600 were charged to earned surplus.

### 'Psycho' at Drive-in

(Continued from page 1)

day, non-holiday and weekend marks at the theatre.

The Paramount release is being shown under the same "no one admitted after the start of the picture" policy being enforced at conventional theatres. It attracted a capacity audience 45 minutes in advance of its first performance, officials said.

Before the start of the second showing, cars completely filled the driveway and front parking area of the Brunswick, and were lined up for three miles on U. S. Route 1. When the theatre capacity was again reached, many people requested to be allowed to park their cars outside and to pay for a seat on the concession stand terrace.

### 'Financial World' Cites Paramount Annual Report

Paramount Pictures Corporation's Annual Report for 1959 has been selected for a 1960 Financial World Merit Award.

Selection of the Paramount report was made "on the basis of content, design and typography from among five thousand entries in the Twentieth Annual Report Survey conducted during 1960," according to **Richard J. Anderson**, editor and publisher of the weekly investment magazine.

### Cleveland Anti-Censor Group Is Organized

Special to THE DAILY

CLEVELAND, July 7.—About 350 people from Greater Cleveland, protesting against "organized censor groups" which they claim jeopardize freedom as guaranteed by the First Amendment of the United States Constitution, held their second open meeting last night in the Unitarian Society Auditorium and formally organized under the name of Citizens for Freedom of the Mind.

Twelve trustees were elected, to which 13 will be added. Trustees will name permanent officers. Purpose of the group set forth by Chairman Jasper Wood states that "every American should be free to see, hear, write, read, speak, and think as he pleases without censorship or coercion by church or state."

Citizens for Freedom of the Mind is a direct outgrowth of the decision of three common pleas judges that the French film, "The Lovers," is obscene and that Nico Jacobellis, manager of the Heights Theatre, committed a felony by having in his possession and exhibiting it.

### Stunt Campaign for 'Lost World' Here

Starting Saturday and continuing through the weekend, Irwin Allen's "The Lost World," will be given a large stunt ballyhoo campaign by 20th Century-Fox. The picture opens Wednesday at the Warner Theatre here.

A single-engine monoplane will tour the tri-state beaches, including Coney Island, Rockaway, Long Beach, Jones Beach, the New Jersey Shore area, and the Connecticut and Long Island Sound territory trailing a huge 40-foot day-glo banner easily seen from a height of more than a quarter of a mile. In addition, a ballyhoo sound truck begins a city-wide tour of municipal and private parks, beaches, playgrounds, etc., heralding the opening. The truck is contracted for 1,000 miles over the two full days.

## Technicolor Prints At 6 Billion Feet

From THE DAILY Bureau

HOLLYWOOD, July 7. — Technicolor positive release print footage produced in Hollywood has passed the 6,000,000 mark, it was announced here. Two billion feet of film have been produced by the company's foreign affiliates, Technicolor Limited of London and Technicolor Italian of Rome.

Technicolor's first feature, "The Gulf Between," was filmed at Jacksonville, Florida, in 1917.

Illustrative of the early difficulties of color pioneering, it was not until 1946 that Technicolor release print output reached its first billion mark. The second billion was attained in a little more than four years, in 1950. In the ensuing decade, four billion feet have been added to production figures.

In 1932, positive print output was 5,526,128 feet, about one fifty-fifth of the 1959 production of 308,760,100 feet.

Constant research and development have brought color motion picture photography from its crude two-color beginnings to the perfected color seen on the screen today. In more recent years, Technicolor has worked in many techniques for wide screen photography.

Technicolor pictures in current exhibition or in production include "Ben Hur," "Spartacus," "Solomon and Sheba," "King of Kings," "Can-Can," "Pollyanna," "The Alamo," "G.I. Blues," "All in a Night's Work," "The Grass Is Greener" and "Exodus."

### Mulvey in N. Y. Offices In Association with Son

James A. Mulvey, whose retirement as president of Samuel Goldwyn Productions became effective on June 30 has opened offices at 711 Fifth Avenue here, as Champion Pictures Corp. and as Mulvey-McKeever Exhibition Co. Inc. His associate in these operations will be his son, Stephen.

Mulvey remains as a limited partner in the Goldwyn organization and will be available to that company for consultation on important financial and policy matters.

## NEW YORK THEATRES

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"BELLS ARE RINGING"

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**JUDY HOLLIDAY • DEAN MARTIN**  
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ON THE GREAT STAGE "HAWAII, U.S.A."

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## Pitt. Drive

(Continued from page 1)

manager, Stanley Warner, Erie, Pa.; and Bob Davis, manager, Dipson Plaza Theatre, Erie; Zone 2 — Mike Zellman, Hickory Drive-In, Sharon, Pa., and Leo Mickey, manager, Penn Theatre, New Castle, Pa.; Zone 2A — Kenneth Winograd, Oriental Theatre, Rochester, Pa., and Ray Lewis, Tuscarora Drive-In, Beaver, Pa.

Zone 3 — Henry Burger, district manager, Stanley-Warner, Pittsburgh; Zone 3A — Joe Bugala, general manager, Manos Circuit, Greensburg, Pa.; Zone 4 — Mrs. Elaine Hauser, State Theatre, Altoona (Fabian Circuit), Mrs. Laura Ainger, State Theatre, State College, Pa. (Eskin Circuit).

Zone 4A — Joe Freeman, manager, State Theatre, Johnstown, Pa. (Stanley-Warner), Mel Katz, manager, Embassy Theatre, Johnstown (Fabian Circuit); Zone 5 — C. S. Brown, Temple Theatre, Kane, Pa.

Zone 6 — B. F. Moore, district manager, Stanley-Warner (West Virginia Circuit), Mrs. Madge Staut, Robinson Grand Theatre, Clarksburg, W. Va.; Zone 7 — John Osborne, Capitol Theatre, Wheeling, W. Va. (Dipson Circuit).

### Meeting Slated Tuesday

A meeting of zone area chairmen from seven zones within easy access to Pittsburgh will be held Tuesday, at 1:30 P.M., at campaign headquarters, the office of Allied MPTO of Western Pennsylvania. Chairmen attending will represent Zone 2, 2A, 3, 3A, 4A, and 6.

Also present at this meeting will be George Stern, Associated Theatres, Frank Lewis (Blatt Brothers), chairman of the Central Exhibitors Committee; Harry Hendel, Allied MPTO Western Pennsylvania; Jules Curley, Stanley-Warner, Pittsburgh, and Moss. Chairmen of zones not represented Tuesday's meeting will meet in the near future at a central point of points outside of Pittsburgh. At that time they will be briefed by Moss on what took place at the Pittsburgh meeting and will be filled in on all plans and campaign procedures.

## Robe of Censorship

(Continued from page 1)

Secretary: "If he will set up a committee to investigate the system whereby, under the Cinematograph Films Acts, trade organization and local authorities at present censor films, to consider whether such censorship is necessary, desirable, and to make recommendations on legislation," and "If he will set up a committee to investigate all forms of censorship now existing in the United Kingdom, and to make recommendations on legislation."

Explaining his reasons for wanting his inquiry, Swingler said that one is that while the "X" certificate, in general terms, was designed to curb the showing of certain kinds of material, it could, in fact, "acquire a certain glamour and attractiveness that defeats the very object of it and creates a kind of market for a particular sort of exciting film."

## REVIEW:

### The Bellboy

Jerry Lewis Production—Paramont

HOLLYWOOD, July 7

EXHIBITORS WILL find it an easy chore to lobby for this box office natural. Jerry Lewis has linked together a plotless *pot pourri* of zany satirical sequences, tailored to his multi-faceted personality, and came up with an unusual presentation of pure escapist entertainment.

The entire idea, which he wrote, directed, produced and stars in, is built on incidents in the workday life and duties of a bellboy; arousing sympathy for himself as the "monkey-mental" fall guy character among a corps of confederates similarly employed at the plush Fontainebleau Hotel in Miami Beach, Florida.

All of the sequences are vignettes that have punch-line action pay-offs; and Lewis proves himself an outstanding pantomimist of our time, going through the entire film without uttering a word, until challenged at the end on his ability to speak.

Drafted with obvious effect as word-of-mouth assets are names like Walter Winchell for opening narration, and Milton Berle for one of the episodes.

Alex Gerry and Bob Clayton are effective as the hotel manager and bell captain respectively, among a score of familiar "Catskill Mountain Comics." Bill Richmond's takeoff on Stan Laurel in a scene with Jerry earned applause at the preview of the film, held in the Village Theatre in Westwood.

Jack Kruschen puts the film into orbit in a clever prologue, with his humorous portrayal of the head of the studio trying to explain the presentation of a film that has no story and no plot.

Some of the film's highlights include a few acts appearing in Miami Beach nite clubs; a scene in which Jerry leads a phantom orchestra; one in which he makes Cary Middlecoff miss a putt during a golf tournament with Jack Keller; and a sequence in which he kids himself as Jerry Lewis the movie star arriving with a large entourage of studio sycophants at the popular Florida hotel.

Running time, 72 minutes. Release in July.

SAMUEL D. BERNS

## UFA Films Acquired By Casino for U.S.

Negotiations have been completed between UFA International G.M.B.H. and Casino Film Exchange, Inc., for the acquisition by Casino of a considerable number of UFA films.

Casino, which specializes in the distribution of German language films in the United States, will release the films during the early part of 1961.

## Two Plead Guilty in Theft of 16mm Films

Two men charged with stealing 16mm films from the U.S. Navy Shipyard in Brooklyn have pleaded guilty, it was reported yesterday by Assistant U. S. Attorney Nathan K. Trynin, who handled the prosecution for the Government.

Pleading guilty were Emanuel Goodman and Daniel Senese. The indictment against them in Federal Court, Brooklyn, charged them with the felony of having conspired to steal the pictures from the U. S. Navy Motion Picture Service at the shipyard. The films were rented by the Navy from major film producing companies.

Following an investigation by the Federal Bureau of Investigation of thefts of feature films from the Brooklyn Navy Shipyard, two sailors and

## 'Hercules' Contest Set by 'N.Y. Mirror'

An eight-day "Hercules Unchained" coloring contest in the *New York Daily Mirror* will kick off Wednesday's mass saturation opening of the Joseph E. Levine presentation throughout the Greater New York area. Two thousand dollars in United States Savings Bonds will be awarded the winning entrants in the contest which begins Sunday.

Lined drawings from key scenes in the Warner Brothers release will be prominently placed in the newspaper, while the *Daily Mirror's* promotion department this week is blanketing the metropolitan area with placards heralding the film and the youngster-appeal contest.

Two civilians who had been arrested in September, 1958, pleaded guilty to criminal informations filed against them by United States Attorney Cornelius W. Wickersham, Jr. Further investigation by the FBI led to the conspiracy indictment by the Grand Jury of the defendants Goodman and Senese.

Sentencing of Goodman and Senese has been set for July 21, 1960. Each could receive a maximum sentence of five years imprisonment and \$10,000 fine.

## NAC Adds Local V.P.s to Board

Special to THE DAILY

CHICAGO, July 7. — The National Association of Concessionaires has revised its constitution and by-laws to add seven regional vice-presidents to the board of directors. These men will serve NAC as special representatives from their respective areas in promoting NAC, gathering news, arranging regional meetings and representing NAC on special assignments.

Appointments to date include Irving Shapiro, Boston (comprising New England States, New York and New Jersey); James O. Hoover, Columbus, Ga. (Kentucky, Tennessee, Virginia, West Virginia, Maryland, District of Columbia, North and South Carolina, Delaware, Alabama, Georgia, Florida, and Mississippi); J. C. Evans, Cincinnati (Ohio, Pennsylvania, Indiana, Illinois, Michigan and Wisconsin).

Also, Sam Rosenblum, Omaha (Colorado, North and South Dakota, Nebraska, Minnesota, Iowa and Wyoming); Arlie E. Beery, Kansas City, Mo. (Kansas, Missouri, Oklahoma, Arkansas, Louisiana, Texas and New Mexico), and Sidney Spiegel, Toronto (Canadian region).

### Others to Be Appointed

A vice-president is to be appointed for one other region comprising Pacific Coast States, Nevada, Idaho, Utah, Arizona and Montana.

Announcements of the appointments was made by Spiro J. Papas, NAC president and head of the Alliance Amusement Co., Chicago.

Charles E. Darden of Richardson, Tex., was appointed to fill the one year unexpired term of Harold Chesler on the board as senior director for the popcorn processor, manufacturer and merchandising operators. Welcome I. Weaver, Van Buren, Ind. (popcorn processor), was appointed to fill the two-year unexpired term of A. J. Schmitt as junior segment director of the same segment.

## 'Time Machine' Slated For Saturation Dates

M-G-M will launch H. G. Wells' "The Time Machine" with full-scale saturations in key areas throughout the country. The first seven have already been set with a total of more than 300 prints.

The Chicago exchange area will lead the saturation bookings with openings beginning July 22. A week later, Charlotte will be the focal point for another series of openings, followed by similar saturations in the Los Angeles and Jacksonville territories Aug. 3.

The Philadelphia and Milwaukee exchange areas will begin Aug. 10 with New England set for Aug. 23.

Terry Turner is supervising the radio and television campaign in conjunction with MGM and the local exhibitors. Emphasis will be placed on television exploitation to take full advantage of the area bookings.

# Portrait of a boxoffice BLOCKBUSTER

"IMITATION OF LIFE"

"PILLOW TALK"

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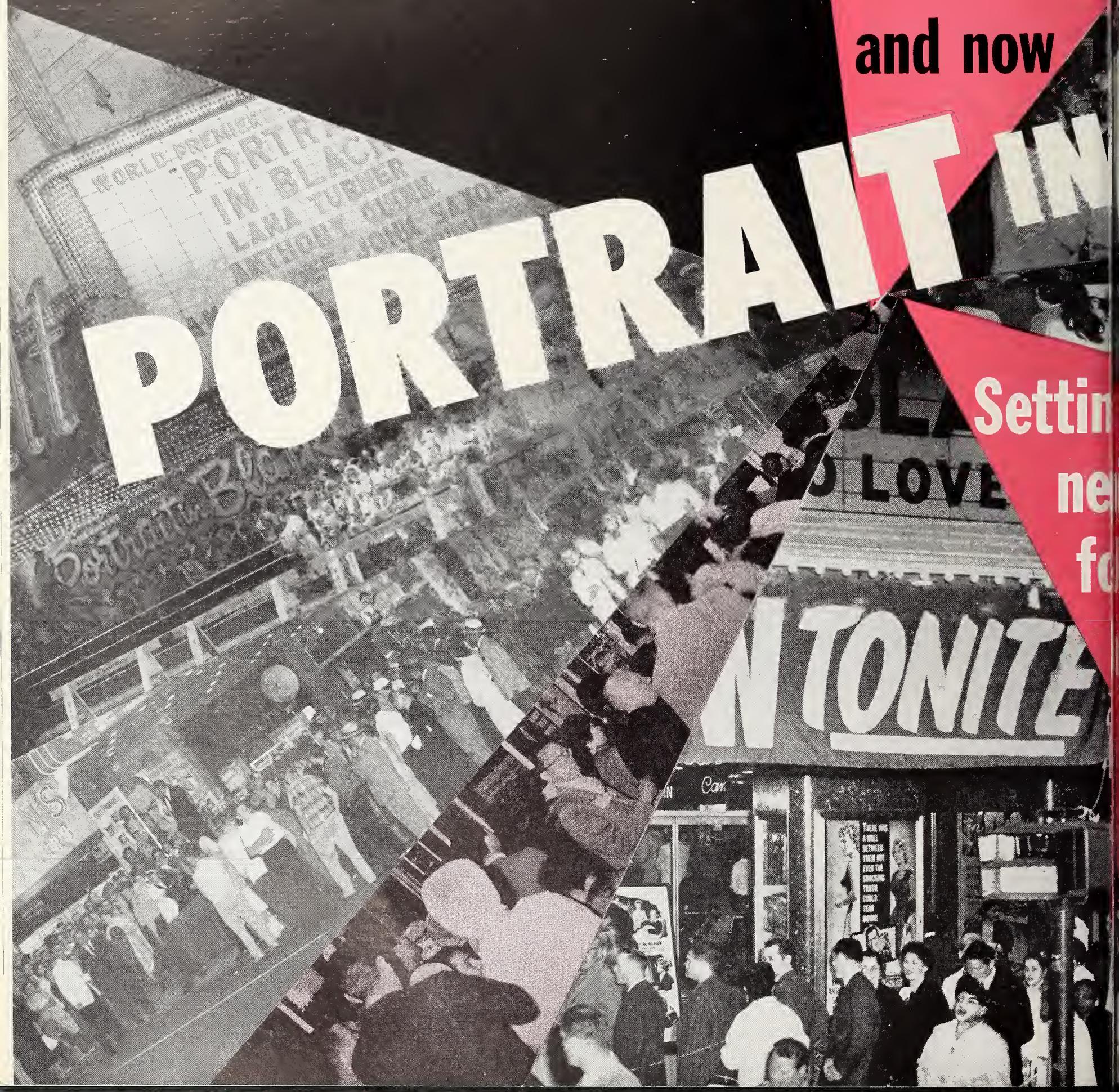
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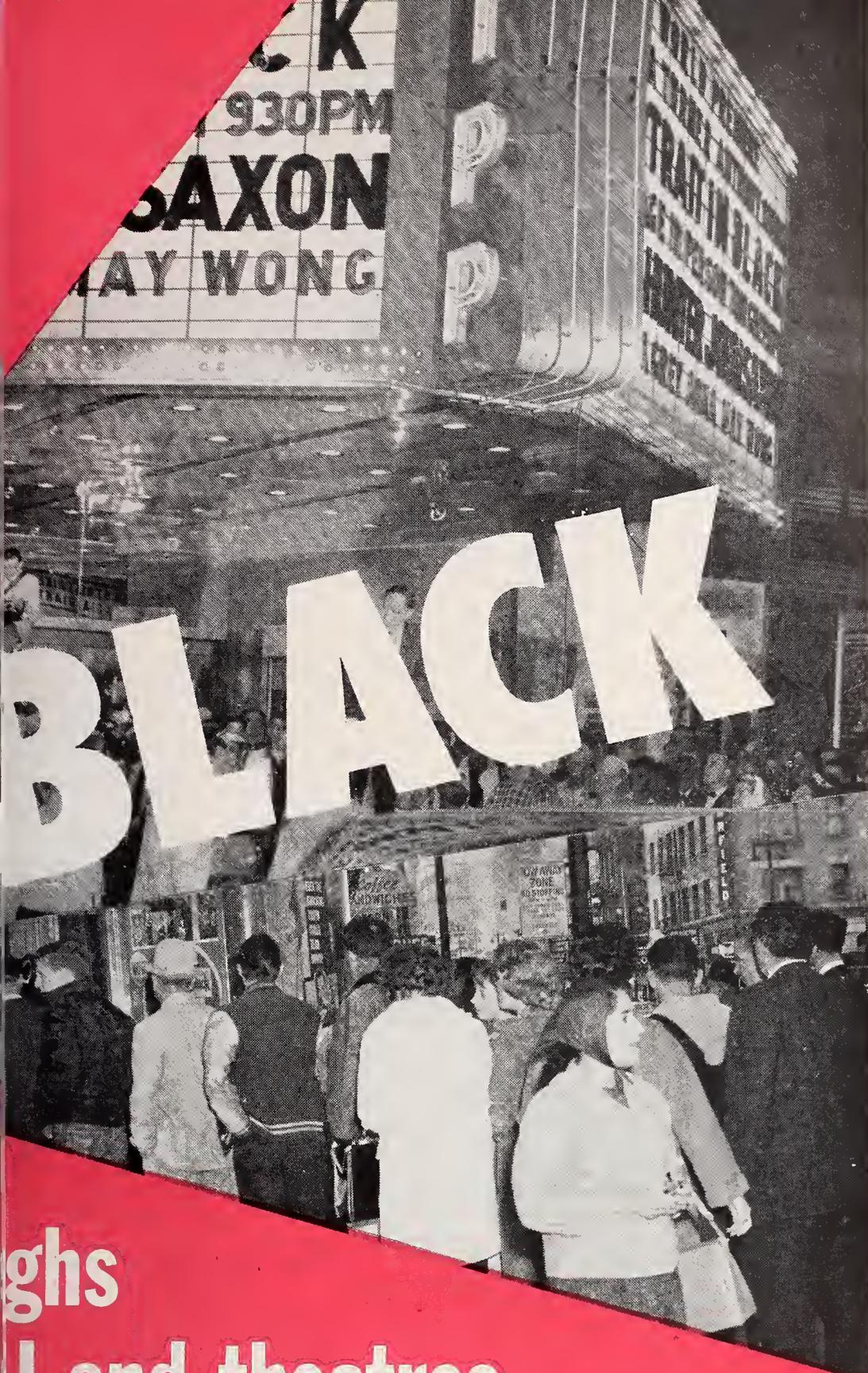
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CO-STARRING  
**LLOYD NOLAN** AS  
 "MATTHEW CABOT"  
**RAY WALSTON**

**ANNA MAY WONG VIRGINIA GREY**

AND ALSO CO-STARRING  
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Directed by **MICHAEL GORDON** • Screenplay by **IVAN GOFF** and **BEN ROBERTS**  
 Produced by **ROSS HUNTER** • A UNIVERSAL-INTERNATIONAL PICTURE



in Eastman **COLOR**

- SEATTLE, WASH., Music Hall...  
**BIGGER than Imitation of Life**
- SAN FRANCISCO, CALIF., Golden Gate...  
**BIGGER than Imitation of Life and Pillow Talk**
- LOS ANGELES, CALIF., Multiple Run...  
**BIGGER than Imitation of Life and Pillow Talk**
- CLEVELAND, OHIO, Hippodrome...  
**As BIG as Pillow Talk**
- SALT LAKE CITY, UTAH, Multiple Run...  
**BIGGER than Imitation of Life and Pillow Talk**
- CHARLOTTE, N. C., Manor...  
**BIGGER than Imitation of Life**
- CHICAGO, ILL., Roosevelt...  
**As BIG as Pillow Talk**
- PORTLAND, ORE., Multiple Run...  
**BIGGER than Imitation of Life and Pillow Talk**
- TULSA, OKLA., Delman...  
**BIGGER than Imitation of Life and Pillow Talk**
- MILWAUKEE, WISC., Towne...  
**As BIG as Imitation of Life**
- GALVESTON, TEXAS, Martini...  
**BIGGER than Imitation of Life and Pillow Talk**
- SPARTANBURG, N. C., State...  
**BIGGER than Imitation of Life**
- ST. JOSEPH, MO., Missouri...  
**BIGGER than Imitation of Life**
- KANSAS CITY, MO., Roxy...  
**As BIG as Imitation of Life**
- ASHEVILLE, N. C., Plaza...  
**BIGGER than Imitation of Life and Pillow Talk**
- GRAND RAPIDS, MICH., Keiths...  
**As BIG as Imitation of Life**
- LOUISVILLE, KY., Kentucky...  
**BIGGER than Imitation of Life and Pillow Talk**
- SYRACUSE, N. Y., Paramount...  
**BIGGER than Imitation of Life**
- LONG BEACH, CALIF., Rivoli & Towne...  
**BIGGER than Imitation of Life and Pillow Talk**
- PITTSBURGH, PA., Fulton...  
**As BIG as Imitation of Life**
- TUCSON ARIZONA, Cactus Drive In...  
**BIGGER than Imitation of Life**
- RIVERSIDE, CALIF., De Anza...  
**BIGGER than Imitation of Life and Pillow Talk**
- CINCINNATI, OHIO, Grand...  
**As BIG as Imitation of Life**

**TOPS PILLOW TALK AND IMITATION OF LIFE IN THESE WEST COAST TOWNS:**

- FRESNO, CALIF., Wilson • CHICO, CALIF., Senator • REDDING, CALIF., Cascade • SANTA ROSA, CALIF., California • ANTI-OCH, CALIF., Stamm • SACRAMENTO, CALIF., Esquire & Del Paso • OAKLAND, CALIF., T & D**



## M-G-M Status

(Continued from page 1)

equal to the total earned for the full 52 weeks of 1959.

The M-G-M president was delightfully optimistic about a continuing increase in the profit trend for this year and said he fully expected 1961 would produce the greatest earnings ever shown by any film company. He extended this optimism, in fact, to the entire industry, pointing out that the industry now has adjusted to changing times, that people "are buying when you give them what they want" and that he had no sympathy with those within and without the industry who are saying, "The business has gone to hell."

### Sees an Even Better 1961

Vogel told the press, "We expect earnings for the full fiscal year to exceed \$3.75 per share—and we have sound reason to believe that fiscal 1961 will produce an even higher return. The strength of our assets and our concrete plans for the future give us every confidence in continued growth." He added that when final figures for the fiscal year ending August 31 became available early in November, he would recommend to the board of directors that additional dividend action be taken.

Pointing out that the 12-week third quarter which ended June 9 was the seventh consecutive profit period since present management assumed office, Vogel said, "M-G-M has come a long way since its 1957-58 crisis. The assets which were preserved for the stockholders have now appreciated considerably in value. More importantly, these assets are producing earnings—every single one of them."

### Dividends Ready for Mailing

Vogel noted that quarterly dividend checks representing 30c per share would be mailed to stockholders within a few days, together with the results of the first three quarters ending June 9.

"That dividend payment will be the fourth since the resumption of dividends in 1959," he said.

The \$2.92 per share earned by M-G-M on 2,505,100 shares up to June 9 might be compared not only with the \$2.31 per share earned during the first three quarters of 1959 on 2,668,388 shares but also with the \$2.91 earned for the full year of 1959 on 2,641,288 shares then outstanding.

### Makes Comparison with 1959

"While there are fewer shares now outstanding as a result of company purchases, the fact remains that M-G-M earnings per share in the first 40 weeks of this year equalled those of all 52 weeks of 1959," Vogel said. "Therefore all earnings during the current 12-week period which ends August 31 will provide additional profits over the full year of 1959."

"The favorable results in the current year were achieved despite the impact of the strike of actors and writers against the motion picture industry," Vogel pointed out.

"M-G-M is regarded as the largest

## London Unit Considers By-Law on Hooliganism

From THE DAILY Bureau

LONDON, July 7. — The London Country Council is to consider whether there should be a by-law making hooliganism in cinemas and other places of entertainment a punishable offence.

This matter was originally raised by the Society of Cinema Managers who referred it to the Cinematograph Exhibitors Association. Following representations by the CEA, the London County Council requested further information to put before its public control committee.

motion picture production and distribution company in the world," he said, "but that's only part of its strength. M-G-M is also a television company, a recording company, a music publishing company and an exhibitor that owns and operates theatres overseas.

"Furthermore, M-G-M has extensive real estate values not only in its Culver City, California, studio — the world's largest film production center — but also in its studio, office building and distribution facility in London and in its 49 theatres in countries outside the U.S."

### Points to Real Estate Value

In this connection the M-G-M president said wryly that the west coast processing laboratory — one of the properties he had considered selling when the company needed cash two years ago — will earn half as much this year alone as the price offered for it at that time. The studio real estate, he said, is worth today three times what it was valued at then.

He digressed for a moment to emphasize that "the investor who buys stock in a motion picture company has a built-in hedge—an insurance policy." In today's entertainment market, he pointed out, a motion picture has enormous value beyond its immediate return in box office revenue. Television now, and pay television and the development of color television in the future mean that there will be a market for such pictures for as far as can be seen, he said.

### Cites Forthcoming Productions

On the company's prospects for greater earnings in 1960, he said that no company in recent times would have the earnings prospects that M-G-M will enjoy. It will be the year that "Ben-Hur," which has now returned \$10,000,000 from 60 playdates, will reach its biggest earning potential. In addition the company will have "Cimarron," "King of Kings," the new "Mutiny on the Bounty," "The Four Horsemen of the Apocalypse" and the fifth reissue of "Gone with the Wind" in release.

"As encouraging as the results of picture distribution have been to date, we see greater opportunities ahead," he declared.

"Television is certainly a major factor in M-G-M's present. The company

## Plan 'Oceans' Tie-in With Mosler Safe Co.

Warner Bros. and the Mosler Safe Company have made a nation-wide tie-up for "Open-the-Safe" theatre contests in behalf of "Ocean's Eleven," drama with a Las Vegas background that will open in 200 cities across the country following its world premiere Aug. 3 at the Fremont Theatre in Las Vegas. More than 1,200 Mosler Safe dealers throughout the nation will join in the campaign.

## CDI Acquires 'General'

Continental Distributing, Inc. has acquired United States and Canadian distribution rights to "General della Rovere," it was announced by Irving Wormser, president of Continental. Directed by Roberto Rossellini and starring Vittorio de Sica and Hannes Messemer, "General della Rovere" won the Golden Lion Award at the Venice Film Festival and Hannes Messemer was named best actor.

## 'Lovers' to Victoria

Jerry Wald's "Sons and Lovers," a 20th-Fox release, will have its American premiere at the Victoria Theatre here following "Murder, Inc.," also a Fox release.

## American Legion

(Continued from page 1)

officials appears to be in direct contradiction to statements made here in May by National Commander Martin McNeally affirming the effectiveness of the "Waldorf Declaration" and the Legion's faith in the film industry.

McNeally, who did not attend the convention, could not be reached at press time for comment on the state group's action.

The state Legion, at the same meeting voted a "commendation" to the Motion Picture Alliance for the Preservation of American Ideals.

derives considerable income from the leasing of its film features to television.

"M-G-M is producing series specifically for TV. Two important new series have been sold for fall premieres. Others are in preparation by a newly-expanded M-G-M-TV Division.

"M-G-M is in close touch with a certain development in the field of pay-TV and intends to play a part in this field if such activity can be shaped up significantly and profitably."

### Diversification Vital

Vogel added that its present diversification in entertainment in no way meant that M-G-M would restrict itself to entertainment enterprises. "The board has been actively studying situations in a variety of industries," he said. "We're ready to put cash or stock of any combination of such where it will do the stockholders the most good." He indicated in an aside that up to \$80,000,000 could be available for such a purpose.

## Post-'48 Films

(Continued from page 1)

can realize more from them by selling them ourselves than we could by selling them in a package to someone else."

The company is in no hurry to release this block of pictures, estimated to number about 250, because not all of the pre-'49 library has been sold yet, and because "the company is in no immediate need of cash."

Vogel cited the fact that one picture — "The Wizard of Oz" — netted \$300,000 from a single sale to television and that the company presently is negotiating another one shot sale of a picture for \$250,000. He refused to name the picture but said it definitely was not "Gone With the Wind," which will be reissued to theatres next year.

In emphasizing the enormous asset value of the backlog of pictures, Vogel pointed out that television rentals have brought in about \$34,000,000 in gross revenue and another \$24,000,000 is in sight in outstanding contracts for showings. Since the pictures had already been amortized when they were sold to television, the only expense chargeable against this revenue are those resulting from the sales operation.

## M-G-M Eyes Pay-TV

(Continued from page 1)

with Matty Fox concerning a possible tie-up with Siatron, a deal actually is closer with an electronics company, unnamed but well known in its field which has a pay television system, Vogel said.

The MGM president said he had been approached by RKO Teleradio to supply product for the Hartford test of broadcast pay TV but that no commitments had been made.

## M-G-M Promotions

(Continued from page 1)

gap left with the promotion of William J. Devaney to Western Division manager. An M-G-M veteran since 1929, Madden has been Philadelphia branch manager for the past six years.

Eckman moves up to the position of branch manager in Philadelphia, after serving as Minneapolis branch manager for the past three years. He joined the company in 1937.

## Four on Coast

(Continued from page 1)

was named by supervisor Kenneth Hahn; producer Sol Lesser, by supervisor Ernest E. Debs; E. L. DePatie, Warner Brothers executive, by supervisor Frank G. Bonelli, and George Flaherty, IATSE International representative, by supervisor Warren Dorn.

Esser, chairman of the commission, has set July 21 for the next meeting of group.

## Five from Fox for July

Twentieth Century-Fox will release five films in July, including "The Story of Ruth," "The Lost World," "From the Terrace," "Murder, Inc.," and "Trapped in Tangiers."

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VOL. 88, NO. 6

NEW YORK, U.S.A., MONDAY, JULY 11, 1960

TEN CENTS

**244-Years-Old**

## S.C. Supreme Court Upholds 'Blue Laws'

**Theatre Operators Will  
Appeal to Higher Courts**

*Special to THE DAILY*

SPARTANBURG, S. C., July 10. — The Palmetto State's 244-year-old "blue laws" have been upheld by the South Carolina Supreme Court.

"If revision or repeal of the laws is desirable in the public interest, that should be addressed to the legislature, not the courts," the high tribunal ruled.

Thus the court upheld a Greenville County decision by Judge T. B. Greener that the laws in question were constitutional.

After learning of the Supreme Court ruling, attorney Chester D. Ward of Spartanburg, representing a number of theatre operators in various court

*(Continued on page 2)*

## 50 to Attend V.C. Sports Meet Here

More than 50 sports writers and personalities in the New York metropolitan area will attend the luncheon meeting of the sports group of Variety Club Tent No. 35 at the Astor Hotel tomorrow. Plans will be discussed for the tent's "Day at the Races" event in October. Forty acceptances had been received at the weekend and more are

*(Continued on page 4)*

## UA Opens Sales Meet in Toronto Tomorrow

James R. Velde, United Artists vice president in charge of domestic sales, and Milton E. Cohen, Eastern and Canadian division manager, will hold a two-day sales meeting in Toronto starting tomorrow.

David V. Picker, executive assistant to President Arthur B. Krim, will participate in the conferences. William

*(Continued on page 4)*

**TELEVISION TODAY—page 4**

## PCA Certificates Given 120 Features In Six Months, an Increase over 1959

*From THE DAILY Bureau*

HOLLYWOOD, July 10.—The Production Code Administration issued certificates to 120 feature motion pictures during the first six months of 1960, a five per cent rise over the comparable period in 1959, when 114 films were given PCA approval.

### Disney Suit to Void

### AB-PT Contract Ended

An anti-trust suit brought by Walt Disney Productions against American Broadcasting-Paramount Theatres over the latter's exclusive right to broadcast Disney television shows has been discontinued according to a stipulation filed in Federal Court in New York Friday.

Discontinuance of the suit followed the sale the preceding day of AB-Paramount's stock interest in Disneyland.

The suit, filed in 1959 by Walt Disney Productions, charged violation of the anti-trust laws and sought to void the contract entered into in 1954 under which AB-PT was to have the exclusive rights to the Mickey Mouse and Zorro shows.

## MGM Slates Six Films For Release in Fall

Metro-Goldwyn-Mayer has set six films for release between Labor Day and Thanksgiving, Robert Mochrie, general sales manager, announced at the weekend.

"The Angel Wore Red," starring Ava Gardner, Dirk Bogarde, Joseph Cotten and Vittorio De Sica will be

*(Continued on page 4)*

## Code 'Significant Contribution' to Film Industry by Martin Quigley, Dr. Flick Says

*Special to THE DAILY*

ALBANY, July 10.—The motion picture Production Code has been of marked benefit to the industry and to the public, Dr. Hugh M. Flick, associate commissioner for cultural education and former director of the state Education Department's Motion Picture Division, said today. Dr. Flick said the Code was a "significant contribution" by Martin Quigley to the service of the industry.

"The age of electronics demands dynamic leadership in this field and men like Martin Quigley can furnish it," Dr. Flick declared. Particularly now, he added, the Code should be revised and tightened because it has been "stretched too far by the pressures of economics and by a seeming let-down in high standards of moral conduct."

"Every responsible leader in the industry must realize that motion pictures are a mass medium with a very great impact upon the young and immature," he said.

In his new post Dr. Flick supervises motion pictures, television, audio-visual aids, the state library, state museum and state science service.

## Chairman, Counsel

## Myers Resigns From Allied Leadership

**Set August Board Meeting  
On Plans for Changeover**

Abram F. Myers has resigned as chairman and general counsel of Allied States Association, effective last July 1.

Announcement of the resignation was released to the trade press at the weekend in a statement by Al C. Myrick, Allied president, from his headquarters in Lake Park, Ia. Myrick said that Myers made known

the date of his resignation from both offices at the annual convention of Allied Theatre Owners of Wisconsin at Elkhart Lake, Wis., late in June.

Reached in Washington on Friday,

*(Continued on page 3)*

## Early 'Love' Release Prompted by Exhibitors

Jerry Wald's production of "Let's Make Love," will be ready for distribution early next month, a full month ahead of the originally planned release date, because of mounting demands from exhibitors across the country, C. Glenn Norris, 20th Century-Fox general sales manager, announced Friday.

In a wire to all Fox branches in

*(Continued on page 4)*

## Auerbach Resigns Post With Columbia Int'l.

The resignation of Norbert T. Auerbach as continental supervisor for Columbia Pictures International was announced at the weekend by Mo Rothman, executive vice-president.

Rothman said Auerbach had re-

*(Continued on page 2)*



Abram Myers

## PERSONAL MENTION

**SPYROS P. SKOURAS**, president of 20th Century-Fox, who returned from Europe at the weekend and left here immediately for Hollywood, is expected back in New York from the Coast today.

**FRED GOLDBERG**, United Artists national director of advertising-publicity, will return to New York today from Denver and Dallas.

**JOSEPH E. LEVINE**, president of Embassy Pictures, will return to New York today from Rome.

**SHEILA B. SILVERSTONE**, daughter of **EMANUEL SILVERSTONE**, vice-president of 20th Century-Fox International, will be married in the autumn to **RICHARD L. VERON**, attorney associated with the Securities and Exchange Commission here.

**SAMUEL BISCHOFF**, producer, left New York late last week for Washington.

**MICHAEL GEORGE "MICKEY" SHAPIRO**, son of **ROBERT K. SHAPIRO**, managing director of the Paramount Theatre here and who is now with the U.S. Army, will be married following his separation from the service to **SYDELL LEVINE**.

**GORDON SCOTT**, filmdom's latest "Tarzan," arrived in New York yesterday from Hollywood.

**RAYMOND EGER**, producer, will arrive in New York today from Paris.

**LOIS PECK**, of the 20th Century-Fox office in Minneapolis, has returned there from a vacation in the North Woods.

## 'Ben-Hur' to Open in U.K. Provinces in Sept.

From THE DAILY Bureau

LONDON, July 10.—"Ben-Hur" is to open its first British provincial presentations in September when it will be given premieres at ABC's leading theatres in Bristol, Birmingham and Glasgow. The agreement allowing Associated British Cinemas to play "Ben-Hur" for long-term engagements at these key theatres was signed in London by D. J. Goodlatte, ABC's managing director, and Charles Goldsmith, chairman and managing director of M-G-M in Britain.

### Student-Shows Slated

"Ben-Hur" will play at separate performances on an advance-booking policy throughout its entire run in Birmingham and Glasgow. There will also be special student-shows, similar in style to the highly successful series now running at the Leicester Square Empire.

ABC and M-G-M will cooperate in exploiting and publicising "Ben-Hur" on the widest scale possible.

## Performance Schedule For 'Sunrise' Set

The schedule of performances and prices for the roadshow engagement of "Sunrise at Campobello" at the RKO Palace here starting Sept. 28 were announced at the weekend. The picture is a Warner Bros. release.

All evening performances will begin at 8:30, with the exception of Sunday performances, which will begin at 8 P.M. Matinee performances will begin at 2:30 P.M. on Wednesdays, Saturdays, Sundays and holidays.

Prices for the Monday-through-Thursday evening performances will be \$2.80 for orchestra, loge and mezzanine box seats, with other mezzanine seats available at \$2.00 and \$1.50. On Friday, Saturday, Sunday and holiday evenings, the prices will be \$3.50 for orchestra, loge and mezzanine box seats, with other mezzanine seats at \$2.50 and \$2.00. Wednesday matinee prices will be \$2.20 for orchestra, loge and mezzanine box seats; other mezzanine seats, \$1.50 and \$1.25.

At Saturday, Sunday and holiday matinees, including Columbus Day, Election Day and Veterans Day, the prices will be \$2.50 for orchestra, loge and mezzanine box seats, with other mezzanine seats \$2.00 and \$1.50.

## C.A.G. Dance July 30

The Catholic Actors Guild will hold its summer "Penthouse Party" and dance at the Hotel Piccadilly here on July 30, it has been announced by Horace McMahon, president. Phil Romano and orchestra will furnish the music.

## Buffalo Drive-Ins Pledge Self-Imposed Censorship

Special to THE DAILY

Buffalo, July 10. — Operators of at least six area drive-in theatres have agreed to a self-imposed censorship of the type of films they exhibit. This is reported in the wake of protests of some "adult" films being shown at the outdoor theatres.

William Brett, operator of the Skyway Lakeshore and Skyway Niagara drive-ins, said the protests had resulted in bringing a couple of drive-in operators "into line." He said operators of at least six drive-ins already had agreed to ban films they did not consider wholesome.

## Hutner to Visit Five Cities on 'Song' Tour

Meyer M. Hutner, vice-president and director of advertising and publicity for William Goetz Productions, will visit five key cities within the next month in connection with advance promotional activities on Goetz' "Song Without End," the story of Franz Liszt. Hutner leaves today for Washington, D. C., for the first of five tours, which will also take him to Boston, San Francisco, Chicago and Philadelphia.

Purpose of Hutner's visits is to initiate the overall promotion and publicity campaigns on the local level. Hutner will meet with newspaper editors, radio and television representatives, music groups, women's organizations, record distributors, and the Board of Education in each of the cities he will visit.

### Will Work With Field Men

Hutner will work with Columbia's field exploitation representatives in the five cities and will also meet with local distributors of Colpix Records. In addition to participating in a full round of personal interviews with all media, he will help arrange the opening night premieres of the picture.

## 51 'Apartment' Dates Bring \$1,345,976

Billy Wilder's "The Apartment" has grossed a big \$1,345,976 in 51 key regional premieres in only three weeks, it was announced by William J. Heineman, United Artists vice-president. Heineman said that the UA release is holding over in virtually all situations. He said that the business thus far amassed in the few engagements is comparable to the record-setting box-office performance of "Some Like It Hot," Wilder's 1959 comedy hit.

The \$1,345,976 total was registered over a three-week period beginning June 15 and ending July 5.

## S.C. High Court

(Continued from page 1)

actions, said that an appeal to higher federal courts is a certainty.

"It has not been determined whether the route of appeal will be directly to the U.S. Supreme Court or back again to the three-judge panel which declined to act last year," Warren added.

It will be recalled that the three-judge panel refused to act until the State Supreme Court had ruled.

Thus the way has been opened for the theatre operators to challenge the constitutionality of the "blue laws" in the Federal courts, it was pointed out.

### Ruling Summarized

The State Supreme Court summarized its 10-page ruling as follows:

"Religious influence doubtless inspired the original enactment of the statute, which was more than two centuries ago; but for many decades it has been re-enacted in our decennial code of laws, without reference to religion. We sustain it, as have other courts theirs, as a reasonable exercise of the police power. It is part of the legislative plan for a day of rest and surcease from the usual activities, whether work or amusement, on the other days of the week; and we conclude that it does not offend any provision of the state or federal constitutions."

## Auerbach Resigns

(Continued from page 1)

signed "under the most friendly circumstances" in order to join his father, Joe Auerbach, and share the responsibilities of the latter's film enterprises.

An amicable settlement regarding Auerbach's unexpired contract has been reached, and he will remain with Columbia until the end of September.

## 'Hearts' to Brooklyn

Columbia Pictures' "Conspiracy of Hearts" will open on Wednesday at Loew's Metropolitan Theatre, Brooklyn, following a long-run engagement at New York's Victoria and Normandie theatres.

## 'Battle' Sets Record

The house record for an opening day matinee at the Forum Theatre here was cracked on Friday by Columbia's "Battle in Outer Space," when the picture had grossed \$1,900 at 5 P.M.



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## Daffodils Pushing British Comedy

By SAUL OSTROVE

Daffodils are coming up roses these days in the film industry. So are nurses' outfits worn by theatre cashiers and usherettes, and internes' clothing worn by ushers. All because a "natural" like "Carry On Nurse" came along.

In more than 40 situations around the country daffodils are being distributed to patrons of "Nurse" as they leave the theatre, so as to stir further word-of-mouth praise for the film.

"But you must see the picture to understand the significance of the daffodils," Dave Emanuel, president of Governor Films, distributor of "Nurse," said here Friday.

### Costumes Are Appropriate

"The daffodils are an integral part of the picture. The audience begins to laugh again as it leaves the theatre. The nursing and internes' outfits speak for themselves," he said.

"Nurse" is rolling up terrific grosses in all its situations. But why should a British comedy, of all things be doing so very well in places like Waco and San Antonio, Tex., gimmicks or not?

"Down-to-earth belly laughs, pitched to the masses," explained Arthur German, Governor vice-president. "Not that more sophisticated patrons don't go for it, too. They see things that the others miss. But generally people nowadays want slapstick-type comedy."

### Sees Word-of-Mouth Important

Governor did not expect "Nurse" to get by without word-of-mouth, despite the picture's stunning success in England, where it was produced by Peter Rogers, producer and originator of the "Carry on" series, for Anglo-Amalgamated Film Distributors, Ltd. To further spread the word on the picture, multiple sneak previews of "Nurse" were held in most situations, sometimes three or four in each city.

With "Nurse" doing so well in all quarters — it is the next film due here at the Little Carnegie — Governor has acquired American distribution rights to two other pictures in the series, "Carry on, Constable" (later this year), and "Carry on, Teacher" (for release next Spring).

### 'A Touch of Hell' Coming

Governor also will release "A Touch of Hell" this summer. This one was produced by Eros Films, Ltd., of London, and is described by Emanuel as the current "Peyton Place" of Great Britain. "Strictly Commercial," he added.

An Italian picture, "The Lady Doctor," with Vittorio de Sica, Toto and Abbe Lane, will be released this Fall.

Emanuel said Governor does not choose to release too many films a year. The company prefers to tender loving care to each of its products, as it has done with "Nurse." Such special handling, as "Nurse" is proving, pays off.

# Myers Resigns Allied Post

(Continued from page 1)

Myers said he had nothing to add to the Myrick statement.

Myers previously announced his intention to retire by summer this year in December, 1959. Again, at an Allied board meeting late last March, he repeated his desire to resign. At that time a committee was named to confer with Myers in regard to his retirement and "to plan for carrying on the association thereafter."

Myrick said at the weekend that the committee members, when advised of Myers' plans at Elkhart Lake, "expressed their deep regret that Allied must lose the services of the man who has been its guiding spirit for 31 years."

### Was Urged to Continue

The committee was unanimous, Myrick added, in urging Myers to continue as general counsel and a consultant, with a Washington office, "at least during the transition from the organization as it has functioned for more than three decades to such

new order as the board may establish."

Myrick said he will call a board meeting sometime in August at which time the special committee will "submit concrete recommendations."

At the time of his December announcement Myers said he did not want to "remain around on a consultative basis." He suggested then that Allied would do well to select a younger man and begin training him to take over the chief administrative functions of the organization.

When Myers' probable retirement was rumored early in 1959, he said that he and his wife, also an attorney, had planned for some time to retire to their country home on Maryland's Eastern Shore.

Myers, now 70, helped found Allied and was its first president, serving three terms from 1929 through 1931, while concurrently acting as general counsel. He became chairman of the board and general counsel of the association in 1932.

## TV, Radio, Newspapers In 'Hercules' Drive

A record radio-television-newspaper advertising campaign will be unleashed throughout the Greater New York area by Embassy Pictures this week launching Wednesday's saturation opening of Joseph E. Levine's "Hercules Unchained."

The campaign will open with 10-, 30- and 60-second TV spots on the NBC-TV.

Embassy's radio advertising, on an almost 'round the clock schedule prior to the 135-theatre opening is being carried by six of New York's most powerful stations: WNBC, WCBS, WINS, WNEW, WMGM and WMCA. Ten 30- and 60-second spots are included in the radio campaign.

Capping the massive pre-selling sweep is multi-sized newspaper advertisements running in all of New York's major dailies. Full-page ads are scheduled for the *Daily News*, *Post*, the *Journal-American*, while the *Mirror* will run a center-spread double-truck ad. The *Mirror*, simultaneously, is running an eight-day "Hercules Unchained" coloring contest with entrants—boys and girls—eligible for \$2,000 in United States Savings Bonds.

In addition to the New York newspaper campaign the Newark (N.J.) *Star-Ledger* will print a full-page, full-color advertisement, one of 40 newspapers throughout the United States scheduled for this type ad.

### 'Fugitive' Invited

Tennessee Williams' "The Fugitive Kind" has been officially invited for special presentation at the San Sebastian Film Festival in Spain, scheduled for July 9-19. The United Artists release will be shown on the closing night of the festival, July 19.

## Special Short Will Promote Col. 'Pepe'

The trailer department of Columbia Pictures is to start production immediately on a special short subject, "Pepe Presents George Sidney," it is announced by Jonas Rosenfield, Jr., executive in charge of advertising and publicity for Columbia. The special film will launch the long-range film promotion activities for "Pepe," starring Cantinflas and 35 personalities from the world of entertainment.

Marking a "first," the short is specifically designed for exhibition only among exhibitors and motion picture press. Release is being set for end of this month, five months ahead of the picture's opening.

Emphasizing the global aspect of the short, producer-director George Sidney has been filmed on-camera speaking five languages — English, French, Italian, Spanish and German, with additional material of Chevalier (French), Dan Dailey (Italian), and Cantinflas (Spanish).

### Stratford Adds 'Sunday'

The short subject, "Village Sunday," has been added to the list of films to be shown at the first Stratford International Film Festival, July 13-19, it was announced on Friday by Albert M. Pickus, festival chairman, and Val Chevron, executive director. Stewart Wilensky is producer and distributor of the film.

### IFA Has 2 in Stratford

Two International Film Associates featurettes, both in Eastman color, have been selected by the Stratford preview committee for showing at the first Stratford International Film Festival in Stratford, Conn. The films are "The Magic Violin," a cartoon, and "Goya's Masterpiece."

# PEOPLE

William H. Smith, who since 1956 has been staff assistant for planning research at Eastman Kodak Co., Rochester, N. Y., has been named head of the planning research and systems department of the company. He will assist in the development of new systems for use in connection with the estimating of sales, the planning of production and the distribution of Kodak photographic products.

□

James Scovotti, industry publicist, has joined the newly-organized Rick Carrier Productions as publicity director. His first assignment will be "The Strangers," to be released by Carrier's own distribution unit, International Artists Releasing Corp.

□

Minnie Wade, daughter of C. W. Wade, of the Wadesonian Theatre, Clanton, Ala., is getting her plane in shape to enter the Powder Puff Derby down there. Contestants in the race, as the name implies, are drawn entirely from the distaff side.

□

Jack Vaughan, formerly booker for 20th Century-Fox in Atlanta, has been named booker for Georgia Theatres there. He succeeds Doug Veshsear, who has resigned.

## Christmas Displays Being Made by NSS

National Screen Service's lineup of Christmas and New Year displays for the 1960 holiday season is now in production, it has been announced by Burton E. Robbins, vice-president in charge of sales.

In making his announcement, Robbins emphasized the extensive use of bright, cheerful, appealing colors in this year's poster material. Christmas material to be made available to exhibitors will include: upright 40 x 60 and 30 x 40, flat 40 x 60, and a special Christmas Standee Display. New Year display material will include a 40 x 60 with a greeting, and another 40 x 60 for use in advertising special New Year's Eve shows.

Robbins' announcement was in response to communications from NSS branches around the country which indicated the likelihood of an unusually large volume of orders for holiday displays this year.

### Lazarus to Frisco

HOLLYWOOD, July 10. — Paul N. Lazarus, Jr., Columbia Pictures vice-president, will leave here for San Francisco Monday after a week of meetings at the studio.

In San Francisco, as a representative of the Motion Picture Association of America, he will deliver an address at the convention of the Newspaper Advertising Executives Association.

## GE to Sponsor Series On American Education

A new approach to public service programming will be initiated this fall on the CBS television network when the General Electric Company pre-empt its own time period and purchases an additional half hour for a special CBS news report on new experiences in American education.

The one-hour report, sponsored by GE, will be presented Sunday, Nov. 13, from 9-10 P.M. EST. It will be one of a series of 60- and 90-minute news and entertainment specials to be presented by GE during the 1960-61 season. The company said it plans to stress "name" authors in its regular half-hour programming.

The education program, produced by Arthur Morse of the "CBS Reports" unit of CBS news, with Fred W. Friendly as executive producer, will be filmed on location in elementary and secondary schools across the country. It will report on some of the experiments being undertaken today to solve problems facing American education.

## FCC Shifts Channels To UHF in California

From THE DAILY Bureau

WASHINGTON, July 10. — The Federal Communications Commission, by deleting Fresno, California's channel 12, has made that city into an all UHF-TV town. FCC also told KFRE-TV to move from Fresno's channel 10 to channel 30 by April 15, 1961.

Channel 30 was switched to Fresno from Madera, which was given channel 59 instead.

FCC will give consideration to re-assigning channel 12 from Fresno to one of the following California towns: San Luis Obispo, Lompoc-Santa Maria, or Santa Barbara. The channel 10 space now given to Bakersfield may also go to one of these towns if Bakersfield becomes all-UHF.

## Tatelman Will Produce 'Garlund' on CBS-TV

From THE DAILY Bureau

HOLLYWOOD, July 10.—Harry Tatelman will take over the executive producer duties on the new telefilm series, "Mr. Garlund," which was conceived and written by Barney Girard, who will also produce.

Tatelman, under contract to CBS, and Girard will begin casting Monday in their new headquarters at the Paramount studios, for the series which will be aired on the CBS-TV network in October, under sponsorship of Plymouth Motors and L & M Cigarettes.

## V.C. Meeting Here Tomorrow

(Continued from page 1)

expected. Max Kase, sports editor of the *New York Journal-American*, is chairman of the tent's sports committee.

Those writers who had to decline because of other commitments expressed keen interest in the project and declared that they would like to attend subsequent meetings.

Acceptances to date have been received from Harold Weissman, *N.Y. Mirror*; Joe Reichler, Associated Press; Joe Goldstein, Roosevelt Raceway; Ken Smith, *N.Y. Mirror*; Hugh Bradley, *Journal-American*; Mike Lee, *Long Island Press*; Don Smith, New York Football Giants; Mel Allen, Yankee Stadium; Lewis Burton, Yonkers Raceway; Lou Niss, Continental League; Jackie Farrell, New York Yankees; Irving Rudd, Yonkers Raceway; Wes

Gaffer, *Daily News*; Tom Meany, New York Yankees; Murray Janoff, *Long Island Press*; John Pierrotti, *N.Y. Post*; Jay Chesler, Elias Baseball; Charles Hoerter, *Daily News*; Norman Miller, U.P.I.; Leonard Cohen, *N.Y. Post*; Jersey Jones, Madison Square Garden; Gordon White, *N.Y. Times*; Bob Stewart, *World Telegram*; Frank M. Blunk, *N.Y. Times*; Dick Young, *Daily News*; Lester Scott, Madison Square Garden; Jay Grayson, *Daily Forward*; Harry Grayson, Newspaper Ent. Assn; Frank Blauschild, *N.Y. Mirror*; Orlo Robertson, Associated Press; Whitney Martin, Associated Press; Milton Gross, *N.Y. Post*; Murray Robinson, *Journal-American*; Erwin Grossman, *Herald Tribune*; Dan Daniell, *Herald Tribune*; John Drebing, *N.Y. Times*; Ira Seebacher, *Morning Telegraph*.

## MPAA Board

(Continued from page 1)

by 20th Century-Fox, "The Loves of Salammbô" and "The Story of Salammbô," were not in harmful conflict with the April Co. title.

Johnston set up the special board meeting when he arrived here on Friday from Europe where he attended the Berlin Film Festival and also visited Paris. At a meeting here on Friday Johnston briefed the Motion Picture Export Ass'n. board on talks he had in Berlin with Spanish industry officials also attending the festival.

### Accompanied by 3 Officials

With Johnston in Berlin were Griffith Johnson, MPEA vice-president; Frederick S. Gronich, overseas representative in Paris; and Frank Gervasi, Rome representative.

Later this month Johnston will attend the Republic Party convention in Chicago as a delegate. At the end of the month he is scheduled to make his African trip.

## UA Opens Meet

(Continued from page 1)

Marchese, Eastern and Canadian contract manager, will also attend from the home office.

Charles S. Chaplin, Canadian district manager, will attend the two-day conclave, as will all Canadian branch managers.

Canadian branch managers participating in the meetings at the Royal York Hotel include Robert Radis, Calgary; Sam Kunitzky, Montreal; Isadore J. Davis, St. John; George Heiber, Toronto; Harry Woolfe, Vancouver, B.C., and Abe Feinstein, Winnipeg.

### Conclave Is One of a Series

The meetings will develop distribution patterns on all current and forthcoming product and will map regional releasing plans for each territory in the Canadian division. The meetings are the latest in a series conducted by Velde and division chiefs in a domestic sales tour.

## PCA Certificates

(Continued from page 1)

members; four motion pictures were produced and released by non-members and an additional four made by non-members have yet to be released.

The Johnston report further indicated that 63 of the features approved were made in this country by American companies; 19 were produced abroad by American companies, and 38 were produced by foreign companies and purchased by American companies for release here.

In the matter of scripts submitted for PCA approval, the six-month figure is down to 93 from 145 at same time a year ago. The obvious conclusion to be drawn here, the report noted, is that the five-month writers strike against most of the theatrical film producers was responsible for the lag and it is expected that by the year's end script submissions will be equal to or surpass the 254 scripts approved by PCA during 1959.

## MGM Slates Six

(Continued from page 1)

the Labor Day release. The second September release will be "The Subterraneans," the Arthur Freed Production starring Leslie Caron and George Peppard.

"Key Witness," starring Jeffrey Hunter and Pat Crowley, will be an early October release, and late in that month the company has set the Joseph E. Levine presentation "Where the Hot Wind Blows."

The King Brothers production, "Gorgo," will be a November release, and the Thanksgiving attraction will be "Butterfield 8," starring Elizabeth Taylor, Laurence Harvey, Eddie Fisher, and Dina Merrill.

In addition to these productions, M-G-M will also have in release in the fall "All the Fine Young Cannibals," which is set for August playdates in many key situations. "Ben-Hur" will continue its hard-ticket engagements with additional opening scheduled throughout the months ahead.

## 'Bellboy' Buttons Are Distributed by Loew's

In a campaign to elect Jerry Lewis "Comedian of the Year," Loew's Theatres in the greater metropolitan area are distributing free to their patrons more than 30,000 jumbo lapel buttons featuring the star in character as "The Bellboy." The comedy, written, produced, directed by and starring Lewis opens at Loew's and other neighborhood theatres on Wednesday, July 12 with Paramount's "Tarzan the Magnificent" as associate feature.

## Falcon to Handle 'Mighty Crusaders'

The launching of Falcon Productions Inc., a newly formed motion picture distribution firm with offices at the Paramount Building here, was announced by Erwin A. Lesser, former sales manager for Lopert Films, and Herbert R. Gelbspan, veteran industry executive.

Falcon Production's initial release will be "The Mighty Crusaders," a spectacle of the Holy Wars, in CinemaScope and color. It is expected to go into national release late in August.

## Early 'Love' Release

(Continued from page 1)

the U. S. and Canada, Norris declared that the company had made a special appeal to the studio and Wald for an around-the-clock production schedule. He paid tribute to Wald and Bud Adler, studio production head, for their efforts toward filling the need for a strong late Summer and Labor Day attraction. Rush scoring and editing are now in process at the studio.

Branches have been instructed to advise exhibitors that the Marilyn Monroe-Yves Montand starrer is not available for booking beginning early August. Introductory promotional materials on national and local levels are being distributed. The accelerated release of "Let's Make Love" will be backed with extensive radio and music campaigns.

## Pension Plan

(Continued from page 1)

plan board chairman, reported on Friday.

Flaherty also said that plan expected to have about 900 industry retirees by the end of 1960.

Total amount in the plan now exceeds \$19,000,000.

## 'Orpheus' in 16 Dates

"Black Orpheus," Academy Award winner as "best foreign film of the year," will open in 16 theatres in the N. Y. area on Wednesday. The theatres include, in Manhattan, the Trans-Lux 85th St., the Gramercy, Greenwich Heights, Midtown, Renaissance; in the Bronx, the Palace, Valentine; Brooklyn, the Astor, Jewel; in Long Island, the Austin, Center, Earle, Little Neck, Mayfair; in Westchester, the Town, New Rochelle. The film will open at the Embassy 72nd Street on Wednesday, July 20.

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Chinese, L. A.

'Apartment' Great  
United Artists, San Francisco

'Apartment' Continues Great  
Astor and Plaza, N. Y.

'Apartment' Looks Sensational  
Michigan, Detroit

'Apartment' Huge  
Penn, Pittsburgh

'Apartment' Great  
Esquire, St. Louis

'Apartment' Staying Sock  
Keith's, Washington

# Nation-wide-wise "The Apartment" is Sockeroo-wise!

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'Apartment' Socko  
Plaza, Kansas City

'Apartment' Solid  
Loew's State, Providence

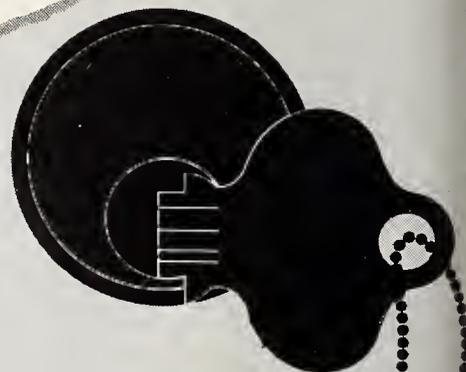
'Apartment' Sock  
Orpheum, Boston

'Apartment' Still Smash  
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'Apartment' Still Socko  
Randolph, Philadelphia



## THE APARTMENT

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# MOTION PICTURE DAILY

Concise  
and  
to the  
Point



OL. 88, NO. 7

NEW YORK, U.S.A., TUESDAY, JULY 12, 1960

TEN CENTS

ended June 9

## Loew's Circuit

### 40-Week Net

# \$1,633,300

### Income for Third Quarter Shows Rise to \$636,700

Loew's Theatres, Inc., had a net  
come of \$1,633,300 for the 40 weeks  
ended June 9 of the current fiscal year,

was an-  
nounced yester-  
y by Eugene  
cker, presi-  
nt. Since the  
orporation did  
t have inde-  
ndent existe-  
ce until the  
ring of 1959,  
en it was  
parated from  
-G-M, there  
e no figures  
t the com-  
rable 40 week  
riod of the preceding year.

Gross revenues for the 40 weeks  
is year amounted to \$32,568,000.  
come taxes were \$2,011,000 and de-  
ciation, \$2,103,000.

Net income for the third quarter  
(Continued on page 2)

## Push for Greenville Openings on Sunday

Special to THE DAILY

GREENVILLE, S.C., July 11.—In-  
rmed sources here say City Council  
ay be asked for permission to oper-  
e Sunday movies in Greenville  
oner than the city government an-  
ticipated.

"The official 1960 census figures for  
e City of Greenville, which were  
enerally not expected until October,  
ll be delivered to city officials and  
orneys for a group of local theatre  
erators within the next day or two,"  
was explained.

Mayor Ken Cass could not be con-  
tacted and J. D. Todd, attorney for a  
(Continued on page 3)

TELEVISION TODAY—page 6

## Ask Unified Action Of Dixie Exhibitors

Special to THE DAILY

MEMPHIS, July 11.—Members of  
Allied Theatre Owners of the Mid-  
South were urged today by Trueman  
T. Rembusch, chairman of the  
Emergency Defense Committee, to  
"unite as you did in the Federal  
amusements tax campaign" in order  
to implement their insistence that they  
be permitted to acquire pictures  
"while at peak of box-office potential."

Rembusch was one of the two key  
(Continued on page 3)

For Distribution in U.S., Canada

## WB Board Approves Post-'48 Negotiation

### Confirms Talks with Creative Telefilms On Deal to Sell 100 Pictures for Free TV

Warner Bros. may become one of the first of the major distributors to sell a  
substantial block of its post-1948 pictures to television. The board of direc-  
tors of the company yesterday approved negotiations, long rumored, with

Creative Telefilms and Artists, Ltd.,  
of Toronto for a license to distribute  
the pictures for free television in the  
United States and Canada.

In Toronto yesterday G. Cass, pres-  
ident of Creative Telefilms said his  
company had deposited \$1,000,000  
toward the purchase of the license to  
distribute the films. A block of 104  
pictures is said to be involved, less  
than half the total backlog available.

The price, it was reported, will be  
a base guarantee of \$100,000 per pic-  
ture, or a total of about \$10,000,000.  
After the initial guarantee is met both  
Warners and Creative would share in  
the revenue, according to terms now  
being discussed.

The deposit of \$1,000,000 is return-  
able if no agreement is reached, Cass  
indicated.

## Market Letter Rates Warner Stock Good Buy

Warner Bros. common stock "offers  
substantial upside potential and only  
a limited downside risk" a G. M. Loeb  
stock analysis letter released here de-  
clares. The conclusion is reached after  
extensive analysis of the book value  
and earning potential of the stock.

The letter says the immediate at-  
traction of the stock is its hidden as-  
(Continued on page 3)

## Jack Warner Heads Project Hope Group

From THE DAILY Bureau

WASHINGTON, July 11. — Jack  
Warner, president of Warner Brothers,  
has accepted the chairmanship of the  
motion picture industry committee of  
Project HOPE. Announcement of the  
appointment came from Ernest R.  
Breech, board chairman of Ford Mo-  
(Continued on page 3)

## 'International' Films Are Answer To British Market Decline: FBFM

From THE DAILY Bureau

LONDON, July 11.—"The outstanding feature of the year under review  
was the growing awareness of the opportunities open to Britain of becoming  
an international centre for the making of international films. This is the answer  
to the problems posed by a declining  
home market," states the third annual  
report of the Federation of British  
Film Makers.

"British film production cannot sur-  
vive with insular ambitions and meth-  
ods," the report continues, "because  
in the contracted markets of this island  
only a few films can recover their  
(Continued on page 2)

## Changes in Board of Cinerama Announced

Several changes in the structure of  
the board of directors of Cinerama,  
Inc., have been announced by Nicolas  
Reisini, chairman, president, and chief  
executive officer. Bernard Goodwin  
has resigned as vice chairman of the  
board and as a director of the com-  
pany. Walter Reade, Jr., has also re-  
signed as a director of the company.

B. G. Kranze, vice-president in  
(Continued on page 3)

## Koster Is Appointed Variety Heart Chairman

William Koster, of Boston, has been  
named international heart chairman of  
Variety Clubs International by Chief  
Barker Edward Emanuel. He takes  
over the assignment from Nate  
Golden, U.S. Department of Com-  
merce official in Washington whose  
many years "of outstanding and de-  
(Continued on page 3)

## Ask Protection from 'Harmful' Movies

Special to THE DAILY

VATICAN CITY, July 11. — Public  
authorities should "intervene more de-  
cisively in protecting the public from  
harmful movies," delegates to the In-  
ternational Catholic Office of the Cine-  
ma meeting in Vienna this week will  
be told.

In a letter greeting clerical and lay  
delegates to the meeting from all over  
the world, Domenico Cardinal Tardini,  
Vatican Secretary of State, said inter-  
vention by public authorities in the  
motion picture field was "not only  
possible and desirable but becoming  
more and more necessary."

## 'Diligent' Efforts vs. Pay-TV Needed: Harling

Special to THE DAILY

BOSTON, July 11. — There is no  
pay-TV system in operation in the  
U.S. today, and that condition can re-  
main "if we are diligent and persever-  
ing in our efforts," Philip F. Harling,  
chairman of the Joint Committee  
Against Toll-TV, will tell a luncheon  
meeting of the Variety Club of New  
England here tomorrow. The round  
(Continued on page 6)

## PERSONAL MENTION

**CHARLES EINFELD**, 20th Century-Fox vice-president, will return to New York on Thursday from Europe.

**JEFF LIVINGSTON**, Universal Pictures executive coordinator of sales and advertising, returned to New York over the weekend from Hollywood.

**TOSHISHIGE ISHIKAWA**, general manager of the Walt Disney organization in Japan, has arrived in New York from the Orient, and will leave here shortly for Hollywood.

**PAUL N. LAZARUS, Jr.**, Columbia Pictures vice-president, will return to New York tomorrow from the Coast.

**MRS. MARSHALL FINE**, wife of the official of Associated Theatres, Cleveland, who is also president of the Independent Theatre Owners of Ohio, has given birth to a second son, **BRANDON**, their third child.

**MRS. LOUISE BROOKS**, of the accounting department, Capital Releasing Corp., Atlanta, has left there for Seattle.

**MARLON BRANDO** has left Hollywood for Tahiti.

**SAM GEORGE**, "Ben-Hur" publicist for M-G-M, has arrived in Jacksonville from Atlanta.

**AL PALLADINO**, Universal-International field representative, was in Albany, N. Y., from here.

**JAMES MACARTHUR** and his wife have left New York for Miami, where he will star in the first post-Broadway production of "A Loss of Roses."

**W. W. HAMMOND**, Southern circuit owner, has returned to Atlanta from New York and Washington.

## NEW YORK THEATRES

**RADIO CITY MUSIC HALL**  
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**"BELLS ARE RINGING"**  
An ARTHUR FREED PRODUCTION starring  
**JUDY HOLLIDAY • DEAN MARTIN**  
from M-G-M in CinemaScope and METROCOLOR  
ON THE GREAT STAGE "HAWAII, U.S.A."

## 'Intl.' Films

(Continued from page 1)

costs. The imperative need for an expanding export trade has created a challenge which British producers and their exporters are meeting with skill and success.

"The most natural market for our trade expansion is in the United States of America. The success of British films there depends a great deal on the development of Anglo-American co-productions which not only fertilise our industry with international ideas and skills, but also create opportunities for our stars and directors to secure recognition in America," the report adds.

### Co-Production Called Crucial

On co-production generally, the report states that: "Potentially it is of crucial importance. In this period of rising costs, falling attendance and elusive finance, it is easier through co-production to launch those ambitious films which have the best chance of meeting the new problems of international marketing. The experience of France, Germany and Italy has shown that co-production has benefited not only producers but artists and technicians, and indeed exhibitors as well."

The report concludes: "Leaders of the continental film industries have repeatedly expressed their wish that Britain should join this movement. If we fail to do so we will be contracting out of a valuable film community and jeopardising the commercial future of our films in these markets."

### Strike-Hit Commuters Guests of 'Hercules'

The current strike of the Long Island Rail Road workers has had at least one pleasant result for the commuters using the service. Any commuter forced to remain in New York because of the walkout is invited to attend, free-of-charge, any opening day (Wednesday) performance of Joseph E. Levine's "Hercules Unchained" at any Skouras theatre in Manhattan.

Strike-bound commuters need only show a valid July L.I.R.R. commutation ticket to gain admission to the Skouras Academy of Music, the Riverside or the Nemo theatres.

### Pantages, Williams Tour

ALBANY, N. Y., July 11. — Clayton C. Pantages, Albany branch manager for 20th-Fox, is on a three-week tour of the company's offices in the East, South, Southwest and Midwest — for the purpose of building up sales and bookings in a drive extending to the latter part of September. Meanwhile William Williams, sales manager of the Dallas exchange, has visited Albany and other key cities for the same purpose.

## 'Exodus' Bow in L.A. To Benefit Hospital

From THE DAILY Bureau

HOLLYWOOD, July 11. — Mount Sinai Hospital and Clinic of Los Angeles has been chosen as the first philanthropic organization in the West to sponsor the showing of "Exodus," the Otto Preminger production for United Artists.

Lester M. Finkelstein, president of the Hospital, announced that the picture will be presented at an opening at the Fox Wilshire Theatre in Beverly Hills on Dec. 22 as a benefit for Mount Sinai's free medical services. The Hospital currently spends more than \$1,000,000 annually in helping needy sick people who cannot afford to pay for medical help.

Finkelstein said that a special committee of community leaders will be in charge of the affair. The committee is now being organized.

## Four Pictures Start; Total Shooting Is 30

From THE DAILY Bureau

HOLLYWOOD, July 11.—With four new pictures started this week, the total number shooting is 30. Two were completed during the past week, "Squad Car," an API production for 20th Century-Fox release, and "Parish" at Warner Bros.

Started were "Dondi" based on the comic strip to be produced and directed by Albert Zugsmith for Allied Artists release; "Underworld, U.S.A." which Fuller is producing and directing for Columbia Pictures; "The Big Boston Robbery," Bryan Foy production for Paramount Pictures; and "Five Guns to Tombstone" a Zenith Film Production for United Artists release.

## Georgia Newspaper Hails 'Comeback' by Movies

Special to THE DAILY

TIFTON, Ga., July 11.—Regional managers of the Martin Theatres circuit meeting here this week were greeted by a front page editorial box in the *Tifton Gazette* which praised the industry for meeting and conquering the challenge of television.

"When TV first came in," the editorial said, "many folks said the movies were a dead duck. Well, they aren't. . . . Movies met the challenge, turned out a better product and continue to hold their respected spot in the entertainment field."

## 'Windjammer' Scores

National Theatres and Television's "Windjammer," in Cinemiracle, has grossed \$14,000 in its first week at the Syosset Theatre, Syosset, L. I., the distributor has reported, adding that the figure represents the best opening-week gross at the house since "Around the World in 80 Days."

## Loew's Circuit

(Continued from page 1)

ended June 9 was \$636,700, which compares with \$375,100 for the comparable period last year.

Net income for the 40 weeks this year was equal to 61c per share of common stock and 24c per share for the third quarter. For the third quarter last year it was 14c per share.

## UA Book-Film Tie-Ups At Record Nineteen

A record total of 19 book tie-ups has been set for current and forthcoming United Artists releases, it was announced by Roger H. Lewis, UA vice-president in charge of advertising, publicity and exploitation.

"Publication of the book is only the beginning of the joint promotions," Lewis stated. "We follow up with an intensive program of cooperation between UA at the home office and in the field, and the sales and promotion men of the various publishing houses. We strive to get a maximum point-of-sale impact for the motion picture in the book itself, via credits and photographs, and wherever the books are sold, using displays."

The vice-president said that the total of 19 does not include UA properties for which production dates have not yet been set.

## Democratic Delegates See 'Inherit the Wind'

From THE DAILY Bureau

LOS ANGELES, July 11.—Stanley Kramer's "Inherit the Wind" was previewed today for an overflow audience of delegates to the Democratic national convention here. The United Artists release will be shown again tomorrow at a second major screening for convention delegates as part of the official entertainment program.

The candidates for nomination will also be invited by the entertainment committee of the convention to attend the showings at the Screen Directors Guild Theatre in Hollywood. Other screenings will be held for newsmen.

## APC in New Offices

HOLLYWOOD, July 11.—Main offices of Atlantic Pictures Corp., production company headed by Irving H. Levine and Harry L. Mandell, are now in operation at 8530 Wilshire Boulevard, Beverly Hills.



MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor, Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOLLYWOOD 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London Bureau, 4, Bear St, Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Circle 7-3100. Cable address: "Quigpubco, New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagher, 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 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, 10c.

## Flynn, Smith Named IGM Branch Managers

Vincent Flynn has been named Minneapolis branch manager, and Le-y Smith named Des Moines branch manager in another series of promotional moves by Robert Mochrie, Metro-Goldwyn-Mayer's general sales manager.

Flynn takes over the position held by Sidney Eckman, whose appointment to branch manager in Philadelphia was announced last week. Smith, salesman in Minneapolis, takes over Flynn's former position.

Since 1956, Flynn has been branch manager in Des Moines. Prior to that, he held a similar position in Omaha. He joined the company in 1943. Smith has been with M-G-M since 1936.

## Cinerama Board

(Continued from page 1)  
 Charge of worldwide sales and exhibition for Cinerama, has been elected a director. In addition, the board has appointed Coleman T. Conroy as a vice-president. Conroy, a Cinerama director of photography, has recently been engaged in working with Metro-Goldwyn-Mayer on the technical development of their joint film-making venture and future planned products.

## Rank Acquires 'Game'

HOLLYWOOD, July 11.—Distribution rights in 48 countries of Europe, India, the British Empire and Africa for Roxy Films' "The Royal Game," starring Curt Jurgens and Claire Bloom, have been acquired by the Arthur Rank Organization. Negotiations are currently underway to set a deal for 20th Century-Fox to release the game throughout the western hemisphere.

## Genie Prods. Formed

Wesley Barry, former child star but many years a film and TV producer, has formed Genie Productions, and has announced the purchase of "This One Tomorrow," a drama of the 21st century, by Jay Simms, as the initial feature production for the new company. Barry will co-produce with Edward J. Kay, and will also direct, with production slated to begin later this month.

## Sons' Openings Set

Ferry Wald's "Sons and Lovers" has been set for its U.S. premiere at the Wilshire Theatre in Los Angeles on Aug. 10. The evening opening will be an invitational affair. The picture has also been booked at the Beekman Theatre here on Aug. 11, day-and-date with the Victoria engagement on Broadway, previously announced.

## Levine Signs Lubin

Arthur Lubin has been signed by producer Joseph E. Levine to direct Embassy Pictures' forthcoming "The Chief of Bagdad," which is scheduled to go into production on July 15 in Rome.

# Exhibitors Are Urged to Unite

(Continued from page 1)

speakers at the meeting, the other being Al Myrick, president of Allied States Association. Myrick, in criticizing the government for what he termed inaction in the enforcement of the consent decree, stated that a Senate committee has been urged for two years to take action in that direction "but to date has not seen fit to hold a hearing on the violations."

Myrick blasted "film distributors who make films available to first run theatres and then withhold them from other theatres after the first run." By this policy, he said, "people who can't pay advanced admission prices at these first runs are deprived of seeing the pictures. After 60 or 90 days the films lose their public interest and independent theatre owners who get films after that time suffer from small box-office income."

Rembusch urged the heads of buy-

ing and booking services to unite, saying, "an over-riding national buying and booking service must be formed," and he added:

"Exhibition must not only unite now but take positive and joint action to correct destructive distribution policies or exhibition will die and with it the motion picture industry. We have no choice if we want to live."

## Will Start Membership Drive

The mid-south Allied group pledged a membership campaign between now and time for the fall meeting.

Officers in the group are: Dwight Blissard, Okolona Miss, president; Augustine Cianciola, Memphis, vice-president for Tennessee; Ed Lloyd, Houston, Miss., vice-president for Mississippi; W. L. Landers, Batesville, Ark., vice-president for Arkansas; J. A. West, Memphis, secretary-treasurer.

## Warner Stock

(Continued from page 1)

sets and high asset value per share. The "hidden" assets, the analysis continues, include real estate with a book value of \$5,594,796 and an estimated sale value of \$50,000,000; the post-1948 films with a book value of only \$200 and an estimated sale value of \$40,000,000; and the company's holdings of 37½% of the stock of Associated British Pictures Corp. with a book value of \$5,680,000 and an estimated sale value, after taxes, of \$15,000,000. The present market price of 50¢, the letter continues, is only 44% of the actual book value plus the estimated excess of book value.

An additional favorable factor, the letter says, is the company's policy of reacquiring a substantial number of its outstanding shares, a policy which will support the market in addition to increasing the net per share asset value.

## Jack Warner Named

(Continued from page 1)

tor Company and chairman of the HOPE Business and Industry Committee. Warner will head an industry-wide drive to raise funds for Project HOPE.

"By supporting an effort such as HOPE," Warner said, "American business and industry can take part in a tangible demonstration of the deep concern of Americans for the plight of millions in other lands. In ways such as this, America can most effectively wage peace."

## Hospital Ship Planned

Part of the People-to-People Program, HOPE will send a 15,000-ton hospital ship equipped as a medical training center to Southeast Asia in late summer. Primary objective of the Project is to bring modern technical knowledge and techniques to the medical and health professions of newly developing countries in that area.

## U.S. Won't Participate In Czech Film Festival

From THE DAILY Bureau

WASHINGTON, July 11. — The U. S. will not officially participate in the Czechoslovak Film Festival at Karlovy Vary, according to U.S.I.A.'s international films chief Turner Shelton. A number of companies will exhibit their product out of competition. The festival continues through July 24.

## 'Ruth' Wins Award

HOLLYWOOD, July 11. — "The Story of Ruth," 20th Century-Fox production, was unanimously voted the best picture of the month for July by the members of the Hollywood Foreign Press Association, Marika Aba, board member, announced. Formal presentation of the bronze plaque citing the film will be presented to producer Sam Engel at the Greater Los Angeles Press Club July 27 when the downtown newsmen and women will honor HFPA members at a "gang dinner." Also scheduled to be present are director Henry Koster and two of the film's stars, Elana Eden and Tom Tryon.

## Parker Shifted to N.Y.

Jud Parker, for the past three years Boston sales manager for Embassy Pictures, has been transferred to the company's New York offices, where he will serve on the advertising staff under Eddie Solomon, vice-president.

## 'Battle' Big Here

Columbia's "Battle in Outer Space" opened to top business here with a hefty three-day gross of \$11,700 at the Forum Theatre.

## 'Naples' to Victoria

Paramount's "It Started in Naples" will have its New York premiere at the Victoria Theatre in August.

## Can't Pipe Sound

## To Homes Near Drive-In

Special to THE DAILY

HARTFORD, July 11.—The Groton, Conn., Town Council has squelched the Bridge Drive-In Theatre's plans to pipe sound into nearby homes. The theatre had asked permission to run a wire through a storm sewer to five homes that get a free peek at the screen but miss the dialogue.

The theatre management hoped this would squelch complaints about the theatre's operations. The council, however, decided it was best not to have wires running through the sewer.

## Koster Named

(Continued from page 1)

voted service as Heart Chairman" were highly lauded by Emanuel.

The International Chief Barker also announced that James Balmer, of Pittsburgh, would continue as Variety's chief ceremonial officer and sergeant at arms. Balmer is one of the organization's 11 original founders.

Koster has been prominently identified with Variety activity for many years. For a number of years he has simultaneously served as executive director of the Boston tent as well as administrative vice-president of Variety Clubs Children's Cancer Research Foundation, better known as the Jimmy Fund. This has been one of Variety's best known Heart projects.

## Greenville Openings

(Continued from page 1)

group of Greenville area theatres, was on vacation and also unavailable for comment. However, it was learned from other sources that the information on the delivery of the census figures was "on good authority."

As noted, this moves up by more than 60 days the anticipated time that the local theatres can request City Council for permission to operate Sunday movies.

It was pointed out that one of the exemptions written into state law regarding the antiquated "blue laws" is to permit Sunday movies in counties which have a city of more than 62,000 population.

Greenville thus qualified under this exemption, with the unofficial 1960 census population figure of 65,773. This figure is not expected to be changed except perhaps by a few counts in the official figure to be released by the U. S. Department of Commerce, Bureau of Census, a spokesman said.

## Alain Schuller Dies

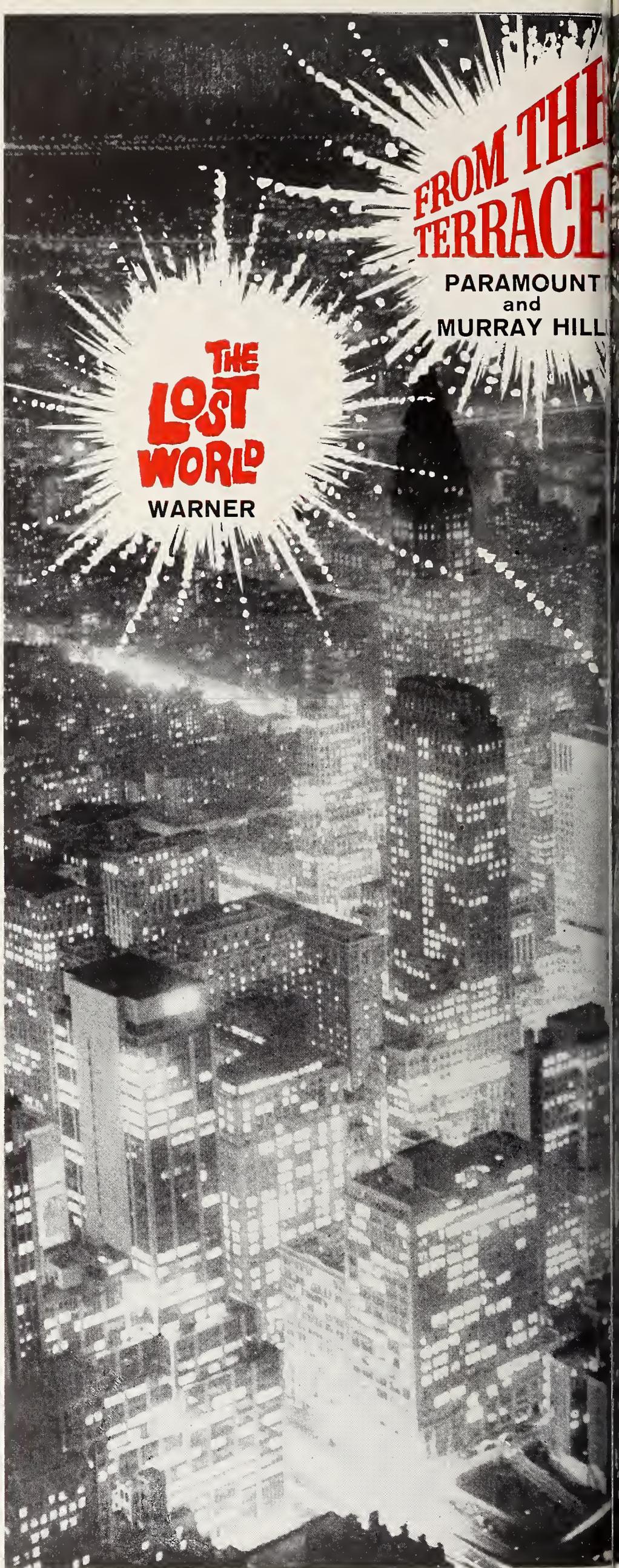
Alain Schuller, 74, died recently in Antwerp, Belgium, it has been disclosed here. Schuller, a chemical engineer, was honorary manager of Gavaert Photo Producten, N. V., Martsel, Antwerp, and for more than 25 years had played an important role in the growth of the Gavaert organization, a leader in the Belgian photographic industry.

**NEW YORK  
IS A  
SUMMER  
FESTIVAL  
OF**

**20<sup>TH</sup>  
CENTURY-FOX**

**BLOCK-  
BUSTERS**

Block by block...theatre by  
theatre...hit after solid hit!



**FROM THE  
TERRACE**

PARAMOUNT  
and  
MURRAY HILL

**THE  
LOST  
WORLD**  
WARNER

**MURDER,  
INC.**

VICTORIA

**CAN-  
CAN**

RIVOLI

**THE  
STORY  
OF  
RUTH**

Soon  
CITY-WIDE

**sons  
&  
lovers**

Next at the  
VICTORIA  
and the  
BEEKMAN

**THE  
IDIOT**

Next at the  
NORMANDIE



*The gala blockbusters  
keep rolling...from 20th!*

## Harling View

(Continued from page 1)

table meeting will be held at the Stalder Hotel.

In the text of a speech released here today Harling urges exhibitors to give their full support to the organized battle against pay-TV. The address he will make here is part of a series he is delivering before exhibitor groups around the country. His next stops are to be Pittsburgh and Detroit.

As he has in previous talks on the subject, Harling asserts that pay-TV, even if introduced on a test basis would put thousands of theatres out of business before it was proved uneconomical. Again, he also cites statistics designed to show that pay-TV would destroy free TV.

### Discusses TV Drive

Harling also discusses the latest development in the anti-pay-TV campaign. This is the plan worked out at a meeting in Hartford last week to seek public hearings on the Zenith-RKO General application for a test there.

Harling urges exhibitor support of the campaign to besiege congressmen and senators by wire, letters and petitions to lend support to the two Harris bills seeking to ban all toll-TV.

## ABC Devises Two-Style Campaign To Promote Films on TV in Britain

By WILLIAM PAY

LONDON, July 11.—After months of development, Associated British Cinemas have devised an entirely original method of promoting new films on television and an intensive campaign using the new format has been launched through ABC-TV in the Midlands and North.

Based upon ABC's releases between July 11 and Sept. 5, the campaign will be in two distinct styles, the first using nationally famous personalities, and the second adapted from the highly successful ABC press campaign which exploited the theme "Don't Take Your Wife for Granted — Take Her Out to the Pictures."

In the first commercial, personalities will talk of their favourite means of relaxation through a visit to the cinema. This will be followed by carefully chosen scenes from the release production and information concerning local showings.

The second type commercial will establish a typical home setting calculated to show the pleasurable anticipation of a night out at the cinema. Each of the two commercials will extend over 60 seconds and will be televised on several occasions at peak viewing times. They will cover an

area in which there are almost 150 ABC theatres and millions of regular and potential cinemagoers.

It has long been considered by Associated British Cinemas that an entirely new approach by the industry to TV advertising should be devised in order to gain the maximum of audience participation and support. The plan to use famous personalities not directly concerned with motion pictures is a first major step in this direction.

### Long Users of the Medium

ABC have, of course, been consistent users of television for some years and were the first company to measure the effect of the medium on a special concentration of theatres in a prescribed area covered by television. The film in question, "The Lady is a Square" proved conclusively that television properly used can have a most beneficial effect on local releases.

This new scheme, which is a complete departure from anything that has gone before, is expected to similarly stimulate public interest in film-going and make as big impact on the public as did the "Don't Take Your Wife for Granted" campaign.

## Hollywood Museum Now Incorporated

From THE DAILY Bureau

HOLLYWOOD, July 11.—Articles of incorporation of Hollywood Museum Associates as a non-profit organization to further the interests of the Hollywood Motion Picture and Television Museum have been approved by the California Secretary of State at Sacramento. Directors of the corporation are: Sol Lesser, film producer; Harry Ackerman, television producer; John L. Dales, national executive secretary of the Screen Actors Guild; Valentine Davies, film writer; E. L. DePatie, Warner Brothers executive; A. E. England, business man; George J. Flaherty, international IATSE executive; John Guedel, television producer; Curtis Kenyon, president of the Writers Guild of America, West; Mervyn LeRoy, film director-producer; and Jack Wrather, television producer and business man.

The directors also constitute the membership of the Los Angeles County-Hollywood Motion Picture and Television Museum Commission, appointed by the County Board of Supervisors to create the museum, for which land on North Highland Avenue opposite Hollywood Bowl, has already been set aside.

Primary purpose for which the Museum Associates was created is to assist in the establishment of the museum, including cooperation with and assistance to such non-profit cor-

## British Companies In Canadian TV

From THE DAILY Bureau

LONDON, July 11.—British program contracting companies are breaking into Canadian television. This revealed by an announcement that the Canadian Board of Broadcast Governors has awarded the franchise to the independent television station Ottawa to Bushnell Television, one of whose principal shareholders is the Granada Group.

This gives Granada its first financial interest in television operations Canada.

### Has Quarter Interest in Station

It is also announced that Associated Television has secured a 25 per cent interest in the independent station which will serve Halifax, Nova Scotia.

At the same time Associated Television revealed that it has sold a new series of 39 half-hour British television films, "Danger Man," to the Canadian Broadcasting Corporation for new work showing for over £100,000 (\$280,000).

This is one of the biggest deals yet achieved for the televising of a British television series in Canada. CBC plans to start showing "Danger Man" when the autumn season opens in September.

### Story of Security Agent

The films are in production at Elmtree by Incorporated Television Company, an ATV (Associated Television) subsidiary. They deal with the activities of a special security agent.

## 5 More Stations Buy Old Paramount Films

Sales of the pre-1948 Paramount pictures to five more TV stations have been announced by Lou Friedland, MCA-TV vice-president. Stations involved in the deal are WDEF-TV, Chattanooga; WDBJ-TV, Roanoke; WRVA-TV, Richmond; WKTV, Utica, N. Y., and WFMJ-TV, Youngstown, Ohio.

Negotiating with Friedland in the signing of contracts were Mil Fenster of the MCA-TV Paramount division and several representatives of TV Stations, Inc.

## Weather and Biscuits

Carol Reed, "weather girl" of CBS-TV, is now doing commercials for two one-hour dramas sponsored by National Biscuit Company. The programs are "Wagon Train" on NBC-TV and "Rawhide" on CBS-TV.

corporations as may be charged with the responsibility of constructing and operating it, according to the articles of incorporation. It will also receive contributions intended for the benefit of the museum and receive personal property as acquisitions for it, as well as conduct public relations campaigns in its behalf.

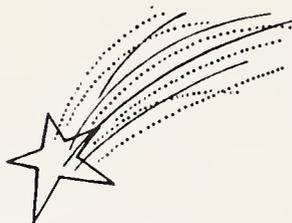
The directors will hold their first organizational meeting July 21, when officers will be named.

NATURE'S **4** MOST SPECTACULAR PHENOMENA!

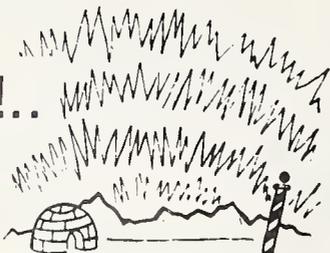
WHEN OLD FAITHFUL GOES UP!...



WHEN HALLEY'S COMET GOES BY!...



WHEN THE AURORA BOREALIS LIGHTS UP!...



WHEN...

**SEX KITTENS GO TO COLLEGE**

An ALBERT ZUGSMITH Production for ALLIED ARTISTS

# NEW WELCOME AT IDLEWILD AIRPORT



AMERICAN'S NEW JET-AGE TERMINAL AT IDLEWILD AIRPORT, NEW YORK

## **Quick as you can say American!**

SHOWPLACE OF LATEST CONVENIENCES, American Airlines' new Jet-Age Terminal at Idlewild Airport, New York, welcomes you with a friendly, restful décor you've never before experienced. It's a whole new concept in ground service convenience!

There are 4 nonstop 707 Jet Flagships from Los Angeles to New York, 3 nonstops from San Francisco. Choose Mercury or Royal Coachman Service. For reservations, see your Travel Agent or call American Airlines—*first choice of experienced travelers.*

**CALL AMERICAN AIRLINES**   
AMERICA'S LEADING AIRLINE

**HE'S DONE IT AGAIN! JERRY LEWIS**

**"Jerry Lewis is the last of the great clowns. For wicki, wacky laughter... there is no one like him!"**

**—RUTH WATERBURY**  
*Examiner*

**as**



**The Bellboy**

**SETS NEW L.A. RECORD FOR ANY STAR ANY TIME**



**"A unique comedy...  
Chaplinesque... A  
new form of comedy!"**

**—JOHN L. SCOTT**  
*L. A. Times*

**"'Bellboy' treat for  
Lewis fans!  
A howler!"**

**—GEORGE H. JACKSON**  
*Herald Express*

WRITTEN, PRODUCED AND DIRECTED BY JERRY LEWIS • ASSOCIATE PRODUCER ERNEST D. GLUCKSMAN • A JERRY LEWIS PRODUCTION • A PARAMOUNT RELEASE

# MOTION PICTURE DAILY

L. 88, NO. 8

NEW YORK, U.S.A., WEDNESDAY, JULY 13, 1960

TEN CENTS

## Summer Meet Warn Papers of Battle for Film Ad Dollar

Lazarus Also Speaks on  
Structure, Censors

Special to THE DAILY  
SAN FRANCISCO, July 12.—  
ice was served on the nation's  
spapers today that they are going  
ave to fight  
keep their  
e of the  
ion picture  
ertising dol-

a speech  
re the sum-  
r conven-  
n of the  
paper Ad-  
ising Ex-  
ves Associa-  
Paul N.  
zarus, Jr.,  
- president

Columbia Pictures, declared "the  
red budget is a thing of the past."  
told 400 advertising and business  
utives from newspapers across the  
try that "certain pictures cry for  
o and television coverage . . . and  
d on our experience of recent  
s, they're going to get it even if  
newspaper schedules have to suf-

representing the member compa-  
of the Motion Picture Association,  
(Continued on page 3)

## add Appoints Roth New Sales Head

arold Roth, assistant to Morris  
o in the sales department for  
und the World in 80 Days" and  
nt of Mystery," has been made  
rvisor of sales for the Todd or-  
zation.

efko moved over to MGM this  
c. Prior to joining Michael Todd,  
Roth was associated with Warner  
bers, United Artists and Para-  
nt.

VISION TODAY—page 7

## Committee Against Pay-TV Plans Petition Campaign to Start Aug. 1

Special to THE DAILY

BOSTON, July 12.—The national campaign of the Joint Committee Against Toll-TV to secure 30,000,000 signatures from individuals all over the country protesting pay-TV and asking Congress to outlaw it will get underway on Aug. 1, Philip Harling, chairman of the Joint Committee, said here today.

## Film Festival Opens At Stratford Tonight

Special to THE DAILY

STRATFORD, CONN. July 12.—  
The First Stratford International Film  
Festival will open at the Stratford  
Theatre here tomorrow night with  
presentation of the new French drama,  
"Montparnasse 19," starring Lilli  
Palmer and the late Gerard Philipe.

Albert M. Pickus, festival chairman,  
and Val Chevron, festival executive  
director, announced that a special  
memorial scroll for Philipe will be  
(Continued on page 7)

## Loew And Laskey Seek To Divide Up Circuit

Special to THE DAILY

BOSTON, July 12.—Two Boston ex-  
hibitors, partners for 22 years, have  
resorted to the courts to straighten out  
the division of their 17 theatres. This  
case may develop into one of the most  
complicated legal battles in New Eng-  
land motion picture history.

The two men, E. M. Loew and  
Lawrence Laskey, are co-owners of 24  
corporations involving 17 theatres in  
(Continued on page 2)

## Australia Censors Rejected 20 Films Outright During 1959, Including 14 'Horror' Pictures

From THE DAILY Bureau

WASHINGTON, July 12.—Australia's censorship board cleared 457 feature  
films in 1959, or 6 fewer than in 1958, the Commerce Department's Motion  
Picture and Photographic Products Division reports. Fewer U.S. films were  
imported last year than a year earlier, the figures show, though there was "a  
decided increase" in the number of European films.

Of the 20 features rejected by the censors, 14 were classed as horror films,  
which have been denied licenses since 1948. Eliminations were made from  
121 films. Excessive violence accounted for many deletions, but "indecent  
language" and "sex incidents" were more numerous than in prior years.

During 1959 the censors passed a total of 10,446 TV films, mostly 16mm.  
This represents a 20 per cent rise from 1958. The U.S. supplied 90 per cent  
of TV films in 1959 while Britain supplied 8 per cent.

Imports of feature films in 1959 cleared by the censors were from the fol-  
lowing countries of origin (1958 figure in parentheses): U.S., 208 (260); U.K.,  
120 (111); Germany, 22 (9); Greece, 21 (15); France, 20 (16); Italy, 18 (16);  
Russia, 18 (10); Japan, 7 (8); other countries, 23 (18).

## 51 Years Old

## Buddy Adler, Fox Studio Head, Dies

Had Been Ill for a Month;  
With 20th-Fox Since 1954

From THE DAILY Bureau

HOLLYWOOD, July 12. — Buddy  
Adler, 51, executive head of produc-  
tion for 20th Century-Fox, died today  
in Cedars of  
Lebanon Hos-  
pital of cancer  
of the lung. He  
had been ill for  
a month.



Buddy Adler

He is sur-  
vived by his  
wife, actress  
Anita Louise,  
and two chil-  
dren, Melanie,  
13, and An-  
thony, 10.

Adler was  
born E. Mau-  
rice Adler on June 22, 1909, in New  
York City. His family called him  
(Continued on page 6)

## Adler Role in Industry Is Lauded by Johnston

Buddy Adler, who died yesterday  
in Hollywood, was eulogized by Eric  
Johnston, president of the Motion Pic-  
ture Association of America, as "one  
of the leading authors of the mag-  
nificent Hollywood story in the  
troubled, changing, challenging and  
triumphant years since the war."

Adler, said Johnston, "had fervor, en-  
(Continued on page 6)

## New Disney Corp. Is Organized in Canada

Cangary Limited has been formed  
by Walt Disney Productions to ini-  
tiate a series of motion pictures filmed  
exclusively in Canada by Canadian  
actors and technicians.

Cangary is a separate corporation  
headed by Edwin L. Verity, with  
(Continued on page 7)

## Fox Keeps 'Salamambo' Titles in Dispute

The decision by an arbitration group  
of the Motion Picture Association in  
favor of 20th Century-Fox in a title  
dispute with the April Company was  
let stand yesterday by the MPA board  
of directors when no representative  
(Continued on page 6)

## Hyams Appointed WB East Publicity Head

Joseph Hyams, veteran motion pic-  
ture publicist and promotion man, has  
been appointed Eastern publicity man-  
ager of Warner Bros. Pictures, it was  
announced by Richard Lederer, adver-  
tising and publicity director.

Hyams, who recently served in pro-  
motional posts for Samuel Goldwyn's  
(Continued on page 2)

## PERSONAL MENTION

EDMUND C. DeBERRY, assistant to Paramount vice-president HUGH OWEN, is at the Cleveland branch from New York this week.

BYRON ADAMS, of United Artists, Jacksonville, has returned to his duties there following an operation at Baptist Hospital.

MEL HEYMAN, of the M-G-M home office advertising-publicity department, has become a grandfather with the birth of a daughter, DEBORAH KAY, to his daughter, MRS. HARRIS LOVICE.

JAMES HUDGENS, office manager for Columbia Pictures in Atlanta, has returned there from Jacksonville.

MIKE SIMONS, sales manager for NTA Pictures, was in Buffalo this week on his way back to New York from a northern Michigan vacation.

FLOYD MORROW, buyer and booker of Indianapolis, was a visitor from there this week in Atlanta.

CLAYTON PANTAGES, manager for 20th Century-Fox in Albany, N. Y., was a visitor last week in Jacksonville.

WILLIAM M. SHIRLEY, on the exploitation staff of United Artists, is recuperating in Buffalo following a virus attack.

### 'Apartment' in 5th Week

Billy Wilder's "The Apartment" has been held over for a fifth week at the Astor and Plaza theatres here after grossing \$53,901 for its fourth week of the dual engagement, it was disclosed yesterday by United Artists. The combined gross, UA explained, included \$35,773 for the Astor and \$18,128 for the Plaza.

**gems of showmanship!...**

**SPECIAL TRAILERS**

by **national screen service**

## Loew, Laskey

(Continued from page 1)

five different states, not all in New England. In the legal battle for the division of these theatres, there have been filed suits, counter-claims, bills in equity and other legal actions including demurrers, restraining orders, and injunctions on both sides, all seeking relief aimed at the division of the theatres.

Max Finn, former general manager for E. M. Loew Theatres, is a stockholder with Laskey in several of the situations, while Phil Berler, former head booker and buyer for the circuit, attorney George Rittenberg and exhibitor Louis Richmond are also stockholders, while there are other stockholders whose interests are aligned with E. M. Loew.

### They Own 50% of the Stock

Laskey and Finn together own 50 per cent of the stock in some of the theatres, with Loew owning the other 50 per cent. Purpose of the proceedings is to have the courts make an equitable division of the properties of all 17 theatres, as the parties themselves are unable to agree.

The theatres involved are: in Massachusetts, the Hollis, Framingham; Charlestown, Charlestown; Center, Boston; Stuart, Boston; Puritan, Roxbury; Kingston Drive-in, Kingston; Riverdale Drive-in, Springfield, and Fairhaven Drive-in, Fairhaven; in New Hampshire, the Civic, Portsmouth; in Maine, the Bangor Drive-in, Brewer; Augusta Drive-in, Manchester, and the Wells Beach Theatre, Wells Beach; in Connecticut, the Milford Drive-in, Milford, and the Hartford Drive-in, Newington; in Virginia, the Mt. Vernon Drive-in, Alexandria; and in Maryland, the Governor Ritchie Drive-in, Glen Burnie.

### Some Cases Not Yet in Court

Many of the situations in dispute have not as yet reached the courts although the suit was started a year ago. The cases heard to date are the Kingston Drive-in proceeding, seeking dissolution of the company because of the 50-50 split in ownership, still pending; the Civic Theatre, Portsmouth, N. H., where Loew asked the court to distribute the assets in proportion to the shareholders, still pending, although Laskey and Finn filed a demurrer stating this was an improper petition. This has been heard before Judge Smith, with no decision as yet. In the case of the Milford, Conn., Drive-in, there has been some litigation in the lower court at Hartford, consisting of a petition for partition of the real estate, asking the court to divide it. This is also still pending and is expected to be decided in the fall.

The most important one to date and the only one filed in the Federal

## Daniel Heads Variety Club Sports Division

Dan Daniel, sports writer for the *New York World Telegram*, was elected chairman of the sports division of Variety Club Tent No. 35 at a luncheon meeting of sports writers and sports figures at the Hotel Astor here yesterday.

Max Kase, sports editor of the *Journal American*, who has been temporary chairman, will serve as associate chairman of the sports division. The club will establish its own charity, which will be set up under the name of the Bill Corum Fund.

Sports writers, numbering approximately 40, attended the meeting and pledged their cooperation in the "Night at the Races" event on Oct. 3 at Yonkers Raceway.

A committee will be named by Daniel to select a charity. It was voted by the tent crew to make all sports writers active members of the tent.

### 'Ocean's 11' to Capitol

"Ocean's Eleven," a Warner Brothers release, starring Frank Sinatra, Dean Martin, Sammy Davis, Jr., Peter Lawford and Angie Dickinson, will have its New York premiere at Loew's Capitol Theatre following the current engagement of "Elmer Gantry."

District Court is the one involving the Gov. Ritchie Drive-in, Glen Burnie, Md., which reached the District Court of Maryland before Judge Roszel Thomsen late in June. In this setup, Laskey owns 37½ per cent of the stock, E. M. Loew 37½ per cent, George Rittenberg 12½ per cent and Louis Richmond 12½ per cent. In 1959, in Middlesex Court here, Loew filed a suit against Laskey and the Governor Ritchie Corporation seeking to prevent Laskey from voting certain of his shares in the corporation. Laskey's attorneys immediately filed a demurrer stating there was no claim for the legal suit. The demurrer was sustained by Judge Robert Sullivan.

Loew then amended his original suit to a personal one against Laskey on a promissory note. This part of the case is still pending.

### Convinced of Deadlock

After certain other legal procedures in Maryland heard before Judge Thomsen, he seemed convinced that the case was a true deadlock and made an order appointing a receiver for the Gov. Ritchie Drive-in Theatre, who was directed by the court to submit to the Judge on or before Oct. 1, 1960, a memorandum recommending what procedure is to be followed for a sale and liquidation of the property. On July 5 the receiver stepped in. In effect, the Gov. Ritchie Drive-in is now operated under the supervision of the court, in order to protect the rights of both parties.

## Hyams Named

(Continued from page 1)

"Porgy and Bess" and Batjac's "The Alamo," formerly was publicity manager for Figaro, Inc., and West Coast publicity manager for Hecht-Hill-Lester.

He entered the industry in 1947 as a member of Columbia's home-office publicity staff.

## Weaver Directs N.Y. 'Spartacus' Campaign

Dick Weaver has been retained Universal Pictures to direct the New York publicity campaign for the reserved seat engagement of "Spartacus" at the De Mille Theatre in October, was announced by Jeff Livingston, the film company's executive coordinator of sales and advertising.

Weaver, who publicizes Broadway legitimate theatre attractions, as well as special road show films, will assume his new assignment in behalf of the film, immediately. On Saturday Weaver resigned a similar post at Metro-Goldwyn-Mayer where he supervised the publicity campaign for the New York engagement of "Ben Hur." He was also in charge of the New York campaign on "Gigi" for the same company.

Weaver, who maintains his own publicity office in the Playhouse Theatre building, will coordinate the New York publicity and advertising campaign with Jeff Livingston, who is in charge of the national campaign "Spartacus."

## D. A. Doran Resigns

HOLLYWOOD, July 12. — D. A. Doran active in Paramount production for the past 15 years, has resigned effective Sept. 15, it was announced today by Jack Karp, studio head.

**JET TO BRITAIN**  
aboard BOAC's daily  
**MONARCH**  
**ROLLS ROYCE**  
**INTERCONTINENTAL**  
**707**

(fastest of all big jets)  
with 'Golden Service'

**B·O·A·C**

reservations through your Travel Agent  
**BRITISH OVERSEAS AIRWAYS CORPORATION**  
Jet and/or jet-prop flights from New York, Boston, Chicago, Detroit, Honolulu, San Francisco, Montreal, Toronto.

## Donnelly Heads Obscenity Unit

Special to THE DAILY

ALBANY, July 12—Assemblyman J. Donnelly, 38-year-old Brook-Republican just appointed chairman of the Joint Legislation Committee on Offensive and Obscene Material, second-term member of the Legislature. He succeeds Assemblyman Eph R. Younglove, 67-year-old Westtown Republican and a 10-term member.

Donnelly, a quiet spoken, keenly respected man, is a graduate of St. John's University and St. John's Law School. He practices in Brooklyn. He served as assistant attorney general in the Labor Bureau of that office, prosecuting Labor Law violations—from 1941 to Dec. 31, 1956.

Chosen to serve in the Assembly at the November, 1956, elections, Mr. Donnelly did not introduce any bills affecting motion pictures or other media of communications, at the recent session. He is married and the father of four children.

### Health Reported Poor

Younglove, who recently defeated his rivals in a Republican primary contest for Fulton and Hamilton counties, had not been in the best of health during the spring, according to reports here. He presumably decided to concentrate on the campaign for reelection and on the position of chairman of the influential Assembly Taxation Commission—should he win.

This is expected, despite vigorous opposition by the Democratic candidate for the Fulton-Hamilton county district, Donald B. Bellinger, the first of his party to be elected mayor of Westtown in 67 years.

Younglove sponsored film classification bills at the 1959 and 1960 sessions, including two this year, and has indicated plans to do so again in 1961.

## Expect Over 200 at Ann. Golf Tournament

Special to THE DAILY

STRATFORD, Conn., July 12. — More than 200 exhibitors and film trailers from the Southern New England and New York area are expected at the Mill River Country Club next Tuesday for the annual golf tournament of the Motion Picture Theatre Owners of Connecticut, an affiliate of Theatre Owners of America. Albert M. Pickus and James M. Totten, co-chairmen of the event, said that advance registrations are running ahead of any prior year. The program will include the golf tournament during the day, and a dinner, with awards of prizes, in the evening. George Wilkinson, MPTOC president, will preside at the dinner meeting.

## Kenneth Mason Dies

COLUMBUS, July 12.—Kenneth T. Mason, 54, vice-president of the neighborhood local, died at his home here. He had been box-office treasurer of the Hartman Theatre.

# Warn of Battle for Ad Dollar

(Continued from page 1)

Lazarus spoke on several topics of concern to both the motion picture and newspaper industries including national and local amusement rate structures, the content of the amusement page, TV and what the newspapers are doing to and for TV, and censorship.

The Columbia Pictures vice-president told the advertising executives that the motion picture and newspaper industries have a strange relationship. "On one side—the editorial—our minions court and woo and occasionally seduce your stalwarts into giving us space and reviews and photographic coverage," he said. "On the other side—the business side—you and your cohorts plead and cajole and demand advertising space from us in a very typical buyer-seller relationship."

### Quotes Compo Survey

Lazarus pointed out that the Council of Motion Picture Organizations recently completed a survey of 160 newspapers in 91 towns and cities representing every major market area. The survey found, he said, that "more than one out of every five newspapers adopts a definitely uncooperative attitude towards motion pictures. Thirty-three per cent of the papers checked do not even review new movies for their readers." He said that this was disturbing because it hurts the motion picture business and because it is contrary to the public interest.

Noting that motion picture copy, personality stories, gossip and reviews all rate at the pinnacle of readership figures, Lazarus declared that "it is good business for every newspaper in the land to develop a sound motion picture page." He defined a sound page as one which is well-balanced between motion picture advertising, editorial comment, illustrations, Hollywood columns, reviews, drawings or art, and no outside ads.

### 'No Longer Fly-by-Night'

After tracing the history of the premium rates charged for movie advertising, Lazarus stated that the motion picture industry does not find "the amusement rate" a source of amusement. "The motion picture distributors and exhibitors," he said, "are no longer fly-by-night operations. We are sound, stable, publicly-held stock corporations who can and do pay our bills promptly. We are purchasers of major display space in quantities comparable to department stores or any national advertiser.

"And yet—on an average—local amusement rates run about 25 per cent higher than local retail rates. Why, gentlemen, why this discriminatory rate structure? It is based neither on the logic or lineage nor on the tradition of insolvency. No, it is an archaic, vestigial remnant of the past, as dated and as unsafe as a Kitty Hawk airplane." He further noted that the national amusement rates run from 10 per cent to 21 per cent higher than rates in other categories.

He estimated that the eight major

movie companies will spend close to \$22,000,000 in this fiscal year on cooperative newspaper advertising expenditures. "Add to this some \$500,000 in national newspaper advertising and an estimated \$12,000,000 of theatre advertising expenditures and the total hits a tremendous total of \$35,000,000.

Lazarus asked the gathered advertising executives, "How long must we live with the unrealistic fiction of local and national rates? Your space rates are attuned to the Dark Ages; let us move forward; let us make the space rates fit the Space Age."

Turning to the question of censorship, he said that almost 60 per cent of the newspapers checked exercise censorship over motion picture advertising in some degree, ranging from minor surveillance to "vicious, unreasonable" censorship.

### Sees Censoring Unnecessary

Lazarus contended that it is "the right and duty of every newspaper to check every ad submitted for publication for salaciousness, obscenity, offensiveness, or anything else contrary to the public good. But as an industry whose advertising is submitted to self-regulatory control before it ever reaches the newspaper, we take a rather dim view of newspaper censors."

He recalled that the motion picture industry adopted a system of self-regulation of both production and advertising in 1930. All advertising prepared by members of the MPAA is submitted to the Advertising Code Administrator and approved, rejected or modified to fit the code, he said.

"Last year, 169,000 separate pieces of advertising were checked! Every one of 103,000 still photographs was viewed and the few violations were made to conform to the Code. Some 40,000 ads and posters were individually inspected by a staff whose training and background qualifies them to pass judgment."

### Regulation Accepted, He Says

Lazarus asserted that he, his company and his industry "will fight censorship by any other medium of mass communication. We accept our responsibility to live as decent members of the world community. We are prepared to regulate ourselves so that decency and good taste are observed both on the screen and in all our contacts with the public.

"But we will not accept the criteria or the pressures of others. We demand the same responsibility from the press, from radio and from TV that we demand of ourselves. We will not tolerate wilful and capricious censorship."

## 60 'Murder' Dates

PHILADELPHIA, July 12.—"Murder, Inc.," produced and directed for 20th Century-Fox by Burt Balaban, opens here tomorrow in a 60-theatre saturation engagement.

# PEOPLE

Mrs. J. C. Norton has been elected president of the Atlanta Better Films Council. Other officers are: Mrs. Austin Williams, first vice-president; Mrs. Harry F. McGill, second vice-president, and Mrs. J. M. Townsend, recording secretary.

Robert L. Lippert, Ross Hunter, Jack Rose and Philip Barry, Jr., have joined the Screen Producers Guild in Hollywood, bringing to 173 the total membership of the organization.

Tom Russ has been named editor of the entertainment pages of the *Florida Times*, Jacksonville.

Elsie Garvin, for 37 years head of the Research Library at the Kodak Park Works of Eastman Kodak Co., has retired after 40 years with the organization.

Richard Honsinger has leased from R. L. Mackes the Okeechobee Drive-In Theatre, Okeechobee City, Fla.

## 'Psycho' Holds Strong; New Dates Big, Too

Alfred Hitchcock's "Psycho" is demonstrating strong holdover strength in its first five pre-release engagements and is also big in three new situations, theatre reports disclose.

Being presented in all playdates on a strictly enforced "no one admitted after the start of the picture" policy, the Paramount release chalked up \$27,318 and \$11,265, respectively, first four days of fourth week, DeMille and Baronet Theatres, New York; \$27,994, first five days of third week, Woods, Chicago; \$15,342, first five days of third week, Arcadia, Philadelphia; \$18,374, first five days of third week, Paramount, Boston; and \$18,397, first five days of second week, Palace, Stamford, Conn.

The picture did \$12,375, first five days, Brunswick Drive-In, Brunswick, N.J.; \$11,855, first five days, Majestic, Perth Amboy, N.J.; \$15,231, first five days, Community, Morristown, N.J.

## 'Long-Tall-Short' Rolls

"The Long and the Short and the Tall" is now in production at the British Elstree Studios, it was disclosed here yesterday by Continental Distributing, co-producer of the feature. A Michael Balcon production, it is the second co-production of C.D., the first being "The Hands of Orloc," now in production on the French Riviera.

## 'Love' Goes to Venice

Jerry Wald's "Let's Make Love," has been invited to the Venice Film Festival which runs this year from Aug. 24 to Sept. 7. The 20th-Fox release will be shown on the final night.

# SMASHING DOWN DOORS

**FABULOUS  
FEATS OF  
BOX-OFFICE  
POWER!**

**HOLD-OVERS!**

**BOSTON and  
NEW ENGLAND SATURATION!**

**HOLD-OVERS!**

**MILWAUKEE and  
WISCONSIN SATURATION!**



# COAST-TO-COAST!!!

**HOLD-OVERS!**

**LOS ANGELES and  
SOUTHERN CALIFORNIA SATURATION!**

**HOLD-OVERS!**

**BROOKLYN at the  
FABIAN FOX!**

**AND STARTING  
TODAY!  
DOOR-SMASHING  
BOX-OFFICE  
POWER IN THE  
150-THEATRE  
NEW YORK  
SATURATION!**

**SPECTACLES  
OF MASSIVE  
EYE-GLITZ**

JOSEPH E. LEVINE PRESENTS

# HERCULES UNCHAINED



STARRING  
**STEVE REEVES** AS HERCULES

WITH SYLVA KOSCINA · PRIMO CARNERA · SYLVIA LOPEZ PRODUCED BY BRUNO VAILATI DIRECTED BY PIETRO FRANCISCI   
LUX GALATEA LUX DE FRANCE PRODUCTION • EASTMAN **COLOR** • PATHE-CYALISCOPE DISTRIBUTED BY WARNER BROS.



# Buddy Adler, 20th-Fox Studio Head, Dies

## 'Windjammer' Truck Hits Promotion Road

(Continued from page 1)

"Buddy," a nickname he eventually accepted as his own.

Several generations of Adlers had owned and operated department stores and the family assumed that Buddy, following tradition, would enter some phase of the business. To their surprise he announced, on finishing college, he wanted to pursue a writing career.

### Wrote Store Ads

Advised of this preference, the family saw no big problem. If Buddy wanted to write, let him write ads for the Adler stores. Obediently he wrote ad copy for a time, but his heart wasn't in it. After hours he pursued, somewhat furtively, his real objective—he wrote short stories.

He also sold them, to such then-popular periodicals as *Liberty Magazine* under the alias of "Bradley Allen." By 1934 he was selling so many that Buddy introduced "Bradley Allen" to his family, revealed his secret and announced that he would write no more ads. The family took it fairly well, and Buddy continued in the short story field until 1936, when he came to California, shortly thereafter went to work at M-G-M writing short subjects. He wrote Pete Smith Specialties, the "Crime Doesn't Pay" and the "Passing Parade" series—more than 50 writing credits in all.

### Married in 1940

For Buddy, 1940 was a particularly memorable year. Not only did he write the Academy Award-winning short, "Quicker Than a Wink" that year—in May, 1940, he married lovely actress Anita Louise, who has since happily relinquished her starring career to become the mother of two children, Melanie and Anthony.

During his tenure as a writer at Metro he became interested in theatre operation. He started the first newsreel theatre in California—on Hollywood Boulevard. Subsequently he opened several other newsreel houses. His next innovation in the exhibition field was the opening of a first-run theatre known as the "Hitching Post." This novelty of first-run Westerns developed a chain of several additional theatres. The slogan of the house—"Check your gun with the Cashier"—became famous. And to top his career as an exhibitor on the sideline he built and opened the now well-known Beverly-Canon Theatre which specializes in foreign pictures.

### Officer in Signal Corps

Adler had just graduated to a writer-producer status when his career, like millions of others, was interrupted abruptly by Pearl Harbor. An R.O.T.C. trainee, he was commissioned a lieu-

tenant and assigned to a photographic unit. By the war's end he was a lieutenant-colonel in the Signal Corps, chief of the Motion Picture Division of the Army Pictorial Service.

### Returned to MGM in 1945

The war over, Adler left the army in 1945, returned to M-G-M as a producer, a year later moved to Columbia in the same capacity. At Columbia he won an enviable reputation as a courageous producer of successful pictures reflecting taste and a social consciousness. His seven years with Columbia was crowned by "From Here to Eternity," which in 1954 won Adler the Academy Award. The Academy of Arts and Sciences awarded his production "From Here to Eternity" eight Oscars. His flair for showmanship was emphasized by his casting of Frank Sinatra, whose career at that time was at a low ebb, for the role of "Maggio," which started Sinatra back on the road to fame.

In 1954 Adler transferred to Darryl F. Zanuck's producing staff at 20th Century-Fox. During the two-year period he personally produced 12 pictures. Among his outstanding productions there have been "Violent Saturday," "Love Is a Many-Splendored Thing," "Bus Stop," "Anastasia," "Heaven Knows, Mr. Allison," "A Hatful of Rain," and recently "South Pacific."

### Succeeded Zanuck in 1958

In 1956 when Darryl F. Zanuck, long executive head of production at 20th Century-Fox, left that post to enter independent production, Adler succeeded him in one of the industry's biggest, toughest jobs. Tackling his new task with characteristic energy and enthusiasm, his first year of leadership was so impressive that in 1957 the motion picture industry voted him the highest honor it can bestow, the Thalberg Award.

How well 20th Century-Fox and Adler have since fared was well summarized in a recent editorial appearing in a leading trade publication, which said, in part:

"Adler's fine leadership resulted in 20th getting 21 Academy Award nominations during 1956-57, and then 20th smacked through with another 21 nominations this year (1958) to outrace all rivals . . . a record for Mr. Adler and his associates that has never been matched in this business.

"Even more significant is what 20th, under Adler's leadership, has accomplished in developing new faces and big ticket-selling stars for 20th's productions."

### Organized Talent School

In 1957 he instituted the Studio's Talent School at a cost of \$1,000,000 and from it several students have been added to the studio's rostrum. He caused to be built a small theatre in which these students could display their ability to perform before an audience of producers, directors and other creators every 12 weeks. He has covered the entire world looking for aspiring actors and actresses and to climax his efforts one of his discov-

eries, Joanne Woodward won the Oscar for the Best Actress in Nunnally Johnson's production of 20th Century-Fox's "Three Faces of Eve."

In response to the need for new personalities, Adler was the first to bring to the screen such sensational newcomers as Elvis Presley, Pat Boone, Tommy Sands, Don Murray, Hope Lange and Diane Varsi.

### Brought Back Miss Bergman

Adler went after established stars for his pictures with the same tenacity he employed in looking for new faces. A good example of the showmanship qualities is when he brought Ingrid Bergman back to the screen after seven years' absence to star in "Anastasia," and today it is history—she won the Academy Award for her performance. He also re-established Jennifer Jones as one of the top stars in the world today when he persuaded her to play the lead as an Eurasian in "Love Is a Many-Splendored Thing." Jennifer was also nominated for one of the best performances of the year. And in 1957 he starred Deborah Kerr in "Heaven Only Knows, Mr. Allison," which brought Deborah a nomination from the Academy for one of the best actresses of the year. It is an amazing record that in each of the years 1955, 1956 and 1957 he has a star nomination in the Best Actress category.

### Bought 40 Stories in One Year

In the 12 months of 1957 he engineered the purchase of 40 literary works and plays for 20th's production schedule. These include such best sellers as "Peyton Place" and William Faulkner's "The Sound and the Fury" for Jerry Wald Productions; "The Diary of Anne Frank" for George Stevens' Productions; John O'Hara's "Ten North Frederick"; Irwin Shaw's "The Young Lions"; Françoise Sagan's "A Certain Smile"; A. B. Guthrie's "These Thousand Hills" and "A Hatful of Rain," the Broadway stage play.

### Record Budget in 1958

More concrete evidence, perhaps of the confidence Adler's leadership has inspired, is contained in his studio's announcement that for 1958, a year viewed in some quarters with trepidation, 20th appropriated \$63,000,000 for making motion pictures, the largest amount that studio or any other has ever expended in production in a like period.

## Johnston Tribute

(Continued from page 1)

thusiasm and love for the motion picture, which he knew to be perhaps the finest medium of communications among the peoples of the earth. He knew its limitations as well as its unmatched opportunities and he devoted his life to advancing its vast potentials.

"As a friend and associate he shall be grievously missed, but he will always live in the memories of all who had the privilege of knowing him. This industry is far better because he was associated with it."

From THE DAILY Bureau

HOLLYWOOD, July 12.—National Theatres and Television's complete self-contained "Windjammer" truck trailer took to the roads over the weekend on a six-day trip to Cincinnati, Ohio, where it will be used commercially for the first time, during the run of "Windjammer" at the Tw Drive-In.

### Truck Carries 3 Projectors

The truck trailer carries three Cinema-miracle projectors plus an auxiliary single standard projector, and sound equipment units for the seven-trailer system. The equipment is bolted to the floor. Port-holes are provided on the sides of the trailer for projection of the picture.

The trailer will tour Cincinnati streets for two days, and will be set up in a main square in the city for two additional days for public inspection, prior to the opening of the picture on July 20.

## 'Midnight Lace' Set At Music Hall in Oct.

"Midnight Lace," Universal-International's new Ross Hunter-Arrow Production in Eastman Color starring Doris Day, Rex Harrison and John Gavin and co-starring Myrna Loy, Roddy McDowall and Herbert Marshall, will have its world premiere at Radio City Music Hall in New York in October, it was announced by Henry H. "Hi" Martin, vice-president and general sales manager of Universal Pictures.

## 'Salamambo' Title

(Continued from page 1)

appeared on behalf of the April Co. at a meeting.

The April Co., which had registered the title "Salamambo," protested registration by 20th-Fox of "The Love of Salamambo" and "The Story of Salamambo." When the case went to arbitration, it was decided in favor of 20th-Fox on the grounds that there was no "harmful conflict."

Attorneys for 20th-Fox were present at the arbitration meeting today but no representatives from the company sat with the MPA board. The company filed notice of its resignation from the MPAA in June.

## Maryland Allied Sets Annual Outing Aug. 9

Special to THE DAILY

BALTIMORE, July 12.—The Allied Motion Picture Theatre Owners of Maryland plan to hold their annual outing all day Tuesday, August 9, at Annapolis Country Club, Annapolis, Md.

Walter Gettinger, owner of the Howard Theatre, is chairman of the outing arrangements with Vernon No. of Durkee Enterprises in charge of the golf tournament. Jack Whittle is president of the association.

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# Disney Corp.

(Continued from page 1)

headquarters at Calgary, Alberta. The company also functions on the vast Bananas Ranch, located some 30-miles west of Calgary. The production, "Nomads of the North," is the first major motion picture filmed in Canada by an all-Canadian cast and crew. The film will be released through the Disney organization by the Buena Vista Distribution Company.

## Stratford Festival

(Continued from page 1)

Presented to a representative of the French Film Office at the start of this evening's program. A citation of participation for "Montparnasse 19," in recognition of the film's selection for the festival, will be presented to Walter Reade, Jr., chairman of Continental Distributors, Inc., whose company is releasing the picture in the United States. "Montparnasse 19," based on the work of Modigliani, the famous French avant-garde painter and sculptor, will be shown for the first time in the United States at the festival.

The festival will run seven evenings from 8:40, concluding next Tuesday (July 19), with attendance limited to the theatre's 750 seat capacity. Although this year's festival will be non-competitive, it is the hope of Pickus and Devron that within several years it will become competitive and be sanctioned by the International Federation of Film Producers Associations.

The balance of the program will include: Thursday, the Irish drama starring Arthur Kennedy, "Home Is Where the Hero"; Friday, the American drama "Private Property" starring Kate Winslet; Saturday, the British comedy, "Man In The Cooked Hat"; Sunday, the United Nations' documentary, "Power Among Men"; Monday, the Japanese version of Shakespeare's "Macbeth," entitled "Throne of Blood"; Tuesday, the Italian comedy-drama "Wild Love."

Prize-winning short subjects will complement each evening's program.

## New 'Ben-Hur' Dates

M-G-M has set "Ben-Hur" for eight new overseas openings during the next few months. The film, already playing in seven overseas situations, is now scheduled for the following cities: Buenos Aires on Aug. 11; Montevideo on Aug. 18; Bombay on Aug. 30; Durban on Sept. 1; Perth on Sept. 14; Calcutta on Sept. 21; Adelaide on Sept. 21; and Brisbane on Sept. 27.

## Reischmann Repacted

HOLLYWOOD, July 12. — Jack Reischmann, Columbia Pictures' story editor, has been signed to a new long-term contract, it was announced by Samuel J. Briskin, Columbia vice-president in charge of West Coast activities.

# AROUND THE TV CIRCUIT

... with PINKY HERMAN

FUNNY, but Monday night, watching the conventioners milling about the L.A. Sports Arena at the opening of the National Democratic Conclave in L.A. we seemed to hear above the speeches, the phrase, "Alabama — twenty-four votes for Underwood." . . . Alan King swears he heard Esther Williams say this — but we have our doubts. Anyhow sezze, she says, "There's no pool like an old pool." Platter spinners should latch onto the new Caprice waxing by Kay Lande of Frank Stanton's ballad, "My Love Will Be The Same." The flip side features another Stanton ditty (with Tommie Connor) "All the days of my life." . . . With Martin Block away on a jaunt to Europe, his musical WABChores are expertly handled by Joel A. Spivak, young son of Ork Pilot Charlie Spivak. Joel is heard regularly on his own deejay series down in Houston, Texas. . . . Vin Carlo, seen and heard around town with Tony Cabot and Ernie Warren Orks, has waxed a listenable LP of Maceo Pinkard standards for Broadway Records. . . . The TV arm of King Features will distribute a new animated cartoon teleseries, "Sampson Scrap & Delilah" written by Allen Swift and directed by Gene Deitch for Rembrandt Films. . . . Screen Gems' hour-long detective series, "The Naked City," featuring Horace MacMahon, Paul Burke, Harry Bellaver and Nancy Malone, is currently being filmed in New York and will be slotted Wednesday (10-11 P.M.) ABC commencing Oct. 12. Marion Dougherty, for the past 8 years casting director for the "Kraft Theatre" has been named to handle the casting chores for this series. . . . Written by Carl Reiner and Joe Stein, "The Debbie Reynolds Special," starring D.R., Walter Brennan, Charlie Ruggles and Carlton Carpenter, will be sponsored by Revlon Thurs. Oct. 27 (9:30-10:30 P.M.) over the ABC channels. . . . Bill Colleran will produce-direct.



Dr. Frances R. Horwich (Miss Frances of the Ding Dong School TV series) has been named "Woman of the Year" by the National Ladies Auxiliary of the Jewish War Veterans of the U.S. and will receive the



Miss Frances

Award at the 33rd annual national convention next month in Miami Beach. Other recipients of this award include Senator Margaret Chase Smith, Eleanor Roosevelt, Sophie Tucker, Dr. Rose Ichelson and Dr. Jessie Royce Greaves. . . . The initial "Celebrity Talent CBScouts" program, Aug. 1 (9-9:30 P.M.) with Sam Levenson, Host, will feature Mickey Freeman, the Madison Trio and Mitzi Mason, proteges of Phil Silvers, Ann Sheridan and Audrey Meadows, respectively. New series is co-produced by Peter Arnell and Irving Mansfield. . . . Rep. James E. Van Zandt (Penn) has had entered into the Congressional Record his laudatory views regarding California National Productions' forthcoming new teleseries, "The Blue Angels," 39 half-hour dramatic stories, filmed in cooperation with the U.S. Navy. Produced by Sam Gallu, himself a former Naval Officer who saw service in the Pacific during World War II, the new program will go on the air in the fall. . . . Six of "Project 20" series, all originally aired TV via NBC during the past 3 years, have been re-skedded starting with "The Innocent Years" next Monday. "The Jazz Age" on Friday, Aug. 5, "The Great War" Sat. Aug. 13, "Life in the Thirties," Mon. Aug. 29, "Nightmare in Red," Sat. Sept. 3 and "Not So Long Ago," Monday Sept. 12. . . . When John Gambling, Jr. takes his annual vacation this summer, another Gambling, John, senior, comes out of his Florida nurseries to pinch-hit. John senior recently retired after a stint of 34 consecutive years as a WORacle.

## 'Pied Piper' Scheduled 'Campobello' to Detroit

HOLLYWOOD, July 12.—An American version of the "Pied Piper" legend, with Burl Ives as star and co-director, will go before the cameras on Aug. 30 as a joint enterprise of Kaufman-Lubin Productions, Inc., and Ives' own Dunbar Productions for Allied Artists release.

Detroit has been added to the group of cities to have reserved-seat engagements of Dore Schary's Technicolor version for Warner Brothers of his stage play, "Sunrise at Campobello." The premiere in the automobile city will be held on Oct. 5 at the Music Hall.

# Who's Where

Walter J. Kaufman has been named assistant to the president at Flamingo Telefilm Sales, Inc. Kaufman formerly was associated with Warner Bros. for three years in various executive-legal capacities related to both domestic and foreign distribution.



Stephen I. Simon has been appointed director of client services for Television Audience Research (TAR), a division of NTA Telestudios. He will coordinate activities with clients using the new in-home evaluation service, developed to test the effectiveness of TV commercials and programming.



Martin Stone, a corporation lawyer, has been elected to the board of directors of ElectroVision Corporation, replacing Bruce Fowler, who retired. A former president of the company, Stone also serves as special advisor to the organization on planning and expansion.



Richard Jacobson, formerly station manager of KLAS-TV, Las Vegas, Nev., has been named director of Eastern sales development for KHJ-TV, Los Angeles. He will make his headquarters at the offices of RKO General, Inc., in New York.

## Pay-TV Committee

(Continued from page 1)

publication earlier, appeared in MOTION PICTURE DAILY on Tuesday.

Harling said signatures secured in the nation-wide campaign would be sent to senators and congressmen from each district or directly to Rep. Oren Harris, chairman of the House Interstate and Foreign Commerce Committee, who has filed two bills that would outlaw pay-television.

The petitions will read: "I object to pay-TV because it would deprive me of the use of free TV, forcing me to pay for something I have never paid for before, and because it is not in the public interest."

Harling was introduced to the more than 50 New England exhibitors present today by Chief Barker James F. Mahoney.

Following his address, Harling answered questions from the floor. At the end of his visit, he said, "your very existence as an industry lies in the proper solution to this problem. I urge all of you to write or wire your congressman urging him to vote for the banning of all forms of pay-TV, whether by air or cable. And if necessary, we will take this matter to the U.S. Supreme Court."

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# MOTION PICTURE DAILY

All  
the News  
That  
Is News



Concise  
and  
to the  
Point



OL. 88, NO. 9

NEW YORK, U.S.A., THURSDAY, JULY 14, 1960

TEN CENTS

## Offer to Repurchase

### Landau, Unger Bid to Regain NTA Control

#### Board of NT&T to Meet Today; May Discuss Offer

From THE DAILY Bureau

HOLLYWOOD, July 13. — The boards of National Theatres & Television, Inc., and of National Telefilm Associates, in which NT&T now owns a controlling interest, are to meet here tomorrow reportedly to consider an offer by Ely M. Landau and Oliver A. Unger to buy back control of the company which they founded in 1952.

Controlling interest in NTA was purchased by National Theatres, the company which emerged from the old West Coast circuit after the consent decree which divorced the theatres from 20th Century-Fox, early last year. Under the terms of the purchase, National Theatres, as it was then known, offered \$11 in principal amount of a 15-year 5½ per cent sinking fund debenture for each share of NTA common stock plus a warrant for the purchase of one-fourth of one (Continued on page 2)

### Vometco Earnings Up for 12 and 24 Weeks

Special to THE DAILY

MIAMI, July 13.—A substantial increase in gross revenue and earnings after taxes for the 12-week period ending June 18 has been reported by Vometco Enterprises, Inc. For this period, earnings after taxes amounted to \$289,914, against earnings last year (Continued on page 5)

### Houston Theatre Will Equip for Cinerama

The Rivoli Theatre, Houston, Tex., will be equipped for Cinerama, it was announced here by B. G. Kranze, vice-president of Cinerama, Inc., who completed arrangements for an opening date of Aug. 25, with Salah M. Hasmeim, president of Skouras Theatres. The Rivoli will have a gala premiere of "This Is Cinerama," the first Cinerama production, and plans are under way for a charity benefit.

### Creative Stock Active in Toronto

Special to THE DAILY

TORONTO, July 13. — Creative Telefilms and Artists, Ltd., one of the busiest traders on the Toronto Stock Exchange this year, is a company which was created originally from Donnell and Mudge.

In 1958, when the company was (Continued on page 4)

### Two Labor Unions Back Anti-Pay-TV Campaign

Two West Coast labor unions have joined American exhibitors in their campaign against Pay-TV, it was reported here by Philip F. Harling, chairman of the Joint Committee Against Toll-TV, and the Theatre Owners of America's Anti-Pay TV Committee.

Harling announced he had received checks from Local 9, AFL-CIO Theatre and Amusement Janitors Union of San Francisco, signed by Art Dill and (Continued on page 2)

### AIP Officials to Talk Co-Production in Orient

From THE DAILY Bureau

HOLLYWOOD, July 13.—James H. Nicholson, president of American International Pictures, and Samuel Z. Arkoff, executive vice-president, will leave Tokyo tomorrow for Hong Kong after a 19-day stay in Japan, during which they conferred with Hideo Shiotaugu, president of Eihai Co., Ltd., distributor of AIP product in Japan. Locales were finalized for production "Ali Baba and the Seven Wonders of (Continued on page 2)

### Screen Extras Guild Board Writes Members Asking Strike Against AFTP, Not Majors

From THE DAILY Bureau

HOLLYWOOD, July 13.—The board of directors of the Screen Extras Guild, in a letter containing a strike ballot, which was mailed to all its members today, requested a strike vote against companies comprising the Alliance of Television Film Producers "which has refused to negotiate with us and has been cited by the National Labor Relations Board for unfair labor practices against the SEG."

Ballots are requested to be returned by July 25.

It was noted that if the strike is called it will not be against the major film studios.

## First Big Deal by Major

### Warner Bros. Sells 110 Post-'48 Films to TV

#### Creative Telefilms of Toronto Granted Exclusive Distribution for Seven Years

Warner Bros. yesterday became the first of the major distributors to release to television a substantial package from its post-1948 film library when it announced an agreement with Creative Telefilms & Artists, Ltd., of Toronto, Canada, granting a license to distribute some 110 films.

#### IFIDA Pledges Fight With Atlanta Censors

A pledge to fight the Atlanta censor board to the bitter end was taken here yesterday by the board of directors of the Independent Film Importers & Distributors of America.

Michael Mayer, executive director, said the IFIDA censorship committee was authorized to retain counsel immediately, anticipating a major court battle over Atlanta's refusal to allow Continental Distributing, Inc.'s "Room at the Top" to be shown in that city.

The board also decided to fight for (Continued on page 4)

### New Organization Buys Theatre in Richmond

Special to THE DAILY

RICHMOND, Va., July 13. — The newly organized Broad Seven Corporation has purchased the National Theatre here and will lease the property to Neighborhood Theatres. A spokesman said Neighborhood Thea- (Continued on page 5)

### Adler Services Today; Industry Heads Mourn

From THE DAILY Bureau

HOLLYWOOD, July 13. — Funeral services for Buddy Adler, executive head of production for 20th Century-Fox, will be held tomorrow at 2 P.M. in Temple Israel with Rabbi Max Nussbaum officiating. Adler died here Tuesday after a month's illness.

The eulogy will be delivered by George Jessel.

Pallbearers are Gregson Bautzer, Alfred Bloomingdale, Samuel Briskin, William Goetz, Alfred Hart, Mervyn LeRoy, Lou Schreiber, Spyros Skouras, Ben Thau and Jack Warner.

Honorary pallbearers include Jack Benny, Charles Berns, Harry Brandt, Irving Briskin, David Brown, Hubie (Continued on page 5)

TELEVISION TODAY—page 4

## PERSONAL MENTION

**JAMES R. VELDE**, United Artists vice-president in charge of domestic sales; **MILTON E. COHEN**, Eastern and Canadian division manager; **DAVID V. PICKER**, executive assistant to UA president **ARTHUR B. KRIM**, and **WILLIAM MARCHESE**, Eastern and Canadian contract manager, returned to New York yesterday from Toronto.

**NICOLAS REISINI**, president and chairman of the board of Cinerama, Inc., and **B. G. KRANZE**, vice-president, have left here for Paris, Rotterdam and Berlin.

**IRVING MACK**, president of Filmack Trailer Co., Chicago, has returned there from Florida.

**BUSTER KEATON** and **MRS. KEATON** will leave New York today aboard the "Queen Mary" for Europe.

**OSCAR DOOB**, who recently finished his assignment as head of promotion for M-G-M's "Ben-Hur," has left New York aboard the "Constitution" for a vacation in Italy and a visit to the Venice Film Festival.

**SAMUEL GOLDWYN** and **MRS. GOLDWYN** will return to New York from Europe today aboard the "Liberte."

**O. A. LA FLAMME**, drive-in theatre operator of Unadilla, N. Y., has returned there with **MRS. LA FLAMME** from Albany.

**ROBERT ANGUS**, producer and **MRS. ANGUS** will leave New York today aboard the "Queen Mary" for Europe.

**PAULA GOULD**, of the Loew's Theatres publicity department, is vacationing.

### Columbia Dividend Set

The board of directors of Columbia Pictures yesterday declared the regular quarterly dividend of \$1.06% on the \$4.25 cumulative preferred stock of the company, payable Aug. 15 to stockholders of record on Aug. 1, 1960.



## Anti-Pay-TV

(Continued from page 1)

Ted Canavaro, Local officers, and from Local 428, International Alliance of Theatrical and Stage Employees, of Stockton, Calif.

The money will go into the fund being raised by the Joint Committee to retain legal counsel, and public relations, economic and engineering aids, in the campaign for passage at the next session of Congress of the Harris Bills, Nos. 130 and 6245, which would bar pay-TV by cable as well as wire, Harling said.

### AIP Officials

(Continued from page 1)

the World," which will be shot partly in Japan.

Nicholson and Arkoff will spend five days in Hong Kong, meeting with local AIP distributors and will investigate the possibilities for co-productions and production facilities for future American-International properties.

### To Screen 'Young Men'

HOLLYWOOD, July 13.—"All the Young Men," Hall Bartlett production for Columbia Pictures release, will be screened for the Hollywood Press Corps at the newly refurbished Stanley Warner Theatre in Beverly Hills next Tuesday evening (19), prior to the regular opening of the theatre the next day when "Strangers When We Meet," a Bryna-Quinn Production for Columbia, opens. "Strangers" is the first attraction to play the house since it was remodeled at a cost of well over \$180,000.

### 'Todd' Rights to Jessel

COLUMBUS, July 13.—J. & A. Productions, headed by George Jessel, has paid \$30,000 for rights to produce "The Trial of Mary Todd Lincoln," authored by State Auditor James A. Rhodes and Dean Jauchius, former member of the *Columbus Dispatch* editorial staff. Jessel has indicated the film will go before the cameras by the fall of 1961.

Rhodes is a former mayor of Columbus and one-time candidate for the Republican nomination for governor of Ohio.

### AIP Signs Price

HOLLYWOOD, July 13.—American International Pictures has signed Vincent Price for a starring role in the color production of Jules Verne's classic, "Master of the World." Production will start Sept. 7 here, with William Whitney directing, James H. Nicholson producing, and the screenplay penned by Richard Matheson.

## UA Promotion Meets Take Place on Coast

Roger H. Lewis, United Artists vice-president in charge of advertising, publicity and exploitation, Burt Sloane, UA publicity manager, and David Chasman, UA advertising manager, left here for Hollywood yesterday for a series of top-level promotion conferences with UA producers and West Coast executives.

The conferences will develop merchandising campaigns on all current and forthcoming product set for release this year. The UA executives return to the home office on the weekend.

## 'Horsemen' Will Start In Fall; Ford to Star

From THE DAILY Bureau

HOLLYWOOD, July 13.—"The Four Horsemen of the Apocalypse" has been given a definite starting date for the autumn, it has been disclosed by Sol C. Siegel, studio head, who stated that Glenn Ford will star in the Blasco Ibanez story, which will be brought to the screen as one of the company's most important films.

The Julian Blaustein production will be directed by Vincente Minnelli.

## Three 'Dondi' Tie-Ins

Allied Artists has set a three-way promotional tie-in on the forthcoming Albert Zugsmith production of "Dondi." The film, which is based on the nationally syndicated comic strip of the same name, will benefit from cooperative action on the part of the Chicago Tribune-N. Y. Daily News Syndicate which ran a national promotion to find a boy to play the title role; Macy's department stores; the Dell Publishing Company, and toy and apparel manufacturers.

## 'Bellboy' Starts Big

Jerry Lewis' "The Bellboy" is off to a big box-office start with reports from first situations placing the Paramount release well ahead of previous Lewis comedies. It did \$206,162, first five days, 20 theatres, greater Los Angeles; \$10,262, first three days, Utah and Romantic Motor Theatres, Salt Lake City; \$9,979, first three days, Paramount, Buffalo; \$7,394, first three days, Paramount, Rochester; and \$7,072, first three days, Tampa Theatre, Tampa.

## S. F. Likes 'Strangers'

"Strangers When We Meet," Bryna-Quinn production for Columbia Pictures, grossed \$16,000 in its second week at the St. Francis Theatre in San Francisco, it is reported by Columbia, which pointed out that the second week's gross was \$3,000 greater than the first week's take.

## Landau, Unger

(Continued from page 1)

share of National Theatres stock for every share of NTA stock.

Landau and Unger were reported at the time to have exchanged approximately 100,000 shares of NTA stock for the debentures and warrants.

After consummation of the agreement National Theatres changed its name to National Theatres and Television.

NTA's principal assets include television rights to a large library of films, including the pre-1949 Fox pictures, and ownership of radio and television station WNTA in New York.

Terms of the reported offer by Landau and Unger to buy back control of NTA were not stated but it was estimated that the deal would involve \$30,000,000.

## MPPC Mails \$546,100 To 22 Beneficiaries

From THE DAILY Bureau

HOLLYWOOD, July 13.—Check totaling \$546,100 were mailed today by the Motion Picture Permanent Charities in its regular mid-year disbursement of funds to beneficiaries of the film industry organization.

The largest beneficiaries of the 2 agencies served by MPPC are the community chests of Los Angeles, Glendale, Burbank and Santa Monica, which received \$357,505, and Red Cross chapters of same areas, which received \$99,486.

Under the leadership of campaign chairman Sidney P. Solow, MPPC raised in the past year \$1,148,822 from 23,673 film industry workers.

## 'Pollyanna' Drive Set

A nation-wide "Pollyanna" merchandising campaign, featuring the fashions inspired by Walt Disney's "Pollyanna," is being launched by key department stores in major markets throughout the country. In many instances, these stores are planning special "back-to-school" Pollyanna fashion shows, in addition to setting up special sections within the children's wear departments featuring the "Pollyanna" styles. Special window and counter displays will be an added plus to the campaign.

## 'Bike Month' Aided

The Bicycle Institute of America has recently concluded a successful promotion for its American Bike Month, centering around Alan Ladd who co-stars with Sidney Poitier in Hall Bartlett's "All the Young Men," a Columbia Pictures release. Ladd, chairman of American Bike Month and "All the Young Men," were spotlighted in all promotion and exploitation activities carried out in behalf of the extensive campaign.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood Bureau Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOLLYWOOD 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London Bureau, 4 Bear St, Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Circle 7-3100. Cable address: "Quigpubco, New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagher, 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 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 \$2 foreign. Single copies, 10c.

# Lost World Finds Crowds of Fans at N.Y. Bow



Irwin Allen's "The Lost World" roared into New York yesterday and was greeted with tumultuous welcome by thousands of youngsters who lined up hours before doors opened at the Warner Theatre. Three busloads of Police Athletic League youngsters led a procession down Broadway to the theatre.



10 full days of national exploitation by the stars of the attraction and producer-director Irwin Allen paid off in 20th's most sensational opening day in New York since "The Young Lions." Here, Allen and Claude Rains, one of the stars of "World" pose before a special preview held in New York.



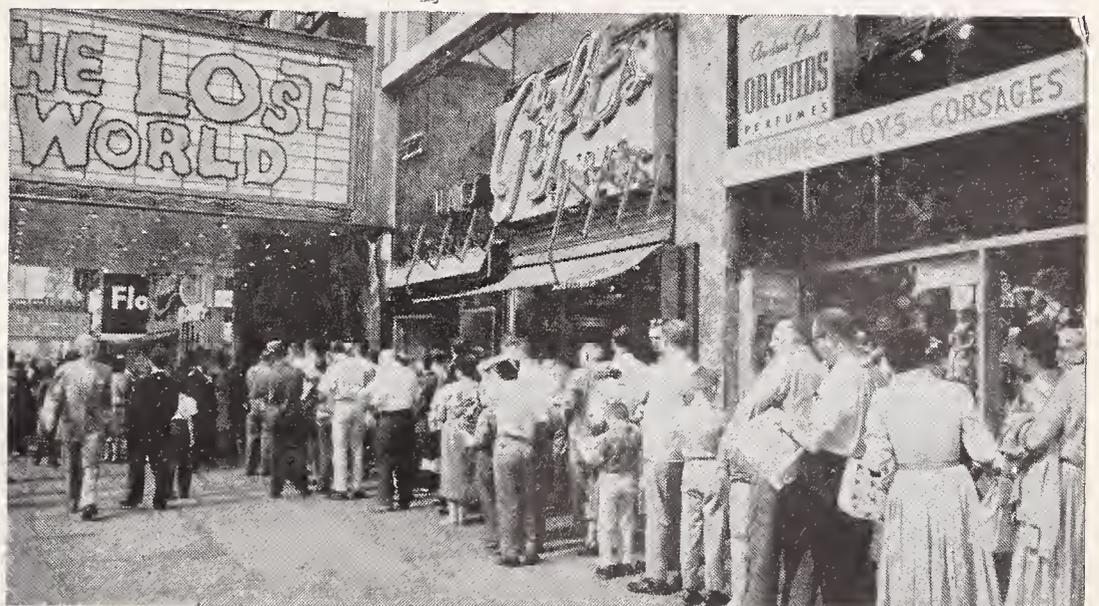
David Hedison (left) another of the stars of "World" helps a special policeman (right) and a PAL representative hand out free copies of the special "The Lost World" comic book version to the waiting youngsters.



David Hedison (center) shows one of the "Dinosaurs" in the picture to some of the PAL youngsters before the show started, as Lieut. Robert P. McManus (right) Director of Youth Programs for the PAL looks on.



Rosen (left) vice-president of the Stanley-Warner Corp. chats with the special policeman on hand to keep the youngsters in line.



Lines reached around the block more than two hours before the attraction opened yesterday, at the Warner Theatre. Clowns and bands greeted the bow and sustained applause nearly stopped the picture several times in its first performance. The Irwin Allen production is in CinemaScope and DeLuxe Color.

## WB Sells 110

(Continued from page 1)

\$10,000,000 to be divided between the two, it is estimated.

Earlier this week it was reported from Toronto that Creative had deposited \$1,000,000 with Warners to be returnable if no agreement had been reached.

While Warners is the first of the majors to make a large deal to sell its post-1948s to TV, the newer films have been available to stations for a long time in some quantity. Estimates are that there are over 1,500 post-'48s now on the market, including a few each from Warners, RKO, and Universal as well as top pictures made by independent producers and distributed by United Artists. The latter include such films as "Summertime," "High Noon," and "Act of Love."

In making the sale Warners still retains some 140 films made after 1948 in its library.

## Business Abroad Up 45.2% for CBS Films

International business of CBS Films, Inc., during the first five months of 1960 increased by 45.2 per cent over the same period of 1959, it was announced by Ralph M. Baruch, director of international sales.

Intensified sales efforts, he said, resulted in CBS Films' business on the European continent rising by 455 per cent, jumping 159 per cent in Japan, 56.9 per cent in Australia, 50.9 per cent in Canada, 44.6 per cent in Latin America, and 15.2 per cent in the United Kingdom.

Baruch said he expected CBS Films to maintain this increase of international business during the rest of the year because of new stations opening in Australia, the new quota in Japan, and the fact that additional Canadian stations will soon be going on the air. To handle increased business, the company has expanded its staffs.

## 'Look' Commercials By Coastal Film Service

The 16 *Look* commercials now being shown on the Democratic Convention NBC-TV broadcasts and those to be used on the Republican Convention on the same network were made jointly by Coastal Film Service and W.C.D. Lou LeMont, expert cameraman for Coastal working with an animation camera was able to pin point a single person with exact precision from a photograph of 50 people. With special optical effects these photographs were made to appear like motion pictures. The *Look* commercials were produced under the direction of Tom Dunphy.

### POUND RIDGE

EXECUTIVE'S SMALL ESTATE  
Commuter's dream. Country privacy. Gracious mod Colonial Ranch, 7 acres overlooking breathless view. Liv. rm. fam din rm w/ptce, 3 bedrms, 2 Hollywood bths, electric kchn. Cut stone front, slate roof, 2-car gar. Private swimming pond. Sacrif at \$55,000. Open house Sat & Sun 1-5 PM. Gargagliano, Rte 124 or call for directions.

MAE ALTMAN Sole Agt  
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## REVIEW:

### All the Fine Young Cannibals

MGM—CinemaScope

A FINE production job, excellent performances and an interesting if somewhat obscure story about the confusions of youth should produce strong box office results for this Avon production. Its commercial assets are topped by Robert Wagner and Natalie Wood who give top quality to the lead roles, a bit by Pearl Bailey which will delight her admirers, and a slick production job by the durable Pandro Berman.

The story contrasts the adolescence and loves of Wagner and Miss Wood, children of grinding poverty in a Texas back country community, with those of Susan Kohner and George Hamilton, son and daughter of a wealthy Dallas oilman. Wagner, son of a hell-roaring minister, is in love with Miss Wood, eldest daughter of a stern and inflexible farmer. The boy's only joy lies in playing the trumpet with friends he has made in a nearby Negro community. He gets Miss Wood with child and she, in terror of living a life of squalor and poverty, runs away.

On a train bound for New York she meets Hamilton, on his way back to Yale, marries him and goes with him to New Haven to bear the child he thinks is his. Miss Kohner, spoiled and bored, runs away from a girl's academy and goes to New Haven to be with her brother of whom she is fiercely jealous, creating tension in the newlywed's household. Wagner, befriended by Pearl Bailey, famous singer who has abandoned her career to mourn a lost love, goes to New York with her and becomes an overnight sensation on the nightclub circuit.

Emotions are further intertwined after Miss Wood and Wagner meet in New York and he marries Miss Kohner out of revenge, a motive which leads to a loveless marriage and an attempt at suicide by his bride. Out of it all comes mature love to each of the married couples in a story twist which is no more valid than the preceding confusions.

The story is carried along by a series of rapid cuts revealing parallel character developments in all the people concerned, a cinematic device used with great effectiveness albeit in an obscure cause. The restlessness, despair and longings accompanying the transition from youth to maturity are well depicted but for the most part left unexplained except by the tired cliché of weak, selfish or imperceptive parental influence.

The photography, in Metrocolor, is technically superb. Running time, 112 minutes. Release date, August.

JAMES D. IVERS

## Record First 6 Months Reported by WNBC-TV

The first six months of 1960 represented the most successful half-year in WNBC-TV's history, according to NBC vice-president William N. Davidson, general manager for WNBC-TV and WNBC. July sales are breaking station billing records for the 34th consecutive month, and Channel 4's sales for the half-year climbed 12.3 per cent over the like period in 1959, he said.

Among the new clients advertising on WNBC-TV in the first half of 1960 were the Manufacturers Trust Co., Pepsi-Cola, Chemical Bank-New York Trust Co., Coca-Cola, Dodge Dealers, Howard Johnson, Yuban Instant Coffee, Schweppes, Jomar Instant Coffee, Holiday Car Wax, Tidewater Oil, and Golden Encyclopedia.

## 'Portrait' Booked Here

Universal-International's "Portrait in Black" will have its New York premiere at the RKO Palace Theatre and the Trans-Lux 85th Street Theatre on July 27, it was disclosed yesterday by Henry H. "Hi" Martin, Universal vice-president and general manager.

## IFIDA Pledges Fight

(Continued from page 1)

exhibition of Trans-Lux's "The Case of Dr. Laurent" and Times Film's "Naked Amazon," two other films, for which Atlanta has refused to grant licenses. These two pictures received Production Code Seals.

## 'Witness' Series Debuts In Sept. on CBS-TV

"The Witness," a new, hour-long dramatic series in which the most notorious rogues of the past and present will be investigated by a "committee of inquiry," will premiere Thursday, Sept. 29, from 7:30-8:30 P.M. on the CBS television network. It will be sponsored on alternate week half-hours by R. J. Reynolds Tobacco Co., Helene Curtis, Esquire boot polish, and Shick, Inc. David Susskind is executive producer for Talent Associates Ltd.

Some of the historical figures under consideration for the series are "Boss" Tweed, Leon Trotsky, John Dillinger, Billy the Kid and Serge Rubenstein. Jacqueline Babbitt and Murray Susskind will alternate as producer of "The Witness."

## Creative Stock

(Continued from page 1)

taken over, it was known as United Telefilms, Ltd., and last Dec. 23, the company changed its name to Creative.

General nature of business actually transacted by the company is exploitation through the medium of TV and otherwise a library of motion picture films and cartoons. It also has a record subsidiary, headed by Morton Craft known as United Telefilm Record Inc., incorporated under the laws of the state of Delaware. It also plans to act as a talent agency.

Authorized capital of the company consists of five million common shares without par value, of which 1,003,250 are issued and outstanding as full paid. The company has yet to pay dividend.

## Heavy Sale in February

In February of this year, the company sold \$10 million principal amount of convertible debentures privately. It granted an option on another \$5 million subject to shareholder approval. This was taken up, it is believed, by Louis Chesler and limited group of investors.

The company is controlled by Chesler, although his name doesn't appear on the board of directors. Chesler originally from Toronto, now lives in New York.

In 1957 it purchased a large number of motion pictures and cartoons of Warner Brothers for a total consideration of \$450,000 cash, and also purchased the "Popeye" cartoons.

David B. Stillman, of New York was recently elected president of the company, indicating an American subsidiary in the near future. He succeeds Garfield P. Cass, of Toronto.

A vice-president will be elected after the shareholders meeting late in July.

## Abraham Cass Heads Sales

Director of sales for Creative is Abraham B. Cass; comptroller, Edward D. Wright, and secretary, James Rawlins, Jr. (Tex) McCrary of New York, well known public relations counsel, is on the board, as are A. C. Cowan, an insurance executive of Toronto, and Garfield Cass, general manager. Also on the board is Gregson Bautzer, well known Hollywood attorney.

The company is also to back the Broadway musical of "Gone With the Wind" in an agreement with David O. Selznick. It will advance the cost of the production and exploitation with loans not to exceed \$1,250,000 with \$500,000 already advanced for a 40 per cent interest.

## Columbia Post to Lewis

William Lewis, who during the past few years has been handling special exploitation assignments for Columbia Pictures, has been named Southwestern division exploitation manager by Robert S. Ferguson, Columbia national director of advertising, publicity and exploitation. Lewis will continue to handle special assignments.

## Rosenfield to Europe for Promotion Talks

Jonas Rosenfield, Jr., Columbia Pictures executive in charge of advertising and publicity, will leave here for London on Friday for important conferences with Columbia's promotion and sales executives in England and on the Continent. Primary purpose of the trip is to deliver a special presentation outlining the world-wide promotional plans for three forthcoming releases, William Goetz' "Song Without End," George Sidney International-Posa Films Internacional's "The Peep Show," and Carl Foreman's "The Guns of Navarone."

### Will Meet Frankovich

Rosenfield's presentation will include color footage of the three films trailers, teasers and featurettes—color slides, tapes, records, ad campaigns and other advance promotional material. While in London, Rosenfield will meet with M. J. Frankovich, chairman of the board of Columbia Pictures, Ltd., of Great Britain and Ireland, and vice-president of Columbia Pictures Corp. and with Columbia's affiliated independent producers based here to discuss the merchandising of their forthcoming production.

## Cometco Earnings

(Continued from page 1)

the corresponding period of \$200,000, or a percentage increase of 44.5 percent.

Earnings per share, including additional stock issued in April, 1960, amounted to 29 cents for the 1960 12-week period against 22 cents based on a smaller number of shares for the equivalent 1959 period.

Gross revenues in the 1960 12-week period were \$3,108,003, or 30.6 percent above the \$2,380,111 of revenues in the 1959 12-week period.

The 24-week figures also showed substantial gains. Gross revenue for the 24 weeks ended June 18, 1960, was \$5,526,953, against gross revenue for the same period in 1959 of \$4,740,000. Earnings per share in the 24-week period of 1960 were 51 cents, whereas the company reported that in the 24-week period of 1959, based on a smaller number of shares, they were 37 cents per share.

Earnings of the Seaquarium were included in the company's figures only in April 1, 1960.

## Theatre in Richmond

(Continued from page 1)

will close the building on July 15 and re-open it July 20 as a first-class theatre. The National for many years had stage shows as well as films.

The theatre seats approximately 1,000 persons. The building, which also contains some offices, fronts 128 feet on Broadway and extends back 136 feet. About 16 years ago, the Wilmer Vincent chain sold the National and the rest of its theatres to Fabian Theatres. The recent sale leaves Fabian with only two theatres in Richmond, the Colonial and the Lee.

# Industry Heads Join in Mourning Buddy Adler

(Continued from page 1)

Boscowitz, Sidney Buchman, George Burns, Jack Codd, Gary Cooper, Pat DeCicco, Charles Einfeld, Charles Feldman, Y. Frank Freeman, Clark Gable, Adam Gimble, Robert Goldstein, Samuel Goldwyn, Arnold Grant, Oscar Hammerstein, II, William Randolph Hearst, Jr., Donald Henderson, Henry Gittleton, B. B. Kahane, Jack Karp, Otto Koegel, Joe Mankiewicz, Edward Mannix, Dean Martin, David May, Tom May, Frank McCarthy, William Michaels, Joseph Moskowitz, Glen Norris, Milton Pickman, Sam Popp, Tom Pryor, Richard Rodgers, Sid Rogell, Joseph Schenck, Abe Schneider, David O. Selznick, Sol C. Siegel, Murray Silverstone, Frank Sinatra, Jules Stein, Joe Vogel, Hal Wallis, Lou Wasserman, Lawrence Weingarten, William Wilkerson and Darryl Zanuck.

In respect to Adler's memory, Fox will close the studio at noon tomorrow.

### Company Heads to Attend

A group of executives from the home office are here to attend the services, including Spyros P. Skouras, W. C. Michel, Joseph Moskowitz, and Murray Silverstone.

Meanwhile expressions of high tribute to Adler were made by leading industry executives both here and in New York. A few of them follow:

**Spyros P. Skouras**, president, 20th-Fox:

"The tragic death of Buddy Adler comes as a severe loss to his studio, his associates and to all who knew him. To me, personally, his passing is a bereavement that is almost beyond words to express.

"For this warm, wonderful man was far more to me than just the valued production head of our company. He was a close and trusted friend, whose going has left a void in my heart even greater than that suffered by our company. His unflinching, indomitable courage and especially the heroism of his recent dramatic fight is something I will always remember.

"Even before coming to 20th Century-Fox, Buddy Adler's achievements in making notable motion pictures had won him unqualified respect throughout the industry.

### Proposed by Zanuck

"His accomplishments at our studio steadily enhanced his renown. Only two years after Buddy joined our production staff, our mutual friend and colleague, studio head Darryl F. Zanuck, deciding to enter independent motion picture making, proposed him as his successor.

"This met with my wholehearted approval.

"In the four years that Buddy Adler presided over production, our company was awarded a record number of honors. Under his personal banner, such outstanding productions as "Love Is A Many-Splendored Thing," "Anastasia," "Heaven Knows, Mr. Allison," and "South Pacific" took their place in this industry's Hall of Fame.

"His efforts in developing new stars

and in guiding established ones to even greater glory have been unparalleled in our business.

"Yes, this industry has lost a rare leader, and I have lost a dear, dear associate and friend. To his widow, beloved Anita, so steadfast and loyal, and to their children Melanie and Anthony, go condolences above our power to say. We know how much has been lost this day."

**S. Charles Einfeld**, 20th-Fox vice-president: "Buddy Adler was a superb executive. He was also a superior human being, a good friend to many. I count myself fortunate that I was among those privileged to know him for many years and to work with him several of those years.

"He leaves an enviable record as a talented maker of motion pictures. Even more important he leaves behind him as enviable record as a father, a husband, a faithful friend. "Buddy Adler will be missed."

**Joseph Moskowitz**, 20th-Fox vice-president: "I am shocked and deeply saddened at Buddy's untimely passing. He was a wonderful gentleman, endowed with great courage and ability. Certainly we all will miss him very much."

**William C. Michel**, 20th-Fox executive vice-president: "With the death of Buddy Adler, the executive and creative talents of a rare man pass from the motion picture scene.

"We who were privileged to observe his unique accomplishments at close hand will most keenly feel his loss.

"The heritage of integrity and achievement that Buddy Adler leaves behind is itself the highest testimonial to a fine man."

**Murray Silverstone**, 20th-Fox Int'l. president: "Buddy Adler was a man of world vision; patient, cultured, courteous, easily approachable. A man ready to listen to the other fellow's viewpoint and, when debating an opinion, did so with cordiality and understanding, so that even if your point of view was not accepted, you went away feeling you were given utmost consideration.

"His simplicity, fairness and brilliance were a combination so rare in this industry."

**C. Glenn Norris**, 20th-Fox general sales manager: "Buddy Adler's untimely passing fills one with a sense of deep personal loss. His essential integrity and good taste were manifest in every motion picture he made or supervised. We have lost a leader who especially represented in the finest light not only his own company, but our entire industry.

"The dimming of that light saddens us all."

**A. Schneider**, president of Columbia Pictures: "The passing of Buddy Adler is a sad and personal loss to all of us. A good and warm friend, a business associate of talent and integrity, Bud-

dy was a beloved member of the Columbia family before he went on to even greater success and responsibility at 20th Century-Fox. The industry has lost a fine movie-maker, a valued leader, and a fighter in its cause. All of us must take comfort in the knowledge that his contributions will not be forgotten, but will serve to inspire others following in his path."

**Jack L. Warner**, Warner Bros.' president: "Motion pictures have lost an outstanding leader, and I with many others have lost a valued friend."

**Sol C. Siegel**, MGM studio head: "In the sudden and shocking passing of Buddy Adler I have lost an inspirational friend and valued associate of many years, and Hollywood, one of its finest creative minds. He will be sorely missed by the motion picture industry to which he devoted his talents and energies without stint or thought of self, and particularly by his devoted family and friends."

**Jack Karp**, Paramount studio head: "The death of Buddy Adler leaves us not only with a deep feeling of personal loss but of professional concern as well. His passing leaves a gap in the creative leadership of the motion picture industry that will be hard to fill."

**Y. Frank Freeman**, Paramount vice-president: "Buddy Adler's passing is a loss both to the motion picture industry to which he has made many important contributions, and to all of us who knew him warmly as a friend."

**Darryl F. Zanuck**: "Buddy Adler was a real leader in every sense and his passing leaves the entire motion picture industry, his company and colleagues in debt to his memory. He was dynamic both in person and personality. It is tribute to his courage and determination and to his indomitable spirit and creative ability that 20th Century-Fox, because of the unstinting exertion of these leadership qualities, has been able to meet the challenges of competition that the motion picture industry has had to contend with these past several years. These qualities and his friendship, geniality and understanding mark him as a man who will be greatly missed by all who knew him."

## Powers in Fox Post As Seattle Manager

Mike Powers, eastern Washington salesman for 20th Century-Fox for the past nine years, has taken over the post of Seattle branch manager of the firm. He succeeds Mark Sheridan, who has been transferred to Denver, Colorado, replacing Rev Kniffin who has been moved to San Francisco, where the bay area branch manager, Jack Erickson, has retired.

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# MOTION PICTURE DAILY

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L. 88, NO. 10

NEW YORK, U.S.A., FRIDAY, JULY 15, 1960

TEN CENTS

## John Is Spokesman

### Conn. Pay-TV Opponents File Protest at FCC

#### Pre-Hearing Talk on Phonevision Application

From THE DAILY Bureau

WASHINGTON, July 14.—Formal demand has been made that the Federal Communications Commission require a full evidentiary hearing before taking other action in regard to Hartford Phonevision's application to conduct a pay-TV experiment over WCTV, Hartford, Conn. Attorney Marcus Cohn, representing the Joint Committee Against Toll-TV and the Connecticut Committee Against Pay-TV, made the request. The anti-pay-TV filing takes issue with some of the points made in regard to the Hartford Phonevision application. The pay-TV proponents had requested that FCC itself hold a hearing on the question of pay-TV rather than first having proceedings before a state commission. (Continued on page 4)

### State Wage Hearings Scheduled on Aug. 4-5

Representatives of the motion picture industry as well as spokesmen from other amusement fields will have the chance to testify in Albany on Aug. 4 and here on Aug. 5 during public hearings on the new statewide minimum wage standard which becomes effective Oct. 1. The motion picture industry is making this announcement here. (Continued on page 4)

### 500 in Attendance Services for Adler

From THE DAILY Bureau

HOLLYWOOD, July 14.—More than 1,500 key industry figures and friends attended funeral services for the late Sid Adler this afternoon at Temple Emanuel. Tony Martin sang "Love Is a Wonderful Thing" and "From Eternity." George Jessel delivered the eulogy in behalf of the Actors Club. The funeral was held at Forest Lawn Cemetery and was private.

### Report Post-'48s on TV Have Reached 1,985

Out of 9,200 theatrical feature films available for television showing some 1,985 are post-1948 product, according to the Broadcast Information Bureau here. The Bureau publishes a "TV Feature Film Source Book," the fourth volume of which has just been issued. Some 45 film distributors control the feature films, it is stated. The figures presumably do not include the 110 post-'48s which Warner Bros. licensed to Creative Telefilm & Artists, Ltd., this week.

### New Release Schedule Is Readied by Hyman

Edward L. Hyman, vice-president of American Broadcasting Paramount Theatres, announced yesterday that his new release schedule covering the releases of the ten major distributors will be ready for circulation early in August.

Hyman has completed visits to all distributors involved, and the data he has gathered is being compiled and (Continued on page 4)

### Name Preston Columbia Studio Publicity Ass't.

From THE DAILY Bureau

HOLLYWOOD, July 14.—Joel Preston has been appointed Columbia Pictures' assistant studio publicity manager, it was announced today by John C. Flinn, Columbia studio director of advertising and publicity. The appointment, which is effective immediately, will have Preston working (Continued on page 4)

### Report on the Outlook for New Films Sent to Key Newspapers by MPAA

A report on the outlook for upcoming films in the third quarter of 1960 was released yesterday by the MPAA advertising and publicity directors committee to key newspapers throughout the country.

The report is being planted by the exploitation field committee, which successfully served the Academy Awards promotion and now is established on a permanent basis.

The third quarter report describes upcoming films "that will satisfy the tastes of every type of movie fan." There is a wide selection of dramatic films, many comedies, a generous selection of family films, musicals and

## Reports on Trip Abroad

### 'Bigger, Better' Films On Horizon: Johnston

#### Says Increase in Co-Production, Foreign Pictures Will Result in Greater Output

By E. H. KAHN

WASHINGTON, July 14.—An increase in co-production and in foreign production will result in a greater total output of "bigger and better pictures," Eric Johnston, president of the Motion Picture Ass'n., predicted here today.

### National Allied Board To Meet August 5

The board of Allied States Ass'n. will meet in Chicago August 5 or 6 to act on the resignation of Abram F. Myers as chairman and general counsel and to consider recommendations for the future organization of the board in the light of that resignation.

Al Myrick, president of Allied, early this month said that Myers had told a committee appointed to confer with (Continued on page 2)

### Jackter Takes to Road On 'Gulliver' Bookings

Rube Jackter, Columbia Pictures vice-president and general sales manager, announced yesterday that he will take to the road at the end of this month to personally line up the country's top showcases for the company's Christmas release, Charles H. (Continued on page 2)



Eric Johnston

Forecasting many changes in the production and distribution of films in the next five years, the MPA head, who has just returned to this country from Europe, named pay-TV as one of the significant influences that

should be carefully studied.

Johnston cited some interesting experiments in pay-TV now going on. He noted, however, that he had not indicated any belief that pay-TV is inevitable or that it is necessarily the appropriate direction in which the industry should go.

Saying the wired pay-TV experiment in Etobicoke, Ont., is "seemingly (Continued on page 3)

### Pittsburgh Meets Set On Compo-Marcus Plan

Special to THE DAILY

PITTSBURGH, July 14.—Zone managers for the Compo-Marcus product merchandising plan being planned for the Pittsburgh area are setting up meetings of local exhibitors in their zones to explain the operation of the plan at the local level, Alec Moss, Compo co-ordinator, reported today following a meeting of zone managers in this city.

Harry Hendel, acting for the central exhibitors' committee, has been (Continued on page 2)

TELEVISION TODAY—page 4

## PERSONAL MENTION

**A. SCHNEIDER**, president of Columbia Pictures, and **LEO JAFFE**, first vice-president and treasurer, will leave here over the weekend for Hollywood.

**CHARLES SCHLAIFER**, president of the advertising agency bearing his name, has returned to New York from the Coast.

**ARTHUR GREENBLATT**, Allied Artists general sales manager, was in Atlanta from here.

**STANLEY MARKHAM**, for many years in charge of special service activities in the M-C-M publicity department here, is recuperating at Mt. Sinai Hospital following surgery.

**DIMITRI TIOMKIN**, composer-conductor, has returned to Hollywood from England and France.

**MRS. CARMAN B. BUNCH**, head booker for the U.S. Naval Base, Charleston, S. C., and her assistant, **JOAN ANN HANAGRIFF**, have returned there from a booking trip.

## Pittsburgh Meets

(Continued from page 1)

meeting with branch managers to line up pictures suitable for the campaign. A list of about a dozen attractions scheduled for release in the next few months has been compiled from which it is hoped that at least three will be available to the central committee in time to inaugurate the campaign next month.

Six zones were represented at the Pittsburgh meeting. Present were Mike Wellman, Hickory Drive-in, Sharon; Leo Mickey, Penn Theatre, New Castle; B. F. Moore, West Virginia District Manager for Stanley Warner theatres; C. S. Brown, Temple Theatre, Kane; Joe Bugala, Manos Theatre circuit, Greensburg, and Joe Freeman, State Theatre, Johnstown. Within the next few days Moss will visit the four zone chairmen who were unable to attend the Pittsburgh meeting and bring them up to date on developments so that they may arrange exhibitor meetings in their zones.

In addition to the zone managers, the Pittsburgh meeting was attended by Frank Lewis of Blatt Brothers, chairman of the Central Exhibitors' Committee; George Stern, Associated Theatres; Harry Hendel, Allied MPTO of Western Pennsylvania, and Moss.

## Allied Board Will Meet Aug. 5

(Continued from page 1)

him on his retirement that he would definitely leave the organization this summer.

The statement by Myrick said that it was hoped that an arrangement could be worked out under which Myers would continue on a consultant basis. However, it is understood that Myers contemplates complete retirement.

The name of Seymour F. Simon, Chicago attorney who has been active in the industry has been mentioned as a possible successor to Myers as general counsel for the national exhibitor organization. One officer of Allied, however, expressed himself as opposed to naming any successor on

the ground that "it's the lawyers who are ruining this business." He made it clear that he was not referring to Myers who, as a matter of fact, at times in his career expressed the same sentiment.

The same spokesman, speaking of Myers' retirement said, "We ought to give him the biggest dinner this industry ever saw. He saved the independent exhibitor."

Neither Independent Exhibitors of New England, nor Allied of Western Pennsylvania, the two units which resigned from the national organization after the Miami convention last year, have indicated there would be any change in their attitude.

## Big Attendance Seen For 'Idiot' Premiere

Motion picture exhibitors will be joined by political and society leaders at the U.S. premiere of the Russian cultural exchange film "The Idiot" at the Normandie Theatre here next Wednesday night. Twentieth Century-Fox is distributing the film in the U.S.

From exhibition: Si H. Fabian, president of Stanley-Warner Corp.; George Skouras, president of Magna Theatres; Sol A. Schwartz, president of RKO Theatres and Joseph Sugar, of Magna Theatres.

Also accepting for the formal event are Matthew Fox, president of Tollvision; Herman Robbins, president of National Screen Service; Benj. Kalmenson, vice-president of Warner Brothers; Floyd Odum, former head of the Atlas Corp.; Sam Rosen, vice-president of Stanley-Warner Corp.; Wall Streeter Ira Haupt; showman Billy Rose; Clenn Neville, publisher of the *New York Daily Mirror*; Nick Schenck, Charles L. Could, of the *Journal-American*; Broadway director Cuthrie McClintic; Dimitri Mitropoulos; Lincoln Schuster, president of Simon and Schuster, Inc.; Mr. and Mrs. William S. Paley; Mrs. Ogden Reid; Mrs. Al Lichtman and others.

The stars of the Mosfilm production, Yulia Borisova, Yuri Yakovlev and their director, Ivan Pyriev, will attend the opening in person.

Twentieth's "All About Eve" will open in a gala USSR premiere next month in Moscow.

## 'Ice Palace' to Alaska

Warner Brothers' "Ice Palace" will open simultaneously in Alaska on July 20 at the Empress Theatre, Fairbanks, and the Fourth Avenue Theatre, Anchorage, thus officially launching a five-day "Golden Days Celebration" commemorating the discovery of gold in the Tanana district.

## Jackter Takes to Road

(Continued from page 1)

Schneer's "The 3 Worlds of Gulliver," in SuperDynamation and color.

Armed with a print of the film, Jackter will visit key areas in the Midwest, South and Southwest. First stop on his tentative itinerary is Detroit on July 25.

Two years ago, Jackter conducted a similar tour for Schneer's first Dynamation picture, "The 7th Voyage of Sinbad," a film that went on to become Columbia's most successful Christmas release in its history. At that time, Jackter went out on the road without a print of the film to sell a new, unproven process, and succeeded in booking it in every major market in the country at prime Christmas time.

"This time," Jackter said, "I will be selling a process which has been proven successful, and I've got the picture with me to back up my claims. Everyone who has viewed 'The 3 Worlds of Gulliver' is confident that it will far surpass 'The 7th Voyage of Sinbad'."

The Columbia sales chief said that the SuperDynamation process is a vast extension of Dynamation, employing all live actors and live action. The new process is used throughout the film to show Culliver in his encounters with the Lilliputians (the Little People) and the Brobdingnagians (the Giants). He said that Columbia is backing the film with a blockbuster promotion campaign.

## Retained for 'Hunter'

HOLLYWOOD, July 14.—Cleary-Strauss & Irwin has been retained by General Time Corp. through Batten, Barton, Durstine & Osborn and P. Lorillard Company through Lennen & Newell as national public relations, publicity and promotion representatives for "The Tab Hunter Show," which debuts in September over NBC-TV.

## Shirley MacLaine Narrates New Trailer for Hospital

Imparting a charm and informal appeal not customarily found in audience appeal trailers for the raising of funds, Shirley MacLaine has made this year's trailer for the industry Will Rogers Hospital. Miss MacLaine contributed her appearance and narration of the trailer as a service to the industry.

A. Montague, president of Will Rogers, reports that all hospital scenes pictured in the trailer are actual Will Rogers Hospital shots, and authentically portray the friendly character of this "most extraordinary hospital." Exhibitors showing this trailer in their year's audience collection drive will be proud to have their patrons see that they are taking part in such a wonderful movement, he added.

## Rogers Hospital Donors Will Receive Statuettes

Special to THE DAILY

CLEVELAND, July 14.—A proposal that a Will Rogers statuette inscribed with donors' names for those persons contributing \$200 or more to the Will Rogers Research Laboratory Fund drive, was approved unanimously at a meeting of branch managers and radio and TV executives of the Greater Cleveland area.

The idea was offered by Raymond Schertz, distributor chairman, who also proposed that, in addition to the usual theatre collection policy, a special gift committee be appointed to solicit contributions from executives in all branches of the entertainment field. The area goal has been set at \$100,000.

Memorials Suggested

It was also suggested that consideration be given to a plan whereby theatres would conduct memorial contributions in honor of a deceased exhibitor who had contributed actively in his community. Such an exhibit would have his name inscribed on a honor plaque in the Will Rogers Hospital at Saranac Lake, N. Y. It was further announced that audience collections will be timed to top picture engagements to assure maximum results.

## NEW YORK THEATRE

**RADIO CITY MUSIC HALL**  
Rockefeller Center • Ct 6-4600  
**"BELLS ARE RINGING"**  
An ARTHUR FREED PRODUCTION starring  
**JUDY HOLLIDAY • DEAN MARTIN**  
from M-G-M in CinemaScope and METROCOLOR  
ON THE GREAT STAGE "HAWAII, U.S.A."

# Bigger, Better'

(Continued from page 1)

successful," he commented that exhibition can possibly be tied into wired-TV.

He added that perhaps methods of TV exhibition in theatres could be used, to not only furnish revenue but alter the entire status of theatres. Problems of broadcast pay-TV, which may be tested in Hartford, Conn., are quite different from the exhibitor's viewpoint, and should be checked closely, he declared.

## Currency Blocking Discussed

One aspect of Johnston's trip included a discussion of the removal of such currency blocking restrictions. Johnston is "very hopeful" that free convertibility of film earnings will be to pass in France soon. The country's economy soon be able to reach convertibility.

Although Johnston did not visit Italy this trip, he indicated he hoped the country, too, would soon institute convertibility of film earnings.

According to Johnston, the film exchange with Russia is progressing in a "highly satisfactory" manner. U. S. films sent there are being seen by the numbers of people — perhaps 50,000 million — over wide areas. The Russians are showing them at regular run prices. Payment for film sales has been prompt, he disclosed.

## Says Russians Are Friendly

Johnston noted that the Russians are showing their best product at all festivals, that they entertain lavishly at these functions, and that they are out of their way to be friendly and cooperative. He pointed out that Russian films are being shown all over the world, most often on a low-cost basis. In some cases, the Russians are marketing their product on a film-for-film basis with the product of studios in less-developed countries. There are theatres in many countries of the world that show only Russian product. Since they are usually poorly attended (though attendance seems to be improving), this might well raise the question whether these theatres should be owned or controlled by Russia.

Johnston held discussions with German government officials on the European common market and its impact on U. S. film exports. "As of now," he stated, "I'm inclined to believe that it will not have any material effect on imports of American films." He said that this could change, of course, since foreign industry groups are advancing proposals to impose further import restrictions.

## Sees Government Aid Lacking

In his conversations with foreign officials, however, led Johnston to believe that the industry there is not getting government backing in the matter of adding new restrictions to those already extant; in fact, foreign government people seem far more interested in taking steps that could ease some of the discrimination against American films now being practiced. Johnston's trip to Africa, originally

## Talks With Skouras Abroad Were 'Social'

From THE DAILY Bureau

WASHINGTON, July 14.—Although he met with Spyros Skouras, president of 20th Century-Fox, three times while both were abroad recently, there were no discussions on the company's resignation from the Motion Picture Ass'n., Eric Johnston, MPA president, said here today. Most of the conversation was "social," Johnston declared.

Johnston said that Skouras had indicated his willingness to go along with Johnston in any solution to the Spanish problem that may be reached, and that Skouras had also said he would always be glad to cooperate with Johnston on other foreign problems.

Johnston observed that he did not think it appropriate to discuss 20th's resignation from MPAA in a foreign country, and added that he thought that if such discussions were held the presidents of other member companies should be represented.

## Johnston Replies to Democrats on 'Violence'

From THE DAILY Bureau

WASHINGTON, July 14.—Asked about a reference in the Democratic Party platform to the "exploitation of sadistic violence" in entertainment today, Eric Johnston said it raises the whole question of the content of media of communication.

In an interview here, the Motion Picture Ass'n. president remarked, "there are periodic and spasmodic complaints that are to be expected in a free country." But, he added, "in addition to the problem of the responsibility of the makers of media, it is not unfair to expect a degree of maturity and responsibility from readers and viewers—the consumers of the product."

The Democratic plank asserted, in part, that "we have drifted into a national mood that accepts . . . exploitation of sadistic violence as popular entertainment." Johnston indicated his belief that this sort of plank would not be found in the Republican platform. He will be a delegate to the Republican convention next week.

## Title to Be 'Amritsar'

The title of the forthcoming film biography of Mahatma Gandhi will be "Amritsar," it has been announced by Lloyd Young, who will produce. Casting has not as yet been completed. The picture will be filmed on location in India, with interiors to be shot in London.

Johnston's trip to Africa, originally scheduled to begin July 29, has been postponed until Aug. 12. He will return about Sept. 10. Plans still call for him to visit the strife-torn Congo. This part of the trip could, of course, be quickly cancelled if U. S. diplomats there indicate that it would be unwise for foreigners to visit.

## ABPC Trading Figures Up for First Quarter

From THE DAILY Bureau

LONDON, July 14.—"Trading figures for the first quarter of the current financial year are rather better than those for the corresponding period last year," Sir Philip Warter, chairman of Associated British Picture Corporation, states in his annual report to stockholders.

"In the year under review £2,347,204 (\$6,572,171) of the trading profit of the group was contributed by television and £1,413,326 (\$3,057,312) came from the production, distribution and cinema sections," he disclosed. It has already been announced that the Corporation is paying a final dividend of 40 per cent, which, with the interim dividend, makes a total distribution of 60 per cent, the same as the previous year.

Commenting on the Group's cinema activities, Sir Philip said: "During the course of the year 13 of the company's cinemas were closed and of these six have been sold; one has been leased and one converted into a bowling centre. On the other hand, four have been acquired so that the total number of ABC Cinemas at the end of last March was 339.

## Extended Runs Continuing

ABC, recorded Sir Philip, has successfully continued its policy of extended runs of exceptional films on a theatrical basis with bookable seats and a good example of this has been the successful showing of "The Nun's Story" in about 40 cinemas for many consecutive weeks prior to its general release.

Turning to the continued downward trend of admissions, the ABPC chairman concluded his report: "It is true, however, that in the right situation the more modern and well-equipped cinema does better than average and it is for this reason that we are continuing and, indeed, increasing the allocation for maintenance and re-equipment but the money is being devoted to those cinemas which have the best opportunity of doing well in the future."

## Six-Way Tie-Up Plugs 'Hercules' in Chicago

Special to THE DAILY

CHICAGO, July 14. — A six-way commercial tie-up, involving five of Chicago's largest merchants and the *Chicago Sun-Times*, has been set here to herald the Aug. 5 saturation of Joseph E. Levine's "Hercules Unchained" in more than 90 theatres.

The promotion will encompass newspaper display space, television spot promotion, and window and in-store displays. The merchants involved include Thriftway, Suresafe, and Mid-West Super Markets, Goldblatt's Department Stores, Grand Central Motors, and the afore-mentioned newspapers Sun-Times Fun Club.

The promotion was set by Paul Montague, Embassy's special field exploitation representative in Chicago.

# PEOPLE

John H. Davis, deputy chairman and managing director of the Rank Organisation, London, has been named a Governor of the British Film Institute, a government-subsidized body. Ellis F. Pinkney, general secretary of the Cinematograph Exhibitors Association, has been reappointed as a Governor.

M. H. Fritchle who has spent most of his business life in the Cleveland theatre equipment field, since 1958 as manager of the local National Theatre Supply branch and prior to that as manager of Oliver Theatre Supply Co., which went out of business in June, 1958, has announced his retirement. Succeeding him is Miles M. Mutchler who henceforth combines management of the supply business with the operation of NTS's motel furnishing department.

Milton "Tiny" Paris, formerly assistant production manager at 20th Century Fox, has now joined the staff of Union Film Distributors, Inc., as print booker.

## 'Ben-Hur' Set for Dublin Bow on September 8

From THE DAILY Bureau

LONDON, July 14. — Metro-Goldwyn-Mayer's "Ben-Hur" is to be launched in Dublin in September. It will open with a gala premiere, in aid of the Centenary Fund of Blackrock College, on Sept. 8 at the Ambassador Cinema, Parnell Street.

The agreement allowing Capitol and Allied Theatres, proprietors of the Ambassador, to play "Ben-Hur" for a long-term engagement at this theatre, was signed in Dublin this week by Peter Farrell, managing director, and Charles Goldsmith, chairman and managing director of Metro-Goldwyn-Mayer Pictures, Ltd.

"Ben-Hur" will play at separate performance on an advance-booking policy throughout its entire Dublin run. There will also be special student's shows, similar in style to the series running at Metro's Empire Theatre in London. Last week it was announced that "Ben-Hur" is to open its first British provincial dates in September at ABC theatres in Bristol, Birmingham and Glasgow.

## 'Hercules' Big \$256,491

Joseph E. Levine's "Hercules Unchained" scored an outstanding opening day gross Wednesday of \$256,491 initiating the film's mass saturation throughout Greater New York.

**POUND RIDGE**  
EXECUTIVE'S SMALL ESTATE  
Commuter's dream. Country privacy. Gracious mod Colonial Ranch. 7 acres overlooking breathless view. Liv rm. fam din rm w/ptch. 3 bedrms. 2 Hollywood bths, electric kchn. Cut stone front, slate roof, 2-car gar. Private swimming pond. Sacrif at \$55,000. Open house Sat & Sun 1-5 P.M. Gargagliano, Rte 124 or call for directions.  
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MO 4-4044 of MO 8-3537

# Television Today

## Says TV Script Quality Won't Be Hurt by Increasing Time Pressures

From THE DAILY Bureau

HOLLYWOOD, July 14.—Will the demands of the television industry for scripts to fill the ever-increasing time requirements result in lowering of quality because of fast turnout? "Certainly not," says Andrew J. Fenady, producer of "The Rebel" teleseries. "Original stories and adaptations from published material are plentiful. Everyone has at least one story that is different from anyone else's story or experience. There are as many stories as there are people.

## Who's Where

Howard G. Barnes has been appointed director of programs, administration, CBS television network, Hollywood, effective Aug. 1. He assumes the position previously held by Norman Felton, who recently joined MCM Television.

Perry Lafferty has been named director of "Person to Person" on the CBS television network for the new season. He produced "The Andy Williams Show" last summer and later joined the "Revlon" series for the CBS network.

Wynn Nathan has resigned as vice-president and member of the board of directors of MCA TV Ltd. and MCA International, to organize a new company which will be a television producers' representative. The new company has offices here and shortly will open branches in Beverly Hills and Chicago.

Russell Karp has been named director of contract negotiations for Screen Gems, Inc. He has also been elected assistant secretary of the company.

## Demonstration Monday Of Electronic Splicer

Telescript executives Harrison C. Reader and Peter Jackson will leave here Monday for Hollywood to demonstrate to the press there the company's new TapeEditor, an electronic machine which splices TV tape electronically and reportedly saves time by eliminating hand cutting methods now used in the industry.

In addition to introducing the TapeEditor, Reader, company financial consultant, and Jackson, vice-president in charge of engineering, are planning to expand the company's facilities on the coast. They will visit several plants in the Hollywood area to set up a manufacturing site for the development of new products related to closed circuit television. They also will meet with film and TV producers, for possible mergers in the field of closed-circuit TV.

Meetings have been scheduled with officials of American Electronics, Hal-

### Postman Had a Story

"Motion pictures, naturally, are in a more advantageous position script-wise because the fuller treatment and running time of a feature film are appropriate to the adaptation of novels and full-length serials. Nevertheless, television stories are written by experienced writers for the medium, and some come from the unlikeliest sources. A postman in Akron, for example, had a fascinating story to tell, which he wrote in narrative form, then a trained visual writer dramatized it. A woman in Redding, California, found her grandmother's diary of the months the family trekked overland from Independence, Missouri to California in a covered wagon. It proved a gold mine of ideas and authentic source material that was suitable to audio-visual writing.

"Increasing numbers of students are studying television writing in colleges and universities in various parts of the United States," Fenady said. "The educational institutions maintain workshops in TV writing and production and from this reservoir will come writers of future television shows and teleseries.

"The complaint from many aspiring writers that TV's doors are closed to all but a few seasoned and well-known craftsmen in this particular writing field, is not valid. Television producers are definitely interested in new writers who can do a professional job of writing. But scripts must be good.

### Good Writers Welcomed

"Competent writers of original, fresh scripts with new plot, situation and crisp incisive dialogue are welcomed by producers. However, the greatest majority of scripts received fall in the class of mediocrity. Since television audiences are becoming more selective of the presentations they deal in, fair or mediocre scripts cannot be made into acceptable TV fare. Nevertheless, I foresee no shortage of good quality story material for television," concluded Fenady, who is planning a new teleseries for immediate production, titled "Las Vegas."

lamore-Siegler Company, and Thompson-Ramo Woolridge. Telescript was organized in 1957.

## Museum to Present Canada Board Tribute

The first film in a five-week retrospective of documentary films produced by the board of the Museum of Modern Art here between 1939 and 1960 will be shown daily at the museum this week at 3 and 5:30 P.M. The first picture in the series, which will run through Aug. 20, is "V for Victory," produced in 1942.

The series is being presented in tribute to the National Film Board of Canada on its 21st anniversary. Pictures will change each Sunday and will play for one week. Others in the series are "Churchill's Island" (1941), "The People Between" (1947), "The Settler" (1953), and "Universe" (1960). Cuy Clover, an executive producer for the Film Board, selected the films.

## State Wage Hearings

(Continued from page 1)

yesterday, Henry Morrow, senior economist for the State Department of Labor, added that the film spokesmen would be called on to clarify their stand on minimum wage coverage, and to make recommendations toward possible modification of the law as it affects the industry. The overall purpose of the hearings is to obtain facts and public reaction bearing on rules and regulations of the new state law.

The law establishes a standard minimum rate of \$1 an hour for practically all non-agricultural workers. Hearing will begin in Buffalo next Thursday, continue in Albany on Friday, and move here Monday and Tuesday, July 25 and 26.

Film industry spokesmen will be heard at the state office building in Albany at 10 A.M., Wednesday, Aug. 4, and at 80 Centre Street here on the following morning.

## Preston Named

(Continued from page 1)

ing with studio publicity manager Bob Goodfried as the latter's top aide in the company's over-all promotional program on behalf of upcoming releases.

Preston has been a member of the Columbia studio publicity department for the past four years.

## Irving Levin to N. Y.

HOLLYWOOD, July 14.—Irving H. Levin, president of Atlantic Pictures; Harry L. Mandell, his production executive on "Hell to Eternity," and Lester Sansom, associate producer on the film, will leave here for New York on Sunday to confer with Morey R. Goldstein, Allied Artists vice-president and general sales manager, regarding distribution plans for the film.

## SPG Mulls Memorial

HOLLYWOOD, July 14. — A proposal for the establishment of a memorial at the Motion Picture Relief Home was reported on the agenda at the next meeting of the Screen Producers Guild.

## Conn. Pay-TV

(Continued from page 1)

an examiner. The latter, it had asserted, would involve "delaying procedures."

The pay-TV opponents take issue with this, saying that "it would appear obvious that pre-hearing conference should be held," that testimony must be submitted, and that it appears though an examiner's proposed findings in the case would "aid the commission in acting upon the application."

The Joint Committee-Connecticut request indicates that when Phonevision's application observes that "extended delays" under normal procedures "could" give Phonevision's competitors a chance to steal a march, is doing no more than projecting a ominous shadow. Cohn's filing with FCC asserts that there is one pay-TV experiment going on in Canada, but says "there is none which is presently contemplated" in the U.S. that is known to either the Joint Committee or the Connecticut group, and no other is pending before the FCC.

### Call Public Interest Vital

Cohn adds that "even if there were that fact should certainly not constitute the grounds for the Commission to precipitously rush action on an application requiring a determination that the public interest would be served by a grant."

The anti-pay-TV groups' request also states that there are advantages from FCC's viewpoint, to following normal procedure. For one thing, it would not "burden the Commission already overcrowded schedule." Secondly, a hearing before an examiner would afford other interested parties "a more adequate opportunity to participate in the proceeding, present evidence and cross-examine the applicant's witnesses."

Cohn also notes that "tremendous Congressional concern" has been manifested with regard to pay-TV. He goes on to suggest that the FCC "should do everything within its power to encourage the widest possible participation of interested parties in the hearing." A hearing before the Commission itself, the request asserts "would have exactly the opposite effect."

## Hyman Schedule

(Continued from page 1)

reproduced now. The new schedule will contain the releases of ten distributors from now through the year end and well into 1961.

As customary, it will be circulated to producers, distributors, and exhibitors in the United States and Canada in the interest of orderly distribution of quality product throughout the year. It will stress the need for concentration on the September-to-year-end period and will particularly urge all-out campaigns to publicize "New Faces" as a companion project.

Hyman intends to present the new schedule to the trade press at a luncheon meeting which will be held immediately prior to actual circulation.

All  
the News  
That  
Is News



# MOTION PICTURE DAILY

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NEW YORK, U.S.A., MONDAY, JULY 18, 1960

TEN CENTS

## Paradox? Strike Was Beneficial' to Companies

### 'Blue Line' Survey Notes Ups Despite Earning Drop

While the recent strikes by the motion picture actors and writers guilds adversely affected second quarter earnings of some motion picture companies, "the strikes were probably quite beneficial to the companies," the Blue Line Investment Survey stated in a report issued at the weekend, regarding the situation a "paradox." Despite the wage concessions, total production costs will probably be substantially reduced henceforth, since many

(Continued on page 5)

## Lacy Kastner Resigns Head of Col. Int'l.

Lacy Kastner, president of Columbia Pictures International Corp., has been relieved of his post because of ill health, it was announced at the weekend by L. Schneider, president of Columbia Pictures. Schneider and Kastner remain as a vice-president of Columbia International and will serve as vice-chairman of the board of the company and will headquarter in Paris.

because of the ever-increasing accumulation of losses.  
(Continued on page 5)



Lacy Kastner

TELEVISION TODAY—page 7

## Britain's Film Finance Corp. Cuts Loss; Hopes Costs Will Be Reduced

From THE DAILY Bureau

LONDON, July 17 (By Cable) — The Government's National Film Finance Corporation's annual report for the year ending March 31, 1960 says, "It again proved impossible to avoid a loss." The figure was £194,095 compared with a loss of £222,367 for the previous year.

Despite declining attendance and receipts the corporation continued to support British production on a substantial scale at the same time conserving its limited resources so as to keep the lending approximately within the amount of anticipated receipts.

Loans approved totalled £1,382,-  
(Continued on page 6)

## Goldstein Temporarily Fox Production Head

From THE DAILY Bureau

HOLLYWOOD, July 17. — Bob Goldstein, head of production for 20th Century-Fox in London, has been named temporary executive in charge of production at the company's studios  
(Continued on page 5)

## TOA Delegates Now Can 'Go to College'

Delegates to the Theatre Owners of America's 13th annual convention at the Ambassador Hotel in Los Angeles Sept. 13-16, will go to "college" during the four-day national meeting, it was disclosed at the weekend by Albert M. Pickus, TOA president.

Pickus said that a "TOA University"  
(Continued on page 2)

## ITOA Warns Exhibitors To Begin Production

Harry Brandt, president of the Independent Theatre Owners of America, told one of the largest membership meetings of ITOA here Friday that unless a new production company dedicated to exhibitors' interest is organized, exhibitors will be forced to go out of business.

The ITOA formally pledged its financial support of such a company, as proposed earlier by the American  
(Continued on page 7)

## Plan to Reduce Admissions in French Theatres Brings Confusion; Which Are Eligible Unclear

Special to THE DAILY

PARIS, July 17.—Some French theatres will be permitted to increase admissions by virtue of a new ruling issued by the National Film Center, to take effect July 1.

Already, however, there is some confusion as to which theatres are eligible under the new edict. For one, the ruling excludes "prestige" theatres on the Champs Elysses which feature first-runs, and, generally, the change has brought little comfort to exhibitors outside of Paris. Seat prices here have always been controlled.

Exhibitors in question may choose to reduce their prices to the 1957 level and then add 25 per cent, or retain present prices and give at least three reduced price (40 per cent) performances per week for certain categories and one reduced price performance for others.

The change was discussed and for the most part denounced at the recent Exhibitors Congress meeting held at Nice. Speakers protested against the complications and also against the fact that cinemas are listed under two categories, "prestige" and "controlled." The Congress called for the right to change programs when they wish and to show as many feature films as they desire.

## Post '48 Sales Studied See No Protest If TV Release Is 'Orderly'

### Only Dumping would Affect Market, Exhibitors Agree

There is not likely to be any organized exhibitor protest against sales of post-'48 pictures to television by individual major distributors provided, as seems likely now, the release is "orderly" and confined to the lesser market.

Warner Brothers announced Wednesday that they had concluded an agreement with Creative Telefilms of Canada to release 110 post-1948 pictures for rental to television over a period of seven years. Titles were not announced but the group was said to include "A Star Is Born," "Battle Cry," "East of Eden" and "The James"  
(Continued on page 7)

## 'Psycho' Conferences Begin Here Tomorrow

More than 400 Eastern and Canadian circuit heads, advertising-publicity executives and theatre managers will meet here tomorrow at 9 A.M. at the De Mille Theatre for the first meeting in a series of five regional merchandising conferences where showmanship techniques for Alfred Hitchcock's "Psycho" will be introduced by Paramount executives.

George Weltner, vice-president in charge of world sales, will be joined in the presentation by Hugh Owen,  
(Continued on page 7)



George Weltner



LABORATORIES, INC.  
NEW YORK AND HOLLYWOOD

Complete facilities for every film need in black and white or color



## PERSONAL MENTION

**JESSE CHINICH**, Buena Vista Western sales division manager, will leave New York today for Denver and Dallas.

**R. M. KENNEDY**, Southern circuit operator with headquarters in Birmingham, has left there with **MRS. KENNEDY** for a vacation in Florida.

**VIVIAN COLEMAN**, publicist, will leave New York today for Los Angeles.

**A. C. LYLES**, producer of Allied Artists, "Raymie," and **DAVID LADD**, who is starred in the film, arrived in New York last week from Hollywood.

**FRANK DE VOL**, band leader, will leave New York today for Miami Beach.

**JACK H. HARRIS**, producer of "Dinosaurius" for Universal, is expected to leave Mt. Sinai Hospital, Hollywood, today or tomorrow, and will recuperate at home following surgery.

**LEONARD ANDERSON**, president of Leonard Anderson Associates, producers, left New York over the weekend for a midwestern vacation.

**GRACE HAMMOND**, of the accounting department at Capital Releasing Corp., Atlanta, has entered a local hospital there for treatment.

### Three More Join TOA

Alan V. Iselin, of Tri City Drive-in Theatres, Albany, N. Y., has enrolled three of his drive-in operations in Theatre Owners of America, it has been announced by Albert M. Pickus, president of TOA. The theatres are the Auto Vision Drive-in, East Greenbush; the Super 50 Drive-in, Ballston, and the Turnpike Drive-in, Albany.



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## Holy See Has Three-Point Program To Protect Young from Immoral Films

Special to THE DAILY

VIENNA, July 14 (By Air Mail)—The Holy See has proposed a three-point program to protect "the souls of the young" from the effects of immoral motion pictures.

The program calls for more decisive civil action to banish "degrading spectacles," effective enforcement of adult-only classifications, and production of movies specifically for young persons.

The proposals were outlined in a letter written in the name of Pope John XXIII by Domenico Cardinal Tardini, Vatican Secretary of State. The letter was addressed to Msgr. Jean Bernard, president of the International Catholic Office for Motion Pictures. It was read at the office's study congress on "Movies, Youth and Public Authorities," held here from July 10 to 14.

Cardinal Tardini said that "it is unfortunately a notorious fact that every year sees an increase in the number of immoral films, and the first victims of these bad spectacles are the less well protected and more impressionable souls, the souls of the young."

### Cites Duties of Government

The Cardinal acknowledged that "the education of youth depends primarily on the family and the Church." But, he said, "the civil authority, for its part, cannot ignore the spiritual welfare of young people.

"On the contrary, in view of the common good and in harmony with the family and the Church, it must assure them of the protection they need."

The Cardinal said: "The first point concerns the cinema in general. One would like to see the civil authority intervene in a more decisive way for the banishment from public life of degrading spectacles, whatever be the public for which they were produced.

"The best undertakings in favor of youth would, in fact, run the risk of bearing little fruit should youth be led to believe that once they have reached a certain age, they will be free of every objective rule of morality and not exposed to the dangers inherent to human nature. . .

### Fears for Immature Minds

"The second point regards youth specifically. It concerns the measures which one would like to see instituted, and applied for the purpose of protecting youth against movies unsuitable to their age. . . (so) that adolescents (may) be protected effectively against movies requiring full moral maturity until they have reached an age when they enjoy this maturity effectively.

"There is finally a third point on which one has the right to expect the collaboration of the public authorities. It is certainly not enough to protect and defend.

"The problems of movies, as far as

young people are concerned, will be really solved only when movies are produced which are within their reach and which take into consideration the requirements of their sensitivity and of all the elements that the thorough study of child and adolescent psychology has yielded in recent years. It is true that private enterprise should be the first to intervene in this field. But when this is not enough, the help and encouragement of the state, in many cases, becomes useful and even necessary."

The Cardinal concluded: "May these meetings contribute to an ever-greater awakening of a sense of responsibility in all these people who work together in determining the attitude of the public authorities regarding the field of movies and of youth. May the Catholic film offices in the various countries also promote, with constantly increasing effectiveness, the sovereign demands of conscience for the greater welfare of youth and of the cinema itself."

### Goldstein Accepts Post As Hospital Co-Chairman

Maurice "Razz" Goldstein, Allied Artists sales manager, has accepted the co-chairmanship of the national distributors of the Will Rogers Memorial Hospital. He will serve in co-operation with Jim Velde, who is continuing for another year in this capacity.

In noting that this is "O'Donnell Memorial Year" in the industry, and that the campaign is keyed to creating the new O'Donnell Memorial Research Laboratories, and its attendant expanded research program, Goldstein has said that he regards his appointment as a "welcomed opportunity to do something very necessary, and definitely worthwhile for the people of our industry and to honor Bob O'Donnell, one of our industry's greats."

"I shall do everything I possibly can in the campaign to reach our million dollar goal," he added.

### Saul David to Columbia

HOLLYWOOD, July 17. — Saul David, former editor of Bantam Books, will join Columbia Pictures today.

David's duties will involve the creation and development in book form of properties which will eventually be brought to the screen by Columbia. He will work closely with Briskin and Arthur Kramer, Briskin's executive assistant.

## TOA Delegates

(Continued from page 1)

sity" would be established, to breakfast sessions each morning during the convention. The "curriculum" thus far established includes "courses" in equipment, concessions operation, censorship and community relations.

Pickus said that experts in each of these fields would be retained as "instructors." The university concept adopted, he said, so that theatre could take "post graduate" brushwork in these specialized subjects while in Los Angeles.

### Concurrent Sessions Wednesday

Different specialized courses will be held following early morning breakfasts each of the four days. Two of the sessions, those on equipment and concessions operations, will be held concurrently Wednesday morning, Sept. 14, in classrooms adjacent to the motion picture industry trade show so that immediately after "school" "students" can go directly into the trade show to see the latest trade and concessions equipment supplies and product.

The trade show is being sponsored jointly by TOA and the Theatre Equipment Dealers Association, the Theatre Equipment and Supplies Manufacturers' Association, and will run concurrently with the TOA convention. Where in prior years the show sessions were normally held in the afternoons when convention meetings were not scheduled, the schedule for Sept. 11 has been altered to place the trade show in the morning to facilitate attendance by the "students."

Pickus said that the university concept was developed in order to set an appropriate time to specialized phases of theatre operations, as differing from broader subjects such as showmanship, product, pay-TV, drive-ins which will be covered in convention sessions.

He said that the staff of "professors" would be announced as rapidly as acceptances are received from invited "teachers."

### 200 'Apartment' Dates Set for Next 3 Weeks

Billy Wilder's "The Apartment," United Artists release, will open in 200 situations over the next three week period, William J. Heinemann, UA vice-president, announced here this weekend.

The picture now is holding over 75 key engagements with gross comparable to Wilder's 1959 "Some Like It Hot." The new bookings have been set for key areas in all major markets throughout the country. They will be backed by intensive local level merchandising exploitation programs. "The Apartment" is a Mirisch Company picture.

CLARK **Gable** MARILYN **Monroe** MONTGOMERY **Clift**



**the Misfits**

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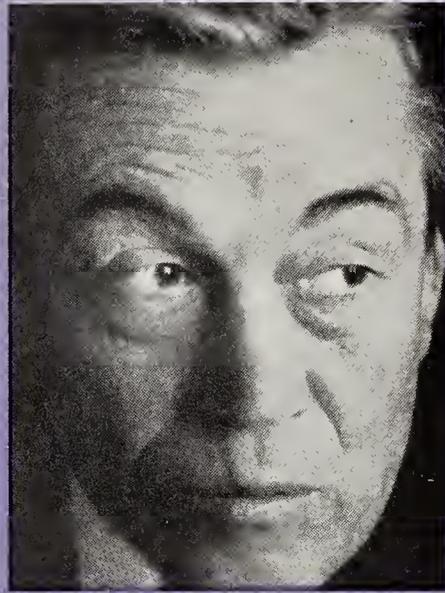
# SHOOTING STARTS TODAY



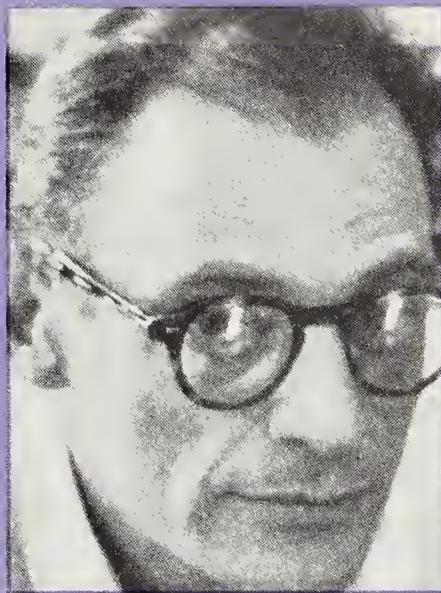
Thelma Ritter



Eli Wallach



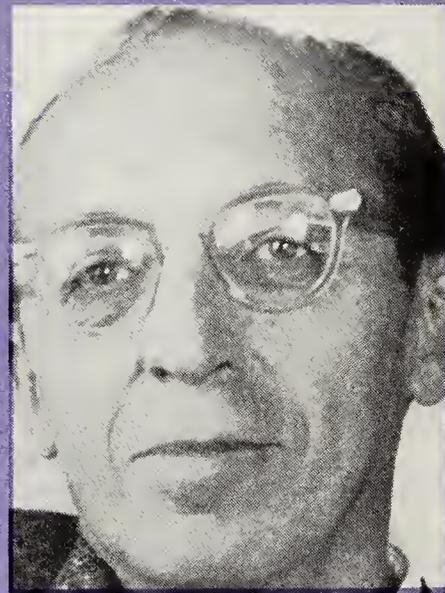
John Huston



Arthur Miller



Frank E. Taylor



Aaron Copland

the Misfits starring Clark Gable | Marilyn Monroe | Montgomery Clift with  
Thelma Ritter and Eli Wallach | Screenplay by Pulitzer Prize winner  
Arthur Miller | Directed by Academy Award winner John Huston | Produced  
by Frank E. Taylor | A Seven Arts Production | Released thru United Artists

**India Halves the Duty  
On All Imported Films**

The government of India has cut in half the import duty on all motion pictures imported into that vast country, it was learned here on Friday. The duty, which earlier this year had been increased to 13.7 cents per foot, has been reduced to 5.7 cents per foot. The great majority of films imported to India come from United States producers. The new agreement will run until March 31, 1962.

**Bob Goldstein**

(Continued from page 1)

It was announced on Friday by Nicholas P. Skouras, president of 20th Century-Fox, that Goldstein's appointment follows the death of Buddy Adler here last Tuesday. The appointment of Goldstein to the Adler post brought to Skouras a tribute to the former chief of production as well as a pledge of cooperation to his temporary successor.

The untimely passing of Buddy Adler, an old friend and associate, Nicholas Skouras, "is a grievous loss to 20th Century-Fox and to me. As president of the company I am faced with the responsibility of making an immediate selection of someone to assume the executive production duties in an interim period.

I have conferred with my associates, with Darryl Zanuck, and with New York and studio executives, and they have prevailed upon Bob Goldstein, presently heading our production in London and who has had production experience in Hollywood to accept this assignment on a temporary basis.

I have been assured that Mr. Goldstein will receive full cooperation from Lew Schreiber, executive manager in charge of studio operations; Sid Rogell, executive producer; David Brown, executive studio story editor; Peter Levathes, president of 20th Century-Fox TV, and all other members of the studio organization.

Bob Goldstein will have my full support and that of Joseph H. Moskowitz, vice-president, as well as the corporation's executive committee and board of directors. There will be no changes in the existing studio executive and departmental personnel as in our present 20th Century-Fox production organization has every capacity needed for the continued success of our company. The temporary placement for Goldstein in London will be announced soon."

Goldstein started in the motion picture business in 1940 in the New York production department of 20th-Fox. Two years later he became the New York representative of the Universal studio, and in 1950 was brought by the company to Hollywood as assistant to then president, Leo Spitz. Five years ago he was named head of foreign production for 20th-Fox, with headquarters in London.

**REVIEW:**

**The Day They Robbed  
The Bank Of England**

Summit Films — M-G-M — Metroscope

THOSE CLEVER British have hit the mark for a high score with "The Day They Robbed the Bank of England." This is tight, gritty melodrama, with the directorial emphasis on the ironical and the excruciating. Fingernails will get a sustained cheving through this thriller.

Man's lust for gold is examined, but this time he is motivated politically. The time is 1901, in London. Led by Aldo Ray, an American adventurer of Irish descent, a team of Irish patriots plan to shock the British Isles and the world by robbing the Bank of England of £1,000,000. They need funds for the fight for Irish home rule and their deed will make England a laughing stock.

How to do it? The vault supposedly is impregnable. Ah, but before he became a safecracker (for love and money) Ray was an engineer. He also is grounded in architecture. He plots with Hugh Griffith, a patriot leader, and thereafter strikes up a friendship with Peter O'Toole, commander of the guards company that protects the bank around the clock. Ray is a patient and devious character and before long he learns the lay of the land around the vault. With two other nationalists, Kieron Moore and Wolf Frees, and Albert Sharpe, an old "rummy" who knows the London sewerage system by heart, Ray commences the long, bitter operation. A tunnel is dug and the vault finally is entered through its floor.

The final third of the picture shows in grim, perspiring detail how the mission succeeds but suddenly fails in an exaggerated turnabout. A woman naturally is involved in this eventuality. She is wispy Elizabeth Sellars, an enigmatic sort hardly worth Ray's while. Further irony is shoveled into the last scenes when it develops that the robbery is unnecessary; the Irish will win their independence legally. But this piece of news and the police arrive at the same time. Poor Ray is beaten on all fronts.

Produced by Jules Buck for Summit Films, "The Day They Robbed the Bank of England" was directed by John Guillermin from Howard Clewes' screenplay. It was adapted from the book by John Brophy. Music was composed and conducted by Edwin Astley. Running time, 85 minutes. July release.

SAUL OSTROVE

**NT&T Control of NTA  
Will Continue: Cantor**

From THE DAILY Bureau

HOLLYWOOD, July 17. — The board of directors of National Theatres & Television, Inc., has suspended discussions concerning the offer of Ely Landau and Oliver Unger to buy back from NT&T control of National Television Associates, which they founded in 1952 and of which NT&T now holds a controlling interest.

Suspension of the talks was disclosed here on Friday by Gerald Cantor, chairman of the board of NT&T.

Later Friday afternoon, employees of NTA met to discuss the matter of the possibility of a buy-back by Landau and Unger. No statement was issued at the close of the conclave other than the announcement that a report of the proceedings will be issued on Monday or Tuesday.

**Sign Mitchum, Coward**

HOLLYWOOD, July 17. — Robert Mitchum and Noel Coward have been signed by producers Walter Shenson and Milton Holmes to co-star in "A Matter of WHO," an original comedy thriller by Holmes. The picture has a background of the World Health Organization (WHO of the U.N.).

**Strike Effects**

(Continued from page 1)

employees were not re-hired after the strike, the Value Line survey pointed out.

Too, it continued, the studios are now in a better position to utilize their vast post-1948 film libraries. These libraries are judged to have quite substantial value, and pay-TV could further enhance their worth, the survey added.

By the mid-sixties, concludes the survey, most of the film companies will probably benefit appreciably from TV release of their old movies. Certain companies may also convert other idle assets into extra earning power.

**Kastner Resigns**

(Continued from page 1)

activities of Columbia abroad in acquiring motion picture distribution rights for its foreign local offices, Kastner, in addition to his other duties, will assist M. J. Frankovich in the acquisition of such film, Schneider added.

Mo Rothman, executive vice-president of Columbia International, will be the chief executive officer of

**National  
Pre-Selling**

INA BALIN, the ardent eyed starlet, featured in John O'Hara's "From The Terrace" is spotlighted on the color cover of "Life's" July 18 issue.

Between films this ivory skinned enchantress, visited Bermuda where "Life's" cameramen photographed her on the coral beaches for a pictorial essay, appearing in the same issue.

A striking ad on "The Bellboy" starring Jerry Lewis appears in the July 19 issue of "Look."

Economics of motion picture distribution are so important that any flexibility on the part of national media can be of assistance to the industry.

"Life" announced this week a new East Edition (35 per cent of total circulation or 2,335,000) available with the Oct. 3 issue. This coupled with the West Edition added a new facility to magazine pre-selling.

At the same time "Life" announced production efficiencies which allow them to reduce the premium for fast close ads (7 days B&W; 21 days color) from 10 per cent to 5 per cent.

"The Rat Race" the entertaining picture of life in New York for a couple of young people trying to succeed in the big town is reviewed in the July issue of "Seventeen." Debbie Reynolds and Tony Curtis are starred in this Paramount picture.

"Song Without End," in Richard Marek's opinion writing in the July issue of "McCall's," "is a beautiful picture with beautiful music, and if you accept it for that, you'll probably enjoy it."

According to "Life's" reviewer in the July 18 issue "Elmer Gantry" is played superbly by Burt Lancaster to Academy Award standards. Shirley Jones, enacting Lulu, and Jean Simmons, portraying Sister Sharon Falconer the evangelist, are excellent.

"Can-Can" starring Shirley McLaine, Frank Sinatra, Louis Jourdan and Maurice Chevalier is reviewed in the July issue of "Redbook."

WALTER HAAS

Columbia International under A. Schneider, who is assuming the presidency.

M. J. Frankovich will continue to head all production activities away from Continental United States and will continue to serve as European production liaison to Samuel J. Biskin, vice-president in charge of Columbia Pictures' West Coast activities, along with his other duties as a vice president of Columbia Pictures.

## British Report

(Continued from page 1)

491. Repayments were £1,383,924 plus a share in the profits of successful films totalling £118,016. Of 44 films financed by the corporation released in 1959, 25 were profitable and 19 unprofitable.

At a press conference John Terry, managing director of the corporation, reported some progress on his call to the industry last year to cooperate in cutting costs. This took the form of British distributors adopting a 70 to 30 pattern of film financing; of the producer and his associates contributing at least five per cent of the cost of the film; and by individuals customarily receiving high cash fees being prepared to take substantially smaller fees plus a share of the profits.

In connection with the latter Terry recalled an editorial on these lines written as long ago as 1923 by Martin Quigley in "Exhibitor Herald," predecessor of "Motion Picture Herald."

### Makes Four Suggestions

Terry said he believed industry funds could be protected by producers taking more care with script preparation, by unions abolishing restrictive practices, by distributors selling a film for all it's worth, and by exhibitors reviving the glamour appeal of movie-going.

The corporation's balance sheet shows an accumulated deficiency of £4,130,991 in its 11 years of operation out of the £8,000,000 it was authorized to lend, with £544,080 remaining available for future use until 1967 when the corporation's term will end.

Terry said he hoped that no curtailment of the corporation's activities would be necessary. He reported happily that British Lion in which the corporation has £600,000 invested "has turned the corner under its new management and is now operating profitably with a provisional profit of £100,000 for the year ended last March." It is still the corporation's policy ultimately to dispose of this investment to suitable private interests, he said.

### M-G-M Names Susse Detroit Branch Chief

Edward R. Susse has been promoted to Detroit branch manager, it was announced (at the weekend) by Robert Mochrie, MGM's general sales manager.

Susse, who has been Albany Branch Manager, fills the gap left with the promotion of Lou Marks to Central Division Manager. Associated with MGM since 1932, Susse became Albany branch manager in 1957.

### Bronston to Spain Fete

Samuel Bronston, producer of the forthcoming "King of Kings" for M-G-M, and a group of stars appearing in the picture are attending the eighth annual International Film Festival at San Sebastian, Spain. Shooting on "King of Kings" will continue following the close of the festival.

## IFIDA Envisions Major Court Test In Battle with Atlanta Censor

In its forthcoming fight with the Atlanta censor board the Independent Film Importers and Distributors of America will attempt to force a test of the city's censorship ordinance in the hope it will be ruled unconstitutional in Atlanta Federal Court, it was learned Friday.

Rather than merely contest Atlanta's refusal to permit exhibition of one picture presently being disputed - Continental Distributing's "Room at the Top" - IFIDA will bring the ordinance-at-large into play, according to Michael Mayer, IFIDA executive director.

"We're gunning for the city ordinance; we want to get it off the books. I would not regard anything short of that as a clear-cut victory," he said.

Mayer's denouncement of the ordinance and of the one-member censor board was bitter. "It's an arbitrary, capricious, unreasonable business," he said. He further implied that Atlanta's two-member board which hears appeals on censorship cases is little more than a rubber stamp.

IFIDA's censorship committee will hold a special meeting here Wednesday to discuss plans for the Atlanta case. Counsel retained in Atlanta is expected to come here to discuss strategy with IFIDA officers. Mayer said the case will be brought to court in about one month. He personally expects to be present for the hearings.

"Room at the Top" is one of three films currently being denied exhibition rights in Atlanta. The other two are Trans-Lux's "The Case of Dr. Laurent" and Times Film's "Naked Amazon," both of which received Production Code Seals.

In the case of "Room at the Top," Mayer said Atlanta's position was unusually unreasonable, because the film has not been excluded in any city where Continental requested playdates for it, Mayer said.

### Midwest Saturation Set For Zugsmith's 'College'

"College Confidential," Alfred Zugsmith's production for Universal-International release, will have its world premiere at the Broadway-Capitol Theatre in Detroit on Friday, Aug. 5, launching a Detroit territorial saturation series of openings.

This will be followed by a Cincinnati saturation starting Aug. 10 and in Indianapolis starting Aug. 17, according to Henry H. "Hi" Martin, Universal vice-president and general sales manager. A-Mike Vogel, Universal exploitation representative, will be sent to Detroit to help develop the campaign. Stars from the picture also will participate.

### New 'Rachel' Title Set

"The Sins of Rachel Cade" is the new title of the Warner Brothers production formerly called "Rachel Cade," based on Charles Mercer's novel about a medical missionary in the Belgian Congo. Henry Blanke produced and Gordon Douglas directed, from a screenplay by Edward Anhalt.

## REVIEW:

### Trapped in Tangiers

20th-Fox—CinemaScope

Short, shadowy and at times confusing because so many of its character look alike, "Trapped in Tangiers" is an English-dubbed film featuring players from several countries. Edmund Purdom and Genevieve Page are the principals and the young lovers are united at the end, but only after Edmund, time after time, escapes death at the hands of an international narcotics syndicate in Tangiers.

And who but Gino Cervi, Miss Page's father, should be head of the dope smugglers? Of course Miss Page is unaware of this until she is told by Purdom, an Interpol cop who poses as a drug addict so he can join Cervi's gang. As would be expected in Tangiers, there are a number of slit throats, double-crosses and one Interpol man is tortured to death. But Purdom proceeds with authority and he is last seen flying off, presumably to America, with Miss Page. Her father was killed by police as he tried to kill Purdom.

In CinemaScope, "Trapped in Tangiers" was produced by Riccardo Freda and directed by Antonio Cervi. Alessandro Continenza, Vittorio Petrilli and Paolo Spinola collaborated on the screenplay. Gin Maureen sings a song, "The Last Phone Call," composed by Edward Brody. Running time, 74 minutes. July release. SAUL OSTROW

### Report 'Lost World' Openings Hit Record

Theatre reports from first engagements across the country indicate Irwin Allen's "The Lost World" is surpassing 20th's "Journey to the Center of the Earth" by 30 per cent and more in virtually every situation according to the company it is outgrossing the opening days of "Sink the Bismarck," "The Young Lions," "Dog of Flanders," and "Say One For Me."

In New Orleans, at the Saenger "World" grossed \$3,107 to "Journey's" \$2,025, "Bismarck's" \$1,437, and "Young Lions'" \$2,285.

In Atlanta, at the Paramount Theatre, "World" rolled up \$1,662 for the day, passing "Say One For Me," a \$1,463. The theatre reported the best business done at the Paramount in over a year and a half.

In New York, the opening day at the Warner Theatre was \$6,830 doubling the opening day of the previous smash, "Pay or Die." The figure also was a full \$1,000 ahead of "Journey to the Center of the Earth," which played a theatre in N.Y. twice as large. The second day gross at the Warner was \$5,841.

In Los Angeles, at a dozen theatres including drive-ins "World" is beating "Journey" by percentages ranging from 100 per cent to 25 per cent.

In Washington, at the Metropolitan "World" was \$2,602 to "Wake Me When It's Over's" \$1,067. At the Ambassador, "World" hit \$1,445 to "Wake Me's" \$520.

## Franco-British Ties

### Seen for Co-Productions

Special to THE DAILY

PARIS, July 17.—The French technicians unions are drawing closer to the British technicians federations' views on co-production and both groups are constantly in touch with one another, it was learned here today.

"The British view that co-productions should be only made over and above normal national production is reasonable," said Henri Back, secretary of the Federation du Spectacle, which groups technicians of stage and screen. "Until now our great objection to co-productions has been that artistically the films rarely are satisfactory, causing attendance to fall off sharply," he added.

He said that producers must be prevented from making films in Yugoslavia, Italy and those countries where labor is less expensive. He stated that a Seric-Pendennis film, "The Hands of Orlac," a first Franco-British co-production, had caused a dispute because the British sent 23 technicians to Nice instead of the eight originally planned. The French producer subsequently was fined by the French Ministry of Labor for using foreign labor without a permit.

### Report New 'Hercules' Beating Last Year's

The second day gross, Friday, for "Hercules Unchained" on the RKO and Skouras circuits in New York, part of the saturation booking in that area, boosted the gross \$10,000 above the record for last year's "Hercules," according to Embassy. The picture opened Thursday to a strong \$3,800 at the Broadway Capitol in Detroit.

### Levinson Gets Two

HOLLYWOOD, July 17.—Distribution arrangements for Richard Kay and Harry Rybnick's "Dr. Blood's House of Horrors" and "Sin Started With Eve" have been completed with Mike Levinson's United Producers Releasing Organization. Each of the films will be handled on a "point of sales" campaign basis in each of its key city bookings, Levinson announced.

### Album for 'Song' Out

The original soundtrack album of William Goetz' "Song Without End," the story of Franz Liszt, has been released by Colpix Records, a division of Columbia Pictures. The soundtrack recording, the most important album on the Colpix schedule this year, features the piano of Jorge Bolet, with the Los Angeles Philharmonic Orchestra, and the "Song Without End" chorus.

## See No Protest

(Continued from page 1)

an Story." Also, it has been reported that Columbia is considering leasing some of its later films to TV. A Theatre Owners of America spokesman yesterday said that the exhibitor organization was still opposed to any mass release of late product to television. "However," he said, "it is inevitable that some of these pictures will be released sooner or later. As long as there is no dumping—and we think the distributors learned their lesson in 1956 and '57—we feel that we would do better to spend our time and energy selling tickets than tilting against windmills."

### Total Estimated at 1,500

It has been pointed out that of the approximately 4,000 feature films made since the now historic cut-off in 1948, an estimated 1,500 have already been released to television. These would include the RKO and Republic packages and the many independent productions which have been released singly or in small packages.

Exhibitor leaders agree that a phased and gradual release of product to television, particularly of the lesser attractions, would not now have a disastrous effect on theatre attendance.

Exhibitor reaction generally was summed up by Walter Reade, Jr., who resignedly, "It was inevitable." Mervyn Stern, president of Allied Artists of New Jersey, said, "Every hope that the exhibitors have hung their hats on has gone down the drain." Both expressed the hope that other companies would release the later pictures gradually rather than in bulk.

## AOA Warns

(Continued from page 1)

Congress of Exhibitors, as a means of "the industry's saving itself from destruction." The group also recommended that exhibitors throughout the country support and encourage ACE efforts by pledging their own financial support.

It was made clear in a resolution of the continuing "shrinkage" in the production of full-length films available for exhibition would not be arrested, and will continue to decrease a year. Such shrinkage "must ultimately and shortly completely deplete the motion picture exhibition industry as such," the resolution read.

## Bells' Record Here

U-G-M's "Bells Are Ringing" has added up \$562,195 at the Radio City Music Hall box office in its first three weeks, setting a record for an early summer attraction at the famed showplace. The Arthur Freed Production is in its fourth week.

## It' Tops \$10,000,000

Metrolite - Goldwyn - Mayer's "Please Don't Eat the Daisies" has already earned a \$10,000,000 box office, gross according to reports compiled here this week.

## SAG Board Turns Down AFTRA Merger Plan

From THE DAILY Bureau

HOLLYWOOD, July 17. — The Screen Actors Guild board of directors has adopted the report of the Guild merger committee, completed after a five-month study, which rejects David Cole's plan for an organic merger of the Screen Actors Guild and AFTRA.

Cole was employed jointly by SAG and AFTRA after the Guild membership voted that "consideration of a merger without a specific plan for a merger is meaningless" and instructed the Guild board to engage a research organization to attempt to develop a merger plan for consideration by the membership.

SAG is mailing ballots today to all members, in a referendum on the Cole merger plan and the Guild's proposal for merged negotiations and administration of contracts in the field of all TV commercials and also in the field of TV entertainment programs on video tape.

The ballot contains two propositions, each calling for a "yes" or "no" vote. A "yes" vote on both would approve the Guild board's proposal to AFTRA regarding contract negotiations and administration and would approve the Guild board's action in rejecting the Cole merger plan.

Deadline for ballots is Aug. 10.

## 'Psycho' Confabs

(Continued from page 1)

Sidney Deneau and Jerome Pickman, vice-presidents, and Martin Davis, national advertising, publicity and exploitation manager.

Similar meetings will be held Wednesday in Los Angeles, Chicago, Dallas and Atlanta. Hitchcock will participate in the Los Angeles conference. Each meeting will be devoted to a complete description of all materials available to exhibitors for the enforcement of the "no one admitted after the start of the picture" presentation policy. Following presentation of the campaign, a screening of the picture will be held for attending exhibitors in each city.

## Would License Buffalo Coin-Operated Machines

Special to THE DAILY

BUFFALO, July 17.—A proposal calling for the licensing of all coin-operated vending machines has been submitted to the legislation committee of the common council by a special subcommittee. The subcommittee, headed by councilman Casimir I. Szudik, Jr., suggests the new licensing ordinance carry a \$250 license fee for the person or firm which owns and maintains the machines.

The ordinance would cover cigarette machines, food and beverage machines, juke boxes and other vendors. Exempted in the proposal are coin-operated laundry machines, pay telephones, stamp machines and devices operated by charitable groups.

# Television Today

## 'Felix the Cat' Forms Commercial Division

The formation of a commercial film cartoon division within Felix the Cat Creations, Inc., was announced here at the weekend by Pat Sullivan, president, and Joseph Oriolo, vice-president and executive producer. Offices here are located at 355 Lexington Avenue.

The new division, with its own directors and producers, will produce all types of TV cartoon commercials as well as animated industrial films from story board to completed films. The "Felix" films are now being shown in full color over more than 100 television stations in the U.S., Canada and Europe.

## 'Person' to Increase International TV Visits

The CBS television network's "Person to Person" show next season will concentrate on more video-taped visits with dignitaries and famous persons around the world, and will increase the number of full half-hour single guest interviews, it has been announced by Michael Dann, vice-president, network programs, New York.

Dann said the success in Europe this past season of interviews with important people on the Continent was responsible for the decision to increase coverage abroad.

## Video Associates Offers Free Coffee Film

An unusual new TV film package on the subject of brewing coffee is forthcoming this month from Vision Associates, Inc., a newcomer in the TV films field.

The first of these films, which was specifically designed for the television "home show" or daytime variety show market, is a 5-minute featurette on the right way to make iced coffee, entitled "The Long Cool Summer."

The package is offered free to television stations by Vision Associates, Inc., 680 Fifth Avenue, New York.

## Levine on TV Tonight

Joseph E. Levine, president of Embassy Pictures, will discuss his "Hercules Unchained" tonight when he appears on the Jack Paar Show over NBC-TV at 11:15 P.M.

## 'Dondi' to Be Series

HOLLYWOOD, July 17.—"Dondi," comic strip by Gus Edson and Irwin Hansen, which Albert Zugsmith now is producing and directing for Allied Artists, will become the basis for a motion picture series, it was announced on Friday by Steve Broidy, president of Allied Artists.

## Robinson to Produce One-Hour Film Series

"The Family," an hour-long dramatic series, will be filmed by Hubbell Robinson Productions for the fall of 1961. The series was conceived by Robinson and described by him as "a fable of an American family today as it lives in the bewildering time when everyone searches for security and no one knows quite what it means."

William Noble has been signed as story editor and will personally write about one-third of the segments, including the pilot script, and will supervise the remainder. Additional writers will be assigned this month to assure the production company of a backlog of properties in advance of shooting date.

Robinson, currently in full production of the new "Thriller" series for NBC-TV at Revue Studios in Hollywood, will serve as executive producer of "The Family," which is scheduled to begin production early next year at Revue.

## A. H. Miner to Produce Series for California

Allen H. Miner, veteran producer and director of radio, television and motion pictures, has been signed to produce "a new type of documentary drama film series" for California National Productions. The contract was announced by Earl Rettig, CNP president.

Miner has been writer-director of "The Lawless Years," CNP drama of the Prohibition-Jazz Era, that starts its second season this fall on NBC.

Miner was co-director for the motion picture production of Ernest Hemingway's "Old Man and the Sea," directed "The Ride Back," starring Anthony Quinn for UA, and has served in similar capacities on feature films for RKO Pictures and several other companies. As a director and writer, he has worked for many major television producing firms, including Desilu, Revue Productions and Ziv.

## Radio Contest for 'Song'

Radio Station WINS, New York, is running an eight-day "Song Without End" contest in which listeners will be asked to write lyrics for one of the piano excerpts from the Columbia Pictures release. The contest is being run throughout the day, and is being featured on the Bruce Morrow Show, which is on the air from 7 to 11 P.M., Monday through Saturday.

## Desilu Holders Meet

HOLLYWOOD, July 17.—The annual public stockholder's meeting of Desilu Productions, Inc., will be held Tuesday morning at the company's head office, Desilu's Gower Street studios.

**SINNERS!  
THE  
ELMER  
GANTRY  
TRAILERS\*  
ARE  
COMING!**

\* Be certain to ask about the unusual teaser trailers as well as the powerful "Elmer Gantry" selling trailer available from...



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# MOTION PICTURE DAILY

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OL. 88, NO. 12

NEW YORK, U.S.A., TUESDAY, JULY 19, 1960

TEN CENTS

## Deals Pend

### Closing For Fox Studio Land Nearer

#### Zeckendorf May Abandon Hotel Project, Sell Lease

Revisions of William Zeckendorf's projected construction program now under way are expected to ease future commitments of his Webb & Knapp real estate firm, and to provide new cash, to extents which will insure the closing of his deal to acquire the 20th Century-Fox studio property for \$43,000,000, it was reported in financial circles yesterday. Zeckendorf is said to have decided to abandon the projected construction of the 2,000 room, 48-story hotel in Rockefeller Center for which excavation work was completed some time ago. It is estimated that this will

(Continued on page 6)

### Religymen Here Attack 'Urid' Film Come-Ons

Pleading that New York become either "a center of primness" nor "a headquarters of prurience," Dr. William F. Rosenblum, rabbi of Temple Israel here and co-chairman of the committee of Religious Leaders of New York, has asked film producers and exhibitors to carefully examine product before putting it on the screen.

"We do insist that they (producers)

(Continued on page 6)

### Studio Activity Shows Increase; 33 in Work

From THE DAILY Bureau  
HOLLYWOOD, July 18.—With the start of four new pictures last week, production activity is on the uprise, a total number of pictures before the cameras is 33. Only one was completed. Producer-director George Sidney wrapped up the final shots on "Pepe," which was filmed in Cinemascope and color as a Sidney International-Posa Films Internacional production for Columbia Pictures release, with Cantinflas, Dan Dailey and Shir-

(Continued on page 6)

## Government Committee Will Explore Pay TV for Britain; See 2-Year Delay

By WILLIAM PAY

LONDON, July 16 (By Air Mail) — The question of whether or not Britain should have pay television will be explored here by a Government committee named to conduct a wide-ranging inquiry into the future of sound and television broadcasting. Both Telemeter and the Rank Organisation recently announced tentative plans for pay television networks.

### Tisch Named Member Of UJA Committee

Lawrence A. Tisch, chairman of the executive committee of Loew's Theatres, has been named to the



Lawrence Tisch

Key Committee of the United Jewish Appeal. Designation was made by William Rosenwald, noted philanthropist, who is over-all chairman of the Key Committee recently set up to co-ordinate and stimulate

the UJA campaigns in all trade, industry, profession and community divisions in the metropolitan effort.

Irving H. Greenfield, Metro-Goldwyn-Mayer, Inc., chairman of the Motion Picture and Amusement Division of UJA, expressed pleasure at the designation and welcomed Tisch into the UJA committee's top working force. The division's annual luncheon

(Continued on page 2)

### Izaak Walton Welcome — If He Has a Car

Special to THE DAILY

HARTFORD, July 18.—Atty. George LeWitt, president of the Lakeside Realty Company, and his son, Brooks, owners of the Berlin (Conn.) Drive-In, have put still another innovation into effect, advertising free fishing in the theatre's now-well-stocked lake.

Previously announced — and still very much in effect — are free boat rides for youngsters on a nightly basis, and a Sunday "Swap-and-Sell" Plan whereby a carfull of patrons (for only 50 cents admission) can enter the grounds from 9 A.M. to 5 P.M., and participate in either swapping or buying household goods from other patrons.

### Set Hearings on N.Y. State Wage Measure

Special to THE DAILY

ALBANY, July 18.—A public hearing will be held at the State Office Building here Friday as one of a series throughout the state to obtain public reaction bearing on rules and regulations scheduled for promulgation with respect to a law, taking effect Oct. 1, which establishes a minimum wage of \$1 an hour for workers in most industries.

The afternoon session, one in the morning is to be for non-profit organizations — will be "omnibus" in character

(Continued on page 7)

### Paramount Names 12 To Achievement Club

Twelve members of Paramount's domestic 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 forces, it was announced yesterday by George Weltner, vice-president in charge of world sales. The organization was established 35 years ago to spotlight accomplishment.

Named were: Lillian M. Ahearn, booker, Cincinnati; Joseph L. Benedict, sales, St. Louis; James R. Broiles, head booker, Dallas; Harlan E. Brunt, head booker, Los Angeles; Matthew F. Donohue, salesman, Milwaukee; Max Factor, sales manager, Los Angeles; Robert L. Hames, sales-

(Continued on page 7)

## Hits Big Budgets

### Increase In Production Is Goldstein Plan

#### 20th-Fox Studio Head Says All Stages Should Be in Use

From THE DAILY Bureau

HOLLYWOOD, July 18. — Robert Goldstein, newly named 20th Century-Fox executive producer, expressed himself at a weekend press interview in favor of substantially increased production at the company's studio.

"Major studios here do not have to be uneconomic operations," Goldstein said. "The more pictures that are made on a lot, the lower the studio overhead. My function, as I see it, is to keep the 20th-Fox studio real busy."

"We don't need these stages if they are going to be empty. If they want empty stages they don't need me. I intend to follow a policy of using the sound stages here. I consider it foolish"

(Continued on page 2)

### Too Many Festivals, British Executive Warns

From THE DAILY Bureau

LONDON, July 16 (By Air Mail). — "Decisions of festival juries over the past few years have not been as widely accepted as they should be," commented Arthur Watkins, president of the British Film Producers Association, on his return here from the Berlin Festival. It is important, he pointed out, for festivals to maintain the confidence and respect of those taking part.

"There are," considered Mr. Watkins

(Continued on page 6)

### Coast Funeral Services For Mrs. DeMille Today

From THE DAILY Bureau

HOLLYWOOD, July 18. — Funeral services for Constance Adams DeMille, 87, widow of producer-director Cecil B. DeMille, who died Sunday of pneumonia, will be held tomorrow at 11 A.M. at St. Stephen's Episcopal Church. Interment will be beside her husband in Hollywood Memorial Park Cemetery.

## PERSONAL MENTION

**SPYROS P. SKOURAS**, president of 20th Century-Fox, has returned to New York from the Coast.

**WALTER READE, Jr.**, president of Walter Reade, Inc., has left here for Los Angeles.

**MARTIN H. POLL**, president of Gold Medal Studios, left New York yesterday for London, Paris and Rome.

**MRS. ARTHUR REIMAN** gave birth at Jamaica Hospital here on Sunday to a daughter, **KAREN BETH**. Father is manager of the United Artists contract department, Western division.

**JAN MURRAY**, television star, will leave New York today for a vacation and for a month in summer stock.

**W. B. LAWRENCE**, retired theatre executive of Irving, Tex., and **MRS. LAWRENCE** celebrated their 70th wedding anniversary on Sunday.

**EVELYN SEEFF**, secretary to **HAROLD RAND**, Paramount publicity department manager, has left New York for a vacation at Cape Cod.

**JOHN VALLON**, United Artists special representative, has left Atlanta for the West Coast.

## Music Hall Premiere Announced for 'Stairs'

"The Dark at the Top of the Stairs," Warner Brothers production of William Inge's stage success, will launch the Fall season of the Radio City Music Hall with a post-Labor Day world premiere engagement, it was announced yesterday by Benj. Kalmenson, Warner executive vice-president, and Russell V. Downing, Music Hall president.

"Stairs" was produced by Michael Garrison and directed by Delbert Mann, from a screenplay by Harriet Frank, Jr., and Irving Ravetch. It stars Robert Preston and Dorothy McGuire.

## NEW YORK THEATRES

**RADIO CITY MUSIC HALL**  
Rockefeller Center • Ci 6-4600

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An ARTHUR FREED PRODUCTION starring

**JUDY HOLLIDAY • DEAN MARTIN**

from M-G-M in CinemaScope and METROCOLOR

ON THE GREAT STAGE "HAWAII, U.S.A."

## Tisch Named TOA Convention Trip As Prize to Showmen

(Continued from page 1)

—a testimonial at the Essex House to Sol Schwartz, RKO president—was a record-breaking affair, and leaders in the division have been continuing the drive since in order to cover all who have not yet been reached for the 1960 UJA effort.

Barney Balaban, Paramount Pictures, Inc., is co-chairman of the overall Key Committee as well as treasurer of the United Jewish Appeal of Greater New York. Samuel Rosen, of Stanley Warner Corp., is vice-chairman.

## Trans-Lux 85th Joins First-Run Trend Here

Joining the growing trend here toward first-run day-and-date openings with Broadway theatres, the Trans-Lux 85th Street Theatre in Manhattan's upper East Side announced yesterday it has booked Universal's "Portrait in Black" for an opening on July 27, the same day the film premieres at Broadway's Palace Theatre.

Thomas E. Rodgers, Trans-Lux vice-president, said suggestions to institute first-run at the 85th Street have increased from both major and independent distributors since announcement three weeks ago of the theatre's \$100,000 alteration and re-styling project. The theatre's lobby eventually will be converted into an authentic Parisian street cafe.

### Location Considered Ideal

"Although the theatre has always operated comfortably in the black on its current selective subsequent-run policy, distributors have been eyeing it for some time as perfectly located and with the right kind of potential patronage for the East Side axis of dual first-run," Rodgers said.

## Kennedy-for-President Unit Formed in Albany

Special to THE DAILY

ALBANY, N. Y., July 18.—A Kennedy-for-President group is being organized among exhibitors and distributor personnel in the Albany exchange district.

Sparking the drive, expected to be followed by similar ones in other key cities, is Arthur J. Newman, now selling independent product upstate and long-time branch manager for Republic, until its exchange here went dark four years ago.

Newman was associated with Pathe in a sales capacity when Sen. John F. Kennedy's father, Joseph P. Kennedy, headed that company.

The organization of support in the film industry for Senator Kennedy is planned on an informal basis, via the distribution of buttons and campaign literature.

## Goldstein Plans to have a big, well-equipped studio and not make use of it.

(Continued from page 1)

to have a big, well-equipped studio and not make use of it.

"I am convinced there is a lot of money to be made in this business."

Goldstein, who was appointed temporary executive in charge of production by Spyros P. Skouras, 20th-Fox president, only last Friday, following the death of Buddy Adler, said he was enunciating his own conviction. There had not been time, he pointed out, to establish new policy or prepare a new program for discussion with company executives, hence he could not say at this time how many more pictures it might be found practicable to add to 20th-Fox's 1960-61 production program.

### Approval Expected

Nevertheless, Goldstein's views on the desirability of increasing production to a level approximating the maximum a studio's facilities can accommodate is certain to win the enthusiastic approval of the nation's exhibitors. Theatre owners have complained of a product shortage for several years past and after repeated efforts to induce major studios to expand their output are now advancing plans to foster additional production through a new company fostered by the American Congress of Exhibitors and through play date cooperation for a program of pictures to be sponsored by Pathe Laboratories.

Goldstein also voiced the opinion that extremely high budget pictures which serve in the main to enhance the prestige of either the producer or the studio, or both, are not essential.

### Money Not Enough, He Feels

"Money alone cannot guarantee a successful picture," he observed. "If you could, the studios would never make a bad picture."

He also sees no necessity for investing huge sums to obtain screen rights to best-selling books, and said he believes the emphasis on big name stars for almost all productions is misplaced.

"Get young talent and give them good parts and they can become stars," Goldstein said.

## Ed Fisher Ad Director Of George Sidney Productions

Ed J. Fisher, a member of the Columbia Pictures studio publicity department for the past eight years, most recently as studio publicity editor and feature writer, has been named advertising-publicity director for George Sidney Productions.

Fisher, who moved into the Sidney offices at Columbia this week, will start immediately on the campaign for "Pepe," George Sidney International-Posa production.

## 'Exodus' Will Benefit Will Rogers Hospital

The Will Rogers Memorial Hospital & Research Laboratories of Saranac Lake, N. Y., will run the first benefit performance of "Exodus," Otto Preminger's United Artists release, Thomas E. Rodgers and Arthur Rosen, chairman and co-chairman of the hospital's special activities committee, announced yesterday.

To be held Sunday, Dec. 18, the benefit at the Warner Theatre here will constitute the committee's major fund-raising project for 1960. Arrangements for sale of tickets will be announced shortly.

## M-G-M Will Release

### Levine's 'Wind' in Nov.

M-G-M announced yesterday it would release this November "Where the Hot Wind Blows," Joseph E. Levine's Embassy production based on Roger Vailland's prize-winning novel, "The Law."

The picture was written and produced by Jules Dassin, and stars Gina Lollobrigida, Yves Montand and Melina Mercouri. The film, which was shot on location in Sicily, marks Levine's first association with M-G-M.

## Rep. Stock Sale Okayed

WASHINGTON, July 18. — The Securities and Exchange Commission has given its approval retroactively to the sale of common stock of Republic Pictures Corp. to Victor M. Carter by Associated Motion Picture Industries, Inc. The last is a closed-end non-diversified investment company. The action was necessary because of technical non-compliance with SEC rules.

1960's AMAZING  
BOX OFFICE SMASH!

**THEATRE PRESENTATION**  
**POLICY** for ALFRED  
HITCHCOCK'S

**PSYCHO**  
**PSYCHO**



Please turn  
the page  
NOW!

# PSYCHO THEATRE PI - 1960'S AMAZING

The results to date...

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CRACK ALL RECORDS IN LARGE AND SMALL  
SITUATIONS - INCLUDING DRIVE-INS -  
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**LEADING CIRCUITS, INDEPENDENT  
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**YOU ARE INVITED WEDNESDAY, JULY 20:  
SPECIAL DIVISIONAL SHOWMANSHIP MEET-  
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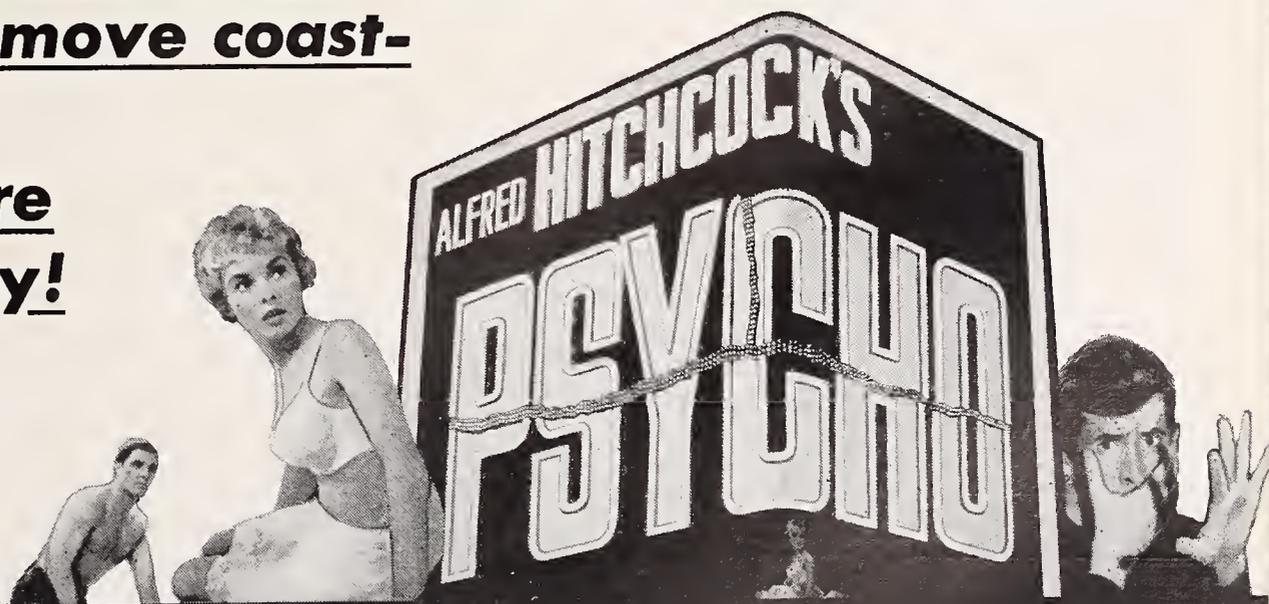
# PRESENTATION POLICY BOXOFFICE SMASH!

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**BE SURE TO SEE** the sensational 10-minute **"Press Book On Film"** which shows the theatre presentation policy and campaign in actual work!

**BE THERE** as Paramount's top-echelon showmanship team gets on the move coast-to-coast to help you sell the theatre presentation policy!



**SHOWMANSHIP MEETINGS AT THESE PARAMOUNT BRANCHES:** Philadelphia, Pittsburgh, New Haven, Washington, D. C., Cleveland, Charlotte, Jacksonville, Indianapolis, Milwaukee, Minneapolis, Des Moines, Kansas City, St. Louis, San Francisco, Seattle, Oklahoma City . . . . . **CALL PARAMOUNT NOW!**

## Fox Land Sale

(Continued from page 1)

relieve Zeckendorf of the necessity of raising a minimum of \$20,000,000 in addition to the sums already spent on the site and a \$27,500,000 mortgage that had been promised by the Prudential Life Insurance Co. of America.

Moreover, Zeckendorf is reported to be in the final stages of negotiations to sell to Uris Buildings Corp. the 99-year lease on the site held by Webb & Knapp, and to sell an adjacent plot on the Avenue of the Americas between 52nd and 53rd Streets to Columbia Broadcasting System.

The two deals will provide Webb & Knapp with a minimum of \$10,000,000 cash, real estate circles estimate, and will make possible closing of the deal for the 20th-Fox studio property on schedule. CBS, it is believed, wants the site for a building that will house all of its presently scattered mid-Manhattan operations. Uris is understood to be interested in erecting a combined hotel and office building on the proposed Zeckendorf hotel site.

Expectations are that if the pending deals are consummated, Zeckendorf will close his deal with 20th-Fox within the next 30 days. On closing, he will pay 20th-Fox the balance of a \$5,000,000 down payment, and an additional \$38,000,000 within a six-month period following approval of the deal by 20th Century-Fox stockholders.

## Too Many Festivals

(Continued from page 1)

kings, "far too many festivals." Last year the International Federation of Film Producer Associations received 18 applications. This year the figure was 20.

"Festivals," said the BFPA president, "serve a triple purpose. They help to maintain an artistic standard of film production; they bring all sections of the cinema industry together; and they provide a shop window to the world for everyone in the industry."

"If there were fewer of them," he summed up, "the standard would automatically go up." The whole question of festivals will be examined at the international body's general assembly later this month.

## Lewis to Appear

Jerry Lewis will make a series of appearances on the stages of Loew's Theatres this Wednesday and Thursday in conjunction with "The Bellboy," his latest production for Paramount.



## REVIEW:

### The Time Machine

M-G-M—George Pal Production

THE IMAGINATIVE genius of science-fiction writers like H. G. Wells, whose predictions of things to come have already proven, in many instances, to have become science-fact, places Wells' "The Time Machine" high on the list of intriguing, timely screen fare. The kind that spells big box office returns.

Most of the film is a fascinating experience of projection 800,000 years into the future. An important segment of the picture, however, is drafted with frightening realism of what may be in store for the world in the next few years as the Time Machine makes a brief stop in the year 1966 to show the effects of global atomic destruction brought about by disagreement among the world powers.

Whatever excitement Mr. Wells may have been able to arouse by the written word, George Pal has multiplied to a much greater degree. His detailed production values, and effective direction achieves not only an awesome element of suspense, as we find ourselves preparing to take the journey with the inventor of the Time Machine, on the eve of the year 1900, into the infinitive of fourth dimension, but effects also a thrilling sense of participation.

Rod Taylor is ingratiating as the inventor and Time Traveler. He gives the role credibility and charm, especially in his relationship with the lovely Yvette Mimieux, the girl of the future. Alan Young is outstanding in a challenging chore, being called upon to depict several related characters, affected by the passage of time.

Sebastian Cabot, Tom Helmore, Whit Bissell are also featured in special roles as skeptic friends, with Doris Lloyd the inventor's housekeeper, during the establishing period of the "experiment."

Enhanced by the color camera craftsmanship of Paul Vogel, the special photographic effects by Gene Warren and Wah Chang, and the bright music score by Russell Garcia, the adapted screenplay by David Duncan begins to move as Taylor, returning from his journey into the future relates his experience to friends with whom he had made a dinner date five days earlier.

EXCITEMENT MOUNTS as we re-live Taylor's brief encounters with events in the future — an episode during World War I, bombing of London in 1940, the global war of 1966 and his discovery of life as it endures in the year 802,701 — as well as the passage of time at the controls of the machine. In each episode Taylor is able to reach the machine in time to escape the horrors of the moment.

The more important sequence of the future depicts a world of beautiful young people living in a paradise without care or love for one another. These are known as the Eloi. They never grow old because they are controlled by a cannibal, grotesque race of people who live beneath the earth known as the Morlocks, who raise the Eloi like cattle.

Taylor falls in love with the beautiful Eloi, Miss Mimieux, whom he saves from drowning, and helps save her and a number of others bewitched by the Morlocks from suffering a "cannibalistic fate." Trapped by the Morlocks, Taylor saves himself by reaching the Time Machine and putting the controls in reverse.

Taylor's story is too fantastic for his friends, with the exception perhaps of Alan Young, and he decides to return to the period of the Eloi and his new found love interest, taking three unidentified books with him which may have significant influence on that civilization.

Expert film editing was achieved by George Thomasini.

Release in August, 1960. Running time, 101 Minutes.

SAMUEL D. BERNS

## Stevens Names Houser For Public Relations

From THE DAILY Bureau

HOLLYWOOD, July 18. — George Stevens has engaged Mervin Houser as international director of public relations for the Stevens Company. Houser assumed his new duties yesterday and will work in close collaboration with the 20th Century-Fox

organization for which the Stevens Company is producing "The Greatest Story Ever Told."

Houser will work on overall plans for the worldwide campaign of information, to be commensurate with the stature of Stevens' picturization of the life of Jesus.

Prior to joining the Stevens Company, Houser was director of public relations for Samuel Goldwyn and prior to that for David O. Selznick.

## Levine Chicago-Bound For 'Hercules' Talks

Joseph E. Levine and Ed Feldman, president and publicity director, respectively, of Embassy Pictures, fly from here tonight to Chicago exhibitors' conferences concerning Aug. 5 saturation of "Hercules chained" in more than 90 theatres in the Loop area. Levine will also make a round of press, TV and radio activities heralding the Warner Brothers release.

A six-way commercial tie-in, involving five of Chicago's largest merchants and the *Chicago Sun-Times*, has been set. The promotion encompasses newspaper display space, TV promotion and window and store plays. The promotion was arranged by Paul Montague, Embassy's special field exploitation representative in the Chicago area.

Participating in the Chicago promotion will be Dave Wallerstein, president of Balaban and Katz; H. Lustgarten and Nate Platt, B & executives; Jack Kirsch, head of United Theatres of Illinois; Duncan Kennedy, head of Great States Theatres, and Montague.

## Clergymen Attack

(Continued from page 1)

and exhibitors) should not allow themselves nor their wonderful medium of entertainment and appeal to appeal to be protagonists of violence and questionable moral behavior," Rabbi Rosenblum commented in a sermon at his synagogue. He said he was asking motion picture screens "to come texts on virtue," but pleaded instead for discretion.

Meanwhile, the Rev. Dan M. Potter, director of the Protestant Council of the City of New York, said that New York's "summer festival" in the Times Square area was "repugnant to a person of good taste, let alone those who hold to high moral and spiritual standards," because motion pictures there are "loaded with sex, vice and crime, brazenly promoted with lurid and suggestive come-on posters, billboards and other outdoor advertising."

## Studio Activity

(Continued from page 1)

ley Jones, along with a host of other show business personalities making guest appearances in the film.

Started were: "Reptilius" (Sid Pink production for American International); "The Schnook" (for 20th Century-Fox); "The Misfits" (Seven Arts production for United Artists lease), and "The World's Greatest Sinner" (Frenzy production).

## Conn. Golf Today

HARTFORD, July 18. — Several hundred industry figures from all over the Atlantic Seaboard are expected to attend tomorrow's annual golf opening of the Motion Picture Theatre Owners of Connecticut at Mill River Country Club, Stratford.

# N.Y. Wage Bill

(Continued from page 1)

That is, general for all indus-

The public hearings will run through Aug. 16. First is in Buffalo Thursday. Later hearings for special businesses are slated including for the "amusement and recreation industry" here on Aug. 4. A similar hearing will take place in New York City.

The amusement and recreation industry is one of 10 now covered by minimum wage orders which the industrial Commissioner promulgates, on recommendations of boards appointed within an industry. Public hearings are held by these boards or panels consisting of employers and employees, before they act on minimum wage orders.

The last directive of the board for amusement and recreation industry increased the "floor" for motion picture theatre cashiers, ticket takers, urmen and matrons to \$1 an hour effective April 1. Left unaffected by the \$1 hourly minimum were ushers, valet attendants, children's matrons and messengers.

A 22-page rules committee bill introduced on March 14, approved by the Assembly March 30 and by the Senate on March 31 under a "message of necessity" from the governor, Governor Nelson A. Rockefeller's approval April 18.

In a memorandum accompanying his signature, he stated the measure extends minimum wage coverage to 700,000 workers not covered by either state minimum wage order or by Federal minimum wage law, and establishes for them a minimum wage of \$1 an hour. It also "establishes a more expeditious wage board procedure by reducing in a reasonable manner, the time-delay between the convening of the board and the effective date of new wage orders."

## Paramount Names

(Continued from page 1)

John, Charlotte; Charles W. Howell, head booker, Atlanta; Richard A. Magan, head booker, New York; Robert J. Moore, head booker, Boston; John J. Serfustino, salesman, Buffalo; and John C. Stock, booker, Milwaukee.

## Albany Dinner for Susse

ALBANY, N. Y., July 18.—Edward Susse, who has been promoted to the post of M-G-M branch manager in Detroit, will be honored at a dinner of the Albany exchange district contributors representatives, circuit exhibitors and independent exhibitors, on July 15. The committee on arrangements includes: Herbert L. Gaines, Warner Brothers branch chief; Elias Blenger, Fabian division manager; and Joe Miller, Menands Drive-in operator and one-time Columbia branch manager.

Edward Susse, who has been associated with M-G-M for more than 25 years, succeeds in Detroit Lou Marks, advanced to central division manager, replacing John J. Maloney, retired.

## REVIEW:

# The 39 Steps

20th-Fox—Rank—CinemaScope

THE John Buchan spy thriller, initially filmed two decades ago by Alfred Hitchcock, has been produced anew by the Rank organization, and, while, inevitably, there will be comparisons with the first-time-around-effort, the enterprising showman, regardless of his locale, can point reassuringly at contents of this handsome, resplendent color-CinemaScope presentation and cite improvements on all counts.

The foregoing is not, by any stretch of the imagination, to poke antiquity status at the Hitchcock-Robert Donat-Madeleine Carroll version; what went before has served, nobly indeed, as a brilliant format, a working blueprint, of what to do and what not to do as regards a strikingly effective suspense story. Where the Hitchcock forces used black-and-white for effect, producer Betty E. Box and director Ralph Thomas (working from a Frank Harvey screenplay, as based on John — Lord Tweedsmuir — Buchan's novel) turned to modern-day CinemaScope and Deluxe Color. The contrast is something for the screen's historians to fully chronicle.

And where the earlier Hitchcock story brought the hero (Donat then, redoubtable Kenneth More now) to a music hall to hear the significant phrase, "What are the 39 steps?" the integral setting of 1960 is a sunny afternoon in Regent's Park. More discovers that a nanny's baby-carriage contains not a gurgling infant but a gun.

It develops that More is wanted for murder and about all he's certain of at the moment is that the governess' frantically-whispered "39 steps" will lead him to a lonely village in the picturesque Scottish Highlands.

Subsequent sequences bring More into forceful encounters with character players as only our British film-making cousins can provide. It's suspense drama, brilliantly, logically, compellingly produced, directed and enacted.

Europe's Taina Elg, seen in a number of top-grossing U.S. attractions over the years, is the girl of the moment; Barry Jones, one of England's best featured delineators plays a scientist; and Brenda de Banzic completes the first echelon of acting command, as a crystal-gazer with an imaginative twist.

The Ralph Thomas-Betty Box touches are masterful, ever reminding that they are working with an acclaimed legend of the modern screen.

Ernest Stewart's photographic effects and Clifton Parker's music are something to write home about.

There should be a waiting market for this one!

Release, July, 1960. Running time, 95 minutes.

ALLEN M. WIDEM

## Chicago 'Black' Debut

### Examined by Press

A long, complimentary look at the extensive publicity and exploitation aids used by Universal when it premiered "Portrait in Black" in Chicago last month was taken last Saturday in the magazine supplement of the *Chicago Daily News*.

Three pages of text and photographs were employed by writer Dick Christiansen, who explained why Chicago was chosen as the site of the "Portrait" premiere. He wrote that New York and Hollywood have become "jaded" by too many premieres in the past, but in the midwest and Chicago, such an event is relatively new and likely to get maximum attention and excitement.

The author said producer Ross Hunter himself chose Chicago, largely because two of his earlier pictures, "Imitation of Life" and "Pillow Talk," had "tremendously profitable" opening runs in the Windy City. Christian-

## W.B. Engages Brumberg For Coast Exploitation

From THE DAILY Bureau

HOLLYWOOD, July 18. — William W. Brumberg has been appointed to the newly-created position of western exploitation and co-operative advertising and publicity director, in line with moves to expand and implement promotional operations of Warner Brothers. He will make his headquarters at the Warner film exchange here.

## 'Scoundrels': \$14,600

A first-week gross of \$14,600 was racked up at the Sutton Theatre here for "School for Scoundrels," it has been reported by Continental Distributing, Inc.

sen reported that Chicago's role as a good film town has been a growing force in Hollywood economics for several years.

# British Pay-TV

(Continued from page 1)

man of the National Advisory Council for Education for Industry and Commerce.

Among the many problems the committee will have to consider are whether Britain should have a third, or fourth TV channel; whether the present limitation on the hours of TV broadcasting should be removed; and whether Britain should have commercial radio stations.

The Postmaster General also announced that the present BBC Charter, due to expire in June 1962, is to be extended to July 1964. This brings the BBC into line with the ITA (Independent Television Authority) whose present term expires on that date.

The committee is expected to take two years compiling its report.

## Final Argument Heard In S.F. Embassy Suit

Special to THE DAILY

SAN FRANCISCO, July 18.—Closing argument in the 10-year-old Embassy Theatre eight-million-dollar monopoly suit got under way today with Embassy attorney, Robert D. Raven occupying the court's full day with a recapitulation of charges of a "rigged market" in the allocation of product by the defendants.

Chief defendants in the case, being heard by Federal Judge Lloyd H. Burke, are the eight major distributing firms and National Theatres, including its main subsidiary, Fox West Coast Theatres.

### Product Pooling the Issue

Basic point of Raven's argument was a detailed description of alleged pooling of product by FWC and its rival circuit operated by Blumfeld Theatres in San Francisco, Stockton, Sacramento, Berkeley and Oakland. When the Embassy suit first was filed in 1950, the Blumfeld circuit also was named as a defendant, but in the interim, the Blumfeld suit was separated from the current court action and thus will provide another judicial issue to be heard when the current case is finished.

Daniel McLean and Leland Dibble are the Embassy owners who filed the original suit in 1950 with the claim that their Market Street house was the victim of a conspiracy by the assorted defendants to deprive them of first run product.

Judge Burke is presiding over the non-jury trial after reading the transcript of the previous evidence heard by the late Judge Edward P. Murphy, who died near the conclusion of the case argued in 1958.

## Record for '13 Ghosts'

William Castle's "13 Ghosts" broke the house record at the Paramount Theatre, San Francisco, with a gross of \$21,000 for its first three days, it is reported by Columbia Pictures.

"Please Don't Eat The Daisies" sprouted seven fresh-as-a-daisy records in its seven weeks at Radio City Music Hall. To quote the Music Hall's recent letter to McCall's: "As one precedent-maker to another, may we thank you for your box office assist..." Note: McCall's was the only women's service-field magazine in which MGM planted its "Daisies" advertising. Our gratitude for the feature

## "DAISIES" BOUQUET FOR McCALL'S

billing—and hearty bravos to the makers of this delightful motion picture, and for the exciting Music Hall stage show. Each month, 13 million entertainment-minded women are in McCall's wide-screen picture—where lineage and circulation records are going upsa-daisy in each memorable issue. Get them into *your* picture by getting yourself in McCall's... First Magazine For Women.



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McCall's Magazine  
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DL. 88, NO. 13

NEW YORK, U.S.A., WEDNESDAY, JULY 20, 1960

TEN CENTS

## Announced by Johnston MPAA Retires as Sponsor of Oscar' Show

### Kahane Regrets Necessity of Commercial Backing

From THE DAILY Bureau  
HOLLYWOOD, July 19.—The Motion Picture Association of America will not participate in sponsorship of the next Academy Awards program. The decision was made at a meeting of the member company heads last week, Eric Johnston, MPAA president, reported to B. B. Kahane, Academy president, after which Kahane issued the following statement: Unfortunately, this means that the  
(Continued on page 4)

## See Stern Reelection As N.J. Allied Head

Sidney E. Stern, president of Allied Theatre Owners of New Jersey for the past five years, is expected to be drafted for another term when the organization holds its annual election next Tuesday during its convention at the Concord Hotel, Kiamasha Lake, N. Y. Stern previously has stated he would decline another term but Jersey allied directors said yesterday they  
(Continued on page 2)

TELEVISION TODAY—page 4

## Crescent Lauds ACE Production Co.; Subscribes \$50,000 to Founding Fund

Enthusiastic praise of the projected American Congress of Exhibitors' production company was voiced by D. R. Buttrey, president of Crescent Amusement Co. of Nashville, in forwarding the company's subscription of \$50,000 to the founding fund.

### NTA Announces Return Here Within 90 Days

Sales headquarters for National Telefilm Associates, Inc., will be re-established here within 90 days, Ely A. Landau, NTA board chairman, announced yesterday. Other company departments, among them sales service, promotion, publicity and advertising, will also make their headquarters here, he added.

All NTA sales activities will continue.  
(Continued on page 4)

## Theatrical Productions Are Planned by Desilu

From THE DAILY Bureau  
HOLLYWOOD, July 19. — Desilu Productions, Inc., is in process of planning two or three theatrical features annually, to be filmed at the Desilu studios here during the three-month period when there is a slacken-  
(Continued on page 4)

## Soviet Director Cheers U.S. Films But Criticizes Exchange Program

By SAUL OSTROVE

You wouldn't think there was such a thing as the Cold War between the United States and the Soviet Union — not after having listened yesterday to an exuberant Russian director speak his rousing piece on the state of motion pictures throughout the world.

Ivan Pyriev, veteran Soviet director, whose latest vehicle is "The Idiot," being released here by 20th Century-Fox as part of the cultural exchange program, was practically all smiles as he drank orange juice, picked at his roast beef, and answered with enthusiasm and solemnity a hundred questions thrown at him by the trade press.

Nor was Pyriev alone. He was flanked by Yulia Borisova, a lovely

## Urge Admission Delay Policy for 'Psycho'

More than 400 Eastern and Canadian exhibitors who gathered yesterday at the DeMille Theatre here for pre-sell conferences on "Psycho" were urged by Paramount executives to carry out the company's policy of not admitting patrons into the theatre once the picture has begun.

Backing up his plea with reports of record-breaking grosses already recorded by the Alfred Hitchcock production, Jerome Pickman, Paramount  
(Continued on page 5)

### Meeting Here

## Norris Decries Complaints of Film Shortage

### Says 20th-Fox Will Deliver 50 This Year; Opens Drive

Pointing to a release schedule of 50 features from 20th Century-Fox for the current calendar year, Glenn Norris, general sales manager, said yesterday that insofar as that company is concerned there is no basis for exhibitor complaints of a product shortage.

Norris' remarks were made at a home office meeting with his personal representatives for the just inaugurated "all-out sales drive to meet the challenge of abundance,"  
(Continued on page 5)



Glenn Norris

## FCC Hearings in Oct. On TV Film Programs

From THE DAILY Bureau

WASHINGTON, July 19. — The Federal Communications Commission's investigation of TV programming practices will concentrate on film tie-ins in a series of hearings scheduled to be held in Los Angeles beginning Oct. 5, 1960. They will be held by chief hearing examiner James D. Cunningham in the North Spring Street Federal Courthouse.

The inquiry will seek to determine whether there are any anti-competitive practices involved in placing films on TV, and whether the networks'  
(Continued on page 4)

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## PERSONAL MENTION

**ROGER H. LEWIS**, United Artists vice-president in charge of advertising - publicity; **BURT SLOANE**, publicity manager, and **DAVID CHASMAN**, advertising manager, will return to New York today from Hollywood.

**AMERICO ABOAF**, vice-president and general manager of Universal International Films and Universal foreign sales supervisor, left here yesterday for Paris.

**MARTIN DAVIS**, Paramount national advertising, publicity and exploitation manager, left here yesterday for the Coast.

**MEYER M. HUTNER**, vice-president and director of advertising-publicity for William Goetz Productions, is in Boston from New York, and will go to the Coast from there.

**HERBERT L. GAINES**, Warner Brothers branch manager in Albany, N. Y., has returned there from Gloversville.

**MRS. ARNOLD BURK** has given birth in Cedars of Lebanon Hospital, Los Angeles, to a son, **DAVID MARTIN**. Father is executive assistant to **ROBERT F. BLUMOFE**, vice-president of United Artists in charge of West Coast operations.

**PHILIP GERARD**, Universal Pictures advertising-publicity director, and **MRS. GERARD** yesterday celebrated their 24th wedding anniversary.

### Guild Picks 'Spartacus'

The Play-of-the-Month Guild, which normally limits itself to the selection of legitimate Broadway stage productions, has chosen for the fall season a motion picture, Universal's "Spartacus," which opens a reserved-seat engagement at the DeMille Theatre here on Oct. 6.

**gems of showmanship!...**

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by **national screen service**

THE UNIVERSITY OF THE STATE OF NEW YORK  
THE STATE EDUCATION DEPARTMENT  
ALBANY 1

HUGH M. FLICK  
ASSOCIATE COMMISSIONER

July 11, 1960

Mr. Martin Quigley,  
1270 Sixth Avenue  
New York, New York

Dear Mr. Quigley:

I would like to take this opportunity to express to you my personal and official congratulations on your 45th anniversary of an enduring service to the motion picture industry.

Each generation is faced with its own unique set of problems. It is through leadership of such understanding people as you that we as a nation have successfully met each succeeding challenge.

I most sincerely hope that you may long be in a position to add your wealth of experience and good counsel to the motion picture industry in maintaining the high standards which have been achieved in large measure through your efforts in the years gone by.

Best personal regards, I am

Sincerely yours,

*Hugh M. Flick*  
Hugh M. Flick

Dr. Hugh M. Flick, who sent this letter of congratulations to Martin Quigley on the occasion of his 45th anniversary, is New York State associate commissioner for cultural education and former director of the State Education Department's motion picture division. He has long been a firm supporter of the Motion Picture Production Code and the industry's system of self-regulation.

### TOA Sets Slogan for Coming Convention

"Make Way for Tomorrow" will be the theme for Theatre Owners of America's annual convention at the Ambassador Hotel, Los Angeles, Sept. 13-16.

"This theme was selected," Pickus said, "because it suggests up-beat, hope, ingenuity, imagination, and practical planning. It connotes the forward look of all theatre owners, and will dominate all sessions of the four-day national meeting."

#### Will Aid Trade Show

Pickus said the theme would also be particularly appropriate for the trade show, to be held in conjunction with the convention, under the joint sponsorship of TOA, the Theatre Equipment and Supply Manufacturers Association and the Theatre Equipment Dealers Association. The show, he said, will feature the latest developments in theatre and concessions equipment, supplies and product, all leading toward greater future profits for theatre owners.

### Florida State Will Reopen the Arcade

Special to THE DAILY

JACKSONVILLE, July 19. — Louis J. Finske, president of Florida State Theatres, says the Arcade Theatre on Adams Street in downtown Jacksonville will reopen Aug. 10 as the Center when a renovation program costing more than \$100,000 is completed.

Finske said the Arcade, dark since June 6, has been completely cleared inside. The theatre opened in 1914 as a vaudeville house, and was remodeled as a motion picture theatre in 1934. Its seating capacity has been cut from 1,200 to 750. "Ben-Hur" will be the reopening attraction.

### June Dividends Up

WASHINGTON, July 19.—Motion picture companies paid cash dividends of \$3,602,000 in June, 1960, compared with \$3,317,000 a year earlier. For the year's first half, movie companies reported a total of \$12,283,000 paid in cash dividends, down a trifle from the \$12,520,000 paid in the comparable period of 1959.

## Jersey Allie

(Continued from page 1)

believe he will be amenable to a movement at the convention.

A record 150 reservations had received at the convention hotel yesterday. The three-day session open on Monday with registration a calendar of sports and social activities. Golf, swimming and other recreations loom large on the program at the resort hotel which is at peak of its season, but business sessions have been scheduled for Tuesday and Wednesday.

Harold Rome, Philadelphia attorney, who has been retained by Jersey Allied to examine the possibility of filing suit against distributors to obtain improved availabilities for Jersey theatres, is expected to address the convention either Tuesday or Wednesday, presumably to report the results of his study of the release situation.

Irving Dollinger, Jersey Allied's representative on national Allied's board of directors, is expected to review agenda for the summer meeting of national organization's board of directors at the Blackstone Hotel, Chicago, Aug. 5 and 6.

The convention will close Wednesday night with a banquet.

### Ralph Ripps Named MGM Albany Manager

Ralph Ripps has been named manager of the MGM exchange in Albany by Robert Mochrie, general manager. Ripps replaces Edw. Susse, who recently was assigned to the Detroit branch. Ripps has been salesman at the Albany branch for years.

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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. F. Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOLLYWOOD 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London Bureau, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Circle 7-3. Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallag 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 part of Motion Picture Daily; Motion Picture 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,

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## NTA Return

(Continued from page 1)

tinued to be supervised by Oliver A. Unger, NTA president, whose home office will now be located on the East Coast.

Unger pointed out that current TV sales conditions make it imperative that greater emphasis be placed on New York as the center of both national and regional sales efforts.

"It is advantageous for us to maintain our key sales office where the major advertisers and program buyers are concentrated," he said, adding, "We will continue to maintain regional sales offices in other major centers."

### Tabakin to Stay on Coast

Berne Tabakin, vice-president in charge of West Coast sales, will continue to maintain his headquarters in Beverly Hills, E. Johnny Graff, vice-president in charge of East Coast sales, will remain here as head of the regional office. Marvin Lowe will continue in charge of NTA's Midwest office in Chicago.

"NTA's future plans call for a pronounced increase in the production of video tape programs. This in turn will require closer coordination with NTA telestudios, the NTA-owned and operated tape facility, where production will take place," Landau said.

### Close Liaison with WNTA-TV

He stated that there will be closer cooperation with WNTA-TV, where NTA tape programming is showcased.

B. Gerald Cantor, board chairman and president of NT&T, said that NTA will continue to be represented in the Beverly Hills NT&T headquarters. When NT&T acquired control of NTA last year, NTA transferred most of its activities to Beverly Hills. Current readjustment is expected to give NTA greater strength on both coasts.

## FCC Hearings

(Continued from page 1)

buying practices are calculated to encourage competition or not. The inquiry, which started more than a year ago, concerns the policies and practices of networks and others in the ownership, acquisition, production, distribution, selection, sale and trade licensing of TV programs.

## Theatrical Productions

(Continued from page 1)

ing of television production, Desilu president Desi Arnaz disclosed at the company's second annual public shareholders meeting today. Negotiations for distribution were reported under way with United Artists.

Desilu stockholders were told that earnings per share for the fiscal year ending April 30, 1960, increased more than 250 per cent over the preceding year.

Arnaz, speaking before a crowd of approximately 9,800 stockholders of record at Desilu's Hollywood studios reported the company's gross income for year was \$23,406,000, with net income of \$811,500, equivalent to 70

# AROUND THE TV CIRCUIT

with PINKY HERMAN

**S**TARRING Paul Burke, Horace MacMahon and Nancy Malone and featuring as guest stars Eric Portman and Suzanne Pleshette, Screen Gems' initial seg of the "Naked City" telefilm series, started to roll before the cameras at the Gold Medal Studios in the Bronx under the direction of John Brahm. Herbert B. Leonard is the producer of the program. . . . August issue of Redbook Mag features MGM's "Bells Are Ringing" as Pic of the month. . . . General Motors will present Danny Kaye's TV debut (as star of his own show) next October. . . . Jan Murray will return Mon., Sept. 5 (2-2:30 P.M.) as emcee of a new audience-participation daily NBCColor quizzer. . . . For many years one of the most popular of theatre short subjects, one hundred "Pete Smith Specialties," have been released for TV by MGM-TV. Series will be called "The Best of Pete Smith" and the first station to air the droll episodes is WSPT-TV in Miami, Florida. . . . Dick Raburn has been upped to NBCController. Started with the net as an auditor back in 1951. . . . Associate organist for the past three years at the Radio City Music Hall and prior to that assignment, featured on numerous radio and TV shows, Jack Ward will sub for vacationing Dick Liebert at the Grand Organ for the entire month. . . .

☆ ☆ ☆

Monday, while chatting with Hugh Downs in the NBCCorridor on the sixth floor, who bounced along in his usual peppy gait but Joe Levine. So, we took a busman's holiday, joined the studio audience for "The Jack



Joseph E. Levine

Paar Show" and were delighted with the manner in which "Hercules" (himself—perhaps "Napoleon" might be a more apt description of the great little showman) told the inside story of his rapid ascent to the heights. "And would you believe it," he told us after the program, "right now there are 46 spectacles being filmed in Italy?" . . . Merv Griffin got himself a complete new wardrobe and could deduct this as "allowable expenses." His "Play Your Hunch" NBCContestant series was added to the Colorcast programs. . . . Convention co-incidence: NBC will send 350 staffers to Chicago to cover the Republican National Conclave and a note from ABC reveals that their coverage of the Convention will likewise include 350 people. Sensing a possible new angle on this phase of telecasting we phoned Harry Feeney and learned that the CBStaff numbers about 349. (Could be that Bill Paley was given another assignment at the last minute). . . . Robert Emmett Dolan has been signed to orchestrate and conduct Richard Rodgers' score for the upcoming 26 half-hour documentary dramas, "Winston Churchill" which will ABCommence Sunday, Nov. 27. . . . David E. Cassidy has been named asst. to radio & TVeep Hathaway Watson at RKO General. . . .

cents per share, an increase from 22 cents per share for the preceding year.

Stockholders present approved an increase of the board of directors from five to seven members, with Argyle Nelson, vice-president in charge of production, and Milton Rudin, counsel, added to the board, which includes Arnaz, Lucille Ball Arnaz, Martin Leeds, Charles Schwartz and Edwin Holly.

Following the meeting, which was flavored by friendly repartee between Desi and Lucy, and during which Arnaz announced that he and Lucy have no intention of reducing their stock holdings, the board of directors declared a quarterly cash dividend of 15 cents per share on the common stock, payable August 26 to stockholders of record August 12.

No dividends were declared on class B common, all of which is owned by Desi and Miss Ball.

## 'Ocean's Eleven' Bow In Las Vegas on Aug. 3

From THE DAILY Bureau

HOLLYWOOD, July 19. — A New Year's Eve celebration in mid-Summer will launch the world premiere of "Ocean's Eleven" on Aug. 3 at the Fremont Theatre in Las Vegas.

Frank Sinatra, Dean Martin, Sammy Davis, Jr., Peter Lawford, Angie Dickinson and other stars of the Dorchester production for Warner Brothers will participate in theatre festivities which will take the form of a two-hour public "Block Party" starting at 10:00 P.M. and will be followed by the premiere showing of "Ocean's Eleven" on the theatre screen at midnight.

The event will receive international newspaper, radio and television coverage.

## Soviet View

(Continued from page 1)

implying that in Russia as here dollar, as well as the State, will controls the film industry, does most talking.

Pyriev made it clear that Spyro Skouras, Fox president, was picking up the tab for the Soviets' two-week junket to America. Washington Los Angeles also are part of the itinerary, and all three emphasize their wish to visit Disneyland, a place declared off-limits to Nikita Khrushchev when he tried to gain entrance there last Fall.

### Tells His Likes and Dislikes

Pyriev, an expansive talker, did evade direct and sometimes embarrassing questions. He was full of opinion such as these: he was tremendously impressed with "The Apartment," stars, direction and scenario; he admires the works of Stanley Kramer and John Ford; he thought the "Sage Eye" "an interesting experimental picture;" he thinks France's "New Wave" spends too much time on pornographic, although he insisted "400 Blows" was a superior picture. He envisions a "New Wave" among younger Russian directors, and, significantly, he is disappointed in the results of the cultural exchange program.

Pyriev claimed that American contributors don't do enough for Soviet product released here. He would like such films to be shown in the large theatres here and be fully exploited. He said he was sorry that the exchange program would be allowed lapse next year.

"Marty" is the American picture that has made the most profound impression on the Russians, he said. And he is eager to see "The Old Man and the Sea."

### No Dictation, He Says

The director claimed that the Soviet state does not dictate film-making policy to its directors and producers. These people have their own federation, of which Pyriev is a past president.

Soviet film critics? "They dislike all of our pictures," Pyriev said, on half in jest.

Pyriev pleaded for mutual admiration and understanding between Soviet and U.S. picture-makers, because the cinema is such a significant art form. He conceded that American trade press notwithstanding, had little understanding of the Soviet Union and its film industry. But he seemed impressed with the easy-going nature of his audience, the press.

## MPAA Withdraws

(Continued from page 1)

Academy will now be compelled to accept a commercial sponsor for its awards show in the spring of 1961. It is regrettable that our show, which consistently enjoys the largest worldwide listening and viewing audience of any comparable program, will not continue to be sponsored by the industry."

## 1959 Attendance in Netherlands Was Off

From THE DAILY Bureau  
 WASHINGTON, July 19. — The film industry did not benefit in 1959 from the general upward trend in the nation's economy, reports an D. Golden, director, Scientific, Motion Picture and Photographic Products Division, Department of Commerce.

In the 1959 annual report of the Netherlands Motion Picture Association, Golden says that theatre attendance in Holland's 14 principal cities dropped from 36.8 million in 1958 to 35.5 million last year. In other areas of the country, the drop was from 23.2 million in 1958 to 23.2 million in 1959, or an over-all decrease of 3 per cent.

The steady rise in the number of tourists, plus increasing interest in travel trips and tourism, are given as reasons for the decline. Furthermore, the high cost of entertainment and turn-over taxes totaling 21.1 percent of receipts, which increase ticket prices and discourage movie-going.

In 1959, 215 U.S. feature films were imported, compared with 260 in 1958. A 50 per cent drop in number of imports was reported, from 508 in 1958 to 455 last year. The U.S. share of total net receipts decreased, however, and represented 22 per cent last year, up from 39.7 per cent in 1958.

Imports of British films rose from 10 in 1958 to 83 in 1959, while French films enjoyed a year-to-year rise from 48 to 51. Italian film imports dropped from 14 in 1958 to 21 last year. Imports of features from West Germany dropped from 111 in 1958 to 10 in 1959.

## Connecticut Golfers Honor Pickus and Levy

Special to THE DAILY  
 HARTFORD, Conn., July 19. — The Connecticut Theatre Owners of America held its annual golf outing today at the Mill River Country Club under clear skies and amid generally optimistic conversation. Attorney Herman M. Levy, general counsel of the statewide exhibitors association, served as toastmaster at dinner which followed a day-long program of golfing, putting and club activity.

Speakers at the affair included Allen Pickus, president of TOA; Levy; Allen M. Widem, of the Hartford Times, all asserting the future of the business is assured as long as all components are confident and unified.

# Norris Decries Complaints of Film Shortage

(Continued from page 1)

and members of his home office sales cabinet. The representatives are managers Clayton G. Pantages of Albany, William B. Williams of Dallas, and Gordon Lightstone of St. John, N. B. They returned here yesterday to report to Norris on their findings in a survey that took them to 32 branches in the U.S. and six in Canada.

Norris told the conference that all of 20th-Fox's 1960 releases either have been delivered or are nearing completion at the West Coast studios or on location here and abroad.

"The time has come when the in-

dustry can no longer sit by and do nothing about exhibitors' cries that their operations are stunted because of a lack of product," Norris said. "In the case of 20th Century-Fox such a cry does not apply. Never in this company's history have we released more commercially-produced feature attractions, nor supported them with anything remotely approaching the promotional investment we have made and will continue to make in our product.

"By the end of this year, this company will have released 50 feature attractions. Twenty-seven of them

will have been made playable between the beginning of this month and the end of December.

"Into this quarter of 1960 we have slotted 16 attractions, more than one a week, to meet the box office requirements of every type of indoor and outdoor operation. Included in those 16 pictures are at least eight 'blockbusters,' representing a production cost of more than \$18,000,000.

"In the final quarter of this year we will release 11 features, including five block-busters. Never before has this company made available to exhibitors as many top, mass-appeal attractions as are scheduled for release in the last six months of 1960.

"Hence, any cry that an exhibitor lacks product to continuously operate lacks substantiation insofar as 20th Century-Fox is concerned. We will continue to provide ample product, week in and week out, for every type of theatre.

### Points to Next Year's Product

"Already we have before the cameras a record number of multi-million-dollar attractions for release next year. We are heartened by the reports submitted by the three field executives just back from making a first-hand survey of the domestic market.

"This company has been dedicated by our exhibition-conscious president, Spyros P. Skouras, to a continuing policy of providing ample week-to-week product for every type and size of theatre. We know exhibitors will give material demonstration of their endorsement of the pursuance of this increased product supply policy.

"While our 'challenge of abundance' campaign is the assignment of every member of the sales staffs at our 38 domestic branches, its success carries a significant responsibility for exhibitors as well.

### Purpose Is Dramatization

"This drive is being inaugurated to dramatize in the market the fact that there is absolutely no thread of truth in any cry from exhibition that operations are hampered by a lack of sufficient screen product. The statement insofar as this company is concerned, I want to emphasize, is based on indisputable fact."

Immediately following the sales staff meeting, Norris and his three field representatives flew to Hollywood to see the first showing of the Marilyn Monroe starrer, "Let's Make Love," and for personal conferences with Robert Goldstein, new interim executive head of production at the studio.

## Wide Coverage Planned For 'Inherit' Opening

More than 100 press, radio, television and newsreel representatives from 15 nations will cover the first American showing of Stanley Kramer's "Inherit the Wind" tomorrow in Dayton, Tenn., when that city celebrates "Scopes Trial Day," marking the 35th anniversary of the famed "Monkey Trial."

United Artists, which is releasing "Wind," also announced that the picture will be previewed for delegates to the Republican National Convention next Wednesday and Thursday in Chicago. The picture was screened last week for delegates to the Democratic National Convention in Los Angeles.

## 'Psycho' Confab

(Continued from page 1)

Paramount vice-president, told the exhibitors the growing exhibition trend has been to eliminate a co-feature, thereby allowing theatres to schedule an additional showing of "Psycho" each day.

Paramount broadened its plea by showing a "pressbook" on film, outlining in it the promotional campaign for "Psycho." The six-minute picture offered exhibitors a detailed analysis of the seating policy — how well it has worked during pre-release engagements and how important trailers have been in publicizing this policy. The filmed "pressbook" will be distributed to every Paramount branch in the world. It was photographed here and in Philadelphia, Stamford, Conn., and in other cities where "Psycho" is playing.

Yesterday's was the first of five regional pre-sell conferences on "Psycho." The others will be held today in Los Angeles, Chicago, Atlanta and Dallas.

## ACE Praised

(Continued from page 1)

the escrow agreement and corporate resolutions to be closed with Chemical Bank New York Trust Co. as you see fit," Buttrey's letter continued.

"If there is any way in which we can be helpful in finalizing this most important effort, please feel free to let us hear from you. I am taking the liberty of copying this letter to the other four exhibitor companies who have shown the way and along with you are rendering a great service for the benefit of us all.

### Was Formerly a Bank President

"The approach you have taken in this matter is most impressive to an ex-bank president with only three months experience in the movie business," Buttrey concluded.

ACE made public the letter as characteristic of many covering letters accompanying participating checks for the forthcoming exhibitor-sponsored production company which it said are being received from exhibitors in all parts of the country.

The five major circuits have contributed \$2,000,000, and leading independent circuits approximately \$1,000,000 additionally.

## Rudi Bach to Retire

ALBANY, July 19. — Rudi Bach, salesman for George Waldman Pictures in the Buffalo and Albany, N. Y. territories, will retire Aug. 1, and move to California. Associated with the motion picture industry in this country and abroad for many years, and at one time a director in Hollywood, Bach is slated to be honored at a dinner to be given here the day of his retirement.

### A COMPLETE LINE OF PROFESSIONAL CINE FILMS

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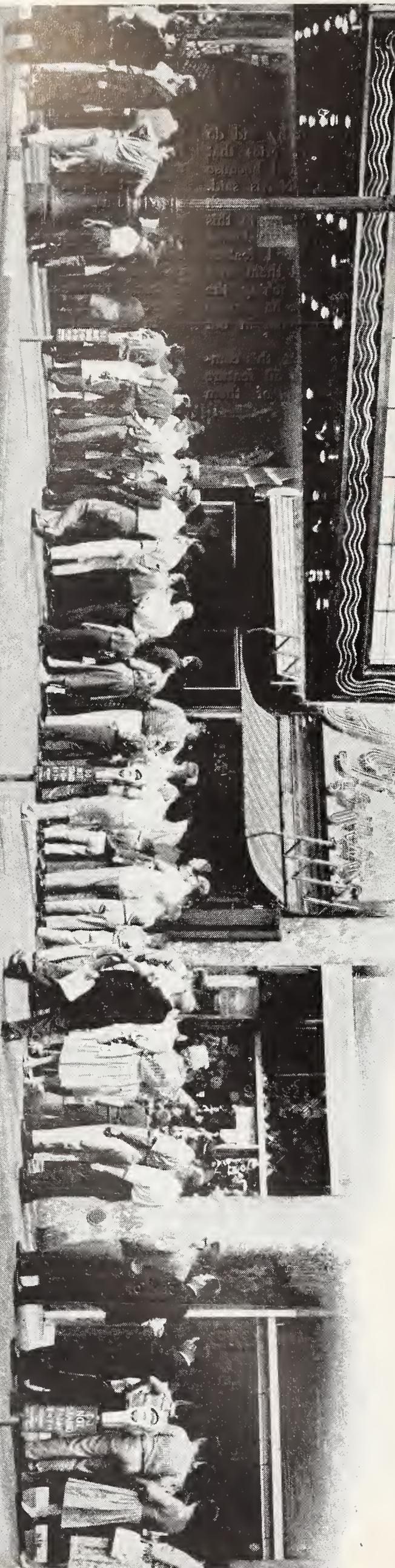
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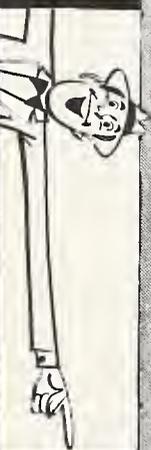
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THE EARTH" IN NEW YORK, L.A.,  
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**THE  
LOST  
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*Play it for out-of-this-world business!*



*from 20th!*

All  
the News  
That  
Is News



# MOTION PICTURE DAILY

Concise  
and  
to the  
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L. 88, NO. 14

NEW YORK, U.S.A., THURSDAY, JULY 21, 1960

TEN CENTS

## Members Told

### MPAA Reaction

### to Post-'48

### Sales Is Mild

### Described 'Discouraging' But Not As Bad As 5 Years Ago

Theatre Owners of America exhibits a mild reaction to sales and prospects of sales of post-1948 film libraries to television by major companies in its current membership Bulletin, now being distributed.

Any (post-'48) sale is, of course, "discouraging to exhibitors," the Bulletin asserts in commenting on the recently concluded Warner Brothers ten-year leasing of 110 of its post-war films to Creative Telefilm and Artists, Ltd. "But," it continues, "the available information at this writing indicates Warners' and Columbia's packages will contain few top-grade pictures (it is believed the companies

(Continued on page 3)

### MPAA Says Convention Registrations at High

Reservations for Theatre Owners of America's annual convention and the show at the Ambassador Hotel, Los Angeles, Sept. 13-16, already are a record volume, the exhibitor organization's membership Bulletin reported yesterday. They are being re-

(Continued on page 2)

### MPAA Lauds Lazarus' Talk to Newspapers

Paul N. Lazarus, Jr., Columbia Pictures vice-president, is warmly commended in Theatre Owners of America's current membership Bulletin for remarks of last week to the Newspaper Advertising Executives Ass'n. meeting in San Francisco.

Under the heading, "Straight Talk to Newspapers," TOA terms the Lazarus talk "One of the most candid, well-planned and comprehensive reports on the movie industry's general pleasure with newspaper cooperation" delivered by an industry member to "the audience most affected."

## Lutheran League Calls for Study Of Immorality in Films and TV

Special to THE DAILY

MINNEAPOLIS, July 20.—Congress should convene a conference to deal with the problem of immorality, violence and bad taste in the mass communications media, the Lutheran Laymen's League declared at its 43rd annual international convention here.

Such a conference should be attended by federal, state and local officials, together with representatives of other interested groups, including churches, a resolution adopted by the league said.

"Decent citizens of the United

(Continued on page 6)

## Smith Circuit Expands With Bowling Alleys

Special to THE DAILY

BOSTON, July 20.—General Drive-In Corporation, operators of 50 theatres in the east, mid-west and south, today announced a major diversification program. Philip Smith, president of General and of the Smith Management Co., said the company would invest \$10,000,000 in 15 bowling centers to be built in New England.

The first Holiday Lane, a 40-lane bowling center at Medford, Mass., is scheduled for completion in August, Mr. Smith stated. Two other centers

(Continued on page 2)

## Max Bercutt Resigns Warner Post Tomorrow

From THE DAILY Bureau

HOLLYWOOD, July 20. — Max Bercutt, assistant to Warner Brothers executive vice-president Benjamin Kalmenson, has announced his resignation, effective Friday.

Bercutt has been with Warners 11 years handling coordination of promotional activities on various Warner Brothers productions prior to his appointment as Kalmenson's assistant.

Following a brief vacation, Bercutt expects to announce future plans.

## Mrs. A. S. Long Elected President of Pastime

Special to THE DAILY

CHARLESTON, S. C., July 20.—Mrs. Alberta S. Long has been elected president of the Pastime Amusement Company, which operates six motion picture theatres in the Charleston area.

Mrs. Long succeeds her father, the late Albert Sottile, who headed

(Continued on page 6)

## 29 Meets on 'Psycho' Policy Tomorrow

Exhibitor meetings on merchandising Alfred Hitchcock's "Psycho" will be held in 29 key cities in the U.S. and Canada tomorrow, Paramount Pictures, distributor, announced. The meetings, to be hosted by Paramount

(Continued on page 2)

## SAG Says June TV Residuals at Record Level; \$15,456,000 Collected to Date

From THE DAILY Bureau

HOLLYWOOD, July 20.—Residual payments for re-runs of television entertainment films, collected by the Screen Actors Guild and distributed to members during the month of June, reached an all-time record of \$635,078.73, it was announced by SAG president George Chandler.

## Johnston, Hetzel Trip to Africa Starts Aug. 12

Eric Johnston, president of the Motion Picture Ass'n., and Ralph Hetzel, vice-president, have postponed their projected trip to Africa two weeks, from July 29 to Aug. 12.

The long-planned market survey

(Continued on page 6)

## No Unanimity

### 'Oscar' Video

### Costs Viewed

### As Uneconomic

### Academy, Sans Cost Data, Wanted Decision by Aug. 1

Top executives of Motion Picture Ass'n. member companies made it clear here yesterday that the decision not to sponsor the next Academy Awards program was dictated primarily by economic considerations.

At the same time, it was stated that the MPAA's annual contribution of \$150,000 to the Academy of Motion Picture Arts & Sciences is not affected by the sponsorship decision, and will be continued.

Company executives said that the approximately \$600,000 annual cost of sponsoring the NBC telecast of the Awards presentations is excessive from the standpoint of its doubtful benefits to the industry over a commercially sponsored program.

Moreover, not all member companies of MPAA were agreeable to share

(Continued on page 6)

## Three Webs Interested In 'Oscar' TV: Kahane

By SAMUEL D. BERNIS

HOLLYWOOD, July 20.—Following the announcement yesterday by the Motion Picture Association of America that it would not participate in sponsorship of the next Academy Awards telecast, B. B. Kahane, Academy president and executive of Columbia Pictures, reported interest by three major networks to acquire rights

(Continued on page 6)

## 'Conspiratorial' Meeting Cited at Embassy Trial

Special to THE DAILY

SAN FRANCISCO, July 20.—A "conspiratorial" meeting in 1938 of representatives of Fox West Coast Theatres, the major film distributing exchanges, the Blumenfeld and the Naify-McNeil (now United California Theatres, Inc.) circuits, was outlined today in the Embassy Theatre eight-

(Continued on page 2)

## PERSONAL MENTION

**IRA TULIPAN**, Columbia Pictures' assistant national director of advertising, publicity and exploitation; **RICHARD KAHN**, exploitation manager, and **J. RAYMOND BELL**, public relations representative, will leave New York today for Washington.

**EDWARD MOREY**, Allied Artists vice-president, will leave New York today by plane for the company's board of directors meeting on the Coast. He will return here at the weekend.

**JULE STYNE**, composer, will leave here on Sunday for the Coast.

**LYNDA BURNETT**, United Artists booker in Atlanta, has left there for a vacation in California.

**HERBERT SCHWARTZ**, branch manager for Columbia Pictures in Albany, N. Y., has returned there from Oneida.

**ARTHUR HORNBLow, Jr.**, producer, and **Mrs. HORNBLow** will leave New York aboard the "United States" today for Europe.

**Mrs. MATTHEW MOLITCH** has given birth in Washington to a son, **HOWARD**. Father is assistant manager of Clark Transfer Co. there.

**CLAYTON G. PANTAGES**, branch manager in Albany, N. Y., for 20th Century-Fox, will leave there today for Hollywood.

**TOMMY JONES**, son of **TOM** and **MARY JONES**, of Jones Booking Agency, Columbus, Ga., was married there to **ANNE WHITE**.

## Cinerama Trucks Take Equipment to the Coast

Six trucks carrying more than a million dollars worth of Cinerama sound and camera equipment have left New York for the M-G-M studios in Culver City, Cal., strengthening the belief that the entire Cinerama organization will eventually be located on the West Coast.

The caravan is expected to arrive in California in about three weeks, and the equipment will then be readied for an early fall start in production of "How the West Was Won," to be produced by M-G-M and Bing Crosby Enterprises in cooperation with Cinerama.

Other films, stories for which are now in preparation, will be produced later by M-G-M.

## Smith Circuit

(Continued from page 1)

totalling 64 lanes at Westerly, R. I., and West Roxbury, Mass., are under construction and due for completion in November.

Construction is scheduled to start on an additional 396 lanes at 12 locations in Massachusetts, New Hampshire and Maine. They include ten shopping center locations, six of which will be leased from Allied Stores, Stop and Shop Co., or Star Market Co. The additional centers will be located in Massachusetts at: Braintree, near the South Shore Shopping Plaza (40 lanes); Cambridge, where the company will undertake its most ambitious project, an 80-lane center; Gloucester (20 lanes); Vinon Square, Swampscott (24 lanes); Shoppers' World, Framingham (32 lanes); Redstone Shopping Center, Stoneham (24 lanes); American Legion Parkway, Roslindale (40 lanes); Route 3, Woburn (32 lanes) and Westport (24 lanes).

In New Hampshire, the company will construct a 24-lane center at Manchester and in Maine, it will build a 32-lane center in Portland.

Funds for the building program have been provided by proceeds from a recent public offering, from equipment manufacturers, from internally generated funds and from capital surplus, Mr. Smith said.

## 'Psycho' Meeting

(Continued from page 1)

branch managers, are in addition to those already held in New York, Los Angeles, Chicago, Dallas and Atlanta.

Presentation of the "Pressbook on Film," as well as round-table discussions on enforcement of the "no one admitted after the start of the picture" policy, will be the order of the day at the meetings. Special kits, including the pressbook and policy instruction manual, will be distributed to exhibitors, who will also be invited to attend a private screening of the picture.

## Hitchcock Among Greeters At 'Psycho' Coast Meeting

**HOLLYWOOD**, July 20. — More than 50 West Coast theatre circuit representatives and exhibitors were shown dramatic new showmanship techniques created by Paramount for Alfred Hitchcock's "Psycho" at the studio conference today.

Hitchcock personally met those attending the conference, which was conducted by Martin Davis, national advertising, publicity and exploitation manager.

Neal East, Paramount Western division head, presided. All Western division branch managers also were present.

## 'Ben-Hur' Domestic Gross Passes \$16,000,000 Mark

Currently playing 61 engagements in the United States and Canada, M-G-M's "Ben-Hur" has passed the 16-million-dollar mark at the domestic box-office, the company announced yesterday, pointing out that approximately 8,000,000 seats have been sold to patrons viewing the William Wyler production.

Longest run of "Ben-Hur" is at Loew's State Theatre here, where the picture is in its 35th week.

## Expect AFTRA to Make Guild Merger Offer

From THE DAILY Bureau

**WASHINGTON**, July 20.—An offer to merge with the Screen Actors Guild is expected to be one result of the 5-day meeting of AFTRA now taking place here. National executive secretary Donald F. Conaway indicated, however, that the Guild has not shown a genuine wish to merge which makes an amalgamation less likely.

## Demands to Be Outlined

The AFTRA meeting, which is being attended by 160 delegates, will formulate the demands that will be made on radio and TV outlets when present labor agreements expire Nov. 15.

## Electrovision in Bid for Aviation-Missiles Firm

From THE DAILY Bureau

**HOLLYWOOD**, July 20. — In an initial move of diversification into fields other than entertainment, Electrovision Corp., operating the first-run Hollywood Paramount and Beverly theatres among its state-wide theatre holdings, has entered negotiations for acquisition of the Air Cargo Equipment Co. of Glendale, engaged in aviation and missiles work.

Martin Stone, Electrovision board member and negotiator on new acquisitions, stated the deal is expected to be completed within 30 days.

## 'Psycho' Sets Record

Alfred Hitchcock's "Psycho," which enters its sixth week at the DeMille Theatre here today, scored a new high for a Tuesday at the house on July 19, when it grossed \$5,102, it is reported by Paramount.

## 'World' 1st Week Strong

"The Lost World" grossed more than \$38,000 in the first week of its run at the Warner Theatre here, the biggest single week in the history of the house, it is reported by 20th Century-Fox.

## TOA Conclaves

(Continued from page 1)

ceived at "a rate far surpassing year's record registration," it is stated.

The Bulletin reports that a few of this year's convention will breakfast sessions courses in charge "professors" for lectures on conventions operation, equipment, censorship defense, community relations and other topics. Each will be scheduled to permit those most concerned attend without missing others in view they also may be interested and have plenty of time to visit the show area.

"Broader subjects, like production shortage, pay-TV, showmanship drive-ins," the Bulletin notes, will be covered at regular convention sessions."

## 'Conspiratorial' Meeting

(Continued from page 1)

million-dollar monopoly suit now in its closing stages of the case that has been fought out for more than 10 years in Federal Court here.

Attorney Howard M. Downs, through the Embassy legal forces, spent a better part of the day in telling Judge Lloyd H. Burke that the "conspirators" illegally and mutually agreed to ignore the then NRA clearance and zoning schedule by retaining the sub-run 14-day availability through the San Francisco exhibit area. Downs also charged admission price "fixing" on the part of the defendants was tied into the "rigid clearance scheduled."

Downs went on to allege that the "dominant power in the licensing and policing the clearance system."

## Close to Conclusion

The Embassy suit against FWC and other defendants is now in the final stages of closing all arguments. Chief attorney Robert D. Raven, for the Embassy, and his associate, Downs, estimated their closing argument will last at least two weeks, which the defense, headed by attorney Arthur B. Dunne, will buttress the long drawn out litigation.

## Ross on 'Spartacus'

Paul B. Ross, industry public relations specialist, has been engaged by Universal for a special writing assignment on "Spartacus," Bryna production which will have its world premiere at the DeMille Theatre here on Oct. 6.

## 'Gantry' at \$259,874

In nine domestic engagements, United Artists' "Elmer Gantry" grossed \$259,874, it has been announced by William J. Heineman, vice-president.

**Directors Guild  
Y. Registration**

*Special to THE DAILY*

ALBANY, July 20. — A certificate ratifying the New York State office of Directors Guild of America, California corporation representing various categories of employes in motion picture, television and industries, at 114 East 52nd St., New York City, has been registered by the Secretary of State here. The papers included findings by the Board of Standards and Appeals that "has made such inquiry into objectives of the said Directors Guild of America, as deemed advisable and held a public hearing May

**Board Conforming to Labor Law**

The board "now finds and determines that the objectives of the said guild and said statement and constitution, are in all respects conformant with the public policy and law," the certification set forth. The Directors Guild of America, which changed its name from "S.D.G." on Dec. 23, 1959, specifically represents "directors, associate directors, assistant directors, stage manager and program assistants."

**Thanks Disney For V.C. Wishing Well' Project**

*Special to THE DAILY*

PHILADELPHIA, July 20.—Formal acknowledgement of his "wonderful gesture" in offering to establish a permanent Variety Club Wishing Well in Disneyland, was made to Walt Disney by International Chief Barker Emanuel. The Variety head told Disney that he expressed the hope of 10,000 barkers from all over the world. Emanuel also advised Disney that he would soon appoint a special committee of Variety's leading figures who will coordinate this "important project." Wishing Well is expected to be launched in December and it will be ceremoniously launched, Emanuel said. The thousands who visit the California attraction are not expected to contribute substantially to Variety heart projects, but Emanuel stated in his original offer to Variety, "it will serve as a permanent reminder to millions of the wonderful work being done by Variety Clubs everywhere in behalf of children."

**Gold Agency Returning  
New York from Coast**

The Gold Advertising, Inc., will move its operations on Aug. 1 from Los Angeles to New York. In addition to other activities, the company operates as an advertising art studio for Warner Brothers.

The move follows the recent shift of Warner Brothers' advertising department back to New York from the Los Angeles office since 1959, and was formerly based here.

**Reaction to Post-'48 Sales**

*(Continued from page 1)*

will retain these for theatrical re-release), and that the number of films involved is relatively small.

"There are no prospects of any large-scale dumping such as was so disastrous to both exhibitors and the film companies about five years ago. We have every reason to believe that while the film companies are anxious for the extra revenue from such sales, they will release the films to TV on a limited and controlled basis so as to minimize the effect upon theatrical grosses of current releases," the TOA Bulletin concludes.

The TOA comment came as reports

circulated in the industry that 20th Century-Fox has leased a number of its post-'48 releases to NTA, 26 of which are included in a package of 50 currently being offered by NTA to television film buyers, and that additional post-1950 films have been released by United Artists to its television subsidiary, United Artists Associated.

Efforts to reach 20th-Fox and UA Associated officials for comment yesterday were unsuccessful. Columbia Pictures officials denied recently that they have concluded any deal for release of post-'48 films to television.

**British Managers Seek  
Salary, Hours Benefits**

*From THE DAILY Bureau*

LONDON, July 18 (By Air Mail) — Cinema managers are pressing for a salary increase of £2.10.0. (\$7) a week, three weeks annual holiday instead of the present two, and a reduction from 48 to 44 hours in the working week.

These are the main demands put forward by the SCMA (Society of Cinema Managers) in their case for a revised agreement with the CEA. Increased subsistence allowances are also claimed. £2.10.0. (\$7) increase would bring the pay scale for first grade managers up to £11 (\$30.80) and for top grade managers to £23 (\$64.40).

The SCMA submission has been referred to the CEA's negotiating committee. The present agreement between the two bodies expires at the end of the year.

**Dayton in Festive Mood  
For 'Inherit' Bow Today**

*Special to THE DAILY*

DAYTON, Tenn., July 20.—A festive atmosphere pervades this city as it prepares for tomorrow's first American showing of Stanley Kramer's "Inherit the Wind." Sen. Estes Kefauver will head a group of more than 1,000 prominent citizens who will attend the single performance of the United Artists release.

Dayton, the scene of the famous "Monkey Trial" of 1925, has proclaimed tomorrow as "Scopes Trial Day." The event will be covered by an international press corps.

**Universal Signs Darin**

Bobby Darin has been signed by Universal - International to co-star with Sandra Dee in "Come September," it has been announced by Edward Muhl, vice-president in charge of production.

**Museum Meeting Today**

HOLLYWOOD, July 20.—Approval of by-laws and election of officers for the Hollywood Motion Picture and Television Museum will be held tomorrow at the Tally-Ho Restaurant.

**2 Milwaukee Houses  
Being Renovated**

*Special to THE DAILY*

MILWAUKEE, July 20.—Extensive refurbishing is planned for the downtown Towne and Palace theatres here.

Installation of 70mm. equipment will be part of \$150,000 of improvements scheduled for the Towne, Andrew M. Spheeris, president, said. It will be the second theatre here so equipped. "Can-Can" has been booked as the first attraction, starting July 27, following completion of the improvements.

At the Palace, Cinerama equipment will be installed at a cost of about \$45,000, Albert P. Frank, general manager, said. Closed this week, it will reopen July 28.

**Reade's Kingston Sold  
To Furniture Concern**

*Special to THE DAILY*

ALBANY, July 20.—Walter Reade, Jr. has sold the 1,800-seat Kingston, in Kingston, to Union-Fern Furniture Company, which is converting it into a store, according to word received here.

Located on the main street in the Hudson Valley city, the theatre had been operating weekends.

Reade still owns the Community, conventional house completely refurbished several years ago, and the 9-W and Sunset drive-ins, at Kingston.

He also has sold the Community Court Motel, Saratoga Springs.

**Starts Southern Press  
Tour for 'Hercules'**

Embassy Pictures press aide Dick Brooks has left here for a two-week tour of Miami, Atlanta, Nashville, Birmingham and New Orleans on behalf of "Hercules Unchained."

In Miami, Brooks will coordinate the final advertising and promotional plans for the area opening of the Joseph E. Levine presentation with J. D. Woodard, Warner Brothers field exploitation representative for the Southeast.

He will also meet with W. O. Williamson, Warner Brothers Southeast division manager in Atlanta, and Warner Brothers branch manager Luke Conner in New Orleans.

**PEOPLE**

Robert H. O'Brien, vice-president and treasurer of Metro-Goldwyn-Mayer, Inc., and James H. Richardson, treasurer of Paramount Pictures Corp., have been elected to the Times Square Advisory Board of the Chemical Bank New York Trust Co.

Thomas F. O'Brien, Columbia Pictures branch manager in Boston, and George Roberts, treasurer of Rifkin Theatres, have accepted the distributor and exhibitor chairmanships, respectively, for the New England drive of the O'Donnell Memorial Campaign for the Will Rogers Memorial Hospital and Research Laboratories at Saranac Lake, N. Y. The appointments were made by A. Montague, president, and S. H. Fabian and Ned Depinet, national co-chairmen of the hospital drive.

Paul Cunningham, ASCAP director of public affairs, has an article in the July issue of *American Legion Magazine* titled "Songwriting Soldiers and Sailors." It tells of the patriotic exploits of the music men who contributed not only their talents, but their service, in times of war.

A. B. Bray, who has been assistant secretary of Columbia Pictures Corp., Ltd., has been named secretary of the organization, as well as for Columbia (British) Production, Columbia Pictures (Export) Ltd., and Columbia Music Publishing Co., Ltd. He already is secretary of Columbia's television division, Screen Gems, Ltd.

Sam Breitenstein, who designed and was the plant superintendent of Mecca Film Laboratories, has been named vice-president of the company, a subsidiary of Byron Motion Pictures.

Harry Freeman, former advertising and promotion manager for the Fox Theatre, Philadelphia, is handling the local exploitation there for "Hercules Unchained," which opened on Tuesday at the Goldman Theatre.

Jackie Martin, still photo editor of Norwood Studios, Washington, has been elected vice-president of the organization in charge of sales and public relations. Prior to joining Norwood some years ago, Miss Martin worked for five years in Paris, establishing and directing the 18-country regional photo operation for the Marshall Plan information service.

Allen Reisner, film and television director, has purchased the film rights to Robert Colby's novel, "The Captain Must Die," for filming next year. Reisner will direct. An independent producer will be engaged.

Dick Balaban, son of Harry Balaban, president of H & E Balaban Corp., Chicago, has joined the staff of the Surf Theatre there.

↓ This is the ad that appeared on the back page of The New York Times ↓



## This is Franz Liszt!

No man loved more scandalously, played more divinely, lived more fabulously

Liszt's life on the screen spans the golden age of music and romance. It sweeps the world again into a Lisztiana of love and song...throbbing with the beloved melodies of the masters...reproduced in the unbelievable magnificence and fidelity of stereophonic sound.

To make his dreams for this momentous production come true, Hollywood producer William Goetz recreated the fabulous story in its authentic settings. He took his huge company to Vienna, to Bayreuth to the dazzling palaces and concert halls

where Liszt lived his legendary career.

England's popular Dirk Bogarde plays the tempestuous Liszt, at the height of his power, in the arms of the two most important women in his life — the Princess, played by France's renowned model, Capucine, and the Countess, played by captivating Genevieve Page. Around them, a roster of international talents join in bringing the stirring story to life!

For music lovers... for entertainment lovers... this is a motion picture event not to be missed!

COLUMBIA PICTURES presents A WILLIAM GOETZ PRODUCTION

### SONG WITHOUT END

The Story of Franz Liszt

starring  
**DIRK BOGARDE**

as Franz Liszt

with **GENEVIEVE PAGE** | PATRICIA MORISON · IVAN DESNY  
and **MARITTA HUNT** · LOU JACOBI

and  
introducing  
glamorous,  
breath-taking

**CAPUCINE**

Written by OSCAR MILLARD · CHARLES VIDOR  
Directed by OSCAR MILLARD · CHARLES VIDOR  
CINEMASCOPE and Eastman COLOR

Complete sound track music available on  
COLPIX RECORDS

WORLD PREMIERE ENGAGEMENT AT RADIO CITY MUSIC HALL IN LATE SUMMER

"One of the most luxurious pictures to come from Hollywood in a long time. It was made to please as many people as possible and it will do that. Music lovers will be satisfied, general film fans will appreciate the picture's scope, and Capucine, who is being publicized heavily in the press, will stir interest. The picture is more than just another successor to film biographies of great musicians!"

—*Motion Picture Daily*

"Rich in music, drama, color... a profitable boxoffice presentation!"

—*Hollywood Reporter*

"One of the most beautiful and opulent pictures made in years!"

—*Redbook*

"A beautiful picture with beautiful music!"

—*McCall's*

"Color, charm and thrilling music. The settings are luxurious, the costumes magnificent. A pleasure to watch and a joy to hear. Do see it!"

—*Good Housekeeping*

"Excellent! A cinematic achievement of high quality...an attraction which combines commercial with prestige value!"

—*Motion Picture Herald*

"Beautifully mounted. Lovely music, stunning sets. Has wide popular appeal. There is something in it for just about every type of audience. As such it should register strongly at the boxoffice!"

—*Film Daily*

"A prestige picture...in addition to the inspiring music, the colorful backgrounds which were photographed in their actual locales add much to the merits of the picture!"

—*Boxoffice*

"A must-see for music lovers, an enriching experience for family audiences! A striking film spectacle filmed in fascinating authentic Continental locales sure to enthrall the spectator. It is a feast of sight and sound!"

—*Daily Variety*

"Those lovers of good music in abundance will get a special thrill out of this well-made film as will those who like their stories spiced with romance and compromising situations!"

—*Motion Picture Exhibitor*

Destined For Greatness...  
Slated For Late Summer  
Playing Time At  
Radio City Music Hall!

Song  
Without  
End"

From  
COLUMBIA

↑ This is the ad that appeared on the back page of The New York Times ↓



## This is Franz Liszt!

No man loved more scandalously, played more divinely, lived more fabulously

Liszt's life on the screen spans the golden age of music and romance. It sweeps the world again into a Lisztiana of love and song...throbbing with the beloved melodies of the masters...reproduced in the unbelievable magnificence and fidelity of stereophonic sound.

To make his dreams for this momentous production come true, Hollywood producer William Goetz recreated the fabulous story in its authentic settings. He took his huge company to Vienna, to Bayreuth to the dazzling palaces and concert halls

where Liszt lived his legendary career.

England's popular Dirk Bogarde plays the tempestuous Liszt, at the height of his power, in the arms of the two most important women in his life — the Princess, played by France's renowned model Capucine and the Countess, played by captivating Genevieve Page. Around them, a roster of international talents join in bringing the stirring story to life!

For music lovers... for entertainment lovers... this is a motion picture event not to be missed!

COLUMBIA PICTURES presents A WILLIAM GOETZ PRODUCTION

### SONG WITHOUT END

The Story of Franz Liszt

starring  
**DIRK BOGARDE**

with **GENEVIEVE PAGE** PATRICIA MORISON · IVAN DESNY  
MARIETTA HUNT LOU JACOBI

and introducing **CAPUCINE** Written by OSCAR MILLARD · Directed by CHARLES VIDOR  
CINEMASCOPE and Eastman COLOR

Complete sound track music available on  
COLPIX RECORDS

WORLD PREMIERE ENGAGEMENT AT RADIO CITY MUSIC HALL IN LATE SUMMER

"One of the most luxurious pictures to come from Hollywood in a long time. It was made to please as many people as possible and it will do that. Music lovers will be satisfied, general film fans will appreciate the picture's scope, and Capucine, who is being publicized heavily in the press, will stir interest. The picture is more than just another successor to film biographies of great musicians!"

—*Motion Picture Daily*

Destined For Greatness...  
Slated For Late Summer  
Playing Time At  
Radio City Music Hall!

"Rich in music, drama, color... a profitable boxoffice presentation!"

—*Hollywood Reporter*

"One of the most beautiful and opulent pictures made in years!"

—*Redbook*

"A beautiful picture with beautiful music!"

—*McCall's*

"Color, charm and thrilling music. The settings are luxurious, the costumes magnificent. A pleasure to watch and a joy to hear. Do see it!"

—*Good Housekeeping*

"Excellent! A cinematic achievement of high quality...an attraction which combines commercial with prestige value!"

—*Motion Picture Herald*

"Beautifully mounted. Lovely music, stunning sets. Has wide popular appeal. There is something in it for just about every type of audience. As such it should register strongly at the boxoffice!"

—*Film Daily*

"A prestige picture...in addition to the inspiring music, the colorful backgrounds which were photographed in their actual locales add much to the merits of the picture!"

—*Boxoffice*

"A must-see for music lovers, an enriching experience for family audiences! A striking film spectacle filmed in fascinating authentic Continental locales sure to enthrall the spectator. It is a feast of sight and sound!"

—*Daily Variety*

"Those lovers of good music in abundance will get a special thrill out of this well-made film as will those who like their stories spiced with romance and compromising situations!"

—*Motion Picture Exhibitor*

# Song Without End"

from  
COLUMBIA

## Lutheran Unit

(Continued from page 1)

States and Canada," the resolution said, "are becoming increasingly disturbed by the prevalence of immorality, violence and bad taste in publications, motion pictures, television and radio programs, and in the mass communications media generally.

"The fundamental values of respect for God, for human life, for marriage, home and family, for property, for virtue, for good name and reputation are being degraded and eroded by these unwholesome influences and materials.

"These evils can be combatted and rooted out only by the united and persistent efforts of all decent citizens."

The laymen commended producers of "all acceptable publications, motion pictures and television and radio programs for recognizing and discharging their moral responsibilities in this respect."

### Postmaster General Praised

They also commended Postmaster General Arthur E. Summerfield "for his diligent efforts to 'clean up the mails'."

An auxiliary of the Lutheran Church-Missouri Synod, the league also approved an "Exploding Horizons" program under which the laymen are to rededicate their lives to a personal application of the Lutheran Hour messages. The Lutheran Hour is an international radio broadcast sponsored by the league.

Two weeks ago Dr. Oswald C. J. Hoffman, speaking on the Lutheran Hour broadcast, deplored the drift of motion pictures toward immorality and violence and cited the problems raised by the many "adult pictures." "For the benefit of concerned parents," he said, "there are several intelligent rating services available. . . . The Roman Catholic Legion of Decency has an excellent service today conducted . . . with the utmost sympathy toward the producers of good films."

## Mrs. Long Elected

(Continued from page 1)

the company for more than 50 years. He died April 2.

Frank J. Sottile was elected to fill the vacancy on the board caused by his father's death.

Mrs. Long announced that the operation of the Pastime Amusement Company would remain the same, and that the policies and practices established by her father would be adhered to. She expressed optimism about prospects for continued success in operation of the company.



## REVIEW:

# School For Scoundrels

Guardsman FilmProd. — Continental

CALL it what you will—a mounting farce, a burlesque or simply the ignoble truth; but whatever else it is "School for Scoundrels" is one of the gayest in the long, pleasant string of British comedies to lately arrive here. It should prosper as much from favorable word-of-mouth reception as through the usual avenues of exploitation.

It's no surprise to find Ian Carmichael and Terry-Thomas together again and at odds with each other over the hand of Janette Scott, a sweet thing. But the consequences of Carmichael's finding some solace in his, the most naive of all possible worlds, go deeper than the quest merely for a woman. Cast so appropriately as the kindly sap and tool of mercenaries in "I'm All Right, Jack," Carmichael again makes a marvelous boob, this time, though, for only half a picture. And that lemon-hearted rogue Thomas is the boor, the sweet-talking scoundrel, the rallying point for the ghost of every intolerable snob who ever has lived.

Carmichael conversely is the classic collector of injustices, the chap who falls over chairs, is stuck with the check, invariably loses the girl in the last reel and who is an easy mark for rascals such as Thomas. When Thomas succeeds in bluffing Carmichael out of the competition for Miss Scott, Ian lights out for the provinces and "Professor" Alistair Sim's "College of Lifemanship." There, where life's "winners" quickly are separated from her "losers," he learns "woomanship," "gamemanship," "partymanship," and how infallibly to be "one-up" on the next fellow, whether by honorable or slightly wretched means. (The picture's alternate title, incidentally, is "How To Win Without Actually Cheating.")

RETURNED TO LONDON a clever and immensely more confident fellow, Carmichael takes his revenge in small, sharp swallows. He is "one-up" all the way, infuriating Thomas by his nonchalance, causing him to smash up his fine sports car, beating him at tennis, and enticing Miss Scott away from him. All of this nonsense (albeit necessary and solemn nonsense) is perpetrated under the caustic eye of "Professor" Sim, who slinks about his pupil's stage confirming Carmichael's "post-graduate" progress. The turnabout? In the end it is Thomas, of all beings, who is seen entering the "College of Lifemanship." So Sim has dismissed with high honors one pupil at the expense of a prospective enrollee, thereby pulling the last irony out of the fire.

The picture's hilarity is sometimes cut-and-dried but frequently it is of a more obvious order, visual and explosive. All of the players are appealing but none more so than Sim, whose timing shines. A couple of swindling automobile salesmen, Dennis Price and Peter Jones, also have a pair of long, pulsating goes with Carmichael, before and after he becomes "educated." The familiar comic twitch of John Le Mesurier, cast as a snobbish head waiter, is profoundly present.

This Guardsman Film Production, released by Continental Distributing, Inc., is based on the series of books, "Lifemanship," "Gamemanship," and "Oneupmanship," written by Stephen Potter. Adapted originally by Peter Ustinov, the screenplay was written by Patricia Moyes and Hal E. Chester, who also was executive producer. Douglas Rankin was associate producer and Robert Hamer directed. Music was composed and conducted by John Addison.

Running time, 94 minutes. July release.

SAUL OSTROVE

## Johnston, Hetzel

(Continued from page 1)

journey may omit the new Congolese Republic if unrest there is still widespread in late August. However, if conditions are favorable it will remain on the itinerary. Mrs. Johnston will be a member of the party, which will be abroad about a month.

## 'Cold Wind' to 20th-Fox

"The Cold Wind and the Warm," S. N. Behrman's play of last season, has been purchased by 20th Century-Fox for future production.

## Three Webs Interested

(Continued from page 1)

for 1961 telecast. He said the Academy will weigh proposals by ABC, CBS and NBC on the basis of sponsor, product and sales approach, as well as commitment to cover the entire cost of show, before making a decision.

### Queried Regarding Oldsmobile

Questioned on the possibility of Oldsmobile interest in taking over sponsorship, Kahane related remarks by John West, NBC's West Coast vice-president, who said, "If NBC re-

## 'Oscar' Cost

(Continued from page 1)

ing the cost another year and the who were agreeable, nevertheless, do not wish to absorb the non-participating companies' share.

The Academy had asked MPAA for a decision on sponsoring next year's program by Aug. 1, or at least for agreement in principle by that date. This, in effect, required the MPAA member companies to make up their minds about picking up the check for the next Awards presentation program without knowing how much it would cost them.

### All Networks Invited

On June 2, B. B. Kahane, Academy president, told MOTION PICTURE DAILY that, in order to avoid being faced with "a last-minute decision," the Academy had initiated action to determine whether next year's program would be industry or commercially sponsored. He said that all the networks had been invited to bid for the program, probably the most popular single annual event on television.

One network, Kahane said, had indicated it would handle the show as a public service program for no more than out-of-pocket costs. Following last spring's telecast, the MPAA had requested the Academy to submit a report on the costs of the program and attitudes of all networks on handling it next year, before another decision was reached.

NBC-TV has had the program on a three-year basis, underwritten by the industry. The cost has been approximately \$600,000 annually, exclusive of the \$150,000 contribution made by the Academy yearly by MPAA. The NBC contract expired with last spring's program. Prior to that, the telecast was commercially sponsored for several years by Oldsmobile.

### Many Officials Opposed

The difference to the industry between commercial sponsorship of the kind and its own non-commercial sponsorship is not commensurate with the cost to the industry, in the opinion of many company executives. Some pointed out that the television industry's own Emmy Awards programs are sponsored, and so was the recent Democratic National Convention in Los Angeles. Films are not that much more exclusive, some officials served.

At last week's MPAA board meeting it was felt that the Academy should continue to be supported only if there was unanimous agreement among member companies to do so. There was no unanimity on sponsoring the show, so the MPAA board decided to drop it.

Opposition to contributing to the sponsorship costs has been voiced the past two years. Last year, Universal declined to participate and Warner did so reluctantly, after first having refused.

acquires the broadcast rights, Oldsmobile would be given first refusal. We took it away from them when MPAA wanted to sponsor."

# JERRY LEWIS



**"THE BELLBOY" IS THE BIGGEST GROSSING JERRY LEWIS HIT IN HISTORY! LAUGH RECORDS AND ATTENDANCE RECORDS SMASHED IN LOS ANGELES, SALT LAKE CITY, ROCKFORD, ILL., NEW HAVEN, PHILADELPHIA, MEMPHIS, OMAHA, ATLANTA, JACKSONVILLE, HARRISBURG, MIAMI-MIAMI BEACH-CORAL GABLES! EVERY LEWIS MOVIE HAS BEEN A WINNER—BUT "THE BELLBOY" IS JERRY'S GREATEST BOXOFFICE BELL-RINGER!**

*Call Paramount Now!*

WRITTEN, PRODUCED AND DIRECTED BY JERRY LEWIS • ASSOCIATE PRODUCER ERNEST D. GLUCKSMAN • A JERRY LEWIS PRODUCTION • A PARAMOUNT RELEASE

**AS PREDICTED...**



**“FROM  
TERRACE”**

**IS A BLOCKBUSTER!**

*Broke opening day record, Murray Hill, N.Y.! Great at Paramount Theatre, N.Y.! Smash in Boston! Snowed 'em under in Miami and L.A.!*



**FROM 20th**

# MOTION PICTURE DAILY

All  
the News  
That  
Is News



Concise  
and  
to the  
Point



DL. 88, NO. 15

NEW YORK, U.S.A., FRIDAY, JULY 22, 1960

TEN CENTS

## 100 Expected Reelection of Walsh As I. A. President Seen ate Unopposed as Board eets; Convention Near

Richard F. Walsh, international president of the IATSE since 1941, is expected to be reelected to that office for another year at the organization's annual convention which will open at the Conrad Hotel, Chicago, on August 1. The convention will be preceded by a regular executive meeting of the I.A. general executive board in the same hotel starting Monday. Walsh, accompanied by Harlan Holman, general secretary-treasurer; Walter F. Diehl, assistant international president, and members of the general office staff will leave here tonight for Chicago to prepare for the



Richard F. Walsh

(Continued on page 6)

## COMPO Ad Examines Complaints to Papers

A charge that many of the complaints against movies and movie advertising, published in newspapers, are inspired by persons or organizations remote from the scene is made in the 118th in the series of COMPO ads in "Editor & Publisher." The advertisement, titled "Spirit of Tooley Street Spurs Letter-Writers," will appear tomorrow, July 23.

The ad says in part: "Remember the Three Tailors of Tooley Street? Their description of themselves as 'We, the people of England,' has won them a lasting

(Continued on page 4)

TELEVISION TODAY—page 4

## TV Code Board Hits Film Advertising But Scores Bras and Girdles, Too

Television commercials promoting feature motion pictures, because of the emphasis of some of them on sex and violence are "a cause of concern" to the Code Review Board of the National Association of Broadcasters. E. K. Hartenbower, chairman of the Review Board, said, "We are seeking to have movie distributors use more care in the material selected for television display. Some theatre promotional commercials have been totally unacceptable. Scenes involving sex, (Continued on page 4)

## 1960 Nominees Chosen For Directorial Honors

From THE DAILY Bureau  
HOLLYWOOD, July 21. — Six motion pictures released during first six months of 1960 have been selected as nominees for the Directors Guild of America's annual Awards for outstanding directorial achievements, it was announced today by Frank Capra, president of the guild. Four of films were released during (Continued on page 4)

## Sol Lesser Reelected L.A. Museum Chairman

From THE DAILY Bureau  
HOLLYWOOD, July 21.—Veteran film producer-exhibitor Sol Lesser was reelected chairman of the Los Angeles County-Hollywood Motion Picture and Television Museum Commission at the organization's first annual meeting.

Edmond L. DePatie, vice-president (Continued on page 4)

## 'Institutional' Commercials, and Few, Is Kahane Plan for 'Oscar' TV Show

From THE DAILY Bureau  
HOLLYWOOD, July 21.—B. B. Kahane, president of the Academy of Motion Picture Arts and Sciences, adding to the report on the determination of factors affecting sponsorship of the next "Oscar-cast" in 1961, today said that the Academy's objective is to deal with a sponsor that will present the event as a public service and will limit its commercial time to institutional copy with perhaps three different spots in the 90-minute program.

The Academy is not interested in sponsors who will demand break-ins for long commercials, he declared.

Kahane predicted that the greatest

## Col. Global Executive Contingent to Studio

From THE DAILY Bureau  
HOLLYWOOD, July 21. — Abe Schneider, Columbia Pictures president, will head a gathering of the company's top executives from the studio, home office and abroad who will gather here next Wednesday for a series of production conferences.

High on the agenda will be discussions of the global sales and promotional policy for "Pepe," the George Sidney International-Posa Films International Production.

At the conferences in addition to Schneider will be: Samuel J. Briskin, vice-president in charge of West Coast activities; Sidney, producer-director of "Pepe," and Cantinflas, its star; Jacques Gelman, associate producer and a partner in Posa Films; Abe Montague, executive vice-president of Columbia; Leo Jaffe, first vice-president and treasurer; Paul N. (Continued on page 2)



A. Schneider

## Six Months' Report AB-PT Shows 45% Increase In Earnings

Estimate Net \$5,653,000;  
See More Gain in Summer

Six months and second quarter operating profits of American Broadcasting - Paramount Theatres, Inc., were the highest in the history of the company, Leonard H. Golden-son, president, reported today.

For the first six months of 1960, estimated net operating profit was \$5,653,000 or \$1.35 a share, an increase of 45 per cent over the \$3,886,000 or 90c a share for the like period of 1959. Including capital gains, consolidated net earnings rose to \$6,981,000 or \$1.67 a share from \$3,885,000 or 90c a share reported last year.

For the second quarter, estimated net operating profit was \$2,317,000 or 55c a share, an increase of 47 (Continued on page 2)



L. H. Goldenson

## Flick Lauds Younglove For Service to Youth

Special to THE DAILY  
ALBANY, July 21.—Assemblyman Joseph R. Younglove, Johnstown Republican, who recently retired as chairman of the Joint Legislative Committee, made an "outstanding contribution" to its achievements in pursuing "a bold and constructive policy which has served the youth of the state, in helping them to reach social maturity, and which has labored diligently to protect their moral development," Dr. Hugh M. Flick, new associate commissioner for cultural education and one-time director of the State Education Department (Continued on page 4)

## PERSONAL MENTION

**SAMUEL GOLDWYN** and **Mrs. GOLDWYN** left New York yesterday for the Coast.

**HERMAN M. LEVY**, general counsel of Theatre Owners of America, will leave New York today aboard the "Rotterdam" for a five-week trip to Europe.

**JACK KARP**, Paramount studio head, will arrive in New York today from the Coast.

**AL ZIMBALIST**, producer, will return to Hollywood today from New York.

**JOSEPH HAZEN** and **Mrs. HAZEN** have arrived in Hollywood from New York. He will confer with **HAL WALLIS**, his production partner, at the Paramount studios.

**WILLIAM CASTLE**, producer, will leave New York at the weekend for Chicago.

**VINCENT FLYNN**, formerly branch manager for M-G-M in Des Moines, has arrived in Minneapolis to take over his duties as branch manager for the company there.

### New England V. C. Host At Luncheon, Ball Game

*Special to THE DAILY*

**BOSTON**, July 21.—The owners, managers and personnel of theatres throughout New England have been invited to be guests of Variety Club of New England and of Thomas Yawkey of the Boston Red Sox, on July 28 at a meeting in the Jimmy Fund Hospital.

Arrangements for an all-day program have been completed, starting at 10:30 A.M., with lunch served at noon, after which all will be guests of Yawkey at Fenway Park, where they will watch the Red Sox play the Chicago White Sox.

## NEW YORK THEATRES

**RADIO CITY MUSIC HALL**  
Rockefeller Center • CI 6-4600

**"BELLS ARE RINGING"**

An ARTHUR FREED PRODUCTION starring

**JUDY HOLLIDAY • DEAN MARTIN**

from M-G-M in CinemaScope and METROCOLOR  
ON THE GREAT STAGE "HAWAII, U.S.A."

## AB-PT Earnings Rise 45%

(Continued from page 1)

per cent over the \$1,573,000 or 36c a share last year. Including capital gains, consolidated net earnings were \$3,601,000 or 86c a share compared with \$1,618,000 or 37c a share in 1959. Second quarter net capital gains of \$1,284,000 or 31c a share included capital gains on the cash portion of the sale of Disneyland Park stock.

### Radio Division Improves

The ABC broadcasting division continued the improvement shown earlier this year. Goldenson said. The ABC Television Network again, for the second quarter, reported a larger increase in gross time billings than that of the other networks—an increase of approximately 30 per cent over the same three months of last year.

Theatre business was not up to last year's level in the second quarter, Goldenson reported, but added that a higher level of business is anticipated in the upcoming summer months, usually a strong theatre

period, than was shown in the quarter just ended.

Since the start of the year, ten marginal properties were divested and one drive-in theatre located in Salt Lake City was acquired.

### Disneyland Stock Sold

Goldenson reported the sale of the company's 35 per cent stock interest in Disneyland Park for \$7,500,000. No dividends had been received since the original investment of \$500,000 was made in 1954. At the time of the sale \$2,002,500 was received in cash and reported as capital gains. The balance of \$5,497,500 will be paid in equal installments over a period of approximately 5½ years and will be reported as capital gains as the cash is received. The proceeds will be added to working capital to be applied to the company's expanding requirements in television and other related fields. As part of the arrangement, the company continues to operate its profitable food concessions in the park.

### A.F.M. Asks Republicans To Back Arts Support

Herman Kenin, president of the American Federation of Musicians, announced yesterday that the Republican platform committee in Chicago is being urged to incorporate a plank pledging governmental support of the living arts.

Through Kenin's West Coast representative, Don Jacoby of Waukegan, Ill., a brief was presented to the committee requesting "succor for the arts in the form of the material aid that is provided by nearly every European nation, or by creating a cabinet-rank director for cultural affairs, or both."

### 'Usher' Sets AIP Mark

**HOLLYWOOD**, July 21.—Topping Los Angeles openings of all previous films from American International Pictures., "House of Usher," James Nicholson-Samuel Arkoff production, racked up \$21,372 on its opening day yesterday at 20 theatres and drive-ins in this area, the company has disclosed.

The previous record holder for an American - International film was "Goliath and the Barbarians," which grossed \$15,167 in 22 situations.

### Skouras Theatres Host

A cocktail party and buffet was held by Skouras Theatres at the Gramatan Hotel, Bronxville last evening to mark the opening of the circuit's new Bronxville Theatre. Salah M. Hassanein, circuit president, was host.

## Columbia Meet

(Continued from page 1)

Lazarus, Jr., vice-president; Rube Jackter, vice-president and general sales manager; Mo Rothman, executive vice-president of Columbia Pictures International; Lacy Kastner, vice-president of Columbia Pictures International; Robert S. Ferguson, national director of advertising, publicity and exploitation; M. J. Frankovich, vice-president and head of European production; vice-presidents B. B. Kahane and Irving Briskin; Arthur Kramer, executive assistant to Briskin; Gordon Stulberg, executive assistant to Kahane.

Also, Lillian Burns, associate of the Sidney company; Dorothy Kingsley, writer of the "Pepe" screen play; John C. Flinn, studio director of publicity and advertising; Bob Goodfried, studio publicity manager, and Jack Atlas, head of the trailer department.

The two-day executive conferences will open with a screening of "Pepe."

### 'Ghosts' to Chicago

The Columbia Pictures release of "13 Ghosts," a William Castle production, will open at the Chicago Theatre on July 29, Rube Jackter, Columbia vice-president and general sales manager, reported.

### ABC Vending Dividend

ABC Vending Corp. yesterday declared a regular quarterly dividend of 25 cents on the common stock, payable on Aug. 25, to stockholders of record Aug. 11.

## Para. Reports Strong Grosses for 'Bellboy'

Jerry Lewis' "The Bellboy," which opened in New York this week at more than 90 neighborhood theatres continues to turn in strong grosses in out-of-town openings, Paramount Pictures reported yesterday.

The following grosses were cited as typical: \$19,560, first four days, Loew's 170th Street Theatre, Miami Beach, and Loew's Riviera, Coral Gables; \$7,019, first five days, Paramount, New Haven; \$3,072, first two days, Strand, Albany; \$15,261, first five days, Stanton, Philadelphia; \$8,769, first four days, Plaza, Memphis; \$11,941, first three days, Fox Atlanta.

Also, \$6,084, first two days, Town & Country, Jacksonville; \$8,835, first five days, Boulevard Drive-In, Allentown; \$5,322, first four days, Loew's Canton; \$7,195, first five days, Paramount, Nashville; \$5,766, first three days, Lucas, Savannah.

Paramount said the \$57,730 taken by the picture on Wednesday in 26 Loew's metropolitan theatres was the biggest single day's gross for a Paramount release in the history of Loew's metropolitan circuit. Lewis made personal appearances at 18 Loew's theatres on Wednesday and Thursday.

## Upstate Drive-In Adds Auto Racing Sundays

*Special to THE DAILY*

**ALBANY**, July 21.—Sunday afternoon automobile races have been started on a track built inside the Ideal Drive-in, operated by Donald Gilson at Canton, St. Lawrence County, N.Y. It is believed to be the first time, in this section of the country at least, that such races have been held within a drive-in.

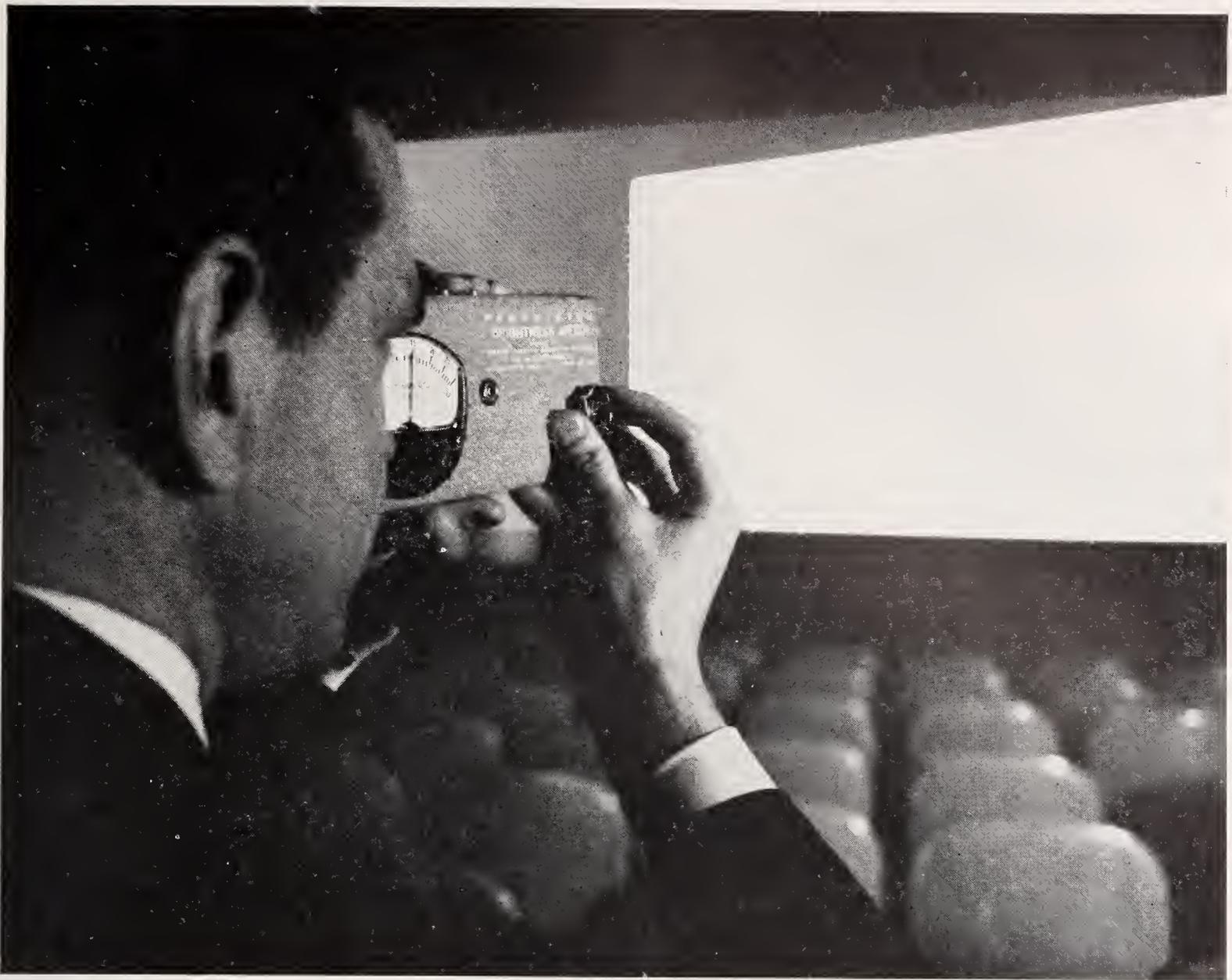
Sponsored by the St. Lawrence Karting Club, a card of six races is offered. Admission is 90 cents. An automobilers' concession stand is operated. Both direct and indirect benefits to the drive-in are realized.

## 'Finn' Saturation Set

M-G-M's "The Adventures of Huckleberry Finn" will open in approximately 100 New York theatres Aug. 3. Included in the line-up of theatres will be 27 houses on the Loew's neighborhood circuit, plus theatres in the Brandt, Randforce, Skouras and Century chains.

## To Rebuild Fla. Theatre

**JACKSONVILLE**, July 21.—Tommy Hyde of Cocoa, general manager of Kent Enterprises, announced here that final architectural plans have been approved for the early rebuilding of the Florida Theatre, Tallahassee, which was completely destroyed by fire three months ago.



## YOUR NATIONAL CARBON MAN...

*Sells you the best product—gives you the best service!*

The illustration shows a NATIONAL CARBON Sales Engineer using a brightness meter for checking the reflected screen light to obtain a reading in foot-lamberts. This is another one of the services performed by your NATIONAL CARBON Sales Engineer to help you realize the ultimate in picture quality.

These sales engineers—equipped with compact service kits containing the most modern tools in the trade—stand ready to assist you on any screen lighting problem you might encounter.

Use "National" projector carbons and call on NATIONAL CARBON for free technical service. For details, contact your NATIONAL CARBON supply dealer or write to National Carbon Company, Division of Union Carbide Corporation, 270 Park Avenue, New York 17, N. Y. In Canada, Union Carbide Canada Limited, Toronto.

"National" and "Union Carbide" are registered trade-marks for products of



This brightness meter—used for obtaining a foot-lambert reading on screen lighting—is just one of many precision tools carried in each NATIONAL CARBON Sales Engineer's kit.

**NATIONAL CARBON COMPANY**

**UNION  
CARBIDE**

# Television Today

## TV Code Unit

(Continued from page 1)

violence and horror clipped from a theatre feature film are not suitable for the family viewing audience."

The reference to motion picture advertising, which puts television on the side of some newspapers in demanding censorship of film ads was made by Hartenbower, who is vice-president and general manager of KCMO-TV, Kansas City, as an addenda to a report by the Board's subcommittee on Personal Products Advertising. The subcommittee has been reviewing commercials in this area in the light of the Television Code, and reported progress in good taste.

### Improvement Called 'Amazing'

The report said, "Last April the Code Board sat down and reviewed most personal products then on the air. It was a pretty grim experience. We did the same thing yesterday. There has been an amazing improvement in good taste and acceptability."

The sub-committee found however that advertising for bras and girdles needed a note of caution.

"Some commercials in this classification need revision," Hartenbower said, "and there appears to be a tendency on the part of some advertisers and agencies to go beyond the limits of acceptable good taste. Our Code staff has been instructed to discuss specific commercials with the proper agencies and arrange to modify some of these objectionable techniques."

### Meeting Scheduled Oct. 4

The full Code Review Board will hold its regular quarterly meeting in Washington Oct. 4. The subcommittee on Code planning is scheduled to meet immediately before the session of the full Board.

## Graziano to Star in New Schenck-Koch Series

Special to THE DAILY

MIAMI, July 21.—A million dollar budget has been allocated for filming a new television series titled "Miami Undercover," featuring Lee Bowman and Rocky Graziano, which will use the Eden Roc Hotel of Miami Beach as headquarters. This announcement has been made by Harry Mufson, president of the Eden Roc Hotel, and Howard W. Koch of Schenck-Koch Enterprises. Koch will arrive in Miami Beach this week, and shooting will start by the end of the month. It is expected that the cast and crew will be in Miami Beach for approximately 14 weeks in order to film the 26 installments. Pilot film for the series was shot at the Eden Roc last year. The series will be released by Ziv-Television to stations across the United States starting in mid-September.

## Paar Show Goes Color On NBC-TV This Sept.

"The Jack Paar Show" will be telecast in color starting this September, marking the largest single expansion in the color schedule of the NBC-TV network, the network announced.

Each of the Monday-through-Thursday Paar programs will be colorcast, an addition of seven color hours a week, and Friday's "The Best of Paar" will join the color lineup later in the season. The shows of Perry Como, Dinah Shore and Tennessee Ernie Ford now are colorcast.

### Color for Two Other Shows

NBC-TV's daytime color programming schedule will be further augmented by the colorcasting of "Play Your Hunch" and "The Jan Murray Show." The addition of these shows will bring the network color schedule to more than 1,000 hours in 1960, an increase of almost 50 per cent over last year's 720 hours.

## 'Oscar' TV Show

(Continued from page 1)

any of the networks that would guarantee the Academy's cost of the show, and supply a sponsor who would be agreeable to an institutional tie-in with the show.

## Telescript Planning West Coast Expansion

Harrison C. Reader, financial consultant for Telescript CSP Inc., and Peter Jackson, vice-president in charge of engineering, will leave for the Coast soon to set up additional offices in Los Angeles and a plant to manufacture the company's closed circuit television products.

Telescript announced that Reader and Jackson also will set plans for a series of merger deals, conferences and discussions in the field of closed circuit television. Meetings have been scheduled, it was stated, with officials of American Electronics, Hallamore-Siegler Co. and Thompson-Ramo Wooldridge.

## ABC-TV Promotes 3 In Programming Dept.

Three promotions within the ABC television network programming department were announced this week by Thomas W. Moore, ABC-TV vice-president in charge of programming.

William C. Seaman has been named to the newly created position of director of program services. He formerly was program production manager. George Patrick has been promoted from commercial coordinator to manager of daytime program services. Richard Mumma has been promoted from associate director to commercial coordinator.

## Flick Praise

(Continued from page 1)

ment's Motion Picture Division, said today.

Dr. Flick pointed out that the Joint group has "forthrightly taken a position in an area where some or many people hesitate to act, because of the belief that it may be contrary to the republican philosophy and the American way of life."

Assemblyman Younglove co-sponsored, this year, the Joint Committee-drafted bill proposing a film classification system for primary and secondary school students. It overwhelmingly passed the Assembly and, Capitol Hill observers believe, would have won Senate approval—were a floor vote taken before adjournment.

Dr. Flick is an advocate of this plan, which Younglove had indicated would be presented again early in the 1961 legislative session. The motion picture industry strongly opposes it.

Assemblyman Harry J. Donnelly, 38-year-old Republican and a two-term member, is the new chairman of the bipartisan Joint Committee on Offensive and Obscene Material.

## Directorial Honors

(Continued from page 1)

the second quarter of year, while two were holdovers from the first quarter nominees.

Directors and assistant directors respectively selected by the guild's 2,200 members are: "Elmer Gantry," Richard Brooks, Tom Shaw; "The Apartment," Billy Wilder, Hal Polaire; "Bells Are Ringing," Vincente Minnelli, Bill McGary; "Please Don't Eat the Daisies," Charles Walters, Al Jennings; "Home from the Hill," Vincente Minnelli, Bill McGary, and "Our Man in Havana," Carol Reed, Gerry O'Hara.

Directorial nominees will be selected during the remaining six months of the year, and winners will be announced at the guild's annual awards dinner early next year.

## 'Ghosts' Big in Canada

William Castle's "13 Ghosts," a Columbia Pictures release, has opened strong in Canada, duplicating its performance in the States, the distributor reported. Opening day in Toronto, where Castle made a personal appearance tour, it grossed \$7,500 in seven situations. It took \$2,200 in its first three days at the Vanity, Windsor, and \$1,150 in three days at the Centre, Chatham, Ont., Columbia reported.

## Gabaldon to Attend Bow

JACKSONVILLE, N. C., July 21.—Guy Gabaldon, on whose story Allied Artists "Hell to Eternity" is based, will attend the world premier of the picture at the Center Theatre here on July 27.

Gabaldon, credited with the capture of more than 2,000 Japanese soldiers on Saipan in World War II, is now touring the Carolinas. He will also visit New Orleans.

## 'More Producers Wanted,' Says Shingle at Republic

From THE DAILY Bureau

HOLLYWOOD, July 21.—Republic Studios is hanging out the "more producers wanted" sign on its front gate, claiming that every two of its sound stages under today's streamlined operations do the work of three a year ago.

"There's plenty of room for other independent producers to join the already on our lot," Victor M. Carter, president of Republic Corp., the parent company, declared.

Carter praised Daniel Bloomberg, Republic Studios vice-president and manager during the one-year-old Carter regime, for streamlining production.

## Compo Theme

(Continued from page 1)

place among the more endearing characters of history. . . .

"We have recently published this space advertisements explaining the purposes and operation of the Advertising Code of the Motion Picture Association of America. In its operation since its adoption 30 years ago, the Advertising Code has tried to regulate motion picture advertising so that reasonable people would find nothing offensive in the advertising. To a spectacular extent it has been successful.

### Says Some Can't Be Pleased

"That there are still complaints, of course undeniable—there are some people nothing will please. But the complaints are not nearly as numerous as one would be led to believe by the noise they create. Furthermore, there is growing evidence that many of them have been inspired by persons or organizations remote from the scene.

"Nearly all of them seem to have one common characteristic: they speak for all decent-minded people. This, of course, is not true. They are merely using the inflated claim of the Three Tailors of Tooley Street.

## Lesser Re-elected

(Continued from page 1)

dent of Warner Brothers, was elected assistant chairman at the session, held in the American Room of Hollywood Brown Derby.

Supervisor Ernest E. Debs, who year ago presented the ordinance by which the County Board of Supervisors created the commission to establish a museum for motion pictures and television, lauded the progress made during the first year of the commission's existence.

## Mrs. Murray Dies

ATLANTA, July 21.—Mrs. Katharine T. Murray, widow of the late W. T. Murray, former owner of the Rialto Theatre here for many years, died at a local hospital.

This feature from this week's "Motion Picture Herald," out today, is reprinted here in full as a service to showmanship.

# What Is Your Showmanship I. Q.?

*WITH many exhibitors these days decrying the lack of product or the quality of it as responsible for the poor state of their business, Harry Hendel, chairman of the board of Allied Motion Picture Theatre Owners of Western Pennsylvania, in Pittsburgh, has put the onus of theatre success, or lack of it, squarely up to the theatre operator himself. It is Mr. Hendel's contention that the profit-making theatre is one that constantly is plugging its merchandise, day-in and day-out.*

*The organization executive, in a "Flash" memo to his members, says, "The movie business, despite prophets of gloom, is still the most dynamic and most popular of all commercial entertainment mediums—still drawing more paying customers weekly than all other box office amusements."*

*Along with the memo, Mr. Hendel attached a questionnaire asking the showmen to ask themselves just how much effort they have been expending in their operation—and to gauge themselves by their answers to the 25 questions posed.*

*Exhibitors are invited to test themselves on what they do for the picture by checking off their answers to Mr. Hendel's 25 questions, as reprinted below. How do you rate?*

- |  |  |
|--|--|
| <input type="checkbox"/> 1. Do you belong to the Chamber of Commerce, American Legion, Rotary, Kiwanis, Lions or other civic organizations in your community?                    | <input type="checkbox"/> 14. Do you get up on your stage to talk to your audience, telling them what you are trying to do and invite their suggestions?                                      |
| <input type="checkbox"/> 2. Do you know the chairman of the P.T.A., the Women's Club and other local business groups?  | <input type="checkbox"/> 15. Do you give your advertising an institutional slant? Do you advertise on the amusement page of your newspaper or in the different media to sell your theatre?   |
| <input type="checkbox"/> 3. Do you know your school officials (high school principal), and teachers in your community?   | <input type="checkbox"/> 16. Do you know the store owners or managers in your area? Could you go to them about cooperative picture tieups or for assistance in fighting adverse legislation? |
| <input type="checkbox"/> 4. Are you acquainted with the Clergy and religious leaders of the various churches in your community?  | <input type="checkbox"/> 17. Are you on friendly terms with the editor of your local newspaper and the operator of the radio and TV stations in your area?                                   |
| <input type="checkbox"/> 5. Do you know the Mayor, Members of Council, Chief of Police and taxing authorities in your city, town or borough?                                     | <input type="checkbox"/> 18. Without being a braggart, have you reminded the people of the contribution of movies and the importance of your theatre to the community?                       |
| <input type="checkbox"/> 6. At off hours is your theatre available for civic meetings for the use of reputable and worthy organizations?   | <input type="checkbox"/> 19. Are you giving your theatre the best you can afford in new technical improvements, such as good lighting, sound and air conditioning?                           |
| <input type="checkbox"/> 7. Do you hold advance screenings for opinion makers of selected pictures? Do you arrange special shows for certain groups on selected pictures?        | <input type="checkbox"/> 20. Do you personally check on your housekeeping? Are you giving the most in comfort, cleanliness and friendly service?   |
| <input type="checkbox"/> 8. Do you run special children's matinees? Do you assist Boy's Clubs, Girl Scouts, etc., in order to build your audiences of the future?                | <input type="checkbox"/> 21. Do you read the trade papers and see as many pictures as you can before you show them? Do you know what you are selling?  |
| <input type="checkbox"/> 9. Do you make yourself available to serve on committees that promote community welfare and charitable causes? Will you take an active part?            | <input type="checkbox"/> 22. Do you study programming, selecting the best features and shorts available for playing time according to your type of audience?                                 |
| <input type="checkbox"/> 10. Have you suggested a theatre tieup instead of carnivals or bazaars as a fund raising project for local organizations?                               | <input type="checkbox"/> 23. Are you a dues paying member of Allied of Western Pennsylvania — your local trade association? Do you respond when asked to cooperate?                          |
| <input type="checkbox"/> 11. Are you building a mailing list? Do you get on the phone and call a cross section of people about a special picture?                                | <input type="checkbox"/> 24. Do you make every effort to attend organization meetings and other trade affairs? Are you open minded toward new ideas?   |
| <input type="checkbox"/> 12. Do you analyze and select possible advertising media appropriate to your area and potential patronage on a particular picture?                      | <input type="checkbox"/> 25. Do you exert every effort to stimulate your business instead of blaming TV, etc., for declining receipts?   |
| <input type="checkbox"/> 13. As people leave the theatre are you available to receive their comment? Do you poll your audiences? Do you ring doorbells to ascertain their views? |  |

## National Pre-Selling

**TOM PRIDEAUX**, "Life's" entertainment editor, in the July 25 issue tells how Judy Holliday, Betty Comden and Adolph Green, friends for 21 years joined talents in making the joyous MGM musical "Bells Are Ringing."

A final big song was needed for Judy and the article explains how it was written just before dawn and how Judy was awakened by Adolph Green to hear it. The song "I'm Going Back to the Bonjour Tristesse Brassiere Company" became the hit of both the stage show and the movie.

Holliday, Comden and Green were part of a night club act 21 years ago. They are seen in the lead photo doing a farcical jam session at a Greenwich Village nightspot.

"Bells Are Ringing" is having its premiere at Radio City Music Hall, with strong box office figures.

Anyone wishing to know what it is like to be a colored man on South Africa today should see "Come Back, Africa" according to Florence Somers writing in the August issue of "Red-book."

This film was made by Lionel Rogosin in Johannesburg and is an unforgettable expose of a cruel political situation.

John Wayne, producer, director, and star of "The Alamo" is on the front cover of "Look's" August 2 issue backed up by his co-star Linda Crystal.

Wayne told Jack Hamilton who wrote a cover story on this durable star that in producing "The Alamo" it is the first time in his life that he has been able to express what he feels about people. Wayne also said "I've gambled everything I own in this picture — all my money 1½ million and my soul." Director John Ford calls "The Alamo" the greatest picture I've ever seen. It will last forever — run forever — for all people, all families everywhere."

Lucille Ball who is co-starred with Bob Hope in "The Facts of Life," is the cover girl on "TV Guide's" July 12 issue.

Don Jenkins has written a cover story and he quotes Lucy as saying in reply to his question, are you happy? "Am I happy? No. Not yet. I will be. I've been humiliated. That's not easy for a woman."

Lee Remick who plays an impoverished widow in "Wild River," and does it without makeup is profiled by Mark Nichols in the August issue of "Coronet."

Lee has a natural humility which prompted her to say "When I saw myself in 'Anatomy of a Murder,' I looked at my husband and said: Oh, well, I guess motherhood is my forte." She has a 22-month-old daughter

## Expect Reelection of Walsh

(Continued from page 1)

executive board meeting and convention.

The present slate of officers is unopposed insofar as is known in advance of the convention, hence the reelection of Walsh and other international officials is anticipated. The election will be held during the convention, week after next.

Sandwiched between the general executive board meeting and the international convention will be the conventions of all 14 I.A. districts. For the most part, these will be held during the course of the weekend of July 29-31.

Approximately 1,100 delegates are expected to attend the international convention which the organization has said will be confronted with "some very serious problems of re-evaluation and adjustment." These are said to stem in large measure from workings of the Landrum-Griffin Act, entailing new costs, filing of additional reports, changes in traditional organ-

izing and collective bargaining procedures and other innovations.

In addition, the convention will consider problems arising from "far-reaching changes taking place within the entertainment industry." Membership shrinkage is said to have hampered the operation of many I.A. locals, especially in the smaller cities, and underscored the need for mergers and possibly other remedial steps.

Other matters on the convention agenda will include the recruiting of new craftsmen in I.A.'s various fields because the hardy survival of stage and screen, notwithstanding competition from a host of other forms of entertainment, often has made the filling of available jobs difficult.

I.A. Chicago locals have set up convention committees consisting of their presidents and business agents to handle arrangements for the gathering and serve as hosts to the delegates during their stay.

### Saturation Opening for 'Time' in Chicago Today

MGM will launch "The Time Machine" today with a saturation booking in 65 theatres in the Chicago metropolitan area.

A radio-TV campaign, supervised by Terry Turner, has been set up in conjunction with MGM and local exhibitors. Over 50,000 heralds are being distributed by the theatres. Also eight one-minute trailers, four 20-second trailers, and a special TV promotional featurette have been prepared as part of the campaign.

### Indiana Builds Drive-in

HAMMOND, Ind., July 21.—Construction has started on the new Hammond 41, outdoor theatre here.

named Kate. When Kate becomes just slightly ill, Lec quickly becomes one of New York's most worried mothers.

"A Raisin in the Sun," the David Susskind-Philip Rose production receives considerable promotional aid in the current issue of "Jet."

The issue has a pictorial essay spotlighting Sidney Poitier who stars in this new Columbia release.

Lucille Ball has written the captions for photos made on the sets of "The Facts of Life," which appeared in a pictorial essay in the July 17 issue of "Family Weekly." This is a Desilu production and Lucy quotes her co-star Bob Hope in a caption for the lead photo as saying "this is the first time I ever got to kiss my boss." A photo made at her home showing Lucy reading to her two children Lucie Desiree 9 and Desiderio Arnaz 7, is an insight into Lucy's devotion to her children.

WALTER HAAS

### New Inn at Massena Opened by Schines

Special to THE DAILY

ALBANY, July 21. — Pursuing its program of diversification, Schine Enterprises, Inc., has opened a four-story Schine Inn overlooking the downtown business section of Massena, N. Y., located in the heart of the St. Lawrence Seaway development.

The fireproof, soundproof Inn has 140 guest rooms, plus a convention, business meeting and social center. Nearly 350 people can be accommodated in the ballroom, while additional facilities are available in Wiggins Tavern and in the special convertible conference room.

Another de luxe Schine Inn, with an adjoining 40-lane bowling setup and screening room equipped for 35 and 16 mm. projection, is slated to open in September, at Chicopee, Mass.

A fourth motor inn is scheduled for construction in Syracuse.

### 'Gantry' Dallas Record

"Elmer Gantry" set a new all-time high house record in the 30-year history of the Capri Theatre, Dallas, for a non-holiday week, grossing \$18,597 for its first week. The record was announced by William J. Heineman, vice-president of United Artists, and Earl Podolnick, president of Trans-Texas Theatres, which owns and operates the Capri. The only film to top this mark was UA's "Solomon and Sheba" during Christmas week last year, and at roadshow prices.

### Cohen Reopens House

JACKSONVILLE, July 21.—Cecil Cohen, local exhibitor, has reopened his recently-acquire Victoria Theatre, New Smyrna Beach, after air-conditioning the auditorium and refurbishing the theatre's entire interior.

## PEOPLE

C. Glenn Norris, 20th Century-Fox general sales manager, will meet with trade press representatives at the home office executive club luncheon on Tuesday to discuss current industry developments.

Charles Beigle, director of real estate for Loew's Theatres, has resigned. Following an extended vacation, he will announce his future plans.

Herman B. Meiselman, owner of North Carolina theatre circuit, attended the ground-breaking ceremonies on July 14 which marked the beginning of construction for his new 650-car drive-in theatre on Beaufort Boulevard a few miles southeast of Jacksonville.

Marty Shearn, who has been named manager of the new Central Theatres, Jacksonville, when it opens on Aug. 10 with the area premiere of "Ben-Hur," has gone into the hinterlands of south Georgia and north Florida communities to advise club business firms, civic groups and people in general that the winner of the M-G-M spectacle will soon be the Center's screen.

Douglas Dakin, assistant general manager and chief casting director for Central Casting Corp. for the past two years, has been named general manager of the organization, succeeding Arthur Bronson, who died June 9.

Max M. Grimes has been appointed by Mayor Hartsfield of Atlanta to serve as a member of the board of examiners of motion picture machine operators in that city. He succeeds Roy M. Avery, who resigned because of the press of other business. Grimes' appointment must still be approved by the Atlanta Board of Aldermen.

Oscar A. Brotman and Ben C. Leonard Sherman will open in mid-August their new drive-in theatre, Oasis, near Des Plaines, Ill. The operation will handle 1,500 cars and will have an air-conditioned seating area for 200 persons.

J. E. Estes, cashier at the 20th Century-Fox branch in Atlanta, has retired after 40 years with the company.

### 'Strangers' Starts Strong

"Strangers When We Meet," Byrna-Quine production for Columbia Pictures release, has turned four more strong openings, Columbia reports, with first day figures of \$8,100 at the Fox, Philadelphia; \$3,650 at the Hippodrome, Cleveland; \$1,800 at the Warner, Beverly Hills, and \$1,950 at the Beach, Atlantic City.

# MOTION PICTURE DAILY

Concise  
and  
to the  
Point



NEW YORK, U.S.A., MONDAY, JULY 25, 1960

TEN CENTS

All  
the News  
That  
Is News



Early Action

Renew Talks

On Exhibitor

Groups Merger

Myers' Retirement Said to  
Our National Unity Plan

Special to THE DAILY

CHICAGO, July 24.—The often discussed, long hoped for "one national exhibitor organization" has come to the fore again as a topic of speculation and exploration among national exhibitor leaders.

The July 1 retirement of Abram F. Myers as chairman of the board and general counsel of Allied States Inc. is viewed as a major factor in the revival of discussion of possibility of a merger of Theatre Owners America and Allied States.

Myers, throughout his many years as policy-maker for Allied, was unambiguously opposed to such a merger, insisting that TOA and its predecessors represented major circuit and other large theatre interests whose

(Continued on page 5)

Theatre Exemption

Out' of N. Y. Wage Bill

Special to THE DAILY

ALBANY, N. Y., July 24.—An informed source expressed "doubt" at the conclusion of a public hearing on Friday that motion picture theatre employees can be exempted from the provisions of a law, effective Oct. 1, which extends a minimum wage of \$1 an hour to approximately

(Continued on page 5)

Predict 200 Registrants

N. J. Allied Meet

Special to THE DAILY

SIAMENSA LAKE, N. Y., July 24. About 200 members and guests of the National Theatre Owners of New Jersey are expected to register at the Concord Hotel here today for the organization's annual convention. The event is being held at the hotel, which is being decorated by the mid-season attractions

(Continued on page 4)

**AFTRA Accepts SAG Terms for Closer  
Liaison; Hopes for Closer Ties Later**

By E. H. KAHN

WASHINGTON, July 24.—The American Federation of Television and Radio Artists has voted to accept the terms of a proposal for closer cooperation previously made by the Screen Actors Guild.

**N. Y. Meeting Opens  
Will Rogers Drive**

At a pre-drive conclave Friday conducted by Emanuel Frisch, New York exhibitor chairman, and held in the M-G-M screening room, some 80 circuit heads from the metropolitan area gave their endorsement to the Will Rogers Hospital's Audience Collections, and the 1960 trailer which will be released this week for the campaign now getting under way. The trailer was narrated by Shirley MacLaine against a background of Will Rogers shots. In the unanimous

(Continued on page 2)

**See Embassy Decision  
Delayed Till September**

Special to THE DAILY

SAN FRANCISCO, July 24.—Contrary to previous expectations, a decision in the lengthy Embassy Theatre \$8,000,000 anti-trust suit, which has dragged through Federal court here for more than 10 years, is not likely to be settled until at least the

(Continued on page 2)

**Michigan Film Business Gets First Invitation  
To Participate in Annual State Fair, Sept. 2-11**

Special to THE DAILY

DETROIT, July 24.—Michigan's motion picture and theatre industries have been invited for the first time to participate in the Michigan State Fair, Sept. 2-11.

Local leaders of exhibition, distribution, the projectionists union and amusement industry publicists met in the 20th Century-Fox screening room here late last week with Gerry Lacey, in charge of sales for the 111th State Fair, who proposed to them that the motion picture industry be represented this year. Lacey explained that the industry had not been approached before because all available space had been spoken for far in advance by industries traditionally associated with the Fair. This year, Ford Motor Co. is donating one of its geodesic domes which can provide up to 9,000 square feet of space, most of which could be made available to the industry if a reciprocal formula can be worked out between the Fair, exhibitors, distributors and equipment makers. An industry committee was named which will meet in the next few days to ascertain the wishes of the local trade.

An attendance of 800,000 is predicted for this year's Fair, many of whom are not theatre-goers and who could be exposed to both exhibits and projection of promotion reels.

See Wider Use

Broaden Sales

Of 70-35 mm

Projectors

Norelco to Supply Dealers,  
End Todd-AO 'Exclusive'

Norelco Universal 70/35mm projection equipment has been made available from theatre supply dealers throughout the United States. This was revealed in a joint announcement by Niels Tuxen of North American Philips Company, Inc., manufacturers and national distributors of Norelco equipment; and George P. Skouras of the Todd-AO Corporation, which for several years exclusively handled the sale of this equipment directly to exhibitors.

The change in distribution policy becomes effective immediately, the announcement states, which explains that the move has been brought about

(Continued on page 6)

**Rank's Latin-American  
Operation in Black**

From THE DAILY Bureau

LONDON, July 24. — "The Rank Organisation's distribution network in Latin-America is proving a highly successful operation," reported W. H. Jamieson, supervisor for that market, on his return here on leave.

Today, he said, the operation is more than paying its way and ranks in importance with the longer-established major American distribution set-ups there.

June produced an all-time record

(Continued on page 5)

**Soviet Director Says  
TV Doesn't Hurt Films**

From THE DAILY Bureau

WASHINGTON, July 24. — Theatrical motion pictures and television coexist peacefully in Russia, says Soviet film director Ivan Pyriev, because they do not compete economically. The state takes care of financing both films and TV, so budgets don't really matter, he said.

Nevertheless, he drew attention to

(Continued on page 5)

TELEVISION TODAY—page 4

## PERSONAL MENTION

DAN FRANKEL, president of Zcnith International Films, and Mrs. FRANKEL left New York at the weekend for Biarritz, France, on a combined business and vacation trip. They will return on Aug. 8.

JOSEPH M. SUGAR, vice-president and general sales manager of Magna Theatre Corp., will leave New York today for San Francisco, Seattle and Portland.

JACK KARP, Paramount vice-president in charge of production and head of the Hollywood studio, has arrived in New York from the Coast.

SHIRLEY JONES, one of the stars of United Artists' "Elmer Gantry," left here on Friday for Washington.

KATHRYN MARSHALL, manager of Hamrick's Music Box in Portland, Ore., has returned to her duties following recovery from pneumonia.

DIRK BOGARDE, who portrays Franz Liszt in Columbia's "Song Without End," will arrive in New York today from London.

### I.A. Delegation

(Continued from page 1)

same hotel a week from tomorrow and also is expected to run a full week. More than 1,100 delegates are expected to register for the annual convention.

Next weekend, annual conventions of the 14 I. A. districts will be held individually in the convention hotel. Full meeting facilities have been provided the international despite the strain on hotel accommodations locally as a result of the Republican National Convention being held here this week.

## Rogers Drive

(Continued from page 1)

opinion of those present this year's trailer outranks all others for its authenticity and sincerity.

The circuit men also heard a tape recording which is to be a feature of the area meetings, now being set up in the exchange areas. Copies of the tape have been supplied to all distributor chairmen. Campaign procedure and objectives are outlined on the tape by A. Montague, president of the Hospital; Richard F. Walsh, who succeeds the late R. J. O'Donnell, as chairman; and the chairmen of the national committees. Jim Velde and Morey Goldstein addressed the distributors, and Charles Kurtzman the exhibitors, as national chairmen of those respective committees.

### Started by Fabian, Depinet

Si Fabian and Ned Depinet, national chairmen of the overall campaign gave the drive its official start, and put in an appeal for "any new ideas from the field" that could be used to further advance "the things we are working for at Will Rogers."

Eugene Picker, finance chairman, makes the point that this year's goal of one million dollars on the combined audience collections and Christmas salute embodies provisions for the physical expansion of the research laboratories, for building new living accommodations for the resident staff thus making available additional space for more patients, and also for the annual operations costs of the hospital's healing and research program.

Sol Schwartz, president of RKO Theatres pledged all-out support of the campaign, and said, in reflection of the enthusiasm generated at the meeting, that he is confident that his circuit will far exceed past performance.

### Memorial to O'Donnell

This year's drive is keyed to the O'Donnell Memorial Research Laboratories and their expanded program. This recently was dedicated by A. Montague as a living memorial to R. J. 'Bob' O'Donnell.

New York exhibitors, in recognizing O'Donnell Memorial Year, have taken on a goal of \$300,000 for the area.

### On Road for 'Gulliver'

Rube Jackter, Columbia Pictures vice-president and general sales manager, leaves for Detroit today (25) on the first leg of a cross-country tour to personally line up the country's top showcases for the company's Christmas release, Charles H. Schneer's "The 3 Worlds of Gulliver," in SuperDynamation and color.

## Dayton Bow of 'Inherit' Gets National Publicity

Special to THE DAILY

DAYTON, Tenn., July 24. — Some 5,000 persons, one of the largest audiences ever to attend a single film performance in Tennessee, comprised the premiere audience for Stanley Kramer's "Inherit the Wind," Thursday at Rhea County Drive-in Theatre here. Among those present was John T. Scopes, whose trial 35 years ago inspired the story on which the United Artists film is based.

The day's program started with a parade at 1:30 P.M., which was followed by a band concert, a fashion parade and, at 7 P.M., the introduction of Scopes on the steps of the Court House. Then a motorcade procession to the theatre and the showing of the film.

The events, covered by all news media and filmed, were shown Saturday night on the NBC-TV network at 6:45 P.M. and on the CBS video web at 7 P.M.

## British Institute Stages Mankiewicz Festival

From THE DAILY Bureau

LONDON July 21 (By Air Mail). —A festival of the films of Joseph L. Mankiewicz began in London yesterday under the sponsorship of the British Film Institute. The writer-director-producer arrived for the festival premiere from the south of France, where he has been working on the script of the forthcoming 20th Century-Fox release, "Justine."

The British Film Institute frequently runs special series and retrospective groups of films but this is one of the rare occasions where the entire four weeks of screenings is devoted to the work of one man. Such Mankiewicz films as "All About Eve," "A Letter to Three Wives," "Julius Caesar," "Barefoot Contessa," "No Way Out" and "Five Fingers" will be presented.

Mankiewicz is due to return to New York in early September.

### 'World' Opens Strong

Irwin Allen's "The Lost World," 20th-Fox release which has opened only in 32 locations across the country in 72 theatres, including 23 drive-ins, has passed the \$400,000 mark, more than 25 per cent ahead of 20th Century-Fox's record-smasher, "Journey to the Center of the Earth," at this time in its release last Thanksgiving season.

### Will Raze Atlanta House

ATLANTA, July 24. — Wilby-Kinney's Paramount Theatre, built in 1921 by the late Troup Howard, has closed its doors. The structure will be torn down and a large business building will be erected on the site.

## Embassy Sui

(Continued from page 1)

middle of September. The original prediction was for a decision by Aug. 1. The new delay became apparent Friday when the court adjourned the weekend, with counsel for plaintiff only two-thirds of the way through closing oral arguments before Judge Lloyd H. Burke.

Chief trial attorney for the Embassy, Robert D. Raven, told MOTION PICTURE DAILY at the close of the session he expects to argue for two, perhaps three days more, after which the defense will be given a chance at rebuttal.

Arthur B. Dunne, who heads a crew of attorneys for the various defending exhibitors and distributors indicated the defense could not possibly complete its arguments before Aug. 1.

During the month of August Judge Burke will be absent because of assignment to preside through the period in United States District Court in San Diego.

### Jurist Makes Prediction

Before the weekend adjournment Judge Burke made it clear that he is sufficiently familiar with the case which he inherited after the death of Judge Edward P. Murphy to hand down a decision "soon after both sides have completed their closing arguments." All of the direct testimony was heard by Judge Murphy at a 4-day trial in 1958, and Judge Burke subsequently was empowered to review the trial transcript, hear the closing arguments and render a verdict.

Closing arguments in this trial for the purpose of establishing the questions of liability and damages. Both sides are confined strictly to examining testimony presented during the original trial heard by Judge Murphy.

"I prefer to decide a case immediately following closing argument, if it is at all possible," Judge Burke stated, and added in a weary voice "a case can get awfully stale."

### 'Bells'-Astaire Tie-in

M-G-M has concluded arrangements for a major national tie-in with the Fred Astaire Dance Studios. To promote "Bells Are Ringing," the Astaire studios, in their bulletins and mailings, are describing the terpsichorean aspects of the film, which features the Judy Holliday-Dean Martin duo and the cha-cha of Dolores Avila.

### Dobe Left \$364,500

GRAYSLAKE, Ill., July 24. — Fred W. Dobe, owner of the Family Opera House Theatre here and builder of the Liberty Theatre in Libertyville, left an estate of \$364,500. He died July 18 at the age of 87.

✓ check with... national screen service for the best in SPECIAL TRAILERS

# 'Hell to Eternity' Wins Raves from Showmen



Edward L. Hyman, V.P. American Broadcasting-Paramount Theatres, Inc.  
 "Great entertainment for mass audiences from Allied Artists. Anticipate outstanding grosses."



Harry Mandel, V.P. RKO Theatres  
 "HELL TO ETERNITY is a big picture, a memorable war drama. It is loaded with ingredients to bring happy results at the box office—plenty of sex, suspense, heartwarming situations and powerful performances by an excellent cast."



John F. Murphy, Executive V.P. Loew's Theatres  
 "HELL TO ETERNITY is one helluva picture."



Left to right: Harry L. Mandell, production executive; Morey R. Goldstein, vice-president and general sales manager, Allied Artists, and Irving H. Levin, producer.



Betty Polon, RKO Head Film Buyer  
 "Powerful story that will appeal to millions of ex-G.I.'s and their families. Great entertainment."

## "HELL TO ETERNITY"

An Atlantic Pictures Production  
 Produced by Irving H. Levin  
 Production Executive Harry L. Mandell  
 Directed by Phil Karlson. Starring Jeffrey Hunter, David Janssen, Vic Damone, Patricia Owens, Richard Eyer, John Larch, Sessue Hayakawa, and Miiko Taka.



Clem Perry, Astor and Victoria Theatres  
 "Tremendous action drama with a heart and wide range appeal. Another sure-fire winner from Allied Artists."

# Television Today

## AFTRA-SAG

(Continued from page 1)

mation which had been made by SAG. This offer was made late in June, in the course of a three-day meeting between the groups on the West Coast. At that time, they discussed the recommendations of impartial labor expert David L. Cole that SAG and AFTRA agree to a complete merger.

Though AFTRA at that time was cool to some of the proposed organizational structure suggested by Cole, it was willing to accept it. SAG was not, but it said that the new plan would receive consideration.

This new plan amounted to an offer of partial amalgamation. It consisted of four points:

(1) Joint SAG-AFTRA negotiation and administration in all TV commercials—live, taped and filmed.

(2) Joint negotiation and administration in videotape programs.

(3) Exploration of the possibility of interchangeability of cards of the unions in connection with work on TV commercials and videotape programs.

(4) Exploration of the possibility of cross-crediting performers in those areas for pension and welfare fund purposes.

The AFTRA national board had earlier accepted these SAG proposals by an overwhelming margin—about 10 votes opposed out of approximately 80. It is clear, of course, that this partial merger would pose a number of problems. One will deal with the allocation of funds for the pension and welfare plans; SAG's is a new one while AFTRA's is six years old. Another will concern the dues structure of the union's locals, and the financial impact of card interchangeability.

AFTRA's official proposal for a merger with SAG was made about two years ago. About a year ago, the two unions agreed to employ Cole to study the feasibility of a merger. This report was made in January, 1960. The two unions were unable to do anything about it early in the year because SAG was in negotiation with motion picture firms.

### Cites Large TV Earnings

In recommending the merger, Cole had noted that SAG's members, originally exclusively motion picture actors working in theatricals, now earn more from TV entertainment pictures and commercials than from theatrical pictures. About half of SAG's members list some other union as their parent union (2,425 designating AFTRA as such). Similarly, 42 per cent of AFTRA's members have some other parent union (2,134 designating SAG as such).

The two unions, he said, have 50 per cent more members in Hollywood than in New York.

## Philco Sues to Stop RCA in Philadelphia

WASHINGTON, July 24.—Philco Corp. has once again asked the U.S. Court of Appeals to block renewal of the license of NBC's Philadelphia Channel 3 station, WRCV-AM-TV. Philco asserts that NBC should not have broadcasting licenses renewed since it is involved in anti-trust law suits. Philco seeks that channel for itself.

### One Philco Plea Rejected

The Federal Communications Commission has rejected Philco's plea for the Philadelphia Channel 3 as "legally insufficient." Philco's new petition to the Court also seeks to stop the swap of NBC's Philadelphia stations for the Boston outlets of RKO-General and the sale of NBC's stations in Washington, D. C., to RKO-General.

## AFTRA Honors Becker With Lifetime Card

From THE DAILY Bureau

WASHINGTON, July 24. — AFTRA's George Heller Memorial Award, a gold lifetime membership card, has been presented to an industry man for the first time. It went to I. S. Becker, vice-president of CBS Radio in charge of business affairs. In citing Becker, the industry chairman of the union's pension and welfare fund, AFTRA observed that his "regard for rates and percentages is exceeded by his sense of human dignity and concern for the welfare of performers."

## Northshield Producer Of NBC 'Today' Show

Robert J. Northshield has been named producer of the NBC television network's "Today" show. He replaces Robert Bendick, who will shift from the Monday-through-Friday series to a new NBC-TV assignment.

Northshield joined "Today" in May as program manager, after having produced several of the network's outstanding shows. He is a former columnist on the *Chicago Sun-Times*.

## Vadim Film to Para.

French director Roger Vadim's first American film, "Blood and Roses," a modern suspense drama, will be released later this year by Paramount Pictures.

## Six on SAG Board

HOLLYWOOD, July 24. — Warner Anderson, John Doucette, Alan Hale, Roger Smith, Marshall Thompson and Jane Powell have been elected to fill vacancies on the board of directors of the Screen Actors Guild and will serve until the guild's annual election next November.

## 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, Techirama; vv, VistaVision; rs, Regalscope.

### ► JULY

AIP—HOUSE OF USHER, c. cs: Vincent Price, Mark Damon  
 AIP—BEYOND THE TIME BARRIER: Robert Clarke, Darlene Tompkins  
 AIP—AMAZING TRANSPARENT MAN: Marguerite Chapman, Douglas Kennedy  
 BV—POLLYANNA, c: Hayley Mills, Jane Wyman  
 COL—SONG WITHOUT END, c, cs: Dirk Bogarde, Capucine (special handling)  
 COL—STRANGERS WHEN WE MEET, c, cs: Kim Novak, Kirk Douglas  
 COL—STOP! LOOK! AND LAUGH!: Three Stooges  
 COL—THIRTEEN GHOSTS: Charles Herbert, Ja Morrow  
 MGM—BELLS ARE RINGING, c, cs: Judy Holliday, Dean Martin  
 MGM—THE DAY THEY ROBBED THE BANK OF ENGLAND: Aldo Ray  
 PAR—THE BELLBOY: Jerry Lewis, Corinne Calvet  
 PAR—THE RAT RACE, c: Tony Curtis, Debbie Reynolds  
 PAR—TARZAN THE MAGNIFICENT, c: Gordon Scott, Betta St. John  
 20-FOX—THE STORY OF RUTH, c, cs: Elana Eden, Stuart Whitman  
 20-FOX—THE LOST WORLD, c, cs: David Hedison, Jill St. John  
 20-FOX—FROM THE TERRACE, c, cs: Paul Newman, Joanne Woodward  
 20-FOX—MURDER, INC., cs: Stuart Whitman, May Britt  
 20-FOX—TRAPPED IN TANGIERS, cs: Edmund Purdom, Genevieve Page  
 UA—THE APARTMENT: Jack Lemon, Shirley MacLaine  
 UA—CAGE OF EVIL: Ronald Forster, Pat Blair  
 UA—THE LAST DAYS OF POMPEII, c: Steve Reeves  
 UNI—DINOSAURUS, c, cs: Ward Ramsey, Kristina Hanson  
 UNI—PORTRAIT IN BLACK, c: Lana Turner, Anthony Quinn  
 UNI—S.O.S. PACIFIC: Pier Angeli, Eva Bartok  
 WB—ICE PALACE, c: Richard Burton, Robert Ryan  
 WB—HERCULES UNCHAINED, c: Steve Reeves

### ► AUGUST

AA—HELL TO ETERNITY: Jeffrey Hunter, Joan O'Brien  
 AIP—JOURNEY TO THE LOST CITY, c: Debra Paget, Paul Christian  
 COL—THE NIGHTS OF LUCREZIA BORGIA, c: Belinda Lee, Jacques Sernas  
 MGM—THE TIME MACHINE: Rod Taylor, Allan Young  
 PAR—PSYCHO: Anthony Perkins, Vera Miles  
 PAR—IT STARTED IN NAPLES, c: Clark Gable, Sophia Loren  
 20-FOX—ONE FOOT IN HELL, c, cs: Alan Ladd, Don Murray  
 20-FOX—FOR THE LOVE OF MIKE: Richard Baseheart, Rex Allen  
 20-FOX—THE THIRTY-NINE STEPS: Kenneth More, Taina Elg  
 20-FOX—YOUNG JESSE JAMES, cs: Ray Stricklyn, Willard Parker  
 20-FOX—SONS AND LOVERS, cs: Trevor Howard, Wendy Hiller  
 20-FOX—THE IDIOT: Russian Film  
 UA—ELMER GANTRY, c: Burt Lancaster, Jean Simmons  
 UA—HE RAN FOR HIS LIFE: Steve Kandel, Ron Foster  
 UNI—COLLEGE CONFIDENTIAL: Steve Allen, Jayne Meadows  
 UNI—CHARTROOSE CABOOSE, c: Molly Bee, Ben Cooper  
 WB—OCEAN'S ELEVEN, c: Frank Sinatra, Angie Dickinson

### ► SEPTEMBER

AIP—MALE AND FEMALE: Nadja Tiller, Tony Britton  
 COL—AS THE SEA RAGES: Maria Schell, Cliff Robertson  
 COL—FAST AND SEXY, c: Gina Lollobrigida, Dale Robertson  
 COL—ALL THE YOUNG MEN: Alan Ladd, Sidney Poitier  
 COL—THE ENEMY GENERAL: Van Johnson, Jean Pierre Aumont  
 MGM—ALL THE FINE YOUNG CANNIBALS: Natalie Wood, Robert Wagner  
 MGM—THE ANGEL WORE RED: Ava Gardner, Dirk Bogarde  
 MGM—THE SUBTERRANEANS, c, cs: Leslie Caron, George Peppard  
 PAR—UNDER TEN FLAGS: Van Heflin, Mylene Demongeot  
 PAR—THE BOY WHO STOLE A MILLION: Virgilio Texera, Marianne Benet  
 20-FOX—LET'S MAKE LOVE, c, cs: Marilyn Monroe, Yves Montand  
 20-FOX—HIGH TIME, c, cs: Bing Crosby, Fabian  
 20-FOX—APHRODITE, c: Belinda Lee, Jacques Sernas  
 20-FOX—HIGH POWERED RIFLE, cs: Willard Parker and Allison Hayes  
 UA—STUDS LONIGAN: Christopher Knight, Venetia Stevenson  
 UA—THE NIGHTFIGHTERS: Robert Mitchum, Anne Heyward  
 UNI—SEVEN WAYS FROM SUNDOWN, c: Audie Murphy, Barry Sullivan  
 UNI—BETWEEN TIME AND ETERNITY, c: Lilli Palmer, Carlos Thompson  
 WB—THE CROWDED SKY, c: Dana Andrews, Rhonda Fleming

## N. J. Allied

(Continued from page 1)

at this popular resort, more than 100 conventionites arrived over the weekend and many more are expected tomorrow.

Sidney Stern, New Jersey Allied president, whose objections to serving another term in office were overcome by members of his board of

directors, has scheduled business sessions for Tuesday and Wednesday. The election of officers will be held Tuesday, with the present slate expected to be returned intact. So changes in the board of directors anticipated, however.

With distribution representatives and other guests scheduled to be hand, an attendance of close to 500 is expected for the banquet which will bring the convention to a close on Wednesday night.

## Y. Wage Bill

(Continued from page 1)  
 100 additional workers throughout the state. The industry was not represented at Albany hearing here, or at that Buffalo the previous day. Specific hearings for the amusement recreation industry will be held in Albany on Aug. 4, and in New York City on Aug. 5.

### Other Industries Covered

The amusement and recreation industry is one of 10 now covered by minimum wage orders.

Effective March 1, last, the hourly rates of cashiers, cleaners, porters and matrons (other than children's attendants) in motion picture theatres increased from 90 cents to \$1 an hour. The pay of ticket-takers and attendants in such theatres advanced from 85 cents to \$1 an hour, at the same time.

The scale for ushers, children's marshallers, ramp and check-room attendants, other unclassified service staff members and messengers in motion picture theatres remained at 75 cents an hour, throughout the state.

Compo filed, on Feb. 24, a brief with the Senate Committee on Labor and Industry, and the Assembly Committee on Labor and Industry, requesting exemption "from all provisions of amendments to the state labor law prescribing minimum wage and maximum hour standards which have been or will be, introduced in the Assembly and Senate of the New York State legislature."

### 'Irreparable Harm' Feared

The five-page printed statement declared: "Passage of any of these proposed amendments without exemption from movie theatres would do irreparable harm to the motion picture industry in this state, force the dismissal of thousands of employees and result in the closing of already disreputable theatres which would be unable to continue operation under the dramatically increased operating costs which would result, if any of these amendments were enacted into law." The statement, submitted by Attorney General E. McCarthy, Compo executive secretary, noted that Gov. Rockefeller had recommended in a message at the convening of the legislative session, the adoption of a state-wide minimum wage law.

### Governor Signed It April 18

The 22-page Assembly Rules Committee bill introduced March 14 and authorizing a state-wide wage "floor" of \$1 an hour (with certain specified exceptions), passed the lower house on March 30, and the Senate March 31. Governor Rockefeller signed it April 18.

Reports of motion picture theatre workers to obtain an exemption ended until the final day of the session but they met failure.

Sen. Julian B. Erway, Albany Democrat, raised the question of whether film house workers were exempted, before the final roll call. Comments by industrial commis-

## Quarterly Nominations Set by Producers Guild

From THE DAILY Bureau

HOLLYWOOD, July 24. — The second quarter winners of nominations for the Screen Producers Guild "Best Feature Picture Award" for 1960 were announced by Jerry Bresler, SPG feature awards chairman. They are:

"The Apartment," produced by Billy Wilder, United Artists; "Elmer Gantry" Bernard Smith, United Artists; "Bells Are Ringing," Arthur Freed, Metro-Goldwyn-Mayer; and "Please Don't Eat the Daisies," Joe Pasternak, Metro-Goldwyn-Mayer.

Final award, bestowed annually, will be made early next year at the annual guild dinner.

## Rank in Latin-Am.

(Continued from page 1)

number of billings, reported Jamieson, since the establishment of the company in Buenos Aires four and a half years ago. And, he added, British films are not merely playing at so-called art houses but in the biggest cinemas and circuits throughout the territory.

Rank's "Tiger Bay," he pointed out, is now in its ninth continuous week in Buenos Aires, and it has already netted \$60,000 in Caracas, Venezuela. In addition to Rank films, they handle product from ABPC, Anglo-Amalgamated, Disney, the RKO-Radio backlot and in Cuba, Paramount's output. "Northwest Frontier," "Sapphire," "SOS Pacific," "Ferry to Hong Kong" and "Bachelor of Hearts" are other British films currently selling successfully in South American markets.

Jamieson said that he was particularly pleased to report that British comedies are also establishing themselves in Latin-America. The "Carry On" and Norman Wisdom films have proved very popular.

Chairman Martin P. Catherwood, who presided at Friday's session, in answer to questions from the floor, were that "It is always in order, under our system of government, to make representations to the chief executive and to leaders of the legislature, as well as to local legislators, as to the feeling (of those opposing specific provisions of new law), the strength of the feeling, and the basis of the feeling."

"There is a limitation as to what can be done prior to the next session of the legislature" Catherwood continued. "But legislation as passed is not always perfect. I would say in this, as in other cases, it is inherent in our form of government that the opportunity for expressing an opinion (as to amendments) be extended."

An official indicated, later, that Dr. Catherwood's statement applied more directly to non-profit organizations and to others not presently covered by minimum wage orders. "I do not see, under the provisions of this new law, how motion picture theatre workers can be exempted," the official observed.

## Renew Talks

(Continued from page 1)

problems were not the same as those of the small independent who constituted the backbone of Allied membership.

However, in recent years, what with court decreed theatre divorce and divestiture, and the further voluntary disposition of marginal theatres by circuits, the latter have come to be more and more in the same economic boat as their smaller independent cousins.

Moreover, numerous independent circuits, through expansion in both the drive-in and standard theatre fields, have come to resemble the larger circuits increasingly, and to share the same problems and interests.

### Independent Ranks Depleted

At the same time, economic attrition has depleted the ranks of the old-time, small independent exhibitors. Their loss has been felt by the regional exhibitor organizations to which they once belonged, and in turn it has been felt by national Allied in dues payments by its affiliated units.

These and other contemporary changes have acted to reduce the lines of demarcation between so-called "large" and "small" exhibitors and, with the retirement of the chief opponent of "one national exhibitor organization," the revived discussions have taken on new significance, in the opinion of many exhibitor leaders.

Few, however, expect any definitive action to be taken early, most predictions placing a decision on the proposal as far away as a year or 18 months.

But the subject is a live one again. Many discussions have been held on it already, and more are sure to be. While it is more than likely to come up, at least, informally, at national Allied's board meeting here two weeks hence, and at TOA's executive committee meetings in Los Angeles in September, no significant progress is to be looked for on either occasion, most exhibitor leaders believe.

### Need Is Obvious Today

Nevertheless, waning memberships in regional exhibitor organizations and the virtual disappearance of a number of them, along with their inability to contribute significantly, if at all, to national exhibitor organizations, will further underline the need for mergers of regional exhibitor units and the eventual necessity of a single national organization.

In fact, some exhibitor leaders predict that changes underway in exhibition, if not ameliorated soon, could present the alternative of merger or extinction to a number of regional organizations, which could, in turn, hasten merger action by the national bodies.

Theatre Owners of America officials questioned in New York on Friday said they had no comment on reports of renewed talks of formation of "one big national exhibitor organi-

## Lesser President Of Museum Group

From THE DAILY Bureau

HOLLYWOOD, July 24. — Sol Lesser has been named president of the Hollywood Museum Associates, non-profit corporation formed to further the interests of the Hollywood Motion Picture and Television Museum.

Lesser also is chairman of Hollywood Motion Picture and Television Museum Commission created by Los Angeles County board of supervisors to establish the museum, but the Museum Associates will operate outside of county jurisdiction.

Other officers, most of whom are also members of the commission, were named at corporation board's organizational meeting.

The Museum Associates will publicize the museum and its events and is empowered to receive gifts on behalf of the museum.

## Soviet Director

(Continued from page 1)

the fact that one of his films—"Take of Siberia"—cost 15 million rubles to produce and grossed 250 million rubles at the boxoffice in one year.

He noted that since there is no real economic competition, new theatrical releases are shown on TV, without charge, six months after their theatre release. But, Pyriev added, theatres in the Soviet Union change their features unless they fill at least 70 per cent of their seats.

Pyriev, who is in the U.S. along with Russian stars Julia Borisova and Yuri Yakovlev, in connection with the U.S. run of "The Idiot," also asserted that saturation release, as distinguished from roadshow, was the best way for a film to get its production costs back quickly.

The two actors had high praise for U. S. exhibition facilities. Singled out for special commendation were the "wonderful theatres" with excellent sound, and good lighting. Apparently of considerable surprise to the Russians was their observation of "very few people in the theatres." Pyriev noted that the growth of TV in Russia has not impinged on theatre attendance.

"The Idiot," one of the films included in the U. S.-Soviet cultural exchange agreement, is being distributed in this country by 20th Century-Fox.

## 'The Mark' in Work

"The Mark," third co-production of Continental Distributing, Inc., is now in work at the Bray Studios in Dublin, Ireland, Irving Wormser, president of Continental, reports.

Unofficially, they said "Exhibitor unity is as much to be desired today as ever. As much as we welcome it, we are not making overtures to anyone."

# PEOPLE

Thomas E. "Pep" Lee has been elected president, and Max L. Raskoff has been named vice-president, of the Paramount Studio Club, Hollywood. New members of the club's board of governors for the coming year are Johnny Adams, Wayne Warga, Wally Westmore and Harold Sturrock.

William C. Rubinstein, administrative assistant to Louis A. Novins, president of International Telemeter Corp., has been named a vice-president of the company. He will be responsible for the administration of the Telemeter Research and Development Laboratory in Los Angeles. Patrick Court will continue, as heretofore, as director of research at the laboratory.

Herman "Dusty" Rhodes, for many years co-owner of the Jet and Montgomery drive-in theatres in Montgomery, Ala., has sold his interest in those operations to Doc Fincher.

Joseph E. Levine received compliments from Walter Winchell in that commentator's Friday column in the *New York Daily Mirror*. The producer's "Hercules Unchained," said Winchell, has been "spectacularly brought to the screen," and he pays further tribute to the portrayal by Steve Reeves.

Pat Sullivan, president of Felix the Cat Creations, Inc., has engaged the firm of Henne and Kaufman as exclusive sales representatives of the newly-formed commercial cartoon division of the company.

## Anglo-Amalgamated Is Expanding Export Unit

From THE DAILY BUREAU

LONDON, July 24.—Because of the increase in volume of overseas business and their line-up of new British product, the export department of Anglo Amalgamated is being considerably enlarged, announce Nat Cohen and Stuart Levy.

A new department, under the supervision of Edward Jarratt, has been set up to handle all aspects of overseas publicity and the company's export manager, Philip Jacobs, has created a new shipping department. This will enable Anglo Amalgamated to maintain its best service despite the upsurge in the overseas demand for their product.

Among the new features on which these departments are already working are "The Concrete Jungle," "Konga," and the new Peter Rogers comedy, "Watch Your Stern." "The Professionals," "Breakout," two of Anglo Amalgamated's one hour productions, and the Edgar Wallace series, are others in demand by overseas markets, it was reported.

## New Bronxville Theatre Opens



The Skouras circuit opened its entirely rebuilt and redecorated Bronxville theatre Thursday night with an elaborate reception for trade executives and civic officials of that Westchester community. The reception preceded the invitational premiere of "Windjammer," attended with the searchlights, the marching bands and all the trappings of a Broadway opening. At right are George Skouras, president of United Artists Theatres, Inc., with Donald Henderson treasurer of 20th Century-Fox. Above are William J. Heineman, UA vice-president in charge of distribution; Salah M. Hassanein, president of Skouras Theatres; Elbert E. Hugill, Jr., mayor of



Bronxville, and James Velde, UA vice-president and general sales manager.

## Frisch Represents ACE At Va. MPTA Meeting

Special to THE DAILY

RICHMOND, July 24. — Confirmation that Emanuel Frisch, treasurer of Randforce Theatres, Brooklyn, will represent the American Congress of Exhibitors at the Virginia Motion Picture Theatre Association convention at Virginia Beach, Va., this week completed the panel of speakers for two business sessions, Wednesday and Thursday, it was announced by Carlton Duffus, VMPTA executive secretary.

Walter Reade, Jr., president, Walter Reade, Inc., Oakhurst, N. J., will be the keynote speaker when the convention gets under way Wednesday morning. Reade is flying to the convention immediately after returning from Hollywood to give a first-hand report on production and on Motion Picture Investors of which he is president. C. Glenn Norris, general sales manager for 20th Century-Fox, will report on his company's plans for the future, and Maurice Silverman, Anti-Trust Division, Department of Justice, Washington, D.C., will speak on the government and small business.

### Frisch First Speaker

Frisch will be the first speaker at the final business session Thursday, and he will be followed by Mrs. Margaret Twyman, director of community relations, for the Motion Picture Ass'n. Sumner Redstone, president, Northwest Drive-In Theatre

## Report Ticket Prices Down As Living Costs Increase

From THE DAILY BUREAU

WASHINGTON, July 24. — Motion picture admission costs were against the price trend for services in June, the Bureau of Labor Statistics reports. The cost-of-living index is at a new high.

The BLS observes that in June "movie admissions averaged lower because a number of theatres returned to regular prices after the showing of special features."

## Broaden Sales

(Continued from page 1)

by a desire of both Philips and Todd-AO to broaden the distribution of Norelco equipment "in view of the continuing trend toward 70mm in the industry."

"Practically every major production company and the important independents have 70mm pictures in distribution, in production or in the planning stage," the statement continues, "and with the growing demand for great brilliance, more detail and sharp definition in motion picture projection a substantial increase is foreseen in the number of theatres, including drive-ins, which will install 70mm projection equipment."

More than 105 of the finest theatres in the U.S., a total of 230 world-wide are currently using Philips Norelco 70/35mm projectors. The announcement further asserts that Todd-AO who with American Optical Company and Philips of Eindhoven, The Netherlands, contributed to the development of the Norelco projector, will continue to be an important sales and service arm for this equipment.

In addition to Norelco 70/35mm projectors, the complete line of Philips projection and sound equipment will also be made available to exhibitors through selected theatre supply dealers in the U.S. The line includes the FP-7 35mm projector and the new FP20-S "shutterless" 35mm projector with a pulsed gas discharge light source, as well as portable 35mm and 16mm professional projectors. The equipment is available in Canada through Philips Electronics Industries, Ltd., in Toronto.

## 'College' Drive Set For Three Key Cities

Plans were completed in Detroit late last week for the world premiere campaign and territorial openings of Universal - International's "College Confidential," an Albert Zugsmith production. Present at the planning conference were home office representatives and special promotion men assigned to the territories.

The campaign will be used first in the Detroit world premiere period then in the Cincinnati and Indianapolis territorial situations.

## Albert Goldberg, Col. Receptionist, Dies

Albert Goldberg, a receptionist at the Columbia Pictures executive offices for 24 years, passed away Thursday at the age of 71. Goldberg, a popular industry figure affectionately known as "Goldie," joined Columbia in August, 1936.

Funeral services were held yesterday at the Hirsch and Sons Funeral Parlor, 167th Street and Jerome Avenue in the Bronx. Interment was at Beth Israel Memorial Park Cemetery, Woodridge, N. J.

Goldberg is survived by his wife Celia, son Leonard, daughter Mrs. Joseph Herman, two grandchildren and one great-grandson.

## Ladd Signs Fellows

Robert Fellows, who in the past has produced for Paramount and RKO, also in association with John Wayne in Wayne-Fellows Productions, has been signed by Alan Ladd's Jaguar Productions as executive producer.

Corp., Boston, will be the final speaker with his views on the future of the industry.

One member to the board of directors will be elected from each of 10 congressional districts of the state and 10 members at large will be elected to the board of directors immediately following the final business meeting.

# MOTION PICTURE DAILY

All  
the News  
That  
Is News

Concise  
and  
to the  
Point



V. L. 88, NO. 17

NEW YORK, U.S.A., TUESDAY, JULY 26, 1960

TEN CENTS

## Plans Skyscraper

## CBS to Build Next Door to Radio City

Headquarters to Be on Ave.  
(of Americas; Site Bought)

Plans to erect a new CBS headquarters building and purchase of a downtown New York site were announced yesterday by the Columbia Broadcasting System.

The new building will be located to the east side of the Avenue of the Americas between 52nd and 53rd Streets, and is scheduled for occupancy in the spring of 1964.

CBS has retained Eero Saarinen & Associates to design the building. The CBS building will be the first skyscraper designed by Saarinen, who is known for such projects as his General Motors Technical Center, the Esplanade Auditorium at Massachusetts Technology, and the U.S. Embassy in Oslo. Among the architect's current projects which have attracted considerable attention in and outside of architectural circles are the new TWA  
(Continued on page 5)

## AFTRA Moves to Play Major Role in Pay-TV

From THE DAILY Bureau  
WASHINGTON, July 25.—AFTRA made it clear in its recent convention here that it expects to play a major role in pay television when this comes a factor in the American entertainment scene. AFTRA has signed a letter of agreement with In-  
(Continued on page 5)

## Ticket Tax Cut Vetoed by Cleveland's Mayor

Special to THE DAILY  
CLEVELAND, July 25. — Mayor Anthony Celebrezze today rejected a plea for the repeal of the three per cent amusement admission tax on motion picture theatre tickets on the ground that the city needs all possible  
(Continued on page 5)

TELEVISION TODAY—page 5

## EKC Sales and Net Set 6-Month Mark

Sales and earnings of the Eastman Kodak Company for the first half of 1960 were moderately higher than a year ago and were the best the company has had for any first half, it was reported yesterday by Thomas J. Hargrave, chairman, and William S. Vaughn, president.

Consolidated sales of the company's United States establishments  
(Continued on page 5)

## Rosenfield Cites Col. Promotion Plans Abroad

From THE DAILY Bureau  
LONDON, July 23 (By Air Mail). "Block-busting promotion for block-busting pictures" was the theme of Jonas Rosenfield, executive in charge of world-wide advertising, publicity and exploitation of Columbia Pictures Corporation, addressing exhibitor and trade press representatives here on the company's marketing plans.

Rosenfield introduced a screen  
(Continued on page 5)

## Wometco, Diversifying, Boosts 6 Months Profit

Wometco Enterprises, Inc., of Florida had a net income, after estimated taxes, of \$490,235 or 51 cents a share for the 24 weeks ended June 18, 1960 compared with \$371,287 or 41 cents a share for the similar period of 1959. The circuit's net income for the 12 weeks ended June 18, 1960 was \$289,914, an increase  
(Continued on page 6)

## 2-Hour TV Special on Hollywood Planned by Wolper-Sterling, Inc.

A two-hour television special described as an entertaining and authoritative documentary about the motion picture industry will be the first project of the new Wolper-Sterling Productions, Inc., it was announced yesterday.

Expected to cost \$400,000, "Hollywood and the Movies" will be produced by David L. Wolper in association with Saul J. Turell. Sidney Skolsky has been assigned the screenplay and Jack Haley, Jr. has been set as associate producer. No production date was announced.

The documentary will show Hollywood as a "vital important projec-

## Court Bars I.A. Pickets At Todd-AO Theatre

Special to THE DAILY  
ATLANTA, July 25. — A temporary order restraining Local 225, IATSE, from obstructing or interfering with the installation of Todd-AO equipment at the Rhodes Theatre here was issued by Fulton County Superior Court Judge Jesse Wood.

Frederick G. Storey, president of Storey Theatres, which operates the Rhodes, told the court the union struck his theatre in violation of their contract, threatening a delay in reopening the house next week for the Dixie premiere of "Can-Can," because employes of the firm which installs Todd-AO refused to cross the picket lines at the theatre.

## TOA Drive-In Clinic To Learn First-Hand

For probably the first time in exhibition history, a national exhibitor's session on drive-in theatre operation will be held in a drive-in theatre.

Theatre Owners of America announced yesterday that the drive-in conference scheduled for its 13th annual convention and industry trade  
(Continued on page 2)

## Marion Jordan Resigns U-I European Post

Special to THE DAILY  
PARIS, July 25.—Marion Jordan, continental supervisor for Universal International since February, 1958, has resigned his post, it was announced today by Americo Aboaf, vice-president and general foreign  
(Continued on page 6)

## Was Pioneer

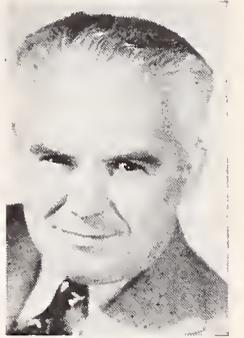
## Hold Funeral Services Today For Blumberg

Universal Chairman Dies  
At 66 After Long Illness

From THE DAILY Bureau  
HOLLYWOOD, July 25.—Funeral services for Nate J. Blumberg, chairman of the board of Universal Pictures Co. and industry pioneer, will be held Tuesday at the Valley Jewish Community Center in North Hollywood.

Blumberg, former head of RKO Theatres, died at his home in Van Nuys on Sunday following a lengthy illness. He was 66 years old. Burial will take place at Mt. Sinai Memorial Park.

Universal's home office in New York will close at 1 P.M. tomorrow  
(Continued on page 4)



N. J. Blumberg

## Einfeld to Brief Field Men on Filming Abroad

Charles Einfeld, 20th Century-Fox vice-president, will fly to Chicago this week to institute the first multi-regional United States meetings on the company's expanded European production schedule. The briefing sessions will be attended by the com-  
(Continued on page 6)

## Julius Plaine, 94, Dies In Glens Falls Hospital

Julius Plaine, the father of Mrs. Herman Robbins and Mrs. M. L. Kaufman, died Sunday night in the Glens Falls, N. Y., Hospital at the age of 94.

The "Governor," as he was affectionately known to the industry  
(Continued on page 2)

## PERSONAL MENTION

**PAUL N. LAZARUS, Jr.**, Columbia Pictures vice-president; **MO ROTHMAN**, executive vice-president of Columbia International, and **ROBERT S. FERGUSON**, Columbia's national director of advertising-publicity, will leave New York today for Hollywood.

**LEON LEONIDOFF**, Radio City Music Hall's senior producer, will leave here this week for Rio de Janeiro.

**MICHAEL GREEN**, head of Regal Films International, will leave London tomorrow for New York.

**HOWARD MINSKY**, assistant to **GEORGE WELTNER**, Paramount vice-president in charge of world sales, is in Minneapolis from New York. He will return here tomorrow.

**COL. WILLIAM FEEZOR RUFFIN**, president of Ruffin Amusement Co., Covington, Conn., and **MRS. RUFFIN** today are celebrating their 40th wedding anniversary.

**DELMER DAVES**, director, and the location troupe of Warner Brothers' "Parrish," have returned to the Coast from Hartford.

**ROBERT GREENLEAF**, manager of the St. Johns Theatre, Jacksonville, will be married there tomorrow at Immaculate Conception Catholic Church to **MARILYN HODGES**, former cashier at the Florida Theatre.

**ALAN MINK**, son of **MAX MINK**, managing director of the Palace Theatre, Cleveland, has returned to that city from Fort Sill Okla., having completed a six-month training period in the Army Reserve.

### Watkins Heads IFFPA

LONDON, July 22 (By Air Mail).—**Arthur Watkins**, president of the British Film Producers Association was elected president of the International Federation of Film Producers' Associations at its recent General Assembly held in San Sebastian, Spain.

## NEW YORK THEATRES

**RADIO CITY MUSIC HALL**

Rockefeller Center • CI 6-4600

**"BELLS ARE RINGING"**

An ARTHUR FREED PRODUCTION starring

**JUDY HOLLIDAY • DEAN MARTIN**

from M-G-M in CinemaScope and METROCOLOR

ON THE GREAT STAGE "HAWAII, U.S.A."

## TOA Clinic in a Drive-in

(Continued from page 1)

show in Los Angeles, Sept. 13-16, will be staged in the new Canoga Drive-In Theatre, in Canoga Park, in the San Fernando Valley section of Los Angeles. Cars will transport delegates from the Ambassador Hotel, convention headquarters, on Sept. 14, to the drive-in.

At the theatre conventioners will be taken on an inspection tour of the complete physical plant, which is believed to be one of the country's most modern, and then will move to an open-air amphitheatre in the drive-in to discuss outdoor theatre operations, business building, and other specialized phases of management pertinent to drive-ins.

The drive-in will be completely staffed for this special day-time operation, with boxoffice, playground and concessions all open, so conventioners can talk to the management

as well as see the physical plant.

The Canoga Drive-In is a unit of Pacific Drive-In Theatres. Arrangements for its use were made by Lester Blumberg, general manager of Pacific, working with M. Spencer Leve of National Theatres and Television, Inc., an assistant to the president of TOA, and William H. Thedford, general manager of NT&T's Pacific Coast division.

The outdoor forum will be another "class" in the "on the job" curriculum of TOA's convention "University."

More than 1,000 exhibitors and their wives are expected at the four-day convention. The Theatre Equipment Supply Manufacturers' Association and the Theatre Equipment Dealers Association have joined TOA in co-sponsoring the industry trade show, which will run concurrently with the convention.

## Julius Plaine

(Continued from page 1)

friends of Herman Robbins and key personnel of the National Screen organization when they visited Schroon Lake, lived with the Robbins family there every summer for the last 30 years.

Four years ago he underwent two major operations from which he had a remarkable recovery, fully regaining his health, vigor and keenness of mind. In the last year he had been ailing, but only recently his condition became critical.

### UA Opens Western Sales Meet in Omaha

**James R. Velde**, United Artists vice-president in charge of domestic sales, and **Al Fitter**, western division manager, will hold a two-day sales meeting in Omaha, starting Wednesday, July 27.

**Arthur Reiman**, western division contract manager, will also attend from the home office.

Midwest District manager **Mike Lee** will participate in the conferences and will be joined by all Midwest branch managers. They are **Ralph Amacher**, Kansas City; **Joe Imhof**, Milwaukee; **Carl Olson**, Minneapolis; and **Donald McLucas**, Omaha.

### Drive-in Meet Today

HARTFORD, July 25. — **Sperie Perakos**, general manager of Perakos Theatre Associates, independent Connecticut circuit, will preside at tomorrow's (26) 12:30 noon luncheon meeting of the Connecticut Drive-In Theatres Assn. at the Colonial House, Hamden, Conn.

## Butler Rejects Inquiry Into U.K. Censorship

From THE DAILY Bureau

LONDON, July 23 (By Air Mail).—An attempt by Labour Member **Stephen Swingle** to persuade the government to initiate an inquiry into the present system of film censorship in Britain, has been rejected by the Home Secretary, **R. A. Butler**.

Replying to Swingle in the House of Commons, the Home Secretary said that he was not convinced that such an inquiry would serve a useful purpose. "On the whole," he considered, "the present non-statutory form of censorship of films is probably as good as we can get but television raises a separate consideration."

Butler also resisted a move to introduce legislation to revise the Sunday Observance Laws, much of which, he admitted, was out-of-date. He added, however, that he couldn't help feeling, in view of all the susceptibilities involved, there may be a case for inquiry. Consequently, he is giving further consideration to this matter.

### To Direct Loew's Realty

**Arthur J. Raporte**, formerly manager of the realty syndicate of **Wien, Lane & Klein**, has joined **Loew's Theatres, Inc.**, as director of the circuit's realty department. He succeeds **Charles Beigle**, resigned.

A graduate of the University of Michigan and Harvard Law School. Raporte was admitted to the Bar of New York State in 1941. Prior to his association with **Wien, Lane & Klein** he was counsel and real estate director for the **Welch Grape Juice Co.** and **Jack Kaplan**.

## Mitchell Camera Joins Vinten in New Firm

The Mitchell Camera Corporation and **W. Vinten Limited** have joined in the formation of a new firm, **Mitchell Vinten, Inc.**, with offices in Glendale, Calif., and New York City. In addition to promoting the sales of Vinten products designed for the American market, servicing and manufacturing facilities will be available in America for Vinten products, according to **John McCall**, executive vice-president and general manager of Mitchell. Vinten, in turn, will manufacture Mitchell products in England.

The new company will cultivate the European market for Mitchell products and provide servicing in London for them. **Charles Vinten**, managing director of **W. Vinten, Ltd.**

## Confer on Distribution Plans for 'Ben-Hur'

**Maurice Lefko**, MGM sales executive in charge of domestic distribution of "Ben-Hur," will meet with Metro regional managers this week and next to formulate "Ben-Hur" distribution plans. Yesterday and today he confers with **Louis Forman**, southern division manager, in Washington, D. C. tomorrow and Thursday he meets in New York with **Saal Gottlieb**, eastern division manager.

Next Monday, Aug. 1, and Tuesday he confers in Chicago with **William Madden**, midwest division manager. He meets with **Lou Marks**, central division manager, in Detroit Aug. 3, 4 and 5.

## Second Wave Here for 'Hercules' Tomorrow

**Joseph E. Levine's** "Hercules Unchained" will begin a "second wave" saturation of the greater New York area tomorrow when the picture opens in 114 additional theatres.

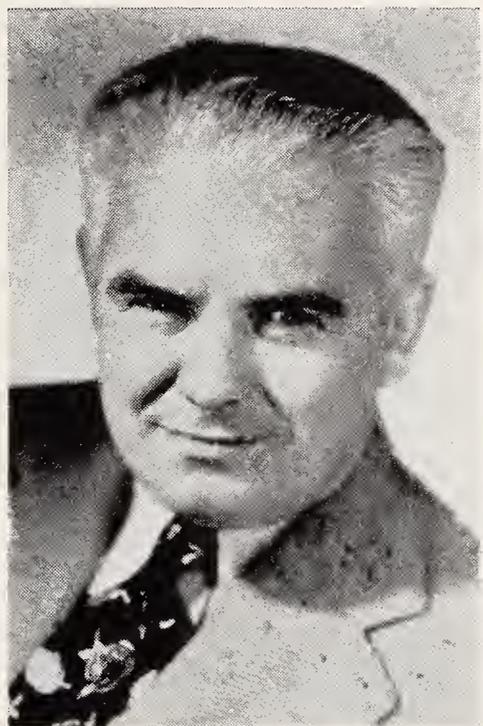
The second saturation follows the first wave of 135 neighborhood theatres during which the film grossed more than \$700,000 in seven days. The Embassy Pictures production was filmed in Dyaloscope and Eastmancolor by **Pathe**.

## Lawrence Gen'l Manager Of Hammer Companies

From THE DAILY Bureau

LONDON, July 25. — **Brian Lawrence** has been appointed general manager of the Hammer Group of companies, it is announced by managing director **James Carreras**. Under the appointment, Lawrence also becomes personal assistant to Carreras. It follows, said Carreras, Lawrence's 17 years' loyal service with the organization.

To our beloved  
**Nate J. Blumberg**  
(1894-1960):



You have enriched us all  
and you will always  
be part of us.

*The Universal Family*

# Hold Funeral Services Today for Blumberg

## Tribute Paid By Leaders Of Industry

(Continued from page 1)

as a mark of respect to the deceased. Born in Racine, Wis., on Feb. 4, 1894, and raised and schooled in that city, Blumberg, as a boy, got his first taste of show business by selling candy in theatres after school hours and he liked it so well that it became his life's work.

He was in business for himself several times in 1911, during his earlier years in show business, was general manager for the Wisconsin sector of the erstwhile Universal Theatres.

### Divisional Head for All Houses

When the Orpheum Circuit became a part of the Radio Corporation's ambitious RKO organization, Blumberg became divisional manager for all RKO Theatres in Chicago and the West in 1929. He then moved into the New York office as assistant general manager and eventually into the vice-presidency in charge of theatre operations.

Through the experience he gained as operating head of RKO Theatres. Blumberg was eventually called to head Universal Pictures and on January 1, 1938, he became its president.

In 1946, Blumberg, in association with J. Cheever Cowdin, who was then chairman of Universal's board, consolidated Universal with International Pictures.

On July 15, 1952, simultaneously with the election of Milton R. Rackmil as president of Universal, Blumberg was elected chairman of the board.

### Statement by Rackmil

In connection with Blumberg's death, Rackmil said, "I am deeply saddened by the passing of my dear friend and devoted colleague, Nate Blumberg. A great industry leader and a true humanitarian, Nate was beloved by all who were privileged to know him. His friendship and his counsel were a source of strength and inspiration, and I shall always cherish the years and the experiences we shared together.

"He leaves a heritage for all of us to share and remember. His life was full of accomplishment. He reached the heights of our industry but never

lost his humility. His heart was as big as his being and he gave of himself to all who knew him as a friend and they were legion.

"The Universal family shall miss him and we shall mourn his loss, but he shall live on with us always for he has enriched us through the years."

Blumberg is survived by his wife, Vera; a son, Lewis, and a daughter, Mrs. Stanley Meyers, all of Van Nuys, Calif.

Other industry leaders, of Universal and of other major companies of the industry, paid tribute to Blumberg for his contributions down through the years to the world of the motion picture. Included below are some of these tributes.

**David A. Lipton:** "Nate Blumberg more than anyone I have ever known exemplified 'the big heart of show-business.' It was a heart full of love for people in every walk of life—for his family, for his legion of devoted friends and for the business to which he devoted his life.

"He will be remembered in the hearts of all who knew him and whose lives he enriched with his warm friendship, his unfailing loyalty and the depth of his simple, sincere humility."

**F. J. A. McCarthy:** "Nate Blumberg will be missed by all and forgotten by none in the theatrical industry. His great interest and affection for the 'little people' of our industry, as he expressed it, was a token of his understanding and great heart. His ever willingness to help through his immense knowledge of the industry's problems will be greatly missed. His understanding of the trials and cares of all associated with him will never be forgotten."

**Americo Aboaf:** "All of our Universal-International overseas colleagues and associates join me in the expression of our condolences to the bereaved in the passing of our warm personal friend and mentor, Nate Blumberg."

**B. M. Cohn:** "In the passing of Nate Blumberg, we of Universal overseas have lost a warm personal friend and advisor. The industry has lost one of its pioneer pillars. We extend our sincere condolences to the bereaved."

**Edward Muhl:** "Nate Blumberg, was a gentleman and a showman and always a credit to the industry to which he devoted all of his working years. His passing is not only a personal, but an industry-wide loss."

**Barney Balaban:** "Any list, large or small, of the industry's great pioneers and developers must include the name of Nate Blumberg. He knew this industry from a lowly candy-selling post to the presidency of a major company, and in every step along the colorful way between these two spots he made contributions of massive importance to the progress

of our industry. He knew also the very human nature of our business, so that wherever he went, with whomever he dealt, he made friends. He had a fine influence for good on our industry, so that his passing from the film scene is a deeply regretted loss to all of us."

**Samuel Goldwyn:** "Nate Blumberg was a fine and generous man whose passing is a loss to the community and the motion picture industry. My sincere condolences go out to his family."

**Sol A. Schwartz:** "All of us at RKO Theatres feel deeply the loss of Nate Blumberg. He spent many fruitful years with our company and his warm friendship and willing helpfulness is something we will always remember."

**Frank Freeman:** "I have known Nate Blumberg since the early 1930's when we were both in New York, and since he moved to Hollywood. I've never known any man that I respected or admired more than I did Nate Blumberg for his honesty, democratic principles and his charitable life. I feel that his passing is not only a great loss to the motion picture industry, but also that America has lost an outstanding citizen."

**Arthur L. Mayer:** "In Nate Blumberg's passing we have lost not only a wonderful human being but also a superb showman. My acquaintance with Nate dates back 40 years when he was a Kenosha, Wis., theatre manager, of a type grown increasingly rare—inde fatigable but aggressive.

"He was in show business not because he could make money in it but because of the joy his daily work afforded him. He advanced steadily from one important post to another more important, in part because of his intelligence, integrity and independence, but above all because movies were his life and his life was movies.

"If our picture business is to survive and prosper, we need more men like Nate, rising from the ranks full of courage, confidence and faith in the future."

**Steve Broidy:** "We will not soon again see the like of Nate Blumberg. He was a good friend, a master builder of the industry, and a humanitarian."

**Samuel Rinzler:** "Nate Blumberg was more than a pioneer and more than an exhibitor who became president of Universal. He was a tower of strength, a man of vision and courage whose dynamic and inspirational leadership will long be remembered. As personal friends of long standing, we extend our heartfelt sympathy and condolences to Vera and the family."

**John J. O'Connor:** "In the passing of Nate Blumberg, the industry has lost one of its great leaders and I

## Praised as Key Figure in Rise Of the Cinema

have lost one of my most devoted friends. I will always treasure more than 25 years I have been associated with him. He has been an inspiration to me in my own life.

**Henry H. "Hi" Martin:** "The passing of Mr. Blumberg will be a great loss to the entire motion picture industry. His wisdom and foresight were always helpful. To the many employees of Universal he was 'Uncle Nate.' We especially miss his guidance and good counsel."

**Maurice Bergman:** "Nate Blumberg was a loyal friend who had the rare ability to be both an exceptionally fine executive and a warm human being. I shall always remember him for the many kindnesses he showed to me during our long association, and for the sympathetic guidance he showed to me.

"Our industry loses a constructive and creative leader."

**Philip Gerard:** "Nate Blumberg was a rare human being. He walked among the giants of our industry and never lost his humility. He was a gentle man, he was a wise man, he was a good man. We mourn his passing and cherish his friendship."

**Adolph Schimmel:** "In the passing of Nate Blumberg, I have lost one of my dearest friends. His inspirational leadership has touched all of us who have been associated with him."

**Felix M. Sommer:** "It was with a great shock and deep regret that I received the news of Mr. Blumberg's passing. I counted him as my best friend. I think of his guidance and personal relationship with me as not only a valuable experience but as a precious memory."

**Budd Rogers:** "In the passing of Nate Blumberg I have lost a real great personal friend and the industry has lost one of its finest constructive brains. His loss will long be felt by all of us. He made a wonderful contribution to all phases of the industry as well as being a great influence in the welfare of Universal Pictures."

### Art House Cuts Rates

HARTFORD, July 25. — The New Theatre Circuit has instituted a new bargain price (50 cents), from 1 to 5 P.M., Mondays through Fridays, at the Crown Theatre, New Haven, a first-run art situation. Normally by opposition theatres charge anywhere from 60 to 90 cents during the same time span.



**Wald to Make TV Debut**

**Rocky Point Series for ABC-TV**

From THE DAILY Bureau  
**HOLLYWOOD, July 25.** — Jerry Wald will make his debut in television production shortly with a new dramatic series, "Rocky Point," for Century-Fox Television and ABC-TV.  
 Peter Levathes, president of 20th Century-Fox Television, announced the deal following a finalization meeting with ABC-TV president Oliver Zuckerman, and Thomas Moore, vice-president in charge of ABC-TV programming. The series will be a production operation between studio and network.

**Dividend Declared; Emma Asst. Sec'y**

From THE DAILY Bureau  
**HOLLYWOOD, July 25.** — Steve Dy, president, announced yesterday at a meeting of the board of directors of Allied Artists Pictures Co. conducted at the home office on July 22, 1960, authorization given by the directors for payment on Sept. 15, 1960, of a quarterly dividend of 13 3/4 cents per share on the 5 1/2 percent cumulative preferred stock of the company, payment to be made to stockholders of record on Sept. 2, 1960.  
 The directors also elected Charles Emma, of the New York Office, to the position of assistant secretary of the company.

**Arranges "Wind" Screenings for GOP**

More than 1,500 delegates and alternates to the Republican National convention will attend two previews of Roy Kramer's "Inherit the Wind" tomorrow and Thursday in Chicago as part of the official entertainment program. The previews, arranged by Jarrett Jones, vice-chairman in charge of entertainment at the Republican convention, will be held in the Carnegie Theatres, Chicago. A series of press screenings will be held for reporters, columnists and radio and television commentators attending the convention.

**Cleveland Tax**

(Continued from page 1)  
 due in 1961 because of increased expenditures. He suggested the motion picture industry renew its apportionment next year prior to the 1962 budget setup.  
 The industry committee seeking tax repeal was composed of Frank Murphy, Loew's Theatres division manager, representing the first-run downtown theatres; William Finney, business manager of the Stage Employees Union, and Louis Weitz, executive secretary of the Cleveland Motion Picture Exhibitors Association, representing the independent sub-

**EKC Mark Set**

(Continued from page 1)

for the half year (24 weeks ended June 12) were \$417,221,947, about 4 percent above the \$400,786,235 reported a year ago. Compared with corresponding periods last year, sales advanced slightly more in the second quarter than in the first. They were up 3 percent in the first quarter and 5 percent in the second.  
 Net earnings after taxes for the half year were \$54,958,850, or \$1.42 per common share. This was about 4 percent more than the \$52,720,909, or \$1.36 per common share, earned in the first half of 1959. Net earnings were 13.2 percent of sales in the first half of each year.

Earnings from operations, while slightly ahead of last year for the second quarter, were almost 3 percent lower for the half year. The lower rate of earnings from operations this year reflected the impact of increased costs and expenses. Sales promotion and advertising expenses were up particularly for products recently introduced.

For the second quarter of 1960 total sales were \$221,817,513, compared with \$210,985,259 for the corresponding period last year. Net earnings for the quarter were \$30,771,580, or \$.80 per common share, a gain of about 3 percent over the \$29,888,489, or \$.77 a share, earned a year ago.

"Kodak's sales strengthened moderately during the second quarter," Hargrave and Vaughn commented. "For the first half of the year, total sales of both photographic and chemical products advanced.

"Barring a major downturn in general economic conditions, we expect that the company's business for the rest of 1960 will continue to compare satisfactorily with that of a year ago," they said.

**Rosenfield Tells Plans**

(Continued from page 1)

presentation heralding "The New Era at Columbia" which featured the various production and publicity stages of three of Columbia's major productions — "Song Without End," "Pepe" and "The Guns of Navarone." These are just a few results, said the Columbia executive, of the realignment of our world publicity and exploitation departments into one integrated unit.

Carl Foreman was present to comment on a filmed report of his "Navarone."

Provincial presentations on the program, said Rosenfield, are planned in other parts of the United Kingdom and he left here at the weekend for a tour of Columbia's Continental offices to set up similar meetings with exhibitors and foreign press.

**Record Print Shipments**

United Artists set a new all-time company high of 28,404 print shipments for the two-week period designated "United Artists Weeks," June 27 through July 11, it was announced yesterday by James R. Velde, UA vice-president in charge of domestic sales.

**AFTRA Convention Re-elects Officers**

From THE DAILY Bureau

WASHINGTON, July 25.—The incumbent officers of AFTRA were re-elected for another term in an unprecedented action by the organization's national convention.

In another move, the organization endorsed the proposal that Federal Communications Commission hearings be required when license renewals are protested. At the hearings, licensees would be required to show that they had lived up to promised public service programming.

**Levine to Host Toronto 'Hercules' Party Tonight**

Special to THE DAILY

TORONTO, July 25. — Joseph E. Levine, president of Embassy Pictures, will host a third "Night with the Gods" party here tomorrow night at the Lord Simcoe Hotel to herald his "Hercules Unchained" before more than 75 Canadian press radio and TV representatives.

Levine arrived here today from New York, accompanied by Ed Feldman, Embassy publicity director. The party will feature foods from all parts of the world and it will be surrounded by a bevy of Grecian gods and goddesses to further the evening's Herculean theme. The picture opens next Monday in nine Toronto area theatres.

**\$286,000 for 'Bellboy'**

Jerry Lewis's "The Bellboy" turned in a gross of \$286,419 in its first five days at 26 Loew's theatres in the greater New York area. The total is well ahead of all previous records set by other top Paramount attractions, including Cecil B. DeMille's "The Ten Commandments," "The Greatest Show on Earth" and "Shane," the company said.

**2 More 'Strangers' Bows**

"Strangers When We Meet," Bryna-Quine production for Columbia release, opened to excellent attendance in two more situations: Buffalo, N. Y., and Wildwood, N. J., it was reported yesterday by Columbia, which quoted weekend figures of \$11,700 at the Strand Theatre, "Wildwood, and \$8,800 for the Century Theatre in Buffalo.

**Players to Attend Bow**

Nancy Root and Thelma Bryant, featured in "College Confidential," the Albert Zugsmith Production being released by Universal-International, will participate in the Detroit world premiere of the picture and the three territorial saturation openings out of Detroit, Cincinnati and Indianapolis, starting in Detroit on Aug. 5.

**L.A. 'Gantry' at \$18,829**

United Artists' "Elmer Gantry" grossed \$18,829 for its third week at the Paramount Theatre in Los Angeles, it is reported by UA vice-president William J. Heineman.

**CBS to Build**

(Continued from page 1)

terminal at Idlewild; the Dulles International Airport, Washington; the Lincoln Center Repertory Drama Theatre; two new colleges at Yale University; and new research facilities for IBM and Bell Telephone Laboratories.

**Purchased from 3 Companies**

CBS purchased the midtown site comprising some 40,000 square feet from three organizations: Webb & Knapp, Inc., 1316 Corporation and 51 West 52 Corporation. James T. Landauer Associates represented CBS in the transactions.

Executive offices of the Columbia Broadcasting System have been housed at 485 Madison Avenue since 1929.

**Two-Hour TV Special**

(Continued from page 1)

program will integrate films of the great stars, obtained from private collections that have never before been seen by the public. Most major studios and distributors have agreed to support the film. Special arrangements have been made with Paul Killiam, collector of the most extensive library of silent film classics, to incorporate it into the show. Other collections have been obtained from the Pathe library, Sherman Grinberg library, the Burton Holmes collection and the Raymond Rohauer collection.

Music Corporation of America will handle national sales rights to the program.

**AFTRA and Pay-TV**

(Continued from page 1)

International Telemeter, a Paramount subsidiary, that sets forth the union's jurisdiction over pay-TV productions.

The letter specifically gives AFTRA jurisdiction over a production of Menotti's "The Consul" and all future pay-TV productions of International Telemeter. "The Consul" has been taped, but it has not yet been released. Under the agreement, all pay-TV performers will get a minimum of network TV rates, plus an as yet undetermined percentage of the pay-TV gross.

**Screen Gems Promotes Bogans and Weiner**

James Bogans has been named syndication traffic manager of Screen Gems, Inc. Sid Weiner, presently syndication traffic manager, has been appointed administrative assistant to Stanley Dudelson, syndication sales manager of the Columbia Pictures TV subsidiary.

HUGO A. CASOLARO MARTIN GOTTLIEB  
**C and G film effects, inc.**  
 1600 BROADWAY, N.Y. 19  
 PLAZA 7-2098  
 • OPTICAL EFFECTS • STAND PHOTOGRAPHY  
 • ANIMATION • TITLES  
 • ART WORK • B & W and COLOR  
 A Complete Service for Film Producers

## Einfeld to Brief

(Continued from page 1)

pany's regional advertising-publicity managers from 12 branches representing the mid-West, South and Western parts of the country.

Object of the briefing is to bring the field men up to date on the more than \$40 million production schedule underway in many parts of the world. Between now and the end of the year, 20th-Fox will put a record number of top-budget films before the cameras in England, Greece, Italy, and France and will shoot key scenes for several productions in parts of Africa.

### Regional Heads to Attend

The meeting will be attended by Manny Pearson of Cleveland, Tom McGuire, Detroit; J. E. Watson, Cincinnati and Indianapolis; Sal Gordon, Chicago; Louis Orlove, Milwaukee; Bob Favaro, Minneapolis, Des Moines and Omaha; Chick Evans, Kansas City; Jerry Berger, St. Louis; Frank Jenkins, Pcte Bayes of Denver, Helen G. Yorke of Salt Lake City, and Warren Slee of Seattle and Portland. The program will include the complete launching plans for the company's fourth quarter releases.

### Returns on Monday

Einfeld will remain in Chicago over the weekend, returning to New York next Monday.

## Jordan Resigns

(Continued from page 1)

manager of Universal International, now in Europe conducting a series of sales meetings.

Jordan's resignation, prompted by his desire to return to the United States, where he will probably enter into a business of his own, has been accepted with regret, as his services with UI ever since he joined the company in 1951 have been of exemplary loyalty and most valuable, Aboaf said.

## Wometco Diversifies

(Continued from page 1)

of 44.5 per cent over the net of \$200,643 for the similar period of 1959.

The report to the stockholders issued this week by Mitchell Wolfson, president, announces further diversification in the amusement field. This month, the report said, Wometco will open "a unique type of inside funland park and snack bar. Located in the new Jefferson Superstore in Fort Lauderdale, the park will include a 30 horse merry-go-round, buggy rides, bowling games and rifle games.

Wometco Enterprises will own a majority of the stock in the Jeff-Fun Corporation, operator of the amusement center, and the report says, "If the Jeff-Fun is as successful as we anticipate, the company expects to add other units as new Jefferson superstores are built."

The report points out that Wometco's vending division is now the largest automatic vendor in Florida with

# FEATURE REVIEWS

## Cage of Evil

UA-Zenith

HARTFORD, July 25

Ron Foster, developing into quite an action-element starring principal (he may be remembered from the recent UA release, "The Music Box Kid"), top-lines this Robert E. Kent production, directed with swift, decisive strokes by Howard L. Cahn, working from an Orville H. Hampton screenplay. It is for the action theatres or for the companion half of a double-bill in any general outlet.

Police detective Foster is assigned to track down Howard McLeod, believed to be involved in a huge jewel heist which has resulted in one death. Foster, getting acquainted with McLeod's girl friend, Pat Blair, finds romantic interest in the gangster's moll.

And when Foster's passed over for promotion, he cold-bloodedly conspires with the coolly calculating Miss Blair to kill McLeod, take over the jewels and disappear. The decision spells his fatal downfall; an elaborate plan backfires when a plumber happens to recognize Foster, the latter is killed by border police, and Miss Blair, crestfallen, is taken into custody.

Running time, 70 minutes. Release, July, 1960.

—A.M.W.

## Night of Love

Howco International-Hakim

(French-Italian. Dubbed in English)

HARTFORD, July 25

This Gaston Hakim presentation of a Hollywood International Picture, released on the states-rights banner by Howco International, stars Brigitte Bardot, of the internationally-known alluring figure, in a melodrama of World War II. Dubbed into English, it can probably play any given number of conventional situations, over and above the art house circuit.

The setting is German-occupied territory towards the end of World War II. Brothers George Albertazi and Pierre Cressoy are divided in their outward loyalties, Albertazi an avid follower of the Nazi line, Cressoy a fervent patriot and underground organizer.

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# MOTION PICTURE DAILY

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\$3,000,000 income from ancillary rights to that bout. TelePrompTer held the closed circuit TV rights to the last bout and expects to bid for them again if they are put up by Feature Sports, Inc., (Continued on page 6)

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A June bankruptcy petition filed by Perlmutter, on behalf of Perlmutter Theatres (Continued on page 6)

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## Einfeld to Brief

(Continued from page 1)

pany's regional advertising-publicity managers from 12 branches representing the mid-West, South and Western parts of the country.

Object of the briefing is to bring the field men up to date on the more than \$40 million production schedule underway in many parts of the world. Between now and the end of the year, 20th-Fox will put a record number of top-budget films before the cameras in England, Greece, Italy, and France and will shoot key scenes for several productions in parts of Africa.

### Regional Heads to Attend

The meeting will be attended by Manny Pearson of Cleveland, Tom McGuire, Detroit; J. E. Watson, Cincinnati and Indianapolis; Sal Gordon, Chicago; Louis Orlove, Milwaukee; Bob Favaro, Minneapolis, Des Moines and Omaha; Chick Evans, Kansas City; Jerry Berger, St. Louis; Frank Jenkins, Pete Bayes of Denver, Helen G. Yorke of Salt Lake City, and Warren Snee of Seattle and Portland. The program will include the complete launching plans for the company's fourth quarter releases.

### Returns on Monday

Einfeld will remain in Chicago over the weekend, returning to New York next Monday.

## Jordan Resigns

(Continued from page 1)

manager of Universal International, now in Europe conducting a series of sales meetings.

Jordan's resignation, prompted by his desire to return to the United States, where he will probably enter into a business of his own, has been accepted with regret, as his services with UI ever since he joined the company in 1951 have been of exemplary loyalty and most valuable, Aboaf said.

## Wometco Diversifies

(Continued from page 1)

of 44.5 per cent over the net of \$200,643 for the similar period of 1959.

The report to the stockholders issued this week by Mitchell Wolfson, president, announces further diversification in the amusement field. This month, the report said, Wometco will open "a unique type of inside funland park and snack bar. Located in the new Jefferson Superstore in Fort Lauderdale, the park will include a 30 horse merry-go-round, buggy rides, bowling games and rifle games.

Wometco Enterprises will own a majority of the stock in the Jeff-Fun Corporation, operator of the amusement center, and the report says, "If the Jeff-Fun is as successful as we anticipate, the company expects to add other units as new Jefferson superstores are built."

The report points out that Wometco's vending division is now the largest automatic vendor in Florida with

# FEATURE REVIEWS

## Cage of Evil

UA-Zenith

HARTFORD, July 25

Ron Foster, developing into quite an action-element starring principal (he may be remembered from the recent UA release, "The Music Box Kid"), top-lines this Robert E. Kent production, directed with swift, decisive strokes by Howard L. Cahn, working from an Orville H. Hampton screenplay. It is for the action theatres or for the companion half of a double-bill in any general outlet.

Police detective Foster is assigned to track down Howard McLeod, believed to be involved in a huge jewel heist which has resulted in one death. Foster, getting acquainted with McLeod's girl friend, Pat Blair, finds romantic interest in the gangster's moll.

And when Foster's passed over for promotion, he cold-bloodedly conspires with the coolly calculating Miss Blair to kill McLeod, take over the jewels and disappear. The decision spells his fatal downfall; an elaborate plan backfires when a plumber happens to recognize Foster, the latter is killed by border police, and Miss Blair, crestfallen, is taken into custody.

Running time, 70 minutes. Release, July, 1960.

—A.M.W.

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Howco International-Hakim

(French-Italian, Dubbed in English)

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Concise  
and  
to the  
Point



All  
the News  
That  
Is News



L. 88, NO. 18

NEW YORK, U.S.A., WEDNESDAY, JULY 27, 1960

TEN CENTS

## Determined N.Y. Exhibitors

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## PERSONAL MENTION

MARTIN DAVIS, Paramount national advertising, publicity and exploitation manager, left here for London by plane yesterday.

MORTON NATHANSON, United Artists director of international advertising and publicity, has returned to New York following eight weeks in Europe.

LOUIS NOVINS, president of Telemeter International, has arrived in London from New York for 10 days of conferences.

CHARLES KARR, booker for Martin Theatres, Atlanta, has returned there from a Florida vacation.

MATT MARCUS, branch manager for Warner Brothers in Buffalo, has returned there from Oneida.

BRANSCOME JAMES, owner of the Royce Theatre, Rayston, Ga., is hospitalized at Anderson, S. C.

LILLIAN WISHNIA, secretary to RODNEY BUSH, 20th Century-Fox exploitation manager, has announced her engagement to HAROLD RAND, Paramount Pictures publicity manager.

J. M. LAKEMAN, exhibitor of Haleyville, Ala., has left there with MRS. LAKEMAN for a vacation in Montana.

### Adler Left \$4,000,000

HOLLYWOOD, July 26. — The late Buddy Adler's will filed for probate yesterday at Santa Monica Superior Court names his widow, Anita Louise Adler, and two children, Melanie, 12, and Anthony, 10, beneficiaries of an estate totaling approximately \$4,000,000. The document listed \$1,900,000. In real and personal property, plus life insurance and deferred payments from 20th Century-Fox studios, where he was executive producer.

**gems of showmanship!...**

**SPECIAL TRAILERS**

by **national screen service**

## Exhibitors Plan Tax Fight

(Continued from page 1)

are covered by any measures which may be proposed.

"It would be the height of discrimination," the theatre executive stated, "to restrict municipal or federal tax relief to legitimate theatres and exclude the motion picture theatres of the city. It would be indefensible, politically, economically and every other way, to extend relief to places of entertainment which charge \$4 to \$10 admission and rule out other places of entertainment which charge \$1.50 to \$2.00 and which include many persons of limited means in their patronage, as contrasted with the legitimate theatre's wealthy and expense-account patronage."

"When we last obtained admission tax relief from the city, we assumed and, in fact, were told that it was the maximum obtainable under existing conditions. We acceded to suggestions that we defer petitions for total elimination of the tax until a later day. Surely, then, if the city

in the future is prepared to eliminate the legitimate theatre ticket tax, the time will have arrived for it to extend the same treatment to the motion picture theatres of the city.

"We believe the same reasoning applies to the remaining federal tax on admissions," he concluded.

A study of the possibilities of eliminating the city's five per cent ticket tax was promised legitimate theatre organizations by Mayor Wagner during peace talks in which he participated on the Actors Equity strike. Subsequently, Senator Jacob Javits and Rep. John V. Lindsey of Manhattan said they would introduce bills in Congress next January to eliminate the remaining 10 per cent federal tax on admissions over \$1. Neither made it clear whether they intended to include motion picture theatres specifically in their bills, since both identified them as relief measures designed primarily to help the legitimate theatre solve its current economic problems.

## Jersey Allied

(Continued from page 1)

vention here. Another meeting has been scheduled for Aug. 8, at which specific action is expected.

In the meantime, Jersey Allied officials said that they are not in a position to disclose details of the distributors' proposals, but added that if such proposals materialize "they will give us one-quarter, or one-third, of what we want." They said they consider this a good start and are confident major problems of long standing are on the way to a solution.

The convention persuaded Sidney Stern to continue as president of Jersey Allied for another year, against his wishes.

John Harwin was elected vice-president for Southern New Jersey, succeeding Herbert Lubin. Other officers were reelected. They are, in addition to Stern: Richard Turtle-taub, secretary; Howard Herman, vice-president for Northern New Jersey; Louis Martin, treasurer, and Irving Dollinger, chairman of the board and national delegate.

A resolution strongly favoring the American Congress of Exhibitors and its program, in particular backing ACE's film production project, was approved by the meeting.

A resolution also called upon ACE to urge production - distribution presidents to meet again with the ACE executive committee on current and continuing problems affecting the three branches of the industry. No meeting of company presidents has been held with ACE this year.

Resolutions on the eligibility of for-

## U.S. Films Made Up Half Of Finland's '59 Supply

From THE DAILY Bureau

WASHINGTON, July 26.—Chief supplier of feature films to Finland during 1959 was the United States. Of the 531 reviewed by the National Film Censor, 225 came from the U.S., according to Nathan D. Golden, motion picture chief of the Department of Commerce. In 1958, 494 features were reviewed by the Finnish censor agency with 220 of them of U.S. origin.

Imports of Western European films and the number of Finnish productions increased last year, but there were fewer films imported from the USSR.

In 1959, 46 feature films came from the United Kingdom; 65 from France; 41 from Sweden; 25 from Finland; 20 from the USSR; 48 from West Germany; 13 from Italy; 12 from Austria; and 36 from other countries.

foreign and domestic pictures, and on the sponsorship of the Academy Awards telecast—recently relinquished by the Motion Picture Association of America—and condemning the sale of post-1948 film libraries to television were authorized and are in the process of being drafted.

Jersey Allied's stand on the increasing instances of pictures opened on a hard-ticket policy, and other trade practice problems of concern to all of exhibition, are being referred by this convention to either Allied's national convention this fall or to the national board meeting to be held in Chicago next month.

## Daff in Hollywood to Launch New Product

From THE DAILY Bureau

HOLLYWOOD, July 26.—Wiring up a six month's tour of the world, Daff, former executive vice-president of Universal-International, is here to take over production reins for I. Young and Associates on the forthcoming picture, "Amritsar," based on the life of the late Mahatma Gandhi.

During his tour, Daff visited government officials in India and conferred on plans for the feature. He will spend a week here before returning to New York, meeting with Young and artists representatives to discuss casting and production schedules.

Filming of "Amritsar" is slated to start early next winter, with location shooting in India and interiors to be shot in London.

## Fox Names Ascarelli

(Continued from page 1)

Great Britain, will coordinate phases of the pre-production and production publicity emanating from there. He rejoins Fox, having served as the company's director of advertising and publicity for continental Europe from 1946 until May, when he assumed the same position for United Artists.

Ascarelli will fly to Rome within the next two weeks to begin his job.

## Postpone Drive-in Meeting

HARTFORD, July 26. — Stephen Perakos, president of Connecticut Drive-in Theatres Assn., today postponed a scheduled luncheon meeting to Wednesday at the Colonial Hotel, Hamden. The approaching campaign against the Hartford Zenith-General pay-TV plan on WHCT is among the topics to be discussed.

**JET TO BRITAIN**  
aboard BOAC's daily  
**MONARCH**  
**ROLLS ROYCE**  
**INTERCONTINENTAL**  
**707**

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Jet and/or jet-prop flights from New York, Boston, Chicago, Detroit, Honolulu, San Francisco, Montreal, Toronto.

## Influence of Stevens Raised by Sandburg

By SAMUEL D. BERNIS

HOLLYWOOD, July 26.—George Stevens' creative genius was the important factor that drew Carl Sandburg to Hollywood for his first development work for the screen, the genarian poet, author and historian, told members of the press at 20th Century-Fox studios in his interview regarding production of "The Greatest Story Ever Told." Producer-director Stevens said it was "a great joy and stimulation to be working with Sandburg," who will receive credit as his creative associate; and that they are currently working on an enormous amount of research and examination of American history to evolve a story line.

Stevens announced Ivan Moffitt as screenwriter of the screenplay; and Sandburg would be working closely with Moffitt on the script, in addition to his contributions regarding all other aspects of the production, including influence on the music.

The film which will embrace the life of Jesus is expected to be ready in 1961 and will be made entirely in this country.

## H. Ezzes Named

(Continued from page 1)

At once, comes to UAA from Vision Industries, Inc., of which was vice-president and director. He held the same post, as well as that of chief, with Television Industries subsidiary, C & C Films, Inc. The latter was the original distributor of TV of the RKO feature library.

In his new post with UAA Ezzes will be in charge of distribution to a library of feature films and shorts which includes the United Artists post-'48 features already in stock, plus a new package soon to be announced, and the Warner Bros. RKO libraries.

Ezzes has held a series of top executive positions in the motion picture and television industries. In 1952 he joined Flamingo Films as vice-president in charge of sales. This organization later became Motion Pictures for Television, Inc. Before joining C & C Films in 1956, he worked for a year as vice-president in charge of sales of Guild Films.

Ezzes' promotion to senior vice-president follows eleven years of experience with UAA and its predecessor company, Associated Artists Productions. He has had 25 years of top-level banking and business experience in Europe and the U.S. During his European career, Mr. Zittau worked as associate managing director of the Bohemian Union Bank in Prague, and as managing director of the Czechoslovak Bank Verein in Prague.

Ezzes also announced the resignation from UAA of Robert Rich, vice-president in charge of sales, and Don Berber, national and station sales manager.



Glenn Norris, 20th-Fox general sales manager, and Martin Moscovitz, assistant general sales manager, at the trade press luncheon yesterday.

## Fox to Have 50 Ready for '61

(Continued from page 1)

would fall slightly behind the 1959 figures. He added, however, that total gross this year is ahead of the 1959 figure, simply because the company has released more films to date.

In answer to a question, Norris admitted that Fox still has not come up with the "blockbuster" picture it feels it needs before the year ends. But "Let's Make Love," the Marilyn Monroe-Yves Montand film scheduled for release on Aug. 26, should become that elusive top grosser, the executive said.

### Praises 'Terrace'

In the meantime, he said, Fox must look to "From the Terrace," now playing in a dozen situations, for many of its dollars. "Terrace" presently is running almost as successfully as "Peyton Place."

Fox, through Norris, feels that "Can-Can" is money in the bank. That picture is expected to reach \$6,000,000 in domestic film rentals by Jan. 1. In 51 houses equipped with 70mm now, "Can-Can" will be in 20 or 30 more by the end of the year.

Norris said the company does not plan to release "Can-Can" to 35mm theatres before next year.

Three more Todd-AO pictures are on Fox's list. First will be "Cleopatra," next the new production of "State Fair," then George Stevens' "The Greatest Story Ever Told," which began preliminary work a year ago.

### 'Ruth' Widely Popular

Norris said the Samuel G. Engel production, "The Story of Ruth," is following a pattern established several years ago by another picture with a religious theme, "A Man Called Peter," which grossed \$4,500,000. "Ruth," too, is provoking most of its interest in smaller towns and cities, according to Norris, and there is no anxiety about the picture's making money.

In answer to another question, Norris said he agreed with a plan advanced by Ben Marcus, Wisconsin circuit exhibitor, who favors reduction of availability time from 28 days between first and subsequent runs for most pictures. "Of course it wouldn't work 100 per cent of the time," Norris added.

He elaborated on Fox's policy of

branch office "autonomy," which has been in effect for 18 months, and successfully so.

"The branch manager has been his own boss, making his own decisions. The exhibitor knows he's dealing with someone who has authority to make deals," Norris said.

He called his three-man personal representative teams which visits all branches in the U.S. and Canada "cheer leaders," and said he would try to alternate these teams. One team reported to the home office here last week after it had completed a three-week trip to 38 branches.

"Autonomy has speeded up business and made better use of individual branch staffs. Any kind of formal executive supervision, developed in layers, has a tendency to become too rigid," he said, in support of "autonomy."

### Emphasizes 'Personal Touch'

Norris said Fox still finds it more economical to handle shipping, inspection and the like through its own branch offices, rather than pooling the "back office" work as was tried in New Haven. Fox's policy also lends itself to the personal touch, he said.

Norris was accompanied to the luncheon by Martin Moscovitz, assistant general sales manager.

## Bogarde Honored Here For 'Song Without End'

Dirk Bogarde, who portrays Franz Liszt in William Goetz's "Song Without End," was honored yesterday at a cocktail reception sponsored by Columbia Pictures at the Mon Plaisir here.

Representatives of all press media were on hand to welcome one of Great Britain's leading stars, who makes his American film debut in the CinemaScope and color production. It is the next attraction at the Radio City Music Hall.

## 'U' Duo Here Today

The new twin bill from Universal-International, "The Brides of Dracula" and "The Leech Woman," will have its local premiere at Loew's Metropolitan Theatre here today.

# PEOPLE

Frank Murphy, Loew's Theatres division manager, has been named Northern Ohio exhibitor chairman for the Will Rogers Memorial Fund drive. Ray Schmertz, 20th Century-Fox branch manager in Cleveland, is distributor chairman.

George Caron has been named manager of the Waterford (Conn.) Drive-in Theatre, succeeding Reginald Pelletier, resigned.

Ralph Ripps, new M-G-M branch manager in Albany, N. Y., has been added to the committee arranging a farewell dinner at the Sheraton-Ten Eyck Hotel, Albany, on Aug. 15, for his predecessor, Edward R. Susse, now in charge of the Detroit exchange.

Abe Levitow, producer and director for the past 20 years, has been appointed associate producer and supervising director for UPA Pictures, Inc., Chicago, producers of both theatrical and television films.

## Norma Production Unit Starts Greek Filming

Special to THE DAILY

HARTFORD, July 26. — Producer James Paris and writer-director George Tzavellas have started filming in Greece of Norma Film Productions' initial project, a Tzavellas adaptation of the Greek classic, "Antigone," with an all-Greek cast.

Sperie Perakos, executive producer of Norma Film Productions, Inc., and general manager of Perakos Theatre Associates, independent Connecticut circuit, anticipates a late fall American premiere of "Antigone" at the Perakos deluxe Elm Theatre, West Hartford.

In all, seven motion pictures are to be backed by Norma, the financing provided by the Sperie Perakos family, and U.S. distribution handled through Perakos Theatre Associates.

## 'Pepe' Talks Begin Today in Hollywood

Special to THE DAILY

HOLLYWOOD, July 26.—Columbia Pictures begins its two-day "summit meeting" of top company executives here tomorrow with the first screening of "Pepe," the multi-million dollar George Sidney International-Posa Films Internacional production. Global sales and promotional policy for the CinemaScope and color production will be planned.

Columbia president A. Schneider and Samuel J. Briskin, vice-president in charge of West Coast activities, will attend the meeting. Cantinflas, star of "Pepe," and Jacques Gelman, the film's associate producer, also will be on hand.

# SCARLET LIPS SCARLET DRESS

A WOMAN WHO  
MIGHT BELONG  
TO ANY MAN...

but now she  
alone held the  
secret to a  
city's hope and  
a people's faith  
... and the only  
price she asked  
was LOVE!



in A TITANUS-SPECTATOR  
PRODUCTION

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BOOKING  
NOW FOR  
LABOR DAY!

Co-Starring  
**JOSEPH COTTEN** • VIT

METRO-GOLDWYN-MAYER Presents

# AVA GARDNER DIRK BOGARDE



# ANGEL WORE RED

with ALDO FABRIZI · ARNOLDO FOA' · FINLAY CURRIE · and with ENRICO MARIA SALERNO · Directed From His Screen Play by NUNNALLY JOHNSON · Produced by GOFFREDO LOMBARDO

## WGA Clause

(Continued from page 1)

1948 pictures released to television, after deducting 40 per cent for distribution. This move eliminates any obligation by U-I to make payments into WGA's pension, health and welfare fund, in accordance with terms agreed upon by member companies of the Association of Motion Picture Producers.

In passing up the "favored nations" opportunity, U-I will further be obligated to pay two per cent on any films produced for theatrical release which will go on pay-TV three or more years after its initial release.

The U-I agreement will remain in force for five years as against the three-and-a-half year agreement by AMPP member companies.

### Stirs Speculation

Speculation on the decision for the move to avert the "clause," which would have required payment into WGA's health, welfare and pension fund, is based on the possibility that U-I will withhold release of its films to TV for the present.

## Theatre-TV Bout

(Continued from page 1)

the promoter of the third bout, for competitive bidding.

United Artists held the film rights and is expected to negotiate for them again. The film produced a minimum of \$450,000.

## 'Men' to Bow in Chicago

Hall Bartlett's "All the Young Men," a Columbia Pictures release, will have its world premiere at the Roosevelt Theatre in Chicago on Aug. 18. The film is scheduled for National release in September.



"The charge is corrupting the morals of minors!"

COLLEGE CONFIDENTIAL

# AROUND THE TV CIRCUIT

with PINKY HERMAN

**S**KIPPY HOMEIER will be seen as the star of a new NBC-Colgate-Palmolive full hour mystery TV series, "Dan Raven," which will be seen Fri. (7:30-8:30 P.M.) . . . The newly-organized C/Hear Services firm, headed by Granville (Sascha) Burland will create radio and TV ideas for clients and will also produce radio and TV packages. . . . J. Fred Coots, whose song hits include "You Go to My Head," "Santa Claus Is Comin' to Town," "I Still Get a Thrill," "Love Letters in the Sand" among others, claims his latest ballad, "Music to My Ears," clefted with Morrey Davidson, is his BEST. . . . Jazz Great Miles Davis signed by producer Franklin Geltman as star of the Aug. 21 Randall's Island Jazz Festival. . . . Bob Collins has ankled from WOAI and Texans down in San Antonio can listen to his music KAPERS every day. . . . Created and produced by Bernard Girard and filmed at the Paramount Studios in Hollywood, a new dramatic series dealing with the exploits and adventures of a financial wizard and titled, "Mr. Garlund," will CBStart Friday, Oct. 7 (9:30-10 P.M.). Series will introduce a new personality, Charles Quinlivan and will be co-sponsored by Plymouth and L&M cigarettes. . . . John Raitt is wrestling with the problem of trying to go into rehearsal for the coast cast of "Destry Rides Again" next month and star in several "Bell Telephone Hour" NBCcasts. Meanwhile he's starred in "Carousel," which for the next three weeks is doing Warwick, N Y, Wallingford, Connecticut and Framingham, Mass. . . . Basil Rathbone leaves Aug. 10 for Australia where he'll be seen in "Marriage Go Round." . . . Hugh Downs and Steve Lawrence co-starred last week-end in the Aquatennial in Minneapolis. . . . What's producer Jules Levey and Art Ford cooking up? They've been doing a lot of talking (and eating) at the Forum the last few weeks. . . .

## Exhibitor Unity

(Continued from page 1)

hibition be combined to be more effective, conserve man power and operate more economically.

A committee was appointed to meet with National Screen Service to determine the policy governing their charges for trailers when Columbia Pictures starts charging for their own trailers.

The film distributors will again be advised in writing of the increasing number of bad prints and asked to release the prints to civilian theatres ahead of military establishment theatres where prints are mutilated.

Two business sessions will be held on Wednesday and Thursday mornings.

### Walter Reade Keynoter

Walter Reade, Jr., head of Walter Reade Enterprises and former president of Theatre Owners of America, will deliver the keynote address slated here tomorrow. Reade's message will stress that today's exhibitor is in a "do-it-yourself" era and will point out what he can do to help resolve his problem of product supply and other difficulties.

J. K. Crockett, a convention chairman, will call the first business session to order, and Roy Richardson, V.M.P.T.A. president, will make the welcoming address. Other speakers on the day's program include C. Glenn Norris, 20th Century-Fox general sales manager, and Maurice Silverman of the U.S. Department of Justice, Washington.

On the closing day's program, Thursday, will be Emanuel Frisch, of

## Referee in Bankruptcy

(Continued from page 1)

mutter Theatres, listed liabilities of \$209,300, and exempt assets of \$500.

Film distributing companies have unsecured claims totaling about \$15,600—20th-Fox took judgment for approximately \$5,300. Theatre, theatre supply, concession, film delivery and advertising concerns hold unsecured claims for \$38,000.

Fox, Buena Vista and the estate of William E. Benton (Benton Theatres, Saratoga) were the film companies formally represented by lawyers today.

John R. Titus, local Fox attorney, conducted the examination of Perlmutter. Titus put numerous questions concerning Perlmutter's leased operations since about July, 1959.

Current general manager of Perlmutter Foods—which loaned the now-bankrupt theatre company \$23,000—at \$180 weekly, Perlmutter said the lease from the state on Capitol Restaurant, Albany, has more than three years to run. Another leased operation is at the State Bathing Beach in Lake George Village.

Perlmutter's wife owns the family home and car, according to his testimony.

In adjourning the proceedings, without date, referee Ryan directed trustee Hippick to file a \$2,000 bond.

Randforce Theatres, New York, representing the American Congress of Exhibitors; Mrs. Margaret Twyman, director of community relations for the Motion Picture Ass'n. of America; Sumner Redstone, president of Northeast Drive-in Theatre Corp., Boston.

## Small and Eells Join In TV Production Firm

From THE DAILY Bureau

**HOLLYWOOD, July 26.** — Moving to re-enter the worldwide television market with an organization designed to embrace all phases of production, packaging and financing of filmed video shows, Edward Small has announced formation of Television Artists and Producers Corp. which he will serve as president.

Associated with Small in formation of TAPC is Bruce Eells, executive vice-president of United Artists Television, Inc., who has resigned that post to direct activities Small's new corporation as executive vice-president.

The new corporation will have its headquarters at the Samuel Cowyn studios. Small will make available to it his extensive production facilities and personnel.

## Blumberg Rites Held

(Continued from page 1)

tion picture executive. Blumberg, industry pioneer, died at his Nuys home on Sunday at the age of 66, following a long illness.

Honorary pallbearers at the service here today included Barney Luban, Sir Edward Baron, Dr. Howard Behrman, Maurice Bergman, Joseph Berne, Jesse Black, George H. Joseph Borokin, Steve Brody, I. Chasen, Carl Cohn, John Cole, Rev. Fr. John Connolly, E. P. C. Preston Davie, William Dozier, Depinet, Walt Disney, Jimmy Ante, Jack Entratter, S. H. Fal Douglas Fairbanks, Jr., Max Feman, Abe Fink, Harold Fitzger Frank Folsom, Albert Garthw William German, Joseph Gersher Norman Gluck, Leon Goldberg, William Goldbring, Leonard Goldson, Cary Grant, Dr. Reuben G Abel Green, Alfred Hitchcock, Horwitz, Ross Hunter, Eric John Charles Kandel, Ben Katz, Sta Kramer.

Also Dr. Barney Kully, Abe L fogel, Lew Levey, Isador Lu Charles MacDonald, Fredric Ma Arthur Mayer, Robert Nathan, Nathanson, Jack Oakie, John O' nor, Alf Perry, Harry Pilcer, Tho Pryor, Lord Rank, Simon Riffk Budd Rogers, James Ruman, Ad Schimel, Nat Schmulowitz, Schneider, Joseph Schoenfeld, Schwartz, William Scully, Sememenko, Spyros P. Skouras, J Snyder, John Spires, Ed. Sullivan William Taylor, Robert Unger Donald Viens, Richard Walsh, L. Warner, Laurence Waterman Edwin L. Weisl.

## Bronston Signs Heston

Producer Samuel Bronston signed Academy Award winner Charlton Heston to play the title in his forthcoming film, "El C Bronston returned here from Mac to complete contract arrangements with Heston, who had the title role MGM's "Ben-Hur."

# MOTION PICTURE DAILY



88, NO. 19 NEW YORK, U.S.A., THURSDAY, JULY 28, 1960 TEN CENTS

## Sides Active Play Likely FCC Ruling Pay-Video

### Television Edict Could Deferred 18 Months

By E. H. KAHN  
WASHINGTON, July 27. — The  
r or against pay-television may  
ering a month-long limbo. If  
ederal Communications Com-  
fails to take action this week  
tford Phonevision's application  
three-year test of pay-TV, then  
ision will go over for at least  
h.  
customary for FCC to suspend  
operations during August so  
ocations can be taken. One  
sioner usually. remains in  
gton at all times to take care  
nt business.  
ings stand, FCC has been hit  
h sides in the pay-TV con-  
(Continued on page 4)

## -Fox Names Awan Circulation Manager

n Awan has been named ex-  
n manager for 20th Century-  
m Corp., it was announced  
yesterday  
by exploitation  
director Rodney  
Bush.

A w a n has  
been with 20th  
for the last six  
years in a vari-  
ety of capaci-  
ties, including  
assignments as  
the company's  
regional adver-  
tising - public-  
ity manager in  
the Clevel-  
etroit, Cincinnati and New  
y areas. He will begin his  
mmediately.  
new position, Awan will co-  
the national and local-level  
(Continued on page 3)

VISION TODAY—page 4

## Says Nets Still Oppose Pay-TV; Urges Open Hearing on Hartford Bid

Published reports that the major television networks have changed their stand and now look with favor on pay-TV were attacked today by Philip F. Harling, chairman of the Joint Committee Against Pay-TV, as completely unfounded and untrue.

Harling said that after publication of articles from Washington, D. C., stating that the television networks were abandoning their opposition to pay-TV, he personally checked each network and obtained flat denials of the report.

He said that each network stood by its recorded statements at hearings before the FCC and Congressional committees that it was opposed to broadcast pay-TV as being contrary  
(Continued on page 4)

## Loew's Theatres Eyes Second N. Y. Hotel

Loew's Theatres is negotiating for a second site for a Manhattan hotel and hopes to have an announcement in about two weeks, Lawrence Tisch, chairman of the finance committee, has confirmed. Loew's Theatres' initial Manhattan hotel is under construction on the site of its former  
(Continued on page 2)

## Erlanger to Far East On Film Remittances

Herbert J. Erlanger, assistant secretary and assistant treasurer of Motion Picture Export Ass'n., left here yesterday for Jakarta, Indonesia, where he will engage in important negotiations on U.S. film remittances from that country.

On completing that assignment Er-  
(Continued on page 4)

## NLRB Orders Elections in Hollywood Studios To Iron Out the AFM-Musicians Guild Dispute

From THE DAILY Bureau  
WASHINGTON, July 27.—The National Labor Relations Board has ordered an election to determine bargaining representation for musicians in the major Hollywood studios. The election must be held within 30 days the Board ruled.  
The American Federation of Musicians, following a labor dispute in 1958, lost its bargaining rights in the major studios to the newly formed Musicians Guild.  
In New York Herman Kenin, president of the AFM, expressed "gratification" over the ruling and pointed out that it has been issued over the objections of both the Musicians Guild and the industry.

## Norris Urges All-Industry Fight Against Pay-TV

Special to THE DAILY  
VIRGINIA BEACH, Va., July 27.—  
A call to all branches of the industry to cooperate in opposition to pay TV was issued by C. Glenn Norris, general sales manager of 20th Century-Fox, at the annual convention of Virginia Motion Picture Theatre Assn. here today.

Norris also gave the convention a rundown on the outlook for product from all companies over the last six months of the year. The generally favorable outlook implied that exhibitor fears a product shortage may be overstressed.

## Wanger Named to Head Fox Production Abroad

Walter Wanger has been named interim head of 20th Century-Fox's European production by Spyros P. Skouras, president, the home office announced yesterday.

Wanger, who has been in Europe as producer of 20th-Fox's "Cleopatra," replaces Robert Goldstein, who was named interim head of 20th-Fox production in Hollywood following the recent death of Buddy Adler. Rouben Mamoulian will direct "Cleopatra," which stars Elizabeth Taylor. Skouras, who is now abroad, is ex-  
(Continued on page 4)

## At Va. Meet

## Walter Reade To Exhibitors: 'Help Yourself'

### Says 'Invest in Production,' Instead of Crying 'Shortage'

Special to THE DAILY  
VIRGINIA BEACH, Va., July 27.  
—Exhibitors at the annual convention here today of Virginia Motion Picture



Walter Reade, Jr.

Theatre Association were urged by Walter Reade, Jr., president of Walter Reade, Inc. and former president of Theatre Owners of America, to avail themselves of today's opportunities to solve their own problems.

In his keynote address to the opening business session of the convention, Reade, who also is president of Motion Picture Investors, Inc., the open end company which has invested  
(Continued on page 3)

## Jersey Allied Approves Support of ACE Project

Special to THE DAILY  
KIAMESHA LAKE, N. Y., July 27.—Delegates to the annual convention of Allied Theatre Owners of New Jersey today approved a resolution calling for support of the American Congress of Exhibitors, and particularly for ACE's film production project. The action was taken at the  
(Continued on page 2)

## Bowling 'Down Under' Real Threat, Says Daff

From THE DAILY Bureau  
HOLLYWOOD, July 27. — The threat of bowling as a new competition to theatres in Australia has prompted the Hoyt Theatres circuit to make arrangements with Brunswick to construct alleys as an adjunct to  
(Continued on page 2)

## PERSONAL MENTION

**ARNOLD M. PICKER**, United Artists vice-president in charge of foreign distribution, will return to New York today from Europe.

**JAMES VELDE**, United Artists vice-president in charge of domestic sales; **AL FITTER**, Western division manager, and **ARTHUR REIMAN**, Western contract manager, have returned to New York from Omaha.

**HENRY GINSBERG** leaves New York today for several weeks stay in Europe.

**LYNN FARNOL**, of Lynn Farnol Associates, will leave here for the Coast tomorrow and will go to Mexico from there for a week before returning to New York.

**RUTH POLLOGE**, Eastern advertising-publicity manager for American International Pictures, left here yesterday for Washington and Baltimore.

**MRS. HERBERT T. SCHOTTENFELD** gave birth yesterday to a boy, **HOWARD LAWRENCE**, at North Shore Hospital, Manhasset, L. I. Father is vice-president and counsel of United Artists Associated.

**BEN COHEN**, circuit owner of Nashville, has returned there from Atlanta.

**NORM LEVINSON**, general manager and advertising director of Trans-Texas Theatres, Dallas, has returned there with **MRS. LEVINSON** from Hartford.

### Para. Names Rackin Supervisory Head

From THE DAILY Bureau

**HOLLYWOOD**, July 27. — Martin Rackin was named today by Paramount studio head Jack Karp as supervisory chief of all theatrical film production for the studio. Rackin will assume the new post on Aug. 15 and will start preparing the slate of features already scheduled for production by Paramount as well as preparing its future product.

Rackin, who recently left NBC after dissolving Mahin-Rackin Productions, is a former New York newspaper man and 20-year Hollywood veteran writer. In 1957, he left Warner Brothers, where he functioned as writer-producer. As a partner of Mahin-Rackin Productions he wrote and produced "The Horse Soldiers."

## Loew's Circuit

(Continued from page 1)

Loew's Lexington Theatre, Lexington Ave. and 51st St.

Tisch declined to divulge particulars of the negotiations now under way but Webb & Knapp, the William Zeckendorf real estate firm, said it has sold for \$5,000,000 cash the Seventh Ave. blockfront from 51st to 52nd Streets, now used as a parking lot, but would not disclose the purchaser. Should Loew's Theatres acquire the site for its hotel, it would adjoin Zeckendorf's Taft Hotel on Seventh Ave., now being enlarged to include the space formerly occupied by the Roxy Theatre.

### Second Deal This Week

Earlier this week, Webb & Knapp announced closing of deals for \$5,000,000 each for a Sixth Ave. site to Uris Buildings Corp. and an adjoining site to Columbia Broadcasting System. These and other current Webb & Knapp deals are reported to be designed to facilitate closing in the near future for the \$43 millions deal for the 20th Century-Fox studio realty, where Zeckendorf plans to develop Century City.

### Rites Held for Canning, 'Dean' of New England

Special to THE DAILY

**FALL RIVER**, Mass., July 27.—Funeral services for William S. Canning, 74, widely known as the "dean" of New England show business, were held here today. Interment followed at Manchester, N. H.

Canning had represented the Nathan Yamins Theatrical Enterprises for the past 30 years. Earlier, he managed theatres throughout New England and in Zanesville, Ohio. The *Fall River Herald News* paid uncommon tribute to him this week in a lead editorial. Canning was long active in community projects and served for a time here as park commissioner.

### Nixon Gets 'Spartacus'

"Spartacus," the \$12 million Bryna production, has been booked into the Nixon Theatre for an exclusive Pittsburgh and Tri-States area engagement, beginning its reserved seat, 10-performances-weekly run just before Christmas, it was announced yesterday by Gabe Rubin, operator of the Nixon, and F. J. A. McCarthy and Jeff Livingston, of Universal Pictures, distributor of the film.

### S-W Dividend

The board of directors of Stanley Warner Corp. has declared a dividend of 30c per share on the common stock payable Aug. 25 to stockholders of record Aug. 10.

### 3-D with Glasses

#### A Hit in San Diego

Special to THE DAILY

**SAN DIEGO**, Cal., July 27.—Three-D with glasses is back. "September Storm," an Edward Alperson production for 20th-Fox, opened here at the California theatre to a gross of \$7,394 for the first five days, far ahead of any Fox picture to play the house in recent years. According to the management, "A whole new audience, never before exposed to the 3-D process with Polaroid glasses is responding very favorably."

20th-Fox plans to test the attraction in a number of key cities before general release.

## Jersey Allied

(Continued from page 1)

closing business session today, which lasted all afternoon and was followed by the banquet which brought the convention to a close.

Text of the resolution supporting ACE, as well as other resolutions adopted at the convention will be made public tomorrow.

Among the resolutions proposed yesterday was one urging ACE to urge production - distribution presidents to meet again with the executive committee of ACE on current and continuing problems affecting the three branches of the industry.

Other resolutions dealt with the eligibility of foreign and domestic pictures, the sponsorship of the Academy Awards telecast and the sale of post-1948 pictures to television.

### Olivier Film Opens

**LONDON**, July 27.—The gala premiere of Sir Laurence Olivier's latest film, "The Entertainer," took place today at the Odeon Theatre in Marble Arch. Leading performers of the stage, screen and TV, also leaders in the social and civic life of the city attended.

### 'Grass' Filming Here

William Inge's "Splendor in the Grass," which will be distributed this Christmas by Warner Brothers, is now being filmed at the new Filmways studio in upper Manhattan. Producer-director Elia Kazan expects to complete shooting in about three weeks.

### Floyd Acquires Drive-in

**JACKSONVILLE**, July 27.—Floyd Theatres has acquired from Theodore Pawela the Blossom Trail Drive-in Theatre here, and has changed the name to the South Trail Drive-in. The Floyd circuit now comprises 37 operations.

## Bowling Thru

(Continued from page 1)

its operation, Al Daff, former universal executive, reported here in an interview in his Beverly Hills Hotel suite, following his rival from "down under."

Television has also made great roads on Aussie theatre grosses 15 stations now operating, 13 stations under construction in the provinces and a total of 35 stations expected to cover the continent, said.

Reporting also on his findings in Africa three months ago, Daff said the market there will deteriorate while political instability prevails. Families in Africa are afraid to their homes at night to go to the theatre, he pointed out.

### Diseases 'Amritsar'

Joined by his associate Young, during the interview, spoke of "Amritsar," the first of projects he will make with Y. The film employs factual episodes of Mahatma Gandhi's life. Right Gandhi's material and the unrecording of Gandhi's voice were retained through the Navajivian of India, trustees of Gandhi's will.

Negotiations are currently underway with a major company for release of "Amritsar," Daff said.

### Flick Backs Lutheran Move for Better Film

Special to THE DAILY

**ALBANY**, N. Y., July 27.—Commenting on a statement by the Lutheran Laymen's League, at its cent 43rd annual international convention in Minneapolis, that, in effect, "Congress should convene a conference to deal with the problem of immorality, violence and bad taste in the mass communications media," that such a conference "should be attended by Federal, state and local officials, together with representatives of other interested groups, including churches," Dr. Hugh M. Flick, state commissioner for cultural education, State Education Department, said today:

"I am confident all thoughtful persons interested in the continued strength and welfare of the nation, as well as others who are disturbed by a seeming drift to gross laxity in the moral fibre of the country, will applaud the stand of the Lutheran Laymen's League," said Dr. Flick.



## Plans Inspection Nudist-Film Showing

Special to THE DAILY

BANY, N. Y., July 27. — An in-  
via phone today from Schoharie  
District Attorney T. Paul  
to the State Education Depart-  
on the license status of "Hide-  
n the Sun"—slated to open Sun-  
at a Cobleskill drive-in, started  
ning of the enforcement wheels  
e department's motion picture  
ion, to insure that the version  
ned contains none of the "num-  
deletions ordered when the  
was given a seal.

division inspector, armed with a  
of the deletions, has been di-  
d to check the opening show.

ne informed the education de-  
ment that he had "requested" the  
gement to abandon the screen-  
A manager was said to have re-  
this would be done, if another  
re could be obtained to replace  
film depicting "The Glories of  
rama."

### Relayed to New York

strict attorney Kane's query was  
ed to the motion picture divi-  
New York City office. From  
e, assistant director Sidney Bern-  
phoned Kane that the film had  
licensed—"with many deletions."  
e motion picture division re-  
dly was "reluctant" to issue a  
out felt compelled to do so "be-  
of U. S. Supreme Court deci-

or Pictures is distributing "Hide-  
n the Sun."

## 'Ghosts' Excerpts Planned Release to Schools

aching Film Custodians, Inc., an  
ization sponsored by the Mo-  
Picture Association of America,  
distribute two color films based  
xcerpts from William Goetz's  
g Without End," the story of  
z Liszt. The films will be released  
ousands of elementary and high  
ls and colleges. They utilize  
ge from the Columbia release  
ere prepared in cooperation with  
ecial committee of the Music  
ators National Conference.

e of the films, "Maestro Franz  
at Weimar," is a dramatization  
sz's life as Hofcapellmeister at  
ar and features a scene from  
ard Wagner's opera, "Tann-  
r." The other excerpt, "Virtu-  
Franz Liszt as Composer," illus-  
the virtuosity of Liszt both as  
oser and as a performing artist.

## nan to Report

ward L. Hyman, vice-president  
merican Broadcasting - Para-  
t Theatres, will discuss progress  
made in the "new faces" and  
ly distribution of quality prod-  
campaigns, which are closely  
ed and which he has been fur-  
ing among cooperating exhibitors,  
luncheon next Tuesday in AB-  
home office dining room. Trade  
representatives will be his  
s.

# 'Help Yourself,' Says Reade

(Continued from page 1)

in major production - distribution  
companies in order to give exhibition  
stockholder's voice in their affairs,  
urged backing for both M.P.I. and  
the "Fabian Plan," the American Con-  
gress of Exhibitors-sponsored produc-  
tion company, now on its way toward  
raising its third million dollars to  
launch a new production company.

In addition to investing in major  
companies, M.P.I. also has displayed  
interest in financially aiding the ACE  
production program and in negotiat-  
ing with major companies for se-  
lected pictures from their post-1948  
backlogs to reissue to theatres.

### Stresses Product Shortage

In his address, Reade stated, "One  
of the greatest problems concerning  
exhibition today is the shortage of  
good product. For years the resolu-  
tion of this problem was left entirely  
in the hands of the producers and  
major studios. If they chose to make  
more pictures, then more pictures  
were available to exhibitors. If they  
chose to make fewer pictures, the  
exhibitors suffered. In this era of do-  
it-yourself there are many ways in  
which the exhibitor can help to re-  
solve his own product problem.

"He can encourage smaller compa-  
nies by giving their product a greater  
playoff opportunity, either as equal  
billing or second feature.

"If the picture is of sufficient qual-  
ity and does not have a big name cast,  
it should be given every opportunity  
for as wide a playoff as possible. It is

the entertainment value that counts.

"An exhibitor today has an oppor-  
tunity to encourage production  
through his investment in Motion Pic-  
ture Investors, Inc.

"When the 'Fabian Plan' is put into  
effect, the exhibitors will be in a  
position to offer their full support.

"There are many opportunities for  
exhibitors to invest in individual pro-  
ductions on a personal basis. There  
is a great deal of talent, both in the  
writing, directing, producing and act-  
ing areas, just waiting for the nec-  
essary financial support to translate  
their ideas into finished films."

### Opened by Crockett

The convention was opened by J.  
K. Crockett, convention co-chairman.  
Roy Richardson, Virginia MPTA  
president, made the address of wel-  
come. Other speakers on the day's  
program included C. Glenn Norris,  
20th Century-Fox general sales man-  
ager, and Maurice Silverman, of the  
Anti-Trust Division of the Depart-  
ment of Justice, Washington.

Silverman told the exhibitors pre-  
sent that the government is always  
available when needed to assist on  
industry problems.

The final business session tomorrow  
will be addressed by Emanuel Frisch  
of Randforce Theatres, New York,  
representing the American Congress  
of Exhibitors; Sumner Redstone,  
Northeast Drive-In Theatre Corp.,  
Boston, and Mrs. Margaret Twyman,  
community relations director for Mo-  
tion Picture Assn. of America.

## Awan Named

(Continued from page 1)

exploitational campaigns on the in-  
creased release schedule recently set  
by the film company. In addition,  
Awan will be responsible for the crea-  
tion and execution of merchandising  
sales operations.

The new exploitation manager was  
formerly president of Celebrations,  
Inc., an organization that staged and  
promoted centennials for cities and  
states. This organization was an out-  
growth of Adrian Awan Associates,  
Inc., an independent public relations  
outfit based in Los Angeles. Among  
their clients were the California state  
fair, and the Hollywood Bowl.

Awan began his career as an usher  
in the Orpheum Theatre in San  
Francisco, later becoming affiliated  
with Publix Theatres, at which he  
contacted the major studios and set  
up exploitational promotions.

## Cedric Gibbons Dies

HOLLYWOOD, July 27.—Services  
were being planned today for Cedric  
Gibbons, 65, winner of 11 Academy  
Awards for film art direction, who  
died yesterday at his home. Gibbons,  
a native New Yorker, was employed  
in the industry since 1918 and created  
sets for more than 2,000 pictures. He  
was head of the M-G-M art depart-  
ment for 32 years.

## 30 German Films Set For '61 Casino Release

Munio Podhorzer, president of  
United German Film Enterprises,  
Inc., Casino Film Exchange, Inc., and  
American representative of Franco  
London Film, S.A., announced yester-  
day he purchased 30 German films  
which Casino will release next year.

Podhorzer purchased the pictures  
during a recent trip to Europe. He  
represented the International Federa-  
tion of Independent Distributors of  
America at the 10th annual interna-  
tional film festival at Berlin.

## Binders for 'Wind'

United Artists is distributing more  
than 5,000 campaign manuals in the  
form of specially-prepared binders for  
exhibitors as part of the advance pro-  
motion drive for Stanley Kramer's  
"Inherit The Wind." The binders  
will be augmented each week with  
bulletins and materials on the pre-  
release promotion, providing exhibi-  
tors with a handy guide for local  
campaigns and at the same time chart-  
ing the overall impact of the drive.

## 'Ocean's' to Capitol Here

The New York premiere of  
"Ocean's 11," Frank Sinatra's Dor-  
chester Production for Warner Bros.  
release, will be held Aug. 10, at  
Loew's New Capitol Theatre here.

# PEOPLE

Abe Kronenberg, formerly special  
events director for Warner Brothers,  
a post which he held for 16 years,  
has been engaged by Dore Schary as  
national coordinator of activities for  
"Sunrise at Campobello."

William C. Warren, Dean of the  
Columbia University Law School, has  
been elected a director of ABC Vend-  
ing Corp.

Ben Zimmerman, Philadelphia ex-  
hibitor, has taken over the Quarter  
Deck Theatre, hotel playhouse in At-  
lantic City, N. J., and is operating it  
for the summer season as an art house.

Gary Greive, manager of the  
Homestead Theatre, Cleveland, a unit  
of Associated Theatres, has taken  
over, additionally, the management  
of the circuit's Hilliard Square Thea-  
tre, which previously had been under  
the direction of Robert Long, Jr.

## Deny Loew's Application

WASHINGTON, July 27.—The  
Federal Communications Commission  
has denied the application of Loew's  
Theatres, Inc., for an FM station in  
New York. It granted the competing  
application of Newark Broadcasting  
Co.

## 'Ghosts' Bows Aug. 5

William Castle's "13 Ghosts," in  
"Illusion-O," will make its local de-  
but at the Forum Theatre here on  
Aug. 5. Castle produced and directed  
the Columbia release from a screen-  
play by Robb White.

"No film  
ever dared  
touch  
this  
theme  
before!"

Jimmy Starr  
L.A. HERALD EXPRESS

COLLEGE  
CONFIDENTIAL

## TVT Editor Named Contest Judge Here



Bert Lambert, general sales manager of WOR-TV, and Pinky Herman selecting the contest winners.

Pinky Herman, Eastern television editor for MOTION PICTURE DAILY and a featured columnist for the publication for 20 years, is serving as awarding judge in the current "Million Dollar Music" contest being sponsored by WOR-TV in behalf of "Million Dollar Movie."

The contest is in its second week and is drawing more than 1,000 contestants daily. They are seeking the 50 individual albums of music from "Million Dollar Movie" and bonus weekly prizes of 50 LP albums, especially compiled by RCA Victor.

The contest involves viewing the daily film and then checking off the lucky number flashed on the screen during each showing of the film. Herman dipped into the barrel 51 times to pick individual winners and the bonus prizes award winner.

## Erlanger Leaves

(Continued from page 1)

langer will visit Bangkok, Manila and Tokyo, returning here in about six weeks.

Discussion of division of import licenses for France, Italy and Argentina occupied this week's meeting of MPEA board members here. Agreement was reached on a division of licenses for Formosa, and progress of wage negotiations covering film employees in Peru was studied.

## Treyz Off to Europe

Oliver Treyz, president of the ABC Television Network, has sailed from New York aboard the "Queen Elizabeth" for a six-week business-vacation tour of the European continent. He is accompanied by Mrs. Treyz. They will return on Sept. 4.

# AROUND THE TV CIRCUIT

... with PINKY HERMAN

EXEC VEEPEE Jaek Paige has just announced the acquisition by the Inter-Mountain network of four additional stations, KGEZ, KOJM, KRPK and KDBM, all in Montana and bringing the total to 54 located in Utah, Idaho, Montana, Colorado, Nebraska and Nevada. . . . With Ray Junkin, prexy, a new TV production and distribution firm has been formed, Program Sales, Inc. Hal Haeket, formerly with Official Films, Walter J. Smith (son of N.Y.'s Alfred E. Smith) and Jack Anderson (Kushins, Anderson & Takaro) are veeps. . . . After four years on the NBChannels, Jaek Bailey will move his daily "Queen for a Day" series to ABC-TV starting Mon., Sept. 5, from 12:30-1 P.M. (EDST). . . . Platter-shot in N.Y. The first of a new telefilm series, "Ring Classics," produced by Rocky Mareiano in October features Jerry Lewis as guest. The program will highlight Madison Square Garden fights from 1951 to the present. . . . Martin Fliesler, director of advertising and sales development for WOR-TV, is the son of Joe Fliesler, a member of the Motion Picture Pioneers and one of the ablest flacks in show biz. . . . Arthur (Street Singer) Tracey doing a fine job subbing for Joe Franklin on the latter's radio and TV shows at ABC. . . . Special Victor LP Albums, featuring theme music from the best of the "Million Dollar Movies" series, will be given away as prizes tomorrow by WOR-TV. (And who d'ya think dipped into the barrel to pick out the lucky winner? This cribbler.) . . . When "The Groucho Show" NBCommenees its 11th consecutive semester in the fall, the show will be co-sponsored by P. Lorillard and the Toni Co. . . . Jonathon Kirby, one of the best news commentators on the air, because of differing viewpoints with KCBQ (San Diego) management, has resigned. We've been in show biz since 1929 and have never met a finer person, nor one who has no much savvy on gathering, writing, preparing and delivery of news and the story behind the news. If any of the nets really can use the serviees of a top-noteher Kirby is their man.

## Nets Opposed Wanger Named

(Continued from page 1)

to the public interest, and unable to provide any service that networks do not now give free to the public. "It is my belief," Harling said, "that these reports were planted by pay-TV proponents in an effort to stampede their opponents. The television networks are just as adamant today against pay-TV as they have been during the past decade, and as they publicly stated at various hearings in Washington. The reports are absolutely false."

Harling, who also is chairman of the Anti-Pay-TV Committee of the Theatre Owners of America, was critical also of the request by Zenith-RKO General interests that the FCC sit "en banc" (as a body) on its application for a pay-TV permit in Hartford, Conn., instead of assigning the application to an examiner for a hearing.

"A hearing would give us the opportunity to ask the kind of questions which would get to the heart of the whole pay-TV matter," Harling said. "It would be the first time that any pay-TV proponent was required to answer under oath certain questions which we have been trying to get an answer to for years. An en banc session would preclude questioning. Open hearings with questioning, I am sure, is what the Zenith-RKO General interests are trying to avoid. "It was of particular interest to me

pected back in New York early next week and is scheduled to leave at the end of the week for an extended stay in Hollywood where he will work with Goldstein and other studio officials on 20th-Fox's upcoming production schedule.

Wanger is scheduled to arrive here from London by plane today for home office meetings.

to read the Zenith-RKO General application for the pay-TV permit. It ran almost 180 pages. Less than four pages were devoted to the vitally important subject of programming, which the FCC has previously said must be answered in detail. In those four pages the new application was just as vague and indefinite as was Zenith more than six years ago when it first applied—unsuccessfully—for a pay-TV permit in Chicago.

"Only by requiring pay-TV proponents to testify under oath will we ever find out how vague and indefinite their programming really is," Harling said.

He said that Marcus Cohn, of the Washington law firm of Cohn and Marks, which has been retained by both the Joint Committee and the Connecticut Exhibitors Committee, had filed with the FCC a request on July 14 that the Zenith-RKO General application be made the subject of public hearings, and that both exhibitor organizations be made a party to the hearings.

## Delay Likely

(Continued from page 1)

trovsey. Marcus Cohn, attorney Connecticut and other motion picture interests, has asked FCC to follow its normal procedures in the Hartford case. This would involve a hearing before an examiner. It could easily take 18 months before I could reach a conclusion on the Hartford case if this were to happen.

FCC Has an Alternative

An alternative—and one which only a tiny chance of coming to—would be for FCC to make a shrift of all objections by saying it had set forth conditions for a pay-TV test in its third report, and this had been approved by a resolution of the House Commerce Committee. The FCC could, on this basis, grant or deny the Hartford application solely in terms of its conformity with the third report criteria—skipping the hearing stage entirely.

Most likely to take place will be a decision some time in September whether FCC will go along with the procedure favored by Cohn by allowing its hearing-examiner routine or espouse the Phonevision group view that if any hearing at all is necessary, it should be before the FCC. This would speed a final decision on the Hartford test.

Commission Still Undecided

FCC itself has not been able to make up its mind on how to handle the pay-TV question. In discussing the September work-load plans with the staff early in July, the commission is believed to have tentatively decided to set aside Sept. 16, 17, and 19 for dealing with pay-TV problem. It had not then decided whether there would be an FCC hearing on the point. It seems clear that the letter of protest delivered to FCC by Marcus Cohn late on July 14 (details appear in MOTION PICTURE DAILY dated July 15) could well have had an impact on FCC's attitude.

The outlook for future FCC action is at best cloudy. At this point, the decision is a toss-up. But close observers of the commission—and of its advisers—indicate that the group now tends much more to boldness than has for some years. Rather than pussyfoot and keep an issue alive but at arm's length, it is inclined to grasp problems and deal with them. If this is generally true, then it could be argued that the course of action most likely to satisfy the FCC's members now is to hold an early hearing before the commission itself, followed by a decision within a couple of months on the Hartford pay-TV experiment.

This could have some hidden advantages from a Federal agency viewpoint. If FCC held brief hearings in September, it could hand down a decision by the end of the year. This would be doubly desirable; not only would it be quick, but it would also take place while Congress is out of town.

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the News  
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Is News



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## Wants 'Oscars' Denied Films Roadshown'

so Urges Film Ads on  
Annual Academy Telecast

Special to THE DAILY

SIAMENSA LAKE, N. Y., July 28. — A proposal that the Academy of Motion Picture Arts & Sciences change qualifications for films eligible for Academy Awards so that only pictures of general release would qualify, and special road show films would not be considered, was advanced in a resolution adopted at the annual convention here this week of Allied Theatre Owners of New Jersey. The proposal was made, it was (Continued on page 2)

## Columbia Plans Drive for Roadshown 'Pepe'

From THE DAILY Bureau

HOLLYWOOD, July 28. — "Pepe," George Sidney International-Film production Columbia Pictures release will be premiered in New York and Los Angeles during Christmas Week on a roadshow basis, it was announced today at the conclusion of the company's two-day "summit meeting," held here. The unprecedented gathering of (Continued on page 3)

## TelePrompter Plans Closed Circuit TV Net

Special to THE DAILY

PHILADELPHIA, July 28.—Irving Kahn, president of TelePrompter, at a luncheon meeting of public relations men here today that his company has filed a long-lines application with A. T. & T. to set up eight-city, closed circuit television work. TelePrompter has had the closed circuit television rights to the last general heavyweight championship fights. It also operates community antenna TV systems in the West.

## ACE to Streamline Its Organization in Field

Special to THE DAILY

VIRGINIA BEACH, Va., July 28. —The American Congress of Exhibitors is planning a structural reorganization in the field so that every exhibitor can get his suggestions for action before the ACE executive committee promptly, Emanuel Frisch, ACE representative, told the Virginia MPTA convention here today. "When this plan is announced," Frisch said, "we hope that all of you will feel free to present your suggestions to improve our business."

## Selig to Stage TOA Showmanship Session

Robert W. Selig of Denver, executive vice-president of National Theatres and Television, will stage the showmanship conference at the 13th annual convention of Theatre Owners of America at the Ambassador Hotel, Los Angeles, Sept. 13-16, it was announced yesterday by Albert M. Pickus, TOA president.

Instead of the customary keynote address and lengthy board and committee reports which normally open a convention, TOA's session will open Tuesday morning, Sept. 13, with (Continued on page 2)

## AB-PT Plans to Build In Lincoln Center Here

The general offices of American Broadcasting - Paramount Theatres, as well as the radio and television studios of its subsidiary, American Broadcasting Co., will be housed in a 40-story building to be a part of the new Lincoln Center. The project (Continued on page 3)

## Say 'Million Dollar Movie' Popularity Proves Public Still Loves the Cinema

People still love to go to the movies, even when they are at home watching television. That is why, WOR-TV concludes, its "Million Dollar Movie," nearing its seventh anniversary here, is a program leader, according to a recent rating analysis.

"A good deal of the success of 'Million Dollar Movie' lies in the selection of films, their timing over the year, the editing that maintains the basic story line of the film, and the programming rhythm that balances comedy against drama, action

## Frisch Tells Va. Convention:

# ACE Taking Fight Vs. Pay-TV to Congress

## Intimates Nation's Theatres Will Be Used To Enlist Public Aid; Boosts Production

Special to THE DAILY

VIRGINIA BEACH, Va., July 28.—The American Congress of Exhibitors plans to resort to its constitutional right to petition Congress in its fight against commercial establishment of pay television, Emanuel Frisch, Randforce Theatres executive

## 17 Committee Chairmen To Serve L.A. Museum

From THE DAILY Bureau

HOLLYWOOD, July 28. — Chairmen of 17 committees for the Hollywood Motion Picture and Television Museum Commission were announced today by Sol Lesser, chairman of the Los Angeles County-sponsored body, which is beginning its second year of operation.

The chairmen are: Sidney Solow, (Continued on page 2)

## Hear Shopping Centers Plan to Add Theatres

Special to THE DAILY

ALBANY, July 28.—Construction of a number of theatres in Southern shopping centers is planned, according to reports which reached Clayton G. Pantages, 20th-Fox Albany branch manager, during his recent tour of that company's exchanges on a sales-bookings promotion drive.

Pantages, who will visit the 20th-Fox home office in New York next (Continued on page 3)

of New York, told the Virginia Motion Picture Theatre Assn. convention here today. He indicated the plan included a nationwide drive through the theatres to enlist the public against pay TV.

Frisch, a former president of Metropolitan Motion Picture Theatre Assn. of New York, who represented (Continued on page 5)



Emanuel Frisch

## Catholic Film Group Ends Vienna Meeting

Special to THE DAILY

VIENNA, July 28.—Montreal, Canada, has been selected as the site of the next study congress of the International Catholic Office for Motion Pictures in 1962.

The theme of the congress will be recruiting of Catholics in the movie and television industries.

Following this year's congress here, the group re-elected its president, Msgr. Jean Bernard of Luxembourg, and all members of its board of directors. It also increased the board to 11 members by adding representatives from Argentina and Canada. The next meeting of the board was set for the autumn.

The organization also added two new members, the Philippines and the British colony of Mauritius. This brought total membership to 48.

TELEVISION TODAY—page 4

against musical, adventure against epic," a station spokesman said.

A capsule example of the year's efforts is exemplified this week in the programming of "Album Week," a special seven days wherein seven (Continued on page 4)

## PERSONAL MENTION

CHARLES EINFELD, 20th Century-Fox vice-president, will return to New York today from Chicago.

JOSEPH M. SUGAR, Magna Theatre Corp. vice-president and general sales manager, will return to New York today from the Coast.

MELVILLE SHAVELSON and JACK ROSE, producers, will leave Hollywood on Monday for London.

MARTIN MOSKOWITZ, 20th Century-Fox assistant general sales manager, will leave New York this weekend for Hollywood.

JACK RIGGS, president of Riggs Booking Service, Jacksonville, has returned there from Atlanta.

DELMER DAVES, producer-director, has returned to Hollywood from New York.

GREGORY RATOFF, producer-director of 20th Century-Fox's forthcoming "Casino Royale," will arrive in London today from New York.

F. CHASE HATHAWAY, operator of Hathaway's Drive-in Theatre, North Hoosick, N. Y., has returned to his duties following hospitalization.

### Weiser on 'Campobello'

HOLLYWOOD, July 28. — Marty Weiser, motion picture publicist and promotion man, has been appointed special co-ordinator of all promotional activities in connection with the hard-ticket engagements of "Sunrise at Campobello," the Dore Schary production for Warner Brothers, in Los Angeles and San Francisco. Weiser has been associated with Columbia, Lippert and Warner Brothers, among other film companies.

The picture will begin a reserved-seat engagement on Sept. 30 at the Beverly Theatre in Beverly Hills and on Oct. 6 at the Marina Theatre in San Francisco.

### 'Stars' Show for Scouts

COLORADO SPRINGS, Colo., July 28.—A vast audience of 22,000 Boy Scouts from all over the world tomorrow will attend a special preview of Charles H. Schneer's "I Aim at the Stars," the story of Wernher von Braun, famous rocket scientist. The youngsters are here for the International Boy Scout Jamboree.

## Roadshows

(Continued from page 1)

stated, because "many pictures that have been nominated for Academy Awards are not available to over 90 per cent of the theatres, and the movie-going public cannot see them for years."

### Hopes for MPAA Sponsorship

The convention also urged member companies of the Motion Picture Ass'n. of America to reconsider their recent decision to discontinue sponsorship of the annual "Oscar" presentations telecast as a public relations project.

The resolution on this subject added: "However, if they will not rescind their action, they should individually purchase this television time for the advertising of current and future releases so that they do not miss a golden opportunity to reach the millions of people who watch this program."

Another resolution "wholeheartedly approved" the American Congress of Exhibitors' plan to bring more pictures to the screen through an exhibitor-sponsored production company, and pledged New Jersey Allied's cooperation in bringing "this program to early and successful fruition."

### Trade Practices Criticized

Other resolutions "deplored and condemned" a long list of distribution trade practices; advocated efforts to discourage "Warner Brothers and others from continuing the destructive policy" of sales of post-1948 films to television, and proposed that should the companies persist in following "this foolhardy course," that ACE shall "promptly meet with distribution leaders to obtain written clearance over free showings of motion pictures so that the public will not hesitate to pay admissions to see current releases."

This proposal was made, it was explained to counteract "ambiguous statements and articles that encourage the admission-paying public to feel that all films will be seen free on TV in the coming months."

### Grievance List Is Lengthy

Trade practices singled out for condemnation included the following: "illegally conditioning the sale of one picture upon the sale of another; putting uniform terms on pictures regardless of run; holding back pictures for preferred playing time; encouraging bidding; attempting to increase terms regardless of gross; unrealistic classification of pictures as to price category; not providing an even flow of product; emphasis on road show releases; failing to solicit accounts and losing million of dollars in the name of 'policy'; restricting the booking of pictures when an exhibitor wishes to strengthen a weak show; withdrawing

## Dollinger Excels But Prize Goes to Others

Special to THE DAILY

KIAMESHA LAKE, N. Y., July 28.—Irving Dollinger, board chairman of Allied Theatre Owners of New Jersey, shot a 78, his all-time low score, in the convention golf tournament on the Hotel Concord course here and failed to finish a winner.

Under the Calloway blind handicapping system, which prevailed for the tournament, Dollinger was beaten out for first prize by Arthur Rademacher of Altec Service and Al Maroney, Dumellen, N. J., exhibitor.

## L. A. Museum

(Continued from page 1)

archives; Eugene Zukor and David Loew, acquisition; Alfred Hart, finance; Art Arthur, publications; Loren Ryder, sound and music; Mendel Silberberg, legal; John Dales, curators; Curtis Kenyon, associates; Clarke Wales, public relations; Jack Wrather, concessions; A. E. England, location; Valentine Davies, affiliations; Harry Ackerman, architecture; E. L. DePatie, economic survey; Mervyn LeRoy, showmanship; George Flaherty, operations, motion pictures, and John Guedel, operations, television.

### 'Black' Sets Mark Here

Universal-International's "Portrait in Black" set a new opening day record for the Palace Theatre here on Wednesday with a gross of \$7,567. U-I also reported the picture as having racked up a record \$2,829 at the Trans-Lux 85th Street Theatre, which joined the ranks of New York's first-run houses with the showing of "Portrait."

### New Merchandising Unit

Stanley and Jay Weston have announced the formation of Weston Merchandising Associates with offices at 50 Central Park West. The firm will specialize in merchandising and public relations for entertainment world personalities and companies. Among their clients so far are "Soupy" Sales, ABC-TV star and The Kingston Trio, recording artists.

authority from a local branch manager so that he can no longer sell his product properly; requiring extended playing time when not warranted, and refusing to realistically realign the expense units."

The convention closed Wednesday night with a banquet attended by 160 persons. Inclement weather on that night held down the attendance somewhat, it was felt.

## Selig to Stag

(Continued from page 1)

"Showmanship," Pickus said. After brief welcoming address, the operation will immediately be turned over to Selig.

The report of the annual joint meeting of the TOA's board of directors executive committee, which will take place Sunday, Sept. 11, will instead be delivered at the luncheon on Tuesday, Pickus said.

### Sees 'Rousing Send-off'

"We feel showmanship and ticket selling is so important to the future of our theatres that we have placed this subject first on our convention agenda," Pickus said. "Further, Selig has demonstrated at prior conventions that any meeting he directs will be lively, interesting, and inspirational. We believe the rousing send-off meeting will give our convention a set the spirit and the pace for ensuing meeting days."

Selig, until recently head of Fox Inter-Mountain division of NT&T, now is executive vice-president of the parent company, and is responsible for operation of the Midwest division as well as Inter-Mountain.

## Dallas Rites for Lutz, Former Circuit Owner

Special to THE DAILY

DALLAS, July 28.—Funeral services have been held here for Ernest Lutz, owner of the Liberty Theatre Circuit up to the time of his retirement in 1955. The services, under the direction of Dr. Thomas A. Fry, were followed by entombment in Rest Abbey.

Lutz died at his home on the ranch which he has operated near Carrollton for the past five years.

## J. J. Circuit Leases Park Plaza Theatre

J. J. Theatres has leased from Mac Holding Corp. the 2,600-seat Park Plaza Theatre in the Bronx. The new lessee plans a complete refurbishing of the house, including the installation of new air conditioning re-seating.

Berk and Krumbold, real estate brokers, handled the deal.

## NEW YORK THEATRE

RADIO CITY MUSIC HALL—Rockefeller Center • CI 6-4600

"BELLS ARE RINGING"

An ARTHUR FREED PRODUCTION starring JUDY HOLLIDAY • DEAN MARTIN from M-G-M in CinemaScope and METROCOLOR ON THE GREAT STAGE "HAWAII, U.S.A."

# EVENT TALK

## Variety Club News

AN FRANCISCO — Although Christmas is almost half a year away, Film Colony Club, composed of more than a score of Girl Fridays of Film Row executives, is launching its annual Christmas card sale to solicit contributions for the Blind Children's Foundation. Last year this drive netted \$45,000 from Yule card sales. This year, predicts Club president Genevieve Garibaldi, "we are going to do much better."

## AB-PT to Build

(Continued from page 1)

to be built by AB-PT, will occupy a block west of Columbus Avenue between 66th and 67th Streets. Construction has been tentatively scheduled to start some time in 1965. The plans of AB-PT were revealed in the Center's annual report just issued. Engineering details, not yet completed, are under the direction of Frank Marx, engineering consultant who pointed out that final details await the receipt of full drawings concerning the architecture of the Center as a whole. The present studios of the American Broadcasting Co. will be demolished.

## Al Sussa Joining NSS Animation and Sales

Al Sussa, formerly associated with Art Studio as animation director, has joined National Screen Service in its company's television and industrial film division as animation consultant and sales representative for its production department.

## 'Mouse' Grosses \$16,273

Columbia's "The Mouse That Dined" grossed \$16,273 in the first three weeks of its engagement at the 3. S. Moss Bergen Mall Theatre in Ramus, N. J., it is reported by Morris, vice-president of the circuit.

## 'Song' at M. H. Aug. 11

Columbia Pictures' "Song Without Words" the story of Franz Liszt, will have its world premiere engagement at Radio City Music Hall on Aug. 11. Kirk Bogarde has the title role and William Goetz production.

## Drive-In Theatre

WILMINGTON BEACH, July 28 — Beach Drive-in Theatre, operated for many years by Kent Ennes, has been sold for development as commercial property.

# Roadshow Drive for 'Pepe'

(Continued from page 1)

heads of Columbia's world-wide film organization which convened to plan the global sales and promotional policy for "Pepe," multi-million-dollar CinemaScope-and-color production produced and directed by Sidney, was unanimous in its decision to roadshow "Pepe," following the first screening of the film for Columbia executives.

Besides setting world-wide sales policy for exhibition of "Pepe," plans also were formulated for establishing a global promotional climate for the film, which will receive one of the most intensive publicity, advertising and exploitation campaigns in Columbia's history.

The Columbia "summit meeting" was headed by president A. Schneider, here from New York, and hosted by Samuel J. Briskin, Columbia's vice-president in charge of West Coast activities; and producer-director Sidney.

Besides company heads from New

York, Europe and the studio who took part in the meetings, Cantinflas, star of "Pepe," also attended the sessions. He was accompanied by Jacques Gelman, associate producer of "Pepe" and a partner in Posa Films Internacional with Cantinflas.

Also here from New York joining Schneider at the two-day session which began yesterday was A. Montague, executive vice-president; Leo Jaffe, first vice-president and treasurer; Paul N. Lazarus, Jr., vice-president; Rube Jackter, vice-president and general sales manager; Mo Rothman, executive vice-president of Columbia Pictures International, and Robert S. Ferguson, national director of advertising, publicity and exploitation.

M. J. Frankovich, Columbia vice-president and head of European production, flew in from his London headquarters to attend the conferences, while Briskin led a group of top studio executives at the meetings.

## Four Star Television Floats Stock Issue

From THE DAILY Bureau

WASHINGTON, July 28. — Four Star Television, North Hollywood, Calif., has asked the Securities and Exchange Commission to register a proposed public offering of 120,000 shares of common stock.

The company was organized under California law in June, 1959, by Richard E. ("Dick") Powell, David Niven, Charles Boyer and Thomas J. McDermott. In a pending reorganization, Four Star Films, Inc., an affiliated company organized in 1955, will be merged into it. In the same reorganization Four Star Television will acquire all the outstanding shares of three other affiliated companies, Dayton Productions, Inc., BNP Music Publishing Co., and Trend Music Publishing Co., which will become its wholly owned subsidiaries. The company and its subsidiaries will engage in the business of producing and marketing television film series and in related enterprises.

The stock will be offered for public sale through an underwriting group headed by Dempsey-Tegeler & Co.

## 'Time Machine' Coming

H. G. Wells' view of the world and humanity in the year 802,701 will be seen on local screens when M-G-M's film version of his novel, "The Time Machine," opens simultaneously at the DeMille and the Baronet theatres following completion of the runs of the current attractions at those houses.

## Columbia Buys 'Birdie'

HOLLYWOOD, July 28.—Columbia Pictures has acquired film rights to the Broadway musical hit "Bye, Bye Birdie," Samuel J. Briskin, vice-president in charge of West Coast activities has announced.

## Shop-Center

(Continued from page 1)

Monday, prior to starting a second swing through exchanges in the East, South, Southwest and Mid-West, heard other buoyant news on motion picture business in the South.

Incidentally, the only central-eastern New York theatre located in a shopping center is Kallet's at De Witt, outside Syracuse. It is currently playing "Ben-Hur."

There have been rumors, since the Fabian interests recently purchased the Latham Corners Shopping Center near here, that a theatre might be built there. However, this report has not been confirmed.

Pantages encountered "uniform enthusiasm among 20th-Fox sales personnel on the company's product for the remainder of 1960 and through 1961.

"We have and will continue to release the steadiest stream of product to be found on any distributor's schedule for the next 18 months," he declared.

On a flying trip to Hollywood—with Bill Williams, Dallas, branch manager, and Gordon Lightstone of Toronto — Pantages viewed "Let's Make Love," starring Marilyn Monroe, and "Desire in the Dust."

While Pantages is touring, Williams will also hit the road, stopping in Albany—among other places.

## General Corp. Dividend

BOSTON, July 28.—The board of directors of General Drive-In Corporation has declared a 12½ cent quarterly dividend payable on Aug. 22, 1960, to shareholders of record on Aug. 1, 1960, Philip Smith, president, announced. The company last paid a 12½ cent quarterly dividend on May 16, 1960, to shareholders of record on May 2, 1960.

# PEOPLE

Doris Vidor, who joined United Artists in Hollywood last January to handle special assignments, will assume additional executive duties and responsibilities there. Robert F. Blumofe, UA vice-president in charge of West Coast operations, declared that Miss Vidor's field of operations will include "a more active participation in all phases of the company's West Coast operations."

Justin Knopp has been named assistant to George Sawyer, booking manager of the Armstrong Circuit, Bowling Green, O. In addition to managing the Fremont Drive-in Theatre, Bellvue, he will take over the booking of five houses operated by the circuit in smaller communities.

Charles Zagrans, head of Arrow Film Distributors, Philadelphia, is now handling Citation Films in that territory.

Wallace Turner now is managing the Lake Theatre, Indian Lake, N. Y., for Phil Baroudi.

## Jonas Joins UPA Prods.

HOLLYWOOD, July 28. — Earl Jonas has been appointed production manager of UPA Pictures, it was announced by President Henry Saperstein. Jonas will supervise the production line for the forthcoming "Mister Magoo TV series.

Prior to joining UPA, Jonas was production manager at John Sutherland Productions.



"Professor, do you always interview co-eds behind closed doors?"

COLLEGE CONFIDENTIAL

## 'Million-Dollar'

(Continued from page 1)

films are featured. These are the films selected by viewer request as being the outstanding hits of the past year. They include "La Strada," "Hold That Ghost," and "Naked City." "Album Week" is a festival week but the station already has its programs planned for weeks ahead. The same picture is shown 16 times a week on "Million Dollar Movie."

This formula has been borrowed in many areas throughout the broadcasting world as witness the increase of films and plays in multiple presentations on other outlets, WOR-TV points out.

Arbitron's New York report shows that since last October, with the exception of January and February of this year when no reports were published, "Million Dollar Movie's" weekly rating exceeded those of New York's top network programs.

## WNTA Names Steele Radio General Manager

Ted Steele, veteran broadcasting personality and industry business executive, yesterday was named general manager of WNTA AM and FM radio stations. He will supervise overall day-to-day activities of both outlets, according to Ted Cott, vice-president in charge of NTA owned and operated stations. He succeeds Irving Lichtenstein, who has been promoted to supervisor of special events activities and promotional merchandising.

Steele joined WNTA-TV a year ago as host of "The Ted Steele Dance Party," currently televised six nights a week. Prior to joining NTA, Steele was an executive producer with General Teleradio, where he was assigned to WOR television and radio from 1954 to 1959.

## ITP Claims Record Set For Foreign TV Sales

By making 150 sales of 30 shows in 31 countries last month, International Television Programs, Inc., foreign distributor of Ziv-UA properties, has claimed a company record for foreign TV film distribution.

ITP sold advertisers and stations in Latin America, Europe, the Middle and Far East and in Canada. June reportedly was the biggest single month in company sales volume and dollar gross history. Five sales leaders were "Highway Patrol," "Men Into Space," "Man and the Challenge," "Mr. District Attorney" and "Sea Hunt." A foreign buying trend toward action adventure was noted.

## Lichtenstein Promoted

Irving Lichtenstein, who for the past year has been general manager of WNTA, AM and FM, radio stations owned and operated by National Telefilm Associates, has been promoted to the post of general executive at NTA, in charge of special events, promotions and merchandising.

## AROUND THE TV CIRCUIT

with PINKY HERMAN

WALT FRAMER is due back from a trip to London where he is setting up plans to have BBC televise his perennial favorites "Strike It Rich" and "The Big Payoff." Framers "Love Or Money" is currently one of the most popular quizzers there. . . . Official Films will handle national syndication of "Playboys' Penthouse" an hour-long series sponsored by Playboy mag and hosted by Hugh Hefner, the mag's editor and publisher. . . . Ex-vaudevillian Jimmy Clark doubling from the Lambs Club "Low Jinx" and a prominent running part "Laboratory Expert" in the new Horace MacMahon detective thriller series, "Naked City" currently being filmed in Gotham by Screen Gems. . . . W.K. theatrical attorney Jack London flies to coast next week to close a couple of TV and moom pitcher deals for Hugh Downs and John Raitt. . . . ABC Films have set for national syndication release 3 new properties, "John Gunther's High Road," "Exclusive!" and "Counterthrust," it was announced by Prexy Henry G. Plitt. . . . Allen (Pope-Eye) emcee) Swift has just created a new Moppet game which will be marketed this winter by a major toy mfr. . . . Ted Steele's promotion to WNTA chief has made many tin pan alleyites cheer. Ted has always lent an attentive ear to its music wares. . . . Robert Q. Lewis knows a playboy who's going to Paris for his health. . . . that's where he lost it. . . . Ron Thompson "Morning Mayor" of KOMA, has just been upped to promotion director of the Oklahoma City station. . . .

## Redell Heads Sales of TelePrompTer Division

Don Redell, who has been with TelePrompTer Corp. since 1951, most recently as Eastern manager, equipment division, has been named director of sales in the programs and products division of the organization.

Additionally, the company announced that George Kassimatis has been named manager of the New York television and film service division, and Leslie H. Read director of sales in that division.

## Schacker Sets Deal for 17 French, Italian Films

Marshall Schacker, for his Premiere Video, Inc., has closed a deal with RKO-General for 17 French and Italian films for U.S. television use. On four of the pictures, theatrical rights are included. Arthur Good represented RKO-General in the deal.

Additionally, Schacker and Good currently are completing negotiations for a second group of 13, also produced by Schacker's Italian clients.

## Lois Brandt on WNEW

Lois Brandt, comedienne and actress—and wife of Richard Brandt, theatre and television executive—will substitute for vacationing Fred Scott on his WNEW-TV programs for one week, beginning Aug. 1. She will be featured on "Felix and Friends" and "Cartoon Playtime," Monday through Friday.

## NBC Names Telford

Frank Telford has been named director, program development, West Coast, for the NBC television network. He will report to Felix Jackson, vice-president, NBC television network programming, West Coast.

## Round Table Luncheons Again Set by R.T.E.S.

Plans for the 1960-61 season of "Round Table Luncheons" of the Radio and Television Executives Society have been completed by the committee for the monthly series. Meetings will extend from September through April, and will be devoted to discussions by leading spokesmen on subjects of general industry interest and value.

Serving as chairman of the committee for the second successive year is Edward Reynolds, assistant director of press information, CBS Television Network. Last year's co-chairman, Albert B. Shepard, sales manager of Select Station Representatives, serves as the committee's liaison with the RTES board of governors, to which he was elected this spring.

## 'Shangri-La' to Reopen 'Hall of Fame' in Oct.

The "Hallmark of Fame" will begin its 10th consecutive year on the NBC-TV network Monday, Oct. 24, with a 90-minute color production of "Shangri-La," a new play with music based on James Hilton's novel, "Lost Horizon."

The show will be colorcast live from 9:30-11 P.M. EDT. It is the work of Jerome Lawrence and Robert E. Lee, with music by Harry Warren. It will be the first of six "Hall of Fame" productions scheduled for the 1960-61 season.

## SG Appoints Hilford

Lawrence B. Hilford has been appointed assistant to Lloyd Burns, vice-president in charge of international operations of Screen Gems, Inc., Hilford has been assistant to John Mitchell, vice-president in charge of sales, for the past year.

## National Pre-Selling

"WHAT I intend to be is the best gosh-darned actress the world." This is a statement Dina Merrill made to Isabella Taves for an article in the August issue of "Good Housekeeping."

Dina Merrill is the daughter of F. Hutton, wife of an heir of the Colgate soap fortune, and the mother of three.

Dina has important roles in three films, not yet released, "Butterfield 8," "The Sundowners," and "A Matter of Conviction."

Isabella Taves, the author asked directors, cameramen, actors and studio mechanics how Dina was to work with. They were unanimous in saying she was the essence of cooperation.

"Spartacus" will receive considerable promotional help through the publication of Bantam Books' special edition of Howard Fast's magnificent novel. There will be a special 10 page colorful illustrated souvenir booklet bound into this edition.

Jill Haworth, age 14, who plays Karen in Otto Preminger's production of "Exodus" is spotlighted on the color cover of "Parade's" July 3 issue.

Lloyd Shearer has an article in the same issue written on the "Exodus" location from Jerusalem. He says "Jill plays Karen with great perception."

"The Adventures of Huckleberry Finn" is a good picture with warmth and high spirit according to Richard Marek in "McCall's" July issue. A for the actors, Archie Moore prize fighter turned actor, comes off best investing Jim with more intelligence and breeding than Mark Twain meant him to have, but making believable his deep feeling for Huck and the inherent quality of the soul.

"School for Scoundrels," the Continental Film based on the writing of British humorist Stephen Potter, received a laudatory review in the July 25 issue of "Newsweek."

The central character is Henry Palfrey, a timid young man who is the natural prey of taxi drivers, head waiters and automobile salesmen. But this is before Henry takes a quick course at the "College of Lifeman-ship." Henry's aptitude at getting his classmates one-down is remarkable. It all adds up to some hilarious comedy.

A striking ad on Conan Doyle's "The Lost World" appears in the August issue of "Argosy."

"The Adventures of Huckleberry Finn," the MGM version of Mark Twain's classic, received an upbeat review in the July issue of "Seventeen."

WALTER HAAS

# REVIEWS

## ACE Will Take Fight on Pay-TV to Congress

(Continued from page 1)

### The High Powered Rifle

th-Fox—Capri

The screen droops with fresh bodies at the end of "The High Powered Rifle," and although Willard Parker, the hero, himself is bleeding, it is not death, only a flesh wound. Dead, however, are his double-dealing, tentative girl friend, Allison Hayes, and sometimes boy friend, Clark Howat. Violence cuts into this picture acutely that when someone simply asks for a drink or a cup of coffee provides comic relief.

Parker is a private detective whom no one is trying to kill—and kill and, for the job is bungled time after time. First he is wounded by a rifle bullet, and then some character throws a bomb at him, and later the criminals arrange a rendezvous at a pond but Parker is too clever for them. At the end of the picture, when Allison Hayes is about to scam with \$50,000 received by Howat for a coin shipment, she shoots Parker, who is shot and killed by Howat, who then is finished off by Dan Simons, a police lieutenant. Life never cheaper in the motion pictures. Maury Dexter produced and directed "The High Powered Rifle." Joseph M. Katz wrote the screenplay for the Capri production.

Running time, 60 minutes. September release.

SAUL OSTROVE

### and Quiet Flows the Don

-Gorky

HARTFORD, July 28

This first part of a Soviet film trilogy, based on Mikhail Sholokov's novel about the Cossacks of the Don, being distributed by United Artists under the United States-Soviet motion picture exchange plan.

Nikolai Gerasimov, one of his native land's top film men, both adapted and directed the property, culling dramatic highlights from what was obviously a lengthy work of fiction on life among the Don Cossacks before the break of World War One and the Russian revolution.

His central character is Grigory (played by Pyotr Glebov), a free-living young man who leaves the care of his parents have selected for him in favor of an initially care-free existence with a married woman, Akzina (Ellina Bystritskaya). The adulterous relationship produces a child, but it succumbs when he is drafted into the Army forces.

Wounded, Glebov returns to his Ukrainian setting, finding to his consternation that Miss Bystritskaya has been dallying with the heir to an estate where he works. The much-estranged Glebov returns to the pre-war marriage with Zinaida Kirillova.

As a work of Soviet cinema art, it should be engrossedly watched by the serious screen aficionados. As a vast

ACE at the convention here, also reported to the exhibitors on the new production company being sponsored by ACE in a move to help overcome the product shortage by adding to the sources of supply.

Describing ACE's activities in opposing the inauguration of pay-TV, Frisch said that details of the plan to petition Congress will be announced "in the very near future" and urged his exhibitor listeners "to carry out its provisions to the very last degree" at that time.

"At the present moment there is not one person in any community in the United States who has to pay money for what he sees on television. We hope to keep it that way and we are determined to do so," Frisch said.

#### Predicts 'Decisive Blow'

"If theatre managers will devote their time and energy in carrying out the instructions they will receive with the forthcoming announcement, we would be able to deal a decisive blow against the people who would destroy your business. You can help defeat pay-TV. We urgently need every one of you to defeat this dangerous threat to your very existence as theatre owners or managers," he told the convention.

Frisch said the action to petition Congress is but one of several measures being undertaken by ACE's Joint Committee Against Toll TV, headed by Philip Harling. Another move, he said, is a request to the Federal Communications Commission for a public hearing in Washington on the pending application of Zenith Radio-RKO General for a three-year over-the-air pay-TV test in Hartford, Conn.

#### Sees All People Affected

"We plan to bring before the FCC, leaders of civic groups to tell this august body what the effects of paying for television can mean to all kinds of people in this country. We think we can present a valid case against this system by which the American public would be compelled to pay its hard-earned money for what they now get for free. A grass roots campaign to inform the public about this menace has been started, but it needs to be greatly extended.

All of this takes money, incidentally, and if you, who will be so directly affected should pay TV get a foothold in this country, have not sent your contribution to the committee, please do so as quickly as possible. Your amount is modestly scaled in accordance with the figures sent to all of you on this red card.

"While our immediate goal in the

panorama of a not-so-long ago era, it is sketchily entertaining, a situation attributable to its status as part of a trilogy.

Running time, 107 minutes. Release, July, 1960.

-A.M.W.

battle against pay-TV is to halt the experiment in Hartford, we also are trying by every means to bring out of committee two bills that have been reposing with the House interstate and Foreign Commerce Committee. These are No. HJR 130 and HR 6245, both of which would forbid by law any form of pay television as being contrary to the public interest."

#### Blames Decrees for Shortage

Frisch said that serious as the pay-TV threat is to exhibitors "it is certainly not more so than the ever decreasing supply of pictures to show on our screens." He attributed the declining volume of production to theatre divorce imposed by the federal court decrees in the Paramount case.

"Why did this happen?" Frisch asked. "Why has production cut to half of what it used to be in the prime years of our business?"

"Before divorce the integrated studios were under compulsion every season to produce 50 to 70 features each to make certain their own theatres had enough product to stay open. And the companies without theatres also needed a sizeable year's program to compete in a block booking market.

#### Recalls Exhibitors' Apprehension

"I well remember that many prominent theatre owners with no studio connection whatever, predicted that great harm would come to all exhibitors if the studios were separated from the theatres. They foresaw that the studio policies would change when they no longer had to keep on feeding features to their own theatres.

"Now that they don't own any theatres they feel no obligation to produce so many features.

"How do the studios justify these shortages as a business policy?"

"They think they can insure success by increasing the production budgets. That bigger budgets mean bigger box-office; therefore, the same annual investment on fewer pictures means bigger profits—and if some exhibitors have to shut down and go broke—they're sorry—but that's progress.

#### Says Sales to TV Resulted

"With that kind of thinking they sold the pre-'48's to TV; forgetting that the old films might keep the customers at home and cut the boxoffice revenue of their current features.

"And now they're selling their post-'48 libraries—still discounting the fact that theatre rentals, not TV revenues, are keeping them in business.

"How far production will rebound from the effects of the recent strikes is anybody's guess, but these disastrous effects will be felt by theatres for months to come," Frisch said.

He reviewed progress in developing ACE's exhibitor-sponsored production company, pointing out that the five national circuits have contributed \$2,000,000 to it and that

"substantial progress" has been made toward raising the third million, and a start is expected to be made soon "in accumulating subscriptions to the fourth million."

"By that time, the details of plan, organization and financing will be ready and we can present the prospectus to the whole country. Every exhibitor will be invited to invest in helping to save his own business."

A further plea for the support of ACE was voiced by Sumner Redstone, official of the Northeast Drive-in Theatre Corp. Boston, who emphasized its value to the industry as a whole and the necessity of immediate aid from all exhibitors.

#### Local Theatre Is Public's

Image of Industry, Says MPA Aide

VIRGINIA BEACH, Va., July 28. —Pointing out that to the average citizen, "the industry" is his home town theatre, Margaret G. Twyman, director of community relations for the Motion Picture Association of America, told the annual convention of Virginia Motion Picture Theatre Assn. here today that it is important for every theatre to develop a favorable image in the minds of the members of the community.

"Community responsibility," she said, "like public relations, is an accepted practiced art by most industries today. And, the film industry cannot be an exception. Assuming this responsibility involves production, distribution and exhibition.

#### Feels Personal Contact Is Vital

"But, exhibition seems to have a lion's share, in my opinion, because it is you who come in contact with the customer face-to-face! So, it is you who must help build a worthy image of our industry, without which none of us can ever build a successful business."

Rives Brown, of Marlinsville, and Harley Davidson, of Washington, were named members of the directorate of the Virginia group.

The two-day convention closed tonight with a banquet and entertainment.

### Another Industry Union Aids Anti-Pay TV Fund

Another projectionists' union has contributed to the Joint Committee Against Pay-TV, it was announced yesterday by Philip F. Harling, chairman of the industry group which is seeking to ban pay-TV by Congressional legislation.

Harling said that a check had been received from Local 611, Motion Picture Operators Union, IATSE, of Watsonville, Calif.

His committee is seeking funds to retain legal, public relations, economic and engineering help in its campaign for Congressional passage of the Harris Bills—HJR 130 and HR 6245, which would ban cable as well as broadcast pay-TV.

# AN IMPORTANT REMINDER TO EVERY EXHIBITOR FROM COLUMBIA... ABOUT TRAILERS, POSTERS AND ACCESSORIES

## On September 1st, 1960

Columbia exchanges throughout the country will begin servicing accessories, posters and trailers on motion pictures it will release after that date. For Columbia pictures released prior to September 1st, 1960, such as

**STRANGERS WHEN WE MEET...STOP! LOOK! AND LAUGH!**

**13 GHOSTS...THE NIGHTS OF LUCRETIA BORGIA**

you will continue to be serviced by your regular sources.

### Please note...

so that there will be no delay in the flow of material to theatres across the nation, Columbia exchanges have already begun servicing accessories, posters and trailers on the following pictures it has scheduled for release after September 1st, 1960:—

<b>SONG WITHOUT END</b>	<b>ALL THE YOUNG MEN</b>
<b>THE ENEMY GENERAL</b>	<b>THE WILD ONE</b>
<b>AS THE SEA RAGES</b>	<b>FAST AND SEXY</b>
<b>I'M ALL RIGHT JACK</b>	<b>ON THE WATERFRONT</b>

For your information — Only trailers made and sold by

All  
the News  
That  
Is News

# MOTION PICTURE DAILY

Concise  
and  
to the  
Point



L. 88, NO. 21

NEW YORK, U.S.A., MONDAY, AUGUST 1, 1960

TEN CENTS

## Great TV British Will Step Up Color Newsreels

### the, Movietonews to Film Queen Opening Parliament

From THE DAILY Bureau  
LONDON, July 31 (By Cable)—A  
newsreel of the State opening  
Parliament by Queen Elizabeth  
on November 1 will be made by  
the and British Movietonews, it  
is announced here at the weekend.  
The announcement was taken as a  
clear indication that producers, en-  
couraged by favourable exhibitor and  
public response to color newsreels,  
are in the initial experimental stage  
of moving toward complete conver-  
sion to color.  
Government sanction for the film-  
ing in color of this State occasion was  
announced as a scoop for the film industry  
and the television will be barred from  
(Continued on page 6)

## AB-PT Has Interest in New Atlanta Building

In keeping with the policy of Amer-  
ican Broadcasting - Paramount Thea-  
tres, Inc. to convert or divest mar-  
ginal theatre properties for more  
profitable purposes, Atlanta Enter-  
prises, Inc., a subsidiary of AB-PT  
as part of its Wilby-Kinney Thea-  
tre southern circuit, has formed a  
corporation to erect a modern  
(Continued on page 6)

## Richman to 20th-Fox N. Y. Ad-Pub Post

Dick Richman has been appointed  
20th Century-Fox regional advertis-  
ing-publicity manager for New York,  
by Neely Bush, exploitation director,  
announced on Friday. He will suc-  
ceed Adrian Awan, whose appoint-  
ment as 20th-Fox exploitation man-  
ager, was announced by Bush earlier.  
Richman formerly was with the  
(Continued on page 6)

TELEVISION TODAY—page 4

## American Films in Half of Moscow's Theatres; USIA Director Reports

From THE DAILY Bureau

WASHINGTON, July 31.—In the course of his introductory remarks at the local premiere of "The Idiot," U.S.I.A. Director George Allen gave a brief rundown of the situation of American films now showing in Russia.

### UA Sales Drive to Honor Youngstein

Max E. Youngstein, vice-president of United Artists, is being honored with a 22-week sales drive to start at once and planned as the most important in UA's history.

A nationwide announcement of the Max Youngstein Drive, covering billings, collections and playdates, was made Friday by William J. Heineman, UA vice-president. Co-captains are Heineman and David V. Picker, executive assistant to Arthur B. Krim, UA president.

This is only the second time in his industry career Youngstein has accepted a sales tribute. The first was UA's 1955 Coats Off Drive.

More than \$60,000 in cash prizes,  
(Continued on page 2)



Max Youngstein

Citing an American correspondent in Moscow as his source, Allen said that during the week of June 27-July 3, American films were being shown in 45 of the 102 movie houses  
(Continued on page 6)

## Many Take Exhibit Space at TOA Meet

Theatre Owners of America at the weekend announced a still incomplete list of more than 30 companies which will exhibit at its 13th annual motion picture industry trade show at the Ambassador Hotel, Los Angeles, Sept. 13-16, in conjunction with its annual convention.

Those listed include: Pepsi-Cola  
(Continued on page 4)

## Grubstick Named W.B. San Francisco Manager

Al Shmitken, San Francisco branch manager for Warner Brothers, announced his retirement from the company. Al Grubstick, assistant branch manager in San Francisco, moves up to branch manager there today, ac-  
(Continued on page 6)

## 20th-Fox Home Office in Dark on Report Skouras Plans Studio, Theatre, TV Firms in Ethiopia

Home office officials at 20th Century-Fox said they were unable to comment on a weekend dispatch to the New York Times from Addis Ababa which reported that Spyros P. Skouras, 20th-Fox president, had conferred there with Emperor Haile Selassie on a program of theatre construction, film production and television broadcasting for Ethiopia.

The dispatch said that Skouras had been received at the Emperor's palace and had had a lengthy conference with Haile Selassie, following which Skouras was reported as having said he would "make proposals to the Ethiopian Government for the production, exhibition and TV developments.

20th-Fox officials contacted at the home office said they had no previous information on the purpose of Skouras's visit to Ethiopia. The company has extensive theatre interests in South Africa, the former Schlesinger theatre operations, some of which extend to territories bordering on Ethiopia, such as Kenya. It was surmised that Skouras may not have had time to journey all the way to Johannesburg, so met the Fox manager from there in Addis Ababa. As of the weekend, Skouras was expected back in New York tomorrow.

Eric Johnston, Motion Picture Ass'n president, for long has planned a trip to Africa to examine new market prospects for films. 20th-Fox resigned from MPAA recently.

### For 1961

## Plan Renewal Of News of Day, 'U' Reel Deal

### Joint, Smooth Operation Results in Benefits to Both

Universal Pictures plans to renew for another year arrangements by which Universal Newsreel is made up by MGM-Hearst Metrotone News of the Day, it was learned here on Friday.

The renewal will be for the year 1961 under an agreement begun in 1958 on a two-year basis. It was extended a year ago with options for renewal for two additional years. Provisions are included for reopening the agreement in the event of cost increases. No significant changes in terms are expected to be made in connection with the renewal for next year.

Under the existing arrangement, Hearst Metrotone shoots the film for the Universal Newsreel as well as  
(Continued on page 2)

## Martin Named to Lead MPAA Distributors

Henry H. "Hi" Martin, vice-president of Universal Pictures, has been named chairman of the Motion Picture Association of America's national distributor's committee. He succeeds Jack Byrne of M-G-M.

A veteran of 35 years with Universal, Martin began as a poster clerk in Oklahoma City in 1935. He became general sales manager in 1957. The committee he has been named to lead is composed of general sales managers of all member companies of MPAA. Before becoming general sales manager for Universal, Martin was a booker, salesman, and branch and district manager in Dallas.



Henry H. Martin

## PERSONAL MENTION

**ROBERT K. SHAPIRO**, managing director of Broadway's Paramount Theatre, accompanied by Mrs. SHAPIRO, left New York at the weekend for Hollywood.

**NORTON V. RITCHEY**, president of Allied Artists International, will leave here tomorrow for London.

**MARTIN S. DAVIS**, Paramount national advertising, publicity and exploitation manager, returned to New York from London at the weekend.

**HERBERT YATES**, former head of Republic Pictures, and his wife, **VERA RALSTON**, left New York on Saturday aboard the "Augustus" for Italy.

**FRANK SCHREIBER**, branch manager for Universal in Cincinnati, has left there with Mrs. SCHREIBER for a vacation in Odessa, Mich.

**JOSEPH G. AURRICHIO**, vice-president of JJK Copy-Art, will return to New York today from a vacation.

**IRVING LESTER**, manager of the motion picture department of the Hearst Sunday newspapers, left here with his family at the weekend for Glen Spey, N. Y.

**DICK BROOKS**, press representative for Embassy Pictures here, has returned to New York following a tour of the southern states for "Hercules Unchained."

**IRVING H. BLOOM**, Boston advertising and promotion executive, has become a grandfather for the sixth time with the birth of a daughter, **SUSAN DONNA**, to his daughter-in-law, Mrs. **ALAN BLOOM**.

**DICK SHAWN**, comedian, will leave here today for Hollywood.

## UA Drive

(Continued from page 1)

a record sum, will be awarded to the 33 competing branches in the United States and Canadian territories. Exchanges will be aligned in three major groups.

In a wire sent to every member of division, district and branch staffs on the eve of the drive, co-captains Heineman and Picker forecast the most successful sales effort since the company's founding in 1919: "We are particularly enthusiastic about the drive honoring Max and know each of you shares the same enthusiasm and excitement.

### Record Business Predicted

"His continuing contributions to the company, his aggressive and forthright leadership, his love and respect for the motion picture industry serve as inspiration for all of us. We feel privileged to have been selected as co-captains for this drive honoring Max. We are confident that the drive will produce the biggest total revenue and greatest number of bookings of any sales campaign in our company's history. We know that each of you will dedicate himself to the challenge of the months to come."

The Max Youngstein Drive will be run in two laps and a final stretch period. The first lap of nine weeks ends October 1. The second lap of eight weeks ends November 26, and the final stretch period of five weeks ends December 31.

### Cash Prizes Included

Substantial cash prizes will go to the first three winners in each division for each three laps. Grand prizes will be awarded to the three winners in the overall standings at the conclusion of the drive. Division and district prizes will also be awarded.

The billing, collections, and play-date campaign involves the greatest concentration of outstanding product ever distributed by United Artists. A top budget advertising, publicity and exploitation program will back the features figuring in the salute to the UA vice-president.

## M. J. Cointment Dies

**DONALDSON**, La., July 31.—Max J. Cointment, manager of the Harp theatre interests here and in Thibodeaux, died at his home here at the age of 56 after 40 years in the industry. He is survived by his widow, a daughter, brother, two sisters and a grandchild.

## 'Make Love' Slated Here

Twentieth Century-Fox's "Let's Make Love," Marilyn Monroe's latest starring vehicle, will have a dual premiere here in mid-August at the Paramount and the Trans-Lux 52nd Street theatres.

## Youngstein Credited With 'Wild' Courage

By SAUL OSTROVE

"Something Wild" isn't only the title of a new picture being directed here by Jack Garfein for United Artists release. These two words also express the young director's affection for Max Youngstein, UA vice-president, and for any other film executive who would give young production personnel a genuine chance to make the grade in pictures without dangling a "star name" clause before them.

### Breaks Bread with Press

Garfein stepped off his indoor set Friday long enough to lunch with the trade press and tell of his excitement over "Something Wild," which stars his wife, Carroll Baker, with Ralph Meeker and Mildred Dunnock. George Justin is producing the picture which is based on the novel "Mary Ann," written by Alex Carmel, who with Garfein wrote the screenplay.

The picture is about New York. It is being filmed here in its entirety. New York, Garfein explained, is the heroine, the oppressor, the cynic and finally the rehabilitator for the players. But Garfein shuddered when it was suggested that "Something Wild" would be an art film. He was not the first director who regarded such a label as the kiss of death at the box office.

### Criticizes Broadway Producer

Garfein's clear implication was that Youngstein, in offering to finance an off-beat picture such as "Something Wild," had more courage than all the producers on the Broadway legitimate stage. There, he said, the producer has lost touch with his public and won't chance a really controversial play. Those must travel downtown to Off-Broadway, he added.

Garfein also favors a government subsidy for film-makers. He sees no reason why he should have to go from studio to studio with his properties, despite the benevolence of the industry's Max Youngstein.

## Wald to Produce 'Roses'

**HOLLYWOOD**, July 31. — Jerry Wald will produce "A Loss of Roses" as one of 12 pictures his company will make for 20th Century-Fox, it has been announced by executive producer Robert Goldstein.

## Miller for 'Back Street'

**HOLLYWOOD**, July 31. — David Miller, who recently directed "Midnight Lace," the Arwin production starring Doris Day and Rex Harriman for Universal - International, has been set to direct "Back Street."

## 'News of Day'

(Continued from page 1)

its own, and makes up both newsreels. The Universal Newsreel staff under Tom Mead, editor, edits the footage and scores it. Printing is done at Pathe Laboratories.

Universal's decision to extend agreement assures the industry of continuation of two newsreels. The arrangement was entered into after the demise of the Warner-Paramount News and Paramount News, and is reported to have proved beneficial to both News of the Day and Universal News. It is regarded as one of a few examples of streamlining for essential economies undertaken by the industry that has proved completely satisfactory thus far.

### Had Been Operated at Loss

Previously, the Universal newsreels had not been earning their production cost. Under the new arrangement is reported not only to be meeting production costs but to be throwing off something toward its distribution costs as well. As long as it continues near the break-even mark, Universal management is understood to be prepared to continue it.

Also helping to assure the continued existence of the newsreels is the ability of the department to take out short subjects with the same equipment and facilities.

## George Josephs Ends 32-Year Col. Employ

George M. Josephs, Columbia Pictures' director of domestic sales, Samuel Goldwyn's "Porgy and Bess" has announced his resignation from Columbia. Effective July 29, the resignation concludes an association of 32 years.

A. Montague, executive vice-president of Columbia, said Josephs' resignation was "accepted with reluctance because of the valuable services he has rendered Columbia through the years and the high personal esteem in which we all regard him."

Josephs has spent his entire motion picture career with Columbia, with early assignments including the management of the print and sales counting departments. In 1946, he became assistant to Montague, then the company's general sales manager. He was named a circuit sales executive in 1954 and last December was made sales director for "Porgy and Bess."



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**national screen service**

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**...e and Ghosts Due  
...I.R.R. Station**

ists tread where Long Island  
uters fear to travel! Spook-film  
er William Castle is scheduled  
rive this morning aboard a  
er" train in the strike-bound  
York terminal of the Long Is-  
tailroad with the ghost stars of  
est film, "13 Ghosts," including  
eton, vampire and a headless  
mer.

le, who currently is on a na-  
tour in behalf of his Columbia  
ed, will be met at the otherwise  
ed station by members of the  
York chapter of the National  
m Castle Fan Club.

**lio Production Level,  
Films in Work**

From THE DAILY Bureau  
LLYWOOD, July 31. — With  
ctures completed and two new  
started this week, the total num-  
feature films in production re-  
at 33.

ted were two for United Artists  
a, "Something Wild," Prome-  
Production, shooting in New  
with George Justin producing  
ck Garfein directing. The other  
ne started was "Revolt of the  
" an Ambrosiana Films Pro-  
ta, shooting in Spain.

pleted: "Five Guns to Tomb-  
Zenith Films Production for  
Artists release, and "Girl of  
ight," a Vanguard Productions  
or Warner Brothers release. The  
starring Anne Francis, Lloyd  
John Kerr and Kay Medford,  
ed on the social and psychoan-  
l study by Dr. Harold Green-

**...ine Sets Canadian  
...r for 'Hercules'**

as for a 6,000 mile promotional  
f Canada in behalf of "Hercules  
ined" were announced here at  
weekend by Joseph E. Levine,  
ent of Embassy Pictures.

A Dubin, Warner Brothers Cana-  
exploitation representative, will  
t 18 important Dominion com-  
es during the next four weeks  
lling the Levine film in the in-  
of Canada. For 10 cities, it will  
the first time a film distributor  
nt in a promotional representa-  
o help the local theatres plan  
campaign.

tour was set in Toronto by Le-  
nd Warner Brothers' Canadian  
Haskell Masters.

**...k' Record at Guild**

la All Right, Jack," a Boulting  
ers Production for Columbia Pic-  
release, has passed the \$200,000  
in grosses at the 450-seat Guild  
e in New York, according to  
Jacker, Columbia vice-president  
eneral sales manager. Current  
tes are that the film will run at  
uild Theatre into next year.

**Choice of Butler As Independent  
Producers' Liaison Is Questioned**

By E. H. KAHN

WASHINGTON, July 31.—The idea that Paul Butler, former chairman of the Democratic National Committee, would be a desirable legislative representative in Washington for the independent producers in the film industry has raised some eyebrows here. There has been some disposition to question whether the interests of the independent producers are so different from those of the major companies as to warrant retention of a separate representative. Beyond that, there has been widespread questioning of the political savvy of the people who suggest Butler for a job that would consist in large part of Congressional liaison.

The very factor that makes for a good share of Butler's political strength at the moment also constitute his main weakness. As National Chairman, Butler strayed far from the traditional role of being a compromiser and a healer of the breaches that inevitably occur in any big organization. In the eyes of some of the inner circle of politicians, he created rifts, and made no effort to compromise differences when doing so would have meant sacrificing ideas that he held dearly.

**Convention Situation Recalled**

Butler's role in the recent Democratic convention that nominated Sen. Kennedy (D., Mass.) for the Presidency provoked some bitter comment even before the event. It is not likely to persist as an open irritation since the party now is almost united behind its candidates, though it is clear that some elements would like to be more dissident than they dare to be right now. The feeling that Butler was not above using the job of National Chairman to advance the candidacy of one person has not by any means died down. It would be bad form, as well as bad politics, to stress it now. There can be no doubt, however, that this will linger in the minds of members of the House and Senate for some time to come.

**Disliked by Some Southerners**

Butler, as National Chairman, seems to have particularly annoyed Democrats from the Southern States without making many friends among liberals. For one thing, his stand on Civil Rights irritated them. Forgetting any moral issues that may be involved, the fact remains that the Southerners are, by and large, the senior members of the House and Senate. They hold the key committee chairmanships. To the extent, for example, that a representative of independent producers would have to deal with only four key committees—those that write taxes and those that regulate commerce, including radio-TV—it would be necessary to deal with three Southern chairmen and one from the Pacific Northwest.

In this connection, it might be worth noting that Sen. George Smathers (D., Fla.) went to the trouble of publicly blasting the "narrow and vindictive attitude of Paul Butler" in

regard to his conduct of the Los Angeles convention. Smathers is the chairman of the Democratic Senatorial Campaign Committee. Immediate provocation of his comment was his allegation that Butler had deprived Democratic Senatorial candidates of a prominent role in the convention. Smathers said that this was attributable to Butler's desire to block members of Congress from a place in the convention because of past differences between Butler and Congressional figures. The Florida Senator—thought of as a Southern moderate—said that he regretted that Butler's feeling against him had been taken out on Democratic Senatorial candidates.

**Kennedy Link Not Clear**

There is some question, at this point, of how close Butler is to Sen. Kennedy, the Democratic Presidential nominee. Even if it were conceded that Butler is very close to Kennedy, and that Kennedy, if elected, would be disposed to lend an ear to Butler's views, this would appear to have little influence on Butler's relationship with the legislature. It could, of course, mean that liaison with the Executive Branch of the Government would be very good. This is not to be taken lightly.

Butler's relationships with Democratic liberals in the Senate, for example, are not much better than his relations with the conservatives. For reasons which may be obvious to hindsight, it is hardly a secret that Hubert Humphrey (D., Minn.) takes a less-than-cordial view of Butler. It would, in fact, be difficult to come up with a very long list of names of Senators known to take a strong pro-Butler view.

**Most Problems Legislative**

The fact is, of course, that more of the motion picture industry's problems seem to be legislative than Executive. There are tax rulings to be fought through the Internal Revenue Service—and this might be of particular importance to the independents. Much of this work, of course, has to be done with the aid of technically competent attorneys. More often, there are changes in the tax laws that must be enacted by Congress—and these would have to be gotten past such conservative gentlemen as Chairman Harry Byrd (D., Va.) of the Senate Finance Committee and Chairman Wilbur Mills (D., Ark.) of the Ways and Means Committee.

Meanwhile, the independent producers who for a time had considered forming their own organization with Butler as the director, now are reported to have decided to work through the Screen Producers Guild for the time being, at least.

**PEOPLE**

Harry M. Pimstein, industry attorney, has announced the removal of his offices to 521 Fifth Avenue, New York.

Mrs. Carmen Smith, of Hodges Theatre Supply, New Orleans, and Jane Ella Moriarty of the Richards Center staff, have been named representatives from that area to the convention of Women of the Motion Picture Industry, to be held Sept. 8-11 in Toronto.

Martha Raye was guest of honor at a luncheon in the Eden Roc Hotel, Miami Beach, tendered her by PROPS, an organization composed of local women connected with show business in the Florida resort.

Frances Hopkins, formerly with Republic Pictures in Atlanta, has returned to Film Row there as secretary at Buena Vista, replacing Valerie Waters, who has transferred to the accounting department.

**National Screen Adds  
Two to Sales Staff**

National Screen Service is adding two new men to its sales staff, Burton E. Robbins, vice-president in charge of sales, announced.

Charles R. Palmer will be the new salesman in the Cincinnati office, in charge of the territory formerly handled by Carl Dortic. In Seattle, Cedric R. Hess has been assigned to replace Harry Lewis, resigned.

"It's like  
a Kinsey  
Report  
on the  
campus!"  
Walter Winchell  
COLLEGE  
CONFIDENTIAL

# Television Today

## FCC Sets 'Interim Program Policy'

From THE DAILY Bureau

WASHINGTON, July 31.—An "interim" programming policy has been adopted by the Federal Communications Commission. It will remain in effect at least until FCC gets further along in its study of the extent of its powers to regulate programming.

The new policy requires applicants for new and renewal radio and TV licenses to show how they are meeting the public service needs of their local communities.

FCC rejected quite firmly any notion that it could or should engage in censorship. It said:

"The communication of ideas by means of radio and television is a form of expression entitled to protection against abridgement by the First Amendment to the Constitution. The commission may not impose its private notions of what the public ought to hear."

FCC went into the matter of "the public interest" in connection with its licensing activities. It said that this might constitute a program schedule in which—in addition to entertainment—opportunity was offered for airing local issues, presentation of local talent, presentation of children's programs, and material in the general public affairs and educational areas, such as political news, farm news, sports, and religious programming.

## New Closed Circuit Network for Business

Proposed formation of a closed circuit TV network by TelePrompTer embracing eight cities contemplates communications, rather than entertainment objectives, company officials stated at the weekend.

TelePrompTer has applied to A.T.&T. for coaxial cable connections for the circuit which, it is planned, will include New York, Boston, Washington, Philadelphia, Pittsburgh, Detroit, Cleveland and Chicago, and would cover the hours from 10 A.M. to 5 P.M.

Currently, on a one-time basis for its communications closed circuit hookups, TelePrompTer is obliged to pay the standard charge of \$1.25 per mile, per hour. If A.T.&T. approves the proposed new hookup on a permanent basis, a lower long-lines charge would apply, entailing economies which could be passed along to customers and which in turn would help attract new ones, TelePrompTer officials pointed out. In addition, they said it would make it possible to establish some continuity in the company's industrial closed circuit TV operations, and would provide in-

## Open New York Office of TV Code

From THE DAILY Bureau

WASHINGTON, July 31. — The New York office of the National Association of Broadcasters TV Code will open tomorrow. Stoekton Helfrich, former network executive, is director of the office, temporarily located at 380 Madison Ave., in the Transcontinent Television Corp. offices.

## Harold Goldman Forms New TV Film Company

Formation of Television Enterprises Corporation (TEC), a new television film distribution organization, was announced today by Harold Goldman, veteran TV film figure and a former vice-president of National Telefilm Associates, Inc.

Goldman, who will be president of the firm, said the organization will handle specialized product for television exhibition throughout the world. He also said that negotiations are in progress for the acquisition of a number of important properties of a specialty nature which will be put into distribution shortly.

Headquarters for the new firm will be in Hollywood. Goldman currently is in New York to establish an Eastern headquarters. He will be in Chicago next week to set up a Mid-western division in that city.

## Capital Cities Reports \$455,870 6-Month Net

Net income for the first six months of 1960 amounted to \$455,870, Frank Smith, president of Capital Cities Broadcasting, has reported to stockholders. This is an increase of \$234,821 over last year for the same period. Net earnings per share were equal to 40 cents compared with 19 cents for 1959.

Income from sales for Capital Cities was approximately 39 per cent over last year. This period includes results for a full three months operation of WPRO stations in Providence during 1960. WPRO-AM FM-TV were acquired on April 16, 1959. For the six-month period, sales increased 77 per cent over last year.

Increased use for equipment where it is installed and without necessitating its being shifted to new locations.

The objective will be to get more events lined up for the new network than has been practical heretofore, such as company conferences, new product introductions to dealers and special industrial events. A customer, it was pointed out, will be able to take any of the eight cities desired, or could have more added, if needed.

## REVIEW:

### For The Love Of Mike

20th-Fox—Chergari

"For the Love of Mike" goes out of its way to insure acceptance by every family member. It espouses religion, children, disabled animals and a speedy colt, and little-boy awe. "Mike" is 12-year-old Danny Bravo, an Indian lad who wants to see a new church built at his impoverished New Mexican pueblo as badly as do the priests, elderly Arthur Shields and his successor Richard Basehart.

Daniel D. Beauchamp's screenplay has Mike, an orphan, play cook and footman to Shields, who is critically ill and expected to die within the year. The boy nurses sick animals back to health in his spare time. In short, he is what every nice little boy should be. When Basehart comes to the village to succeed Shields, the boy determines to find a way to build a church before Shields dies.

The boy enters his colt in a county fair race and wins the \$2,000 purse. Because the villagers have bet a fair share on Mike's horse, so much more money is gathered for church construction. But it is learned that the horse belongs to cowboy star Rex Allen (who plays himself). Mike didn't steal the horse, it simply strayed away.

But the boy, crushed, runs off into the mountains with the horse. He is fetched finally by a "posse" composed of Basehart, Allen, Stu Erwin, the village doctor, and Armando Silvestre, a willing Indian. The ending is logical and happy. The boy has his horse and village shall have its new church.

The picture is presented by F. H. Ricketson, Jr., and Ted R. Gamble, and produced and directed by George Sherman. It is a Chergari Corp. production in CinemaScope and De Luxe Color.

Running time, 84 minutes. August release. SAUL OSTROVE

## Cleveland Meet Today For Will Rogers Fund

Special to THE DAILY

CLEVELAND, July 31.—A general industry meeting to form plans to try to reach the \$100,000 goal set for the Will Rogers Memorial Hospital Fund from northern Ohio has been called for tomorrow at 1:30 P.M. in the 20th Century-Fox screen room here by distributor chairman Raymond Schmetz, 20th-Fox branch manager, and Frank Murphy, Loew's Theatres division manager and exhibitor chairman.

## O'Donnell Meet Today

BOSTON, July 31.—A meeting to set plans for the O'Donnell Memorial Year drive of the Will Rogers Memorial Hospital has been called for tomorrow by Tom O'Brien, branch manager of Columbia Pictures, and George Roberts, of Rifkin Theatres. It will be held at the Universal screening room.

## TOA Meetin

(Continued from page 1)

Company, New York; Coca-Cola Company, Atlanta; American Seating Company, Grand Rapids; Brunswick-Balke-Collender, Chicago; Encyclopaedia Britannica, Chicago.

National Vendors, St. Louis; Tors and Company, Nashville; Ma Ine., Kansas City; B. F. Shearer, San Francisco and Los Angeles; R. Vide Co.; National Carbon Co., New York; Switzer Licorice Co., St. Louis; Cole Products Corp., Chicago; Continental Vending Machine Westbury, N. Y.; APCO, Inc., New York.

Royal Crown Cola Co.; Stanford Industries, Oaklawn, Ill.; Ballard Co., Omaha; Great Books of Western World, Los Angeles; Se Dispensers, Long Island City, N. Y.; Strong Electric Corp., Toledo.

Carbonic Dispensers; Dr. Peppercorn Co., Dallas; International Seat & Cushion, Union City Body Co., Union City, Ind.; Savon Co., Paterson, N. J.; Towne Talk Co., Los Angeles; Century Projector Corp., New York; Lorraine Carbon Co., Boonton, N. J.; Heywood-Wakefield Co., Gardner, Mass., and Menominee, Mich.; M. Graph, Chicago; A. & M. Karaghazian, New York; Wagner Sign Service, Chicago.

## Two Associations Co-Sponsoring

The Theatre Equipment Suppliers Manufacturers' Association and Theatre Equipment Dealers Association have joined TOA in co-sponsoring the trade show.

## Cooper Found. Enlist \$25,000 to ACE Prod

Special to THE DAILY

LINCOLN, Neb., July 31—Ken E. Anderson, general manager of Cooper Foundation here, has announced that the Foundation has "enthusiastically" subscribed \$25,000 to the projected American Congress Exhibitors production company.

Anderson said, "I have advised five theatre ex-affiliates that we believe they are to be commended for leading the way in establishing a company to finance the production of more quality motion pictures. I am certain the advent of this new company in the production scene will have a materially beneficial effect on the number of quality motion pictures available to exhibitors as a whole."

## DiFonso Treasurer Of America Corp.

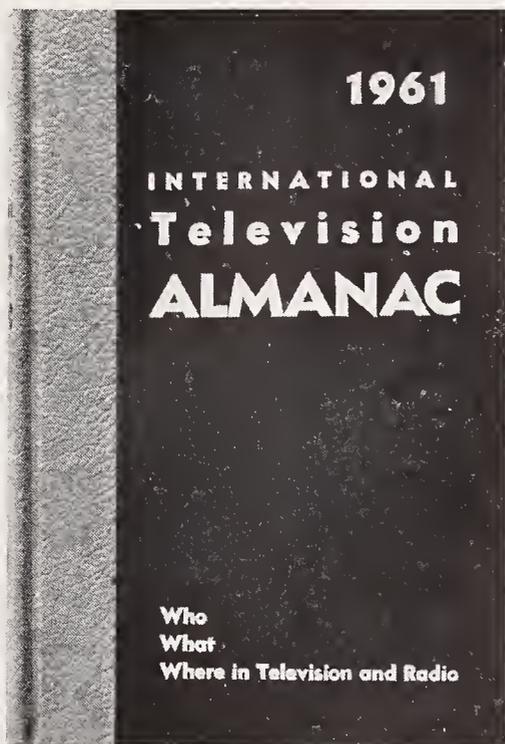
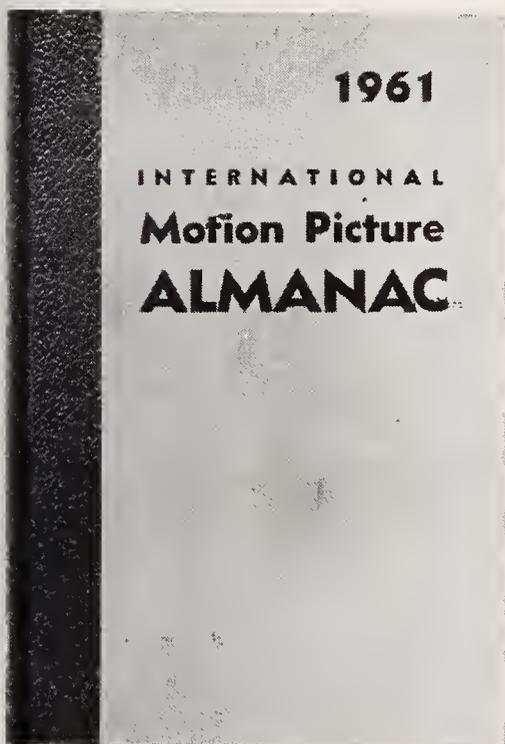
Rocco J. DiFonso has been elected treasurer and chief financial officer of America Corp., it was announced. Gordon K. Greenfield, president of America Corp. is the parent of Pathé Laboratories, among other subsidiaries.

DiFonso, a former controller and assistant treasurer of H. K. Pollock Co., joined America Corp. earlier this year.

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## Newsreels

(Continued from page 1)

the ceremony to make way for a "vivid" color record of the event.

The newsreels however have agreed to make a black and white version available to TV.

Pathe will be responsible for production of the reel which will be of longer duration than normal. It will be processed by Technicolor for distribution to all Pathe and Movietone subscribers.

The Government's Central Office of Information has also granted permission to distribute the color newsreel overseas.

### AB-PT Has Interest

(Continued from page 1)

12-story office building in Atlanta to replace its Paramount Theatre Building there which will be demolished.

Atlanta Enterprises, Inc., which has a long term lease, has sublet the property to the new corporation in which it will be a 50% owner.

### 'America Fore Building'

The new building, to be named "The America Fore Building," will be constructed by the S.S. Jacobs Company of Jacksonville, Florida, the president of which company, Robert Jacobs, will be the other 50% owner of the new corporation. The building is expected to be completed in early 1962 with financing arranged by New York Life Insurance Company. Henry G. Greene of New York is the architect.

The principal tenant in the new building will be the America Fore Loyalty Group insurance companies which will occupy seven floors.

### U.S. Films in Moscow

(Continued from page 1)

in Moscow. In view of general U.S.-U.S.S.R. relations, Allen said, he finds this "a curious, and even amazing, phenomenon."

"Lili" is "appealing particularly to highbrow audiences, although medium and low-brow viewers are said to be less enthusiastic. Dubbing is reported as excellent, and audience reaction has been most favorable."

"Rhapsody" was apparently appealing to the teenagers.

"Roman Holiday" was "showing in 20 theatres and enjoyed by everyone, high and low."

Allen commented that there are about the same number of movie theatres in the Washington area as in and around Moscow. "If the Moscow ratio prevailed here," he asserted, "40 or so of our houses would be showing Russian movies at present."

### Richman to 20th-Fox

(Continued from page 1)

publicity departments of Universal, RKO Radio and Columbia Pictures. In his new post he will concentrate on the New York campaigns, including local-level exploitation and exhibitor relations.

## Hell To Eternity

Allied Artists-Atlantic Pictures Prod.

HOLLYWOOD, July 31

THERE'S a lot of picture in "Hell To Eternity." Lots of unusual action, sex, heart and realism to put this offbeat biography of a World War II hero into the important money class.

Flavoring the film's unique story are the ingratiating performances by Jeffrey Hunter, as Guy Gabaldon, the U.S. Marine by an American-Japanese family, who won heroic acclaim for capturing single-handedly nearly 2,000 Japanese during the Saipan and Tinian campaigns; David Janssen and Vic Damone in crackerjack roles as Hunter's war buddies; and highly impressive characterizations by Sessue Hayakawa, the Japanese general, who commits hara-kiri as he shamefully submits to Hunter's demands to save 2,000 of his weakened countrymen from certain death by having them surrender, and Tsuru Aoki, the Japanese "mother" who raised the hero from orphaned childhood. The relationship between Gabaldon as a boy portrayed by Richard Eyer and the Japanese family earlier in the film is a heartwarming and significant experience, with Gabaldon learning the Japanese language as he teaches the mother English.

Others who figure prominently in the film, especially in an outstanding sequence during which Hunter, Janssen and Damone are on 48-hour leave in Hawaii in search of female companionship, are attractive Patricia Owen, Michi Kobi and Reiko Sato, who become involved with the three Marines in a drinking strip-tease party, with Miss Owen thawing to give a surprise climax to the scene. It is in this scene that Janssen gives strong evidence of becoming the Gable of tomorrow.

Phil Karlson's superb direction of the lengthy screenplay by Ted Sherdeman and Walter Roeber Schmidt, which was drafted from a story by Gil Doud, is a noteworthy accomplishment in bringing into focus all the emotions and excitement, with true-life effect, that one might enjoy in a war story. Burnett Guffey's camerawork and Leith Stevens' music are strong components to the overall production values brought out by producer Irving Levin and production executive Harry Mandell.

The story covers Gabaldon's childhood association with his Japanese "family"; their problem in the community at the time of Pearl Harbor; Gabaldon's acceptance into the Marines because of his knowledge of the Japanese language; his emotional self-conflict in fighting the Japanese on Saipan, and his heroic exploits following the killing of his buddies Janssen and Damone.

Running time, 132 minutes. Release in August, 1960.

SAMUEL D. BERNS

### Grubstick Named

(Continued from page 1)

cording to Charles Boasberg, Warner general sales manager.

Shmitken, San Francisco branch manager since 1939, has been associated with Warner Brothers for 28 years, serving in various sales posts. Grubstick joined Warners in 1955 as assistant branch manager in San Francisco.

### Piano Marathon Starts Today in Times Square

A piano-playing marathon as a promotion for "Song Without End," sponsored by Columbia Pictures in connection with the Aug. 11 world premiere of the story of Franz Liszt, at Radio City Music Hall, will be staged in the window of Toffenetti's Restaurant in Times Square here, beginning today.

The world's record holder for uninterrupted piano-playing, Joe Niland, will attempt to shatter his own mark of 73 hours, 5 minutes and 30 seconds

### 20th-Fox Talent School Greets 32 New Students

From THE DAILY Bureau

HOLLYWOOD, July 31.—The 20th Century-Fox studio talent school, which recently held its first graduation exercises, has now entered its second phase. Sandy Meisner, director of the school, begins the second course with a nucleus of 32 youngsters, selected after competitive tests from a field of 600 applicants.

Of the first group of 10 students under the direction of Meisner four were signed to term contracts by the company, and two, Carol Christensen and Martin West, were assigned starring roles in "Freckles."

before the passers-by at this intersection. Niland, who will begin his marathon at noon today, established the current world record in 1956 in connection with the opening of Columbia's "The Eddie Duchin Story" in Cumberland, Md., Niland's home town.

### 1st-Run Plans Definite For Trans-Lux 85th

The definite decision to make Trans-Lux 85th Street theatre her first-run operation was announced at the weekend by Richard P. Bran, president, and Thomas E. Rodgers, vice-president, of Trans-Lux Theatres.

The opening day business of \$829 on U-I's "Portrait in Black" at this house was the biggest single day gross in the theatre's history, according to Rodgers, "matching in seat volume the sensational business done by the Palace on Broadway with which we are playing day after date."

### Theatre-Cafe Operation

Desirability of the 85th Street first-run for either commercial or product, Rodgers added, can only increase from here on in, because of the advantageous location for uptown East Side residents who won't go to Broadway for first run, and the atmosphere which will prevail when our remodeling job is finished this Fall, after which the 85th Street will be the only theatre-cafe operation in the country.

### Albany Trade to Honor Bach at Lunch Today

Special to THE DAILY

ALBANY, July 31.—Rudi Bach, whose long career has spanned such diverse fields as the practice of medicine in Austria and the United States, acting and producing in the legitimate theatre, dubbing, directing and selling motion pictures starting in 1928, will be guest at a farewell luncheon at Neil Hellman's Thruway Motel here tomorrow.

Bach, Buffalo-Albany salesman for George Waldman Films the past several years, is retiring. He recently underwent surgery in Buffalo.

"We know after Rudi's many years of hard work, that you will want to be present and bid him farewell," Herb Schwartz, Columbia branch manager, wrote in a letter to industry people.

Alan V. Iselin, of Tri-City Drive-in Theatres, is co-chairman of the luncheon committee.

### Services for Harpster

MANSFIELD, O., July 31.—Funeral services were held last week in Mansfield, O., for Frank Harpster, veteran affiliate of Warner Brothers theatre department and long-time central Ohio theatre district manager. He died July 23 of a heart attack. He leaves a wife and a daughter survive.

### Tabachnick Rites Held

BOSTON, July 31.—Funeral services were held at Schlossberg Memorial Chapel, Mattapan, for Toby Tabachnick, secretary to Arthur Howard, president of Affiliated Theatre Corp., who died suddenly following a cerebral hemorrhage. She is survived by two brothers, Harry and Robert.

# MOTION PICTURE DAILY

Concise  
and  
to the  
Point



All  
the News  
That  
Is News



88, NO. 22

NEW YORK, U.S.A., TUESDAY, AUGUST 2, 1960

TEN CENTS

## EDITORIAL Censorship Defeat

By Sherwin Kane

PENNSYLVANIA'S film censorship law was a particularly dangerous one to all branches of the industry. Therefore, the unanimous decision of the Dauphin County (Harrisburg) court that the law is unconstitutional and inoperable is doubly welcome. The Pennsylvania statute sought to remove the taint of illegality which the Supreme Court visited upon all censorship in decisions handed down in recent years, by specifying its motion picture control board to exercise its censorship function after theatres had opened in theatres, rather than before.

And this legal subterfuge been held valid by the court, industry creative observers were convinced the Pennsylvania law would have served as a model for additional state municipal censorship legislation in every censor-minded section of the country.

Unenforceable, the law could require exhibitors to withdraw a disapproved picture after it had opened at the theatre and after thousands of dollars had been spent on advertising and publicity. The theatre might be obliged to remain closed for some time if suitable alternate bookings were not immediately available to it.

In addition, the law required the registration and licensing, for a fee, of every theatre and film distributor in the state, and empowered the censor board to classify films for adults

and the uncertainties, complexities, financial considerations and economic effects of the law to all branches of the industry are apparent, the more doubtful would such legislation ever be held valid by the courts and its contents spread about the country.

The gratitude of the industry is directed to 20th Century-Fox and William Zeckendorf, Philadelphia showman, who successfully fought the Pennsylvania law. However, their victory should be maintained.

## Censor Set-Back Hailed by Johnston

The Pennsylvania court decision striking down the new state film censorship law was hailed yesterday as a "significant advance in the continuing fight to maintain freedom of the screen" by Eric Johnston, president of the Motion Picture Ass'n. He said it "rolls back those in America who would short-circuit democracy by turning over screen freedom to the dictates of a censor."

The Johnston statement continues: "The court has rescued Pennsylvania" (Continued on page 4)



Eric Johnston

## Stein to Join Warners As Advertising Manager

Max Stein will join Warner Bros. early next month as advertising manager, it was announced yesterday by Richard Lederer, the company's advertising and publicity director.

Stein, creative ad manager for 20th Century-Fox, will leave his present post this week and will assume his new duties following a vacation.

A member of the 20th-Fox advertising staff (Continued on page 5)

## Zeckendorf \$5 Million Initial Payment Made For 20th-Fox Studio Property

William Zeckendorf yesterday paid 20th Century-Fox an additional \$2,300,000 to complete the basic \$5,000,000 down payment on his new all-cash deal for the purchase of the 20th-Fox studio property in Beverly Hills, Calif.

The binder accompanied the signing of the new deal under which Zeckendorf companies will pay 20th-Fox \$43,000,000 in cash for the studio property. However, the deal must first be approved by 20th-Fox stock-

## Complete Victory for Industry

# Penn. Censor Law Is Voided in Court Test

## Held Unconstitutional on All Counts, But State Official Plans Appeal

Special to THE DAILY

HARRISBURG Pa., Aug. 1.—Pennsylvania's new motion picture censorship code was declared unconstitutional and inoperable in a 100-page opinion handed down by the Dauphin County Court here.

## Compo Warns of New Censorship Moves

Advocates of motion picture censorship are bound to continue their efforts despite the court decision nullifying the newly-enacted Pennsylvania censorship law, it was declared yesterday by Charles E. McCarthy, (Continued on page 4)

## Theatre Admissions Up \$110 Million in '59

From THE DAILY Bureau

WASHINGTON, Aug. 1.—Total admissions paid to motion picture theatres in 1959 came to \$1,278,000,000, an increase of \$110 million from the \$1,168,000,000 recorded in 1958, the Commerce Department reports. At the (Continued on page 5)

## Phonevision Maps Plans For Conn. Pay-TV Shows

Special to THE DAILY

HARTFORD, Aug. 1.—Executives of the Hartford Phonevision Co. are holding conferences now with "top creative minds in every facet of the entertainment world" to set up a master programming plan for its proposed pay-TV service here. This is revealed in a brochure being distributed to the public describing plans of the RKO (Continued on page 2)

## 'Grave Problems' Cited As I.A. Meeting Opens

Special to THE DAILY

CHICAGO, Aug. 1. — In the first session of the five-day convention of the International Alliance of Theatrical Stage Employees at the Conrad Hilton Hotel here, speakers indicated that this session, the union's 45th, is confronted with grave problems. Specific ones were enumerated by (Continued on page 6)

Pathé

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NEW YORK AND HOLLYWOOD

Complete facilities for every film  
need in black and white or color



## PERSONAL MENTION

**SPYROS P. SKOURAS**, 20th Century-Fox president, has extended his stay abroad one week, and now is expected back in New York next Monday.

**ERIC JOHNSTON**, Motion Picture Association president, and **KENNETH CLARK**, vice-president, will return to Washington from New York today, following two days of MPAA staff meetings here.

**AMERICO ABOAF**, Universal Pictures foreign general manager, returned to New York over the weekend from London aboard the "United States."

**LOUIS LOBER**, United Artists vice-president in charge of foreign operations, has returned to New York from Europe and the Middle East.

**ROBERT COHN**, producer, has arrived in New York from Hollywood.

**VINCENTE MINNELLI**, director, has returned to Hollywood from London.

**JACK GOLDBERG**, retired branch manager for M-G-M in Albany, N.Y., and Mrs. GOLDBERG, who were visiting there and in Saratoga last week, have returned to their home in Miami Beach.

**MICHAEL M. YELK**, manager of the Milford Theatre, Chicago, is hospitalized there as the result of a heart attack.

**MRS. MACK GRIMES**, wife of the general manager of Bailey Theatres, Atlanta, is recuperating at her home there following surgery.

**MARTIN JUROW**, partner in Jurow-Shepard Productions, will arrive in New York today from Hollywood.

**CHARLES FELLEMAN**, of Continental Distributing, Inc., has left with Mrs. FELLEMAN for the Pocono Mountains.

## NEW YORK THEATRES

**RADIO CITY MUSIC HALL**  
Rockefeller Center • CI 6-4600  
**"BELLS ARE RINGING"**  
An ARTHUR FREED PRODUCTION starring  
**JUDY HOLLIDAY • DEAN MARTIN**  
from M-G-M in CinemaScope and METROCOLOR  
ON THE GREAT STAGE "HAWAII, U.S.A."

## Shepperton Studio Has Small Profit for '59-60

From THE DAILY Bureau

LONDON, July 29 (By Air Mail).—Shepperton Studios made a profit of £8,379 (\$23,461) for the year 1959-60 compared to a loss of £27,191 (\$76,134) in the previous year and £200,232 (\$560,649) in 1957-58.

"These profits, although small," commented chairman Douglas Collins in his annual report to stockholders, "are a welcome contrast to the losses of the two previous years and the results would have been better had it not been for losses sustained in the early months of the financial year."

"Business during the early part of the current financial year," he continued, "has been satisfactory. The studios have been operating to near capacity for the first quarter of the financial year. The forward letting position is satisfactory for the next three months but the results for the full financial year must necessarily depend to a large extent on the level of activity at Shepperton during the winter months, when business is more difficult to attract than in the summer."

## Drive-In Theatre Loses Appeal in Tax Case

Special to THE DAILY

AIKEN, S. C., Aug. 1.—The Aiken Drive-In Theatre Corporation has lost a \$27,394 tax case in the U.S. Fourth Circuit Court of Appeals, Richmond, Va., according to word received here. The local theatre concern requested a deduction of the amount in taxes for a damaged drive-in theatre sold to it by a subsidiary corporation after hurricane damage.

At Richmond, Judge Herbert S. Boreman, speaking for the three-man panel, upheld a decision against the drive-in theatre by the district court for the Western District of North Carolina. Judge Boreman noted that the theatre was transferred from the subsidiary to the Aiken Corporation for the purpose of avoiding 1953 taxes. "The court will not allow a shifting of loss to gain a tax benefit," he asserted.

## Sunday Performances Are Set in Greenville

Special to THE DAILY

GREENVILLE, S. C., Aug. 1.—City Council here has authorized Sunday theatre performances under a state law which permits such showings in cities of over 62,000.

Area theatre operators, pointing out that the 1960 census figures show the city of Greenville has a population of 65,773, recently petitioned City Council to authorize Sunday showings under the permissive state legislation.

## Winchell, Zugsmith Form Film Producing Company

From THE DAILY Bureau

HOLLYWOOD, Aug. 1.—Walter Winchell and Albert Zugsmith have formed Walter Winchell Productions, Inc., to make feature motion pictures. Winchell will be president and treasurer and Zugsmith will be vice-president and secretary.

Winchell will act as executive producer and Zugsmith will produce and also direct some of pictures to be made by the company. No release deal has yet been set.

"Gyp, the Blood," dramatization of the Becker murder case, which took place 50 years ago will be company's first picture.

## Vogel, Terrell, Mochrie To Coast for Meetings

From THE DAILY Bureau

HOLLYWOOD, Aug. 1.—Joseph R. Vogel, president of Metro-Goldwyn-Mayer, accompanied by Robert Mochrie, recently appointed general sales manager, and Dan Terrell, eastern publicity director, have arrived here to screen important pictures completed and now in production.

Screenings have been scheduled throughout a week of conferences with studio head Sol C. Siegel and production executives, at which overall release and promotion plans will be discussed and finalized with Mochrie participating in his first visit to M-G-M since assuming his new position.

Pictures to be shown are "The Angel Wore Red," "Butterfield 8," "Cimarron" and "Go Naked in the World," which are in various stages of editing, plus the footage filmed to date on "King of Kings," "Where the Boys Are" and "Atlantis, the Lost Continent," now before the cameras.

Included in the discussions is the future release of "Ben-Hur," to be backed up by increased promotion and exploitation as new engagements augment the current record-breaking 66 openings.

Advance promotion programs also will be outlined on the schedule of major pictures now in preparation, among them "Mutiny on the Bounty," "The Four Horsemen of the Apocalypse," "Lady L," "How the West Was Won" and "Ada."

## 'Terrace' Business Big

"From the Terrace," a 20th-Fox release, is outgrossing "Peyton Place" in many of its engagements, according to theatre reports. At the Palace Theatre in Dallas the first four days totalled \$18,483, as compared to "Peyton Place's" \$11,898 in its corresponding four days at the theatre.

## Phonevision

(Continued from page 1)

General, Inc., subsidiary to in-rate toll-TV over WHCT-TV, Channel 18.

Introduction of pay-TV here hinges on approval by the Federal Communication Commission of an application by Zenith and RKO General to conduct a three-year test.

The brochure, in addition to explaining how pay-TV operates, clarifies that arrangements are also now being made to bring top new film Hartford via subscription TV—feature films of the calibre of 'Ben-I 'Can-Can' and 'From the Terra Details of the box office evaluation "now being worked out with leading entertainment producers," are to be available "in the next few months it is stated.

Promised also are telecasts Broadway shows—"productions of quality of 'The Sound of Music' 'Andersonville Trial,'" along "grand opera and ballet and performances of major symphony orchestras.

Stressing "advantages of pay-TV," the brochure says, "Even those with a minimum budget for entertainment can afford subscription TV, since it would enable families of moderate means to enjoy more quality entertainment than is now feasible at boxoffice rates.

### Cost '90 Cents to \$1'

"Cost for the entire family to watch a Class A motion picture feature average no more than the cost of a single theatre admission—90 cents to \$1 at Hartford downtown movie theatres—offering real economy, especially to families with children.

"Prices of most subscription offerings will range somewhere between 75 cents and \$1.50—some as little as 25 cents.

"For example, when a family with two children attends a downtown first-run movie theatre in Hartford, total cost including transportation and parking is more than \$4 counting cost of theatre refreshments and a snack after the show. With subscription TV, this family could enjoy as many as four movies at the cost of an evening out."

## Virginia MPTA Becomes Member of TOA

The Virginia Motion Picture Theatre Association, one of the oldest independent exhibitor organizations, has joined the Theatre Owners of America. TOA president Albert Pickus and Roy Richardson, president of the Virginia unit, announced the affiliation yesterday.

The Virginia unit gives TOA a total of 27 state and regional units and complete coverage of every eastern seaboard state, Pickus said.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood Bldg., Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOLLYWOOD 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London Bureau, Bear St., Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Circle 7 on Cable address: "Quigpubco, New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gall, 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 part of Motion Picture Daily; Motion Picture 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

# LAUNCHED WITH AN ALL-OUT UNIVERSAL SHOWMANSHIP SATURATION CAMPAIGN!

**WORLD PREMIERE** Detroit, Aug. 5, Broadway Capitol and throughout Michigan territory, followed by territorial saturations beginning Aug. 10 out of Cincinnati, and Aug. 17 out of Indianapolis.

NO FILM EVER  
DARED TOUCH  
THIS THEME  
BEFORE



*"It's like a Kinsey Report on the campus"*  
-WALTER WINCHELL

STEVE ALLEN  
JAYNE MEADOWS  
WALTER WINCHELL  
and  
MAMIE VAN DOREN

an ALBERT ZUGSMITH production

## COLLEGE CONFIDENTIAL

co-starring MICKEY SHAUGHNESSY • CATHY CROSBY • HERBERT MARSHALL • CONWAY TWITTY • RANDY SPARKS • ROCKY MARCIANO • SHEILAH GRAHAM  
EARL WILSON • LOUIS SOBOL • PAMELA MASON • Screenplay by IRVING SHULMAN Produced and Directed by ALBERT ZUGSMITH  
A Famous Players Corporation picture in association with Allen-Meadows • A UNIVERSAL-INTERNATIONAL Release

## TENT TALK

### Variety Club News

CLEVELAND — Sunny skies brought out a record attendance of about 150 members and friends at the annual Variety Club tournament held at the Lake Forest Country Club. It was an all-day stag affair, with the emphasis on informality. In addition to a large local turnout, there was a strong delegation from Detroit, including Universal branch manager Dick Graff, Berlo representative Ben Rosen and Co-op manager Maurice Baker. George Schaefer, general manager of the 23-theatre Jack Armstrong circuit, was present with a majority of the circuit's house managers. Also Al Boudouris and Fred Lentz of Toledo, George Manos and George Pappas of Toronto, O., Ed Prinsen and Maurice Baker of the State Theatre, Youngstown, Gene Tunick, United Artists district manager, and Paul Vogel, Wellsville, O., drive-in theatre owner. Irwin Shenker, chief barker, and Ted Levy, were co-chairmen of arrangements. Ben Rosen of Detroit won the top prize, a color TV set.

△

ALBANY, N. Y. — Plans have been completed here for the raising of an additional \$4,500 to finance the final fortnight of an eight-week period of free vacations for needy boys at Camp Thacher. A total of \$12,500 has already been collected and donated.

### Pay-TV Hearings Off For Month or More

From THE DAILY Bureau

WASHINGTON, Aug. 1. — The Federal Communications Commission has met here and failed to take any action on the Hartford Phonevision application for a pay-TV test in Hartford. The commission's next meeting is scheduled for Aug. 31.

Since the month of August is generally used for staff vacations and the like, only matters of considerable urgency, or which are required by law, are handled during the period.

This means that any public hearing on pay-TV will almost undoubtedly be thrown back to October.

### Hold 'Ben-Hur' Meets

Morris Lefko, M-G-M sales executive in charge of domestic distribution of "Ben-Hur," is meeting with the branch managers of the central division this week on future "Ben-Hur" distribution plans.

## Penn. Censor Law Is Voided

(Continued from page 1)

Pennsylvania Ass'n. of Amusement Industries, both of Philadelphia.

State attorney general Anne X. Alpern said she would appeal to the state's appellate courts and to the U.S. Supreme Court, if necessary.

Enacted by the 1959 Legislature, the new code replaced Pennsylvania's old censorship law of 1919, declared unconstitutional by the State Supreme Court in 1955, on the grounds its language was too vague and indefinite. The 1959 law also established a Motion Picture Control Board to administer the act, and while three members have been named to the agency, it has been inoperative pending a court decision.

The decision has been awaited by the industry and state since argument was heard by the court on March 9.

### Sees 'Due Process' Violated

On constitutional grounds, Judge Sohn found the law violated state and federal guarantees of freedom of expression and due process of law.

The board was given broad powers enabling it to rule whether a film was obscene or unsuitable for children, the latter category an innovation applying to both obscene movies and those which incite to crime.

The law defined obscenity as that which, if "to the average person applying contemporary community standards, its dominant theme, taken as a whole, appeals to prurient interest." By "incite to crime," the code included films portraying criminal acts as "acceptable conduct or as conduct worthy of emulation."

### Considers 'Three Persons' Insufficient

A series of federal court opinions that the question of obscenity is one for judicial proceedings, not the action of an administrative board, was cited by Judge Sohn, who further questioned whether any three persons could determine "contemporary community standards" throughout Pennsylvania, or what would be a sympathetic presentation of crime in a child's mind.

The court also found the code oppressive to the industry in its procedures for registration and review of films, and to the magazine and newspaper publishing industry in its prohibition against carrying advertisements of films found objectionable by the board.

The jurist contended the act did not give adequate judicial relief to distributors or exhibitors of films banned by the board, and also objected that films shown on TV would be exempt.

### Backs Freedom of Expression

The act, Judge Sohn's opinion concluded, "is unconstitutional on its face because it deprives plaintiffs and motion picture exhibitors throughout Pennsylvania of their guaranteed freedom of expression and communication; it seriously inhibits freedom of expression; it establishes a prior restraint on all those pictures exhibited in Pennsylvania.

"Its standards are so vague as to

provide no rational basis to guide defendants, members of the motion picture control board, in their determination; it has no rational basis for distinguishing between what may be shown to persons above and below the age of 17; it is completely lacking in all the traditional and fundamental procedural safeguards and it singles out motion pictures for control from all other media of communication, at the same time exempting certain classes of films and films shown under certain auspices (groups posing as fraternal and charitable organizations at 'stags' or 'smokers') without any rational basis for such classification."

### Court Concurs

The entire county court concurred in Judge Sohn's opinion, which found that the state censorship legislation also imposed an undue burden on interstate commerce, violated sections of the Pennsylvania and U.S. Constitutions and upheld the industry plaintiffs on all points.

The Pennsylvania statute was opposed by the Motion Picture Association of America and the Council of Motion Picture Organizations, both of which cooperated with plaintiffs. The new censor law was of broad concern to all elements of the industry because it sought to legally avoid the restraints of pre-censorship by having the state control board review and pass upon films after they had opened in a theatre in the state, rather than before.

### Might Cause Theatre Closings

Under such a procedure, a banned film could result in waste of an entire advertising-publicity campaign by the theatre and producer-distributor, and could result in the closing of theatres while they endeavored to obtain substitute programming.

Had the Pennsylvania law been upheld, the industry feared it would have been widely copied across the country.

As it is, the victory is expected to spur industry attacks on the remaining state and municipal censorship laws.

### Compo Warns

(Continued from page 1)

executive secretary of COMPO, which played an active part in opposing passage of the law last summer.

"While everybody in the industry has reason to be delighted by the court's decision," McCarthy said, "the case does not end there. The Pennsylvania attorney general has declared she will appeal the decision to the United States Supreme Court, if necessary. In view of the court's sweeping rejection of the act, however, she may reconsider the advisability of such further expenditure of the taxpayer's money.

"Regardless of what may be further done in the courts, the people back of this legislation in Pennsylvania, and similar groups in other states, will return to the fight as soon

## EDITORIAL

(Continued from page 1)

not be made an excuse for relaxed industry vigilance against new attempts to legislate censorship, we are certain to be made in the months ahead.

Exhibitors are well advised. Charles E. McCarthy, executive secretary of Compo, to remain on guard in advance of and during next legislative sessions. The bill will not be over until the last case board has been unequivocally pronounced illegal by the highest courts.

## Johnston Hails

(Continued from page 1)

from its dubious position of being first state in our history to reestablish a censorship board.

"Most important, the court has turned to the people their prerogative right to determine for themselves what they will see, read or hear."

"Continually rebuffed by courts, the partisans of censorship tried to circumvent the constitutional barrier by a new ruse . . . giving censor power to classify pictures adults only. The court would not sanction a back-door approach to censorship than it would the frontal attack on our constitutional liberties."

"The lesson should not be lost in other states.

### Calls Edict 'Reassuring'

"In this time in the world when some dark forces are out to destroy freedom, it is reassuring that American court serves notice more that freedom of expression meaning and vitality in our land."

"Our industry believes, as do true believers in democracy, freedom imposes responsibility on the individual and the group in America. We have tried to exercise responsibility through self-regulation under our Production Code. We have here to this Code today with same devotion that we did when it was voluntarily adopted 30 years ago."

"Our record is assurance to the public in the United States and around the world that motion pictures approved under the Code will all be reasonably acceptable to reasonable persons."

### 'Black' Grosses Big

"Portrait in Black," which opened last week at the RKO Palace Trans-Lux 85th St. Theatres here, is doing business comparable to "Low Talk," according to Universal International. The picture took \$36,212 in its first five days at the Palace and \$12,627 at the 85th St. for the same period.

as state legislatures convene at the beginning of the year. That can be expected. Exhibitors should be on the watch for such activity and be ready to fight all proposed legislation that has for its objective any curtailment of the screen's freedom of expression."



## ney Net Profit Down \$323,151 for 9 Mos.

From THE DAILY Bureau  
 HOLLYWOOD, Aug. 1.—The con-  
 tained net profit of Walt Disney  
 ctions and its domestic subsidi-  
 for the nine months to July 2  
 323,151, it was announced today  
 oy O. Disney, president. This  
 are with a net profit of \$2,366,-  
 or the corresponding period in

ney attributed the low earnings  
 ontinuing disappointing theatri-  
 usiness on our motion picture  
 ct.”  
 Solidated gross income was  
 8,126, down \$8,715,030 from  
 year's \$39,363,156. Film reve-  
 was off by \$4,166,278, and tele-  
 down by \$4,946,044. Disney-  
 Park increased \$1,465,295, while  
 income, including publications,  
 cter merchandising, non-theatri-  
 m, music and records dropped  
 3,003.

the company's purchase of the for-  
 AB-PT interest of 34.48 per cent  
 sneyland, Inc., stock is not re-  
 l in the nine-month report, as  
 urchase was finalized as of July  
 30.

## venson, 80, Veteran N.E. Field, Is Dead

Special to THE DAILY  
 HARTFORD, Aug. 1.—William F.  
 nson, 80, who started his career  
 the industry 64 years ago as an ad-  
 man in Chicago and who re-  
 seven years ago as treasurer of  
 side Amusement Park, Agawam,  
 died at this home here.

venson was at one time a part-  
 of Herbert C. Parsons in the op-  
 on of the Parsons Theatre here.  
 s earlier days he promoted "tour-  
 notion pictures," reels showing  
 engines, surf and other action  
 s.

## orge Lenehan Dies

erment will take place in Arling-  
 National Cemetery, Washington,  
 for George G. Lenehan, vice-  
 dent of Modern Talking Machine  
 ce, who died at Northport, L. I.,  
 east week at the age of 42. He is  
 ved by his widow and two chil-

## Admissions

(Continued from page 1)

same time, the industry is credited  
 with \$821 million of the \$399,648,-  
 000,000 national income recorded for  
 all industries, up from the \$783 mil-  
 lion (within a total national income  
 of about \$368 billion) in 1958.

The motion picture industry paid  
 \$789 million to its employees last  
 year, up from \$756 million in 1958.  
 Of the total, \$754 million was in  
 wages and salaries in 1959, compared  
 with \$724 million in the preceding  
 year.

In 1959, the industry had 168,000  
 "full-time equivalent employees,"  
 compared with 172,000 a year before.  
 The average number of full and part-  
 time employees was 191,000 last year,  
 down 5,000 from the 196,000 that  
 there were in 1958.

### Average Earnings Rise

Income of employees went up, how-  
 ever. In 1959, the average annual  
 earnings per full-time employee came  
 to \$4,488. In 1958, this figure was  
 only \$4,209.

In 1959, there were 177,000 per-  
 sons engaged in production of motion  
 pictures—a decline from the 181,000  
 that were so reported in 1958.

## Stein Joins WB

(Continued from page 1)

tising department since 1943, Stein  
 served as copywriter and ad copy  
 chief before taking on additional cre-  
 ative responsibilities in 1955. He en-  
 tered the industry in 1942 with the  
 Hal Horne Organization, working in  
 advertising and publicity capacities.

## Services Held for

### Cohen, Univ. Counsel

Private funeral services were held  
 here Sunday night for Henry Cohen,  
 entertainment industry lawyer, who  
 died Saturday following a heart at-  
 tack at New York Hospital. He was  
 54.

Cohen had been general counsel to  
 Decca Records, Inc., and special coun-  
 sel to Universal Pictures. At the time  
 of his death he was president of  
 Schola Cantorum of New York and  
 a director of the Northside Center for  
 Child Development.

## Levine in London For Five-Day Tour

From THE DAILY Bureau

LONDON, Aug. 1.—Joseph E. Le-  
 vine, president of Embassy Pictures,  
 is due here tomorrow for a five-day  
 whirlwind tour of theatres where his  
 "Hercules Unchained" is playing. Dis-  
 tributed through Warner-Pathe, the  
 film started its blanket release in key  
 cities and seaside resorts on Sunday,  
 and Levine hopes to visit many of the  
 South Coast theatres showing the film  
 while he is in the country. As part of  
 the Levine policy of keeping a per-  
 sonal eye on his pictures' promotion,  
 he will be talking to managers and  
 exhibitors.

Levine is spending £60,000  
 (\$168,000) on launching "Hercules  
 Unchained" in the largest advertising  
 and publicity campaign ever accorded  
 a film in this country.

## Theatre Building Sold

HARTFORD, Aug. 1.—The Con-  
 necticut Theatrical Corporation, Stan-  
 ley Warner subsidiary, has sold the  
 33-year-old Cameo Theatre building,  
 Bristol, Conn., to the Southern New  
 England Telephone Company for a  
 reported \$155,000, the theatre circuit  
 to continue a film scheduld indefi-  
 nitely under resident manager Dennis  
 J. Rich. The theatre has a seating  
 capacity of 1,642.

## John Pelzer, 86, Dies

KENSICO, N. Y., Aug. 1. — Fu-  
 neral services were held here today  
 for John Pelzer, 86, who died at his  
 home in Olmsted Falls, O., where he  
 had been living in retirement. One-  
 time sales manager of the motion pic-  
 ture division of Thomas A. Edison,  
 Inc., he had worked with the in-  
 ventor from 1891 to 1914 in the de-  
 velopment of the motion picture.

## Natalie Wood Cast

HOLLYWOOD, Aug. 1. — Natalie  
 Wood has been assigned the import-  
 ant role of "Maria" in the film ver-  
 sion of "West Side Story," it has  
 been announced by Robert Wise, pro-  
 ducer of the Mirisch Pictures, Inc.,  
 roadshow presentation for UA re-  
 lease. The film will be co-directed by  
 Wise and Jerome Robbins.

# PEOPLE

Alex Halperin, a veteran of the  
 film industry in the Middle West and  
 for seven years in charge of the thea-  
 tres in Wisconsin and Illinois which  
 form a part of the Stanley Warner  
 circuit, has announced that he is  
 taking an extended leave of absence.  
 Halperin in his earlier days had held  
 posts with Balaban and Katz, with  
 First National Pictures Film Ex-  
 change and with Warner Brothers.

James A. Fitzpatrick, attorney of  
 Plattsburgh, N. Y., former member  
 of the Assembly and counsel to the  
 Joint Legislative Committee on Of-  
 fensive and Obscene Material, is re-  
 ported to be the choice of Repub-  
 lican leaders in Albany as successor  
 to the late Supreme Court Justice  
 Andrew Ryan, who died on July 19.

Jack Haynes, manager of Shor The-  
 atres, Cincinnati, has shifted per-  
 sonnel. Otis Owens, manager of Es-  
 quire Theatre, will be manager of the  
 downtown Keith Theatre. Robert Mc-  
 Kinley, former Keith manager, will be  
 manager of Ramona and Valley  
 Drive-In theatres at Hamilton, Ohio.

Allan Warth from Dayton, Ohio,  
 has been named manager of the Es-  
 quire Theatre, Cincinnati.

## 'Block-Booking' Briefs Submitted in TV Suit

Both sides in the government's  
 "block-booking" case against six film  
 and television companies submitted  
 post-trial briefs yesterday in New  
 York Federal Court. Reply briefs, if  
 submitted, are due Sept. 6.

Judge Archie O. Dawson, who  
 heard seven weeks of testimony in the  
 case this past spring, will hand down  
 a decision later this year, pending  
 submittal of reply briefs. The anti-  
 trust division of the Department of  
 Justice charged "block-booking" of  
 feature films to TV stations across the  
 nation by C & C Super Corp., Asso-  
 ciated Artists Productions, United Art-  
 ists, Screen Gems, National Telefilm  
 Associates and Loew's, Inc. (M-G-M).

# seventeen's

PICTURE  
 OF  
 THE MONTH

FOR SEPTEMBER

Stanley Kramer's Production of

## "INHERIT THE WIND"

Released thru United Artists

Selected by SEVENTEEN . . . entertainment guide for America's  
 top movie goers . . . 4,800,000 young women under 20!



# Zeckendorf

(Continued from page 1)

20th-Fox the \$38,000,000 cash balance on closing. Closing date is to be not later than six months from Aug. 1.

Zeckendorf originally paid 20th-Fox \$2,500,000 cash on the signing of his original deal. This is credited toward the \$5,000,000 due yesterday, as is an additional \$200,000 which Zeckendorf has paid at the rate of \$1,000 daily for extensions of the closing deadline.

Originally Zeckendorf's deal called for the payment of \$56,000,000 for the property over a 10-year period. He sold his option to the Kratter Corp. last spring, and the latter negotiated the \$43,000,000 all cash deal with 20th-Fox. When Kratter elected not to proceed with the deal last June, it reverted to Zeckendorf and he elected to take the all-cash deal.

Under the terms of the new agreement, Webb & Knapp will buy the entire tract of studio land and lease back to the film company approximately 75 acres at a net rental of \$1,500,000 a year. On this parcel, 20th Century-Fox has studios and related facilities.

If stockholders should not approve the \$43,000,000 all-cash transaction, then the present contract, calling for payments of \$56,000,000 over 10 years will be closed in the spring of 1961.

Under the present contract 20th Century-Fox has a 20-year lease on its studio properties which it may cancel on one year's notice. Under the all-cash transaction 20th Century-Fox receives a lease on the studio property for 50 years and renewal options totalling 49 years and the right to sublet the property.

## I.A. Meeting

(Continued from page 1)

Howard C. Blackwood, president of the Chicago Motion Picture Operators and the convention's temporary chairman. Among those listed were:

☐ Changes that are taking place in the entertainment world.

☐ Grave social problems such as pensions and fringe benefits.

☐ Jurisdiction difficulties.

The general problems facing organized labor and America were presented in the major address of the day by George Meany, president of the American Federation of Labor. He stated that the survival of the American way of life is threatened by the Communist system. It is for this reason, he said, that the AFL-CIO has been helping unions in other nations to form bulwarks against Communism.

Meany also took the stand that America has to keep militarily strong regardless of budget considerations and that Democracy must be made to work by providing a better life for all. He was alarmed that unemployment seems to remain permanent at about four million and demanded that both political parties look into the issue. He suggested that the government

## REVIEW:

# One Foot In Hell

20th-Fox—CinemaScope

IN ALL OF Alan Ladd's years in pictures he has not had a role as unsympathetic as the one which is his in "One Foot in Hell." Actually, both of his feet, his heart, his soul and his trigger finger are heading toward hell in this brutal film.

Viewed one way it is a 90-minute exercise in maniacal murder. But it is also utterly, quite impossibly romantic, with a screenplay (co-authored by Aaron Spelling and Sydney Boehm) as saccharine as it is homicidal. In the 89th minute the sugar—Don Murray and Dolores Michaels—and the lemons—Ladd, Barry Coe and Dan O'Herlihy—are saturated in the same solution, and only sweetness prevails: Ladd murders Coe and O'Herlihy, his former accomplices, and Miss Michaels drills Alan as he is about to dispose of Murray.

Ladd wasn't always crazy. He is innocuous enough when he first enters Blue Springs, Ariz. But his young wife dies in childbirth because Alan is denied medicine for her when he can't ante up \$1.87 for her prescription. Vowing revenge on the whole town, he and his stooges murder a number of local people and clean out the bank. This act is not an awfully difficult one, because Ladd is the sheriff. He became a deputy because the citizenry felt sorry for him when his wife died. He was upped to sheriff first-grade after he murdered his predecessor.

Miss Michaels plays a prostitute looking to go straight; Murray is a disenchanted, alcoholic Confederate veteran; Coe is the meanest man in the territory and its fastest gun; O'Herlihy is without means save his golden oratory. These, then, are Ladd's goons. He plans to murder the bunch of them once they help him kill whom he chooses and rob the bank. Then he expects to flee with the \$100,000. He accomplishes all of this but staying alive.

The rehabilitated lovers Murray and Michaels return the money to the bank and are given a chance to flee. But they decide to stick around and stand trial together. In three, five or 10 years they will rejoin each other on the outside. Ladd is buried alongside his wife, and that is justice of a sort.

James B. Clark's direction creates an episodic mood. Boehm produced. The picture is in CinemaScope and color by De Luxe. Running time, 90 minutes. August release.

SAUL OSTROVE

## Five New Films Start; Studios Now Making 35

From THE DAILY Bureau

HOLLYWOOD, Aug. 1.—Five new pictures got under way this week, bringing the total number of films shooting to 35. Three were completed.

Started were: "Look in Any Window" (New Films Company production which Allied Artists will distribute); "Petticoats and Bluejeans" (Walt Disney Production); "Sanctuary" (Darryl F. Zanuck Production for 20th Century-Fox release); "Frontier Scout" (Zenith Pictures for United Artists release); "The Secret Ways" (Richard Widmark's Heath Production for Universal-International release).

Completed were: "A Matter of Conviction" (Harold Hecht's Parkwood Production for United Artists release); "War Hero" (Burt Topper Production), and "The World's Greatest Sinner" (Frenzy Production).

push such projects as schools, housing and hospitals to fill the economic void.

The president's report will be given at Tuesday's meeting and resolutions will be presented Wednesday.

## Levin and Mandell Set Deal with H. L. Karlson

From THE DAILY Bureau

HOLLYWOOD, Aug. 1. — Irving HOLLYWOOD, president of Atlantic Pictures, and his associate, Harry L. Mandell, have formed a non-exclusive partnership deal with Phil Karlson, who directed "Hell to Eternity" for them, to make three more pictures over a five-year period. Levin will produce and Karlson will direct.

## Baldwin to 'Spartacus' On Special Assignment

Ted Baldwin, veteran film publicist and public relations counselor, has been engaged by Universal Pictures for special assignment work on "Spartacus," it was disclosed yesterday by Jeff Livingston, Universal executive coordinator of sales and advertising.

Baldwin recently handled the coordination of the motion picture industry's promotion campaign "1960—The Big Year of Motion Pictures," a project of the MPAA advertising and publicity directors committee of the Motion Picture Association.

## Restrictions Unchanged Says Korean Ministry

Special to THE DAILY

SEOUL, Korea, July 29. (By Mail).—Ministry of Education brushed aside as "premature" reports that restrictions on film imports are being eased. It conceded, however, that a proposal has been made which would modify controls on film imports. If adopted, the proposal will be retroactive to July 1, 1960.

The proposal before the Ministry of Education would make the following changes in Korea's import controls on films:

It would lift the percentage limitations on country of origin which now provide that 80 per cent of film admitted to Korea shall be of U.S. origin while 20 per cent can be of other national origin. The outright ban on imports of Japanese film would continue undisturbed.

An absolute limit on the total number of motion pictures to be imported would be retained. No indication was given as to the size of this number.

Restrictions as to the types of film that may be imported would be eliminated.

Censorship would be changed to the extent that films would be approved or disapproved. They would not be admitted subject to cuts or other changes.

It is stressed that this is a draft proposal, subject to change or to rejection.

## 'Ben-Hur' Scheduled for 30 More Dates Abroad

Now playing in 11 cities overseas "Ben-Hur" has been set by MGM to open in 30 additional foreign situations before Christmas. It will premiere in Paris Sept. 1, in Brussels Oct. 7, and in Berlin Oct. 22.

Other dates are: Buenos Aires, Aug. 11; Montevideo, Aug. 18; Bombay, Aug. 30; Birmingham, Sept. 1; Nagoya, Sept. 1; Dublin, Sept. 12; Glasgow, Sept. 12; Perth, Sept. 14; Calcutta, Sept. 14; Fukuoka, Sept. 15; Caracas, Sept. 15; Adelaide, Sept. 22, and Brisbane, Sept. 28.

Also, Amsterdam, Oct. 7; Antwerp, Oct. 14; Rotterdam, Oct. 14; Munich, Oct. 14; Geneva, Oct. 15; The Hague, Oct. 21; Lisbon, Oct. 22; Hamburg, Oct. 28; Dusseldorf, Nov. 4; Milan, Nov. 4; Cologne, Nov. 4; Frankfurt, Nov. 10, and Hanover, Nov. 18.

The picture currently is playing to capacity business in London, Tokyo, Osaka, Sydney, Melbourne, Johannesburg, San Juan, Santiago, Lima, Singapore and Manila.

## Double Services Held

CLEVELAND, Aug. 1. — Double funeral services were held here yesterday for Joseph Bernstein, 61, a veteran of 30 years in the industry and for his mother-in-law, Mrs. Elsie Skolnick, who died shortly following the death of Bernstein.

Bernstein spent most of his career in the industry as an employee of Monogram and Artists.

# MOTION PICTURE DAILY



88, NO. 23

NEW YORK, U.S.A., WEDNESDAY, AUGUST 3, 1960

TEN CENTS

## Resolutions Filed Asks Better Day, Working Conditions

### Wants Theatre Employees Included in Wage Bills

Special to THE DAILY

CHICAGO, Aug. 2.—A total of 50 resolutions were offered today by a resolutions committee of the International Alliance of Theatrical and Stage Employees meeting in convention here. Among them was one asking Congress to eliminate the exemption of theatre employees from the provisions of the minimum wage bills set up in Washington. Other resolutions urged that it be unlawful for any craftsman to do the work of another craft on local. (Continued on page 6)

## Gluck Named to 'U' Executive Position

The appointment of Norman E. Gluck to an executive post at Universal Pictures was announced yesterday by Mil R. Rackmil, president of Universal.



Norman E. Gluck

Gluck, who has been a vice-president of the Elliot, Kupper and Elster division of General Gems, a division subsidiary of Columbia Pictures, for the past 16 months since leaving Universal, will work on special assignments from the president.

Prior to his leaving Universal in March of 1959, Gluck has been vice-president of United World Films and head of Universal's television department. Before joining Universal in 1946, he had been associated with Mauras Theatres for 14 years.

TELEVISION TODAY—page 6

## Hyman Sees Current Attendance Rise Continuing into Fall for Good Year

An upturn in theatre attendance which began in mid-July will continue into the fall and will make possible a favorable comparison of 1960 business with last year's, Edward L. Hyman, American Broadcasting-Paramount Theatres vice-president, predicted yesterday.

### Golden Joins 20th-Fox In Merchandising Post

Gil Golden has joined 20th Century-Fox, the film company announced yesterday.

Golden, until recently domestic and worldwide advertising director for Warner Brothers, will be responsible for the complete merchandising for a number of forthcoming 20th-Fox releases, effective immediately.



Gil Golden

The announcement added it will be Golden's. (Continued on page 6)

## TOA Pessimistic About Fall Release Outlook

Theatre Owners of America says that while the "product situation will continue relatively good through this month, another drop-off in quality as well as quantity is in prospect for the early fall."

The TOA Bulletin, now being distributed to members, lists a seven-month total of releases from 10 national distributors at 134, and an ad. (Continued on page 3)

## Theatre Attendance Drop in Japan Blamed On Television; See Cut in Production There

Special to THE DAILY

TOKYO, July 13 (By Air Mail)—Television is being blamed for a drop in theatre attendance in Japan as admissions were clocked at only 78,700,000 for the four-month period covering January-April, 1960.

These figures are 4.3 per cent less than the 1959 figures for the same period and 8.3 per cent less than the 1958 figures. Month by month attendance is as follows: January, 112,100,000; February, 79,700,000; March, 87,200,000; and, April, 83,30,00.

As a counter measure Japanese producers plan to cut down the number of films produced and concentrate on "fewer but better quality" pictures.

## From 10 120 Features Sept. to Jan., Hyman Reports

### 1960 Releases Near 300; Asks 'New Faces' Drive

A total of 120 pictures will be released by 10 national distributors from July to the end of the year, exclusive of nine specials, reissues and foreign-made films, Edward L. Hyman, vice-president of American Broadcasting-Paramount Theatres, told trade press representatives yesterday at a luncheon conference held in the AB-PT home office dining. (Continued on page 2)



E. L. Hyman

(Continued on page 2)

## ACE Production Plan Backed By Va. MPTA

Actions of the American Congress of Exhibitors in proposing to organize a motion picture production company to produce or cause to be produced a supply of films to relieve the continuing shrinkage of feature films, were applauded with the thanks of its members. (Continued on page 6)

## AB-PT Nearing End Of Theatre Disposals

American Broadcasting-Paramount Theatres has approached the "end zone" of its theatre disposal program, Edward L. Hyman, vice-president, reported yesterday.

Individual circumstances may require the dropping of a theatre here or there, he said, but in the main the company now is concentrating on maintenance and development and improvement of its present operations so that they will accommodate any type of film or distribution policy.

## 'Fan' Publication for Local Theatres Ready

"Movie Digest," the long-discussed pocket-size, monthly magazine of motion pictures designed for free distribution through local theatres, will make its appearance with an issue dated Sept. 1.

Based on orders received from theatres, it will have an estimated initial circulation of 1,445,900, and a guaranteed circulation of 1,300,000. It will be supported by national ad. (Continued on page 3)

## Chissick Heads UA's New Office in Israel

United Artists has established its own office in Israel, under the corporate title, United Artists of Israel, Inc., Arnold M. Picker, UA vice-president in charge of foreign distribution, announced yesterday.

Headquarters of the Israel operation are in Tel Aviv under the super. (Continued on page 6)

## PERSONAL MENTION

**LEO JAFFE**, Columbia Pictures first vice-president and treasurer, will leave New York aboard the "Queen Mary" today for London, Paris and Rome.

**LEONARD GOLDENSON**, American Broadcasting - Paramount Theatres president, is scheduled to leave here next Tuesday on an extended Latin American tour.

**WALTER WANGER**, interim head of European production for 20th Century-Fox, left here yesterday for London via B.O.A.C.

**RICHARD CARLTON**, Trans-Lux Television Corp. vice-president, has left New York for a trip to the key cities of the West Coast and Texas.

**SAM BREITENSTEIN**, Mecca Film Laboratories vice-president, will leave here tomorrow with Mrs. BREITENSTEIN for Hollywood and San Francisco.

**HARRY GOLDSTONE**, Atlantic Television general sales manager, has left here on a business trip to New England.

**HERBERT L. GAINES**, Warner Brothers branch manager in Albany, N. Y., has returned there from Oneida, N. Y.

**LARRY WOOLNER**, of Woolner Productions, New Orleans, has returned there from Atlanta.

### UA Dividend at 40¢

The board of directors of United Artists yesterday declared a regular quarterly dividend of 40 cents per common share payable Sept. 30, to stockholders of record Sept. 16.

**gems of showmanship!...**

**SPECIAL TRAILERS**

by **national screen service**

## Hyman Reports on Product

(Continued from page 1)

room. It will bring the companies' total of new releases for 1960 to 227, he said.

The occasion for the meeting was the issuance of Hyman's new release schedule for September through December, and the outlook for early 1961, compiled in the interest of Hyman's continuing campaign for orderly distribution of quality product.

### Company Officials Tell Plans

The new compilation of releases is of expanded content and more elaborate binding. In addition to the Labor Day to New Year's release schedules of 10 national distributors, it contains messages from company or studio heads or heads of distribution on the new product itself and with emphasis on what some of the companies are doing or plan to do in the way of presenting and developing new faces.

Also featured in the brochure, which will be distributed by Hyman to exhibitors around the country who have participated in the campaign for orderly distribution, is a message by the AB-PT vice-president, underlining the importance of developing and exploiting new faces.

Studios are asked to make as many of the new faces as possible available for promotion campaigns in the field to help boost September to year-end business. Distributors are requested to lend their influence to obtaining the budding talent for this purpose, and exhibitors are encouraged to plan the most effective local newspaper, radio, television and other promotional efforts on behalf of the new faces made available.

### Considers Local Drive Best

Local promotion campaigns of the kind suggested, Hyman observes, "are far more valuable than campaigns directed and carried out by any individual from Hollywood or New York."

"It would also be extremely important," he notes in his message to the studios, "to route your new faces through the hinterlands, in addition to the big cities. Our experience convinces us that the smaller towns will be most enthusiastic about visits of this kind and, combined with the local campaigns we contemplate, we are certain that a want-to-see desire will be created in these local publics all over the country."

Exhibitors, for their part, are urged by Hyman to "use every trick of showmanship, every contest and every medium available to you in publicizing" the new faces that are made available.

Hyman concludes his introduction to the brochure with a call for cooperation among exhibition, distribution and production to achieve new

industry goals and a new prosperity.

Company executives who contribute new faces or product reports to the brochure are: Jack L. Warner, Spyros P. Skouras, Sol C. Siegel, Arthur Krim, George Weltner, Rube Jackter, H. H. Martin, Irving Ludwig, Steve Brody and James H. Nicholson.

Hyman recalled that last March he predicted the 10 national distributors would release 227 pictures in 1960, exclusive of specials, reissues and imported films. With the latter, he said the 1960 total would be close to 300. He noted yesterday that this prediction now appeared accurate in view of his latest compilation showing 120 new pictures released, plus nine specials, for the last four months of the year (exclusive of reissues and foreign pictures).

### Albert Howson Dies; Was with WB 32 Years

Albert Sydney Howson, who was associated with Warner Brothers for 32 years until his retirement as manager of the scenario and censorship department in 1958, died yesterday at his home in Forest Hills. He was 79 years old.

Howson joined Warners in 1925 after 27 years as an actor, during which he appeared in Shakespearean repertory.

Funeral services will be held Friday at 10 A.M. at Mary Queen of Martyrs Church in Forest Hills. Burial will be at St. John's Cemetery, Elmhurst.

### Mrs. Roth Heads UA Coast Story Dept.

From THE DAILY Bureau

HOLLYWOOD, Aug. 2. — United Artists has established a formal story department here for the first time since the new management took over the company nine years ago, it was announced today by Robert F. Blumofe, vice-president in charge of west coast operations.

Mrs. Miriam Roth has been named coordinator of the new unit and all literary properties submitted will be channeled through her office. She will deal directly with agents and publishers and will coordinate her activities with Mrs. Doris Vidor in her new executive capacity.

### Trotta Repeating Chore

Vincent Trotta, industry art director, will leave here today for Long Beach, Cal., where again this year he will head the judges of the International Beauty Contest, which will open there tomorrow. He and Mrs. Trotta will go west by plane with the national winners from Europe and the Near East.

### AB-PT Continues in Opposition to Pay-TV

American Broadcasting - Paramount Theatres continues strongly opposed to pay-TV, Edward L. Hyman, vice president, told trade press representatives yesterday.

"We are glad that exhibitors rallying against it," he said, referred to the work of the exhibitor committees opposed to pay-TV. He said he believed good financial support, being given the exhibitors' anti-pay-TV campaign.

## Attendance

(Continued from page 1)

Easter occurred three weeks late. In addition, the Hollywood strike postponed some releases scheduled that quarter, and some others that were released failed to live up to advance box office expectations of the quarter.

Both product and business is better in the current quarter, he noted, indicating at least a dozen strong releases in the market. These and others to come may make possible a favorable comparison with the strong business done in the summer of 1959, he said, and the postponed spring releases will be coming out from now to the end of the year, making continued business improvement possible.

Some of the ground lost in July will be regained from mid-July through Labor Day, Hyman believes, and with some strong releases in September thereafter, no post-Labor Day letdown is likely.

Hyman reported that AB-PT northern drive-ins do better business than some in the south.

**More light + slower burn = lower costs**

**NATIONAL PROJECTOR CARBONS**

## Out Program TOA Convention

Major phases of Theatre Owners of America's annual convention program at the Ambassador Hotel, Los Angeles, Sept. 13-16, is nearing completion. Members were informed yesterday via the semi-monthly TOA Bulletin.

The convention will be preceded by meetings of all TOA standing committees on Sept. 11, and a board of directors and executive committee meeting on Sept. 12. The opening session will feature a showman-seminar conducted by Robert Ladd, opening of the trade show, a luncheon program and an evening party sponsored by American International Pictures.

On Sept. 14, the first of the "TOA University breakfast classes" will be held; Pathe Laboratories will outline a new theatrical film production program at the luncheon; a forum on the new drive-in operation will be held at the Regency Drive-in; there will be studio tours and a "Susie Wong" cocktail party hosted by Paramount Pictures. A forum on Hollywood prospects for the future, a motion picture comedy luncheon and an afternoon and evening visit to Disneyland with Coca-Cola as host is on the calendar for Sept. 15. On the final day there will be merchandising meetings, the TOA "university class," a cocktail party hosted by National Carbon, the annual presidents' banquet sponsored by Coca-Cola, at which the Star of the Year award will be presented.

## TOA Pessimistic

(Continued from page 1)

Only 19 releases each month for the next three months, for a 10-month total of 191.

Last year, it says, 147 films were released in the first seven months, and 191 in the 10-month period.

However, the Bulletin adds: "What is misleading about the figures is that the 191 total for 1960, very big 25 per cent are foreign-made films, not many of which hold real box office potential."

Based on available advance information on the August through October pictures," the Bulletin says, "the number of films with better than average box office potential are rather limited—nine in August, five in September and eight in October. Slim, indeed, better than the April-May-June months."

## Magazine

(Continued from page 1)

Using, for some of which production distributors will be solicited. Exhibitors will pay only a nominal charge to handle shipping costs and to distribute it to patrons and prospective patrons, without charge. The publisher is Jim Birr, with executive offices in Indianapolis.

The original plan to leave blank space for a local theatre's program advertising has been abandoned. Artistic and special features, illustrated

## REVIEW:

# All The Young Men

Columbia—Hall Bartlett Production

HOLLYWOOD, Aug. 2

HALL BARTLETT HAS written, directed and produced a realistic, action-filled war drama, whose story and noteworthy performances mark this film for important box office potential.

It is more than a war story of an heroic attempt by the remnants of an advance platoon of U.S. Marines in Korea to safeguard a snow-covered mountain pass for the arrival of a troop of one thousand of their buddies. It is also a timely essay on the need for racial tolerance, with highly controversial, dramatic situations employed to convey the message.

The focal interest is drawn to Sidney Poitier, who delivers a most rewarding performance in a sensitive, yet forceful depiction of a sergeant, the only colored man in his outfit, ordered by a fatally injured lieutenant to take over command of the platoon. Dramatic impact is reached as he copes with the bigoted reactions of an unruly, negro-hating Southerner, effectively portrayed by Paul Richards; and the threat by a jealous ex-sergeant to take over if he doesn't agree with Poitier's command. The ex-sergeant is enacted by co-star Alan Ladd, in just one of the fine characterizations.

Ex-heavyweight champion Ingemar Johansson, who makes an exploitable appearance as one of the marines, is another of those who turn in surprise performances. Among others are Mort Sahl, who supplies the comedy relief with his unique style of monologue in several pertinent sequences; Glenn Corbett, ingratiating in his portrayal of a medical corpsman, inexperienced as a surgeon; and attractive Ana St. Clair, as a young Korean mother whose mountain-pass home becomes a fortress.

George Duning wrote an impressive musical background and title song with Stanley Styne. Daniel Fapp was in charge of the difficult camera work, much of which was achieved on snow-covered terrain; and Al Clark delivered a fine editing job.

Running time, 86 minutes. Release, in September.

SAMUEL D. BERNIS

## Package 3 Hitchcock Films for Reissue

The Selznick Releasing Organization yesterday announced plans to re-issue in a package three films made by Alfred Hitchcock when he was under contract to the David O. Selznick Enterprises. Title will be "The Alfred Hitchcock Festival."

The pictures include "Spellbound," "Notorious" and "The Paradine Case" and total running time is over four hours. All three films have appeared on television, and this fact will be advertised prominently, according to Samuel S. Sigman, domestic sales manager of the company. He said the advertising will invite the public to see all three pictures as part of one program "in the comfort of theatres without interruptions by commercials."

While the title, "The Alfred Hitchcock Festival," will be the most prominent selling feature, the titles of the three pictures are also to be prominently billed.

and in color, are of the familiar fan magazine order.

Edward L. Hyman, American Broadcasting - Paramount Theatres vice-president, endorsed the project at a trade press luncheon conference yesterday and said he is recommending it for use to all exhibitors who have endorsed his orderly distribution campaign.

# PEOPLE

Col. John Crovo, veteran Florida exhibitor, has been elected president of the Motion Picture Council of Jacksonville.

Bernard Lewis, formerly advertising-publicity director of Kingsley International Pictures Corp., has formed the Bernard Lewis Co., in the field of general promotion, advertising and publicity.

Henry Friedman, retired theatre owner of suburban Philadelphia, has returned to the industry to engage in the buying and leasing of theatre properties.

T. E. Bell has taken over management of the Victoria Theatre, New Smyrna Beach, Fla., which was recently acquired by Cecil Cohen, Jacksonville exhibitor.

## Mischa Bakaleinikoff, 70

HOLLYWOOD, Aug. 2. — Mischa Bakaleinikoff, 70, musical conductor for Columbia Pictures since 1931, died today of lung cancer. Funeral services will be designated later this week.

Deceased is survived by his wife, Yvonne, two sons and two daughters.

# If You Have Any Inhibitions

prepare to shed them when you see a new movie called **"IT STARTED IN NAPLES."** It's a highly irregular story about a man from Philadelphia, an Italian girl and a delightful rascal, played by Marietto. **Dorothy Kilgallen calls him "one of the most adorable kids ever seen in the movies."** But find out for yourself. Be sure you see



Technicolor®

in the Shavelson-Rose Production

starring CLARK GABLE • SOPHIA LOREN • VITTORIO DE SICA  
and introducing MARIETTO • A PARAMOUNT RELEASE

# IMPO

## **N.S.S. POLICY ANNOUNCEMENT CONCERNING OUR TRAILERS ON COLUMBIA PICTURES**

Columbia Pictures Corp. has publicly announced its decision to handle its own trailers and accessories on all features released on and after September 1, 1960. This decision by Columbia automatically will affect both the exhibitors of the United States and National Screen Service, and has therefore necessitated the formulation by us of the following policy, which we must bring to your attention.

We have already announced our intention to create and produce our own trailers on Columbia Pictures feature product. These trailers will in no way whatsoever contain any copyright material of Columbia Pictures. Our trailers will have novelty appeal — animation and unique treatment that will intrigue and have impact on your audience and we are supremely confident that they will stimulate your box office on Columbia pictures.

Our decision to create, produce and distribute our own trailers on Columbia product was mandatory, since in excess of 70% of our accounts are served on a "weekly service plan", which includes the service of trailers on Columbia product. The weekly service plan, as you know, costs less per trailer to the exhibitor than on an individual trailer basis. Similar to the nationally established policy of table d'hôte meals costing less than on an ala carte basis.

Since we have the necessary creative and production talent to make our own trailers, it would be unconscionable that we not do so, and thus be guilty of not fulfilling our obligation, which unquestionably would not be in the best interest of our customers.

Columbia has announced that they will charge exhibitors for the use of their trailers. For the 70% of the nation's exhibitors being served by us on a weekly service plan, Columbia's announced intention means that those exhibitors who elect to use Columbia trailers will increase their trailer costs, for just as we shall fulfill our contractual obligation to exhibitors—we shall both expect and require that they likewise fulfill their contractual obligation to us.

# TANT

We cannot, and shall not, permit any deduction to be made from our weekly service charges by those exhibitors who for any reason whatsoever voluntarily elect to use Columbia trailers.

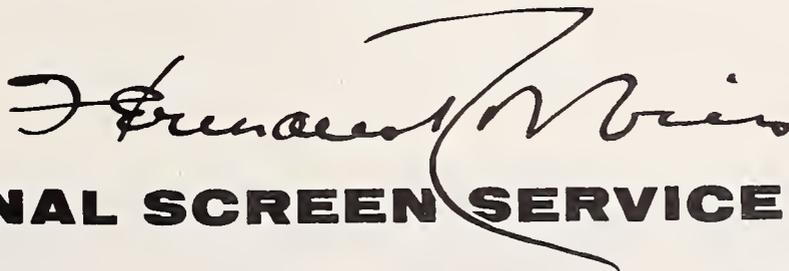
It is of course the prerogative of any exhibitor to use Columbia's trailers but any exhibitor electing to do so, as already stated, must do so at their own expense — not at the expense of National Screen Service.

There exists therefore no requirement or obligation to use Columbia's trailers, a fact which is substantiated by the following clause in Columbia's own trailer license agreement:

"DISTRIBUTOR HEREBY NOTIFIES EXHIBITOR THAT EXHIBITOR MAY LICENSE ONE OR MORE TRAILERS DISTRIBUTED BY DISTRIBUTOR AND THAT EXHIBITOR IS NOT REQUIRED TO LICENSE ANY TRAILER OR TRAILERS DISTRIBUTED BY DISTRIBUTOR AS A CONDITION OF OBTAINING ANY OTHER TRAILER OR TRAILERS OR ANY OTHER MOTION PICTURE DISTRIBUTED BY DISTRIBUTOR."

Thus any exhibitor who contracts with Columbia for use of their trailers, clearly does so of his own volition and must accordingly do so at his own expense — not ours.

In closing I wish to state that we regret exceedingly the decision made by Columbia to handle their own advertising materials, because we intensely feel that it will impose additional hardships to exhibitors at a time when they are faced with many other serious difficulties. We shall, however, as we have always done, do everything within our ability to meet the situation in such a manner as is in the best interest of our exhibitor customer and our company.



PRESIDENT

**NATIONAL SCREEN SERVICE CORP.**

# IA Meeting

(Continued from page 1)

tion except in temporary cases of injury or illness; called for one week's vacation with pay after six months service, two weeks' vacation after one year of service and at least three weeks after 10 years of service; asked for agreements with film distributors for paid hospitalization and medical insurance for members of special department locals; requested that pensions be increased to 75 dollars a month; suggested six week's severance pay after five years of service and 15 weeks severance pay after 10 years of service.

A resolution regarding strikes provided that if the international president cannot obtain a settlement of an issue for a local in 30 days, a strike vote can be taken.

Another resolution urged the boycott of all films made outside continental United States not carrying the seal of the international alliance. The Senate Finance Committee was asked to set up subsidies for independent producers who produce solely in the United States.

Delegates to the convention were urged to take no action to oppose pay television, and the international alliance was asked to allocate to Local 702 jurisdiction over the use of tape and live electronic devices.

In the financial report given today by Harlan Holmden, general secretary-treasurer, the cash position of the union shows a steady improvement over the last two years. Cash in the bank, as of June 30, 1960, was \$550,378.65. Government bonds came to \$999,439.40. With other items, the total assets amounted to \$1,557,127.99.

## Chissick Heads

(Continued from page 1)

vision of A. L. Chissick, who has been appointed general manager.

For the past 12 years, UA product in the territory has been handled by its distributor, Israel Film Distributors, Ltd., under the management of Norman Lourie, who will now devote himself entirely to the extension of his interests in the hotel and tourist field in Israel.

Picker said that UA in Israel was a going concern from the first day of business Monday since it put into prompt release a program of 34 pictures, in addition to continuing the distribution of current product taken over from I.F.D.

Chissick comes to UA with a broad

# AROUND THE TV CIRCUIT

with PINKY HERMAN

CO-STARRING Judith Anderson and Maurice Evans and filmed under the supervision of Producer-Director George Schaefer on location in Scotland and at the Elstree Studios in London, "Hallmark Hall of Fame" will sponsor a 2-hour NBCColorcast of "Macbeth" Sunday, Nov. 20 (6-8 P.M.) . . . Truman is in the news again. This time, however, it's Margaret Truman, who'll serve as hostess-narrator next Wednesday when "Music For A Summer Night" will present "ABConcerto," under the baton of Wilfred Pelletier with Fred Heider, producing. . . Herman Keld has left NBC to join MGM-TV as director of research. With Alan Kass playing the Phil Silvers role, Producers Helga & Gary McHugh and Carl Sawyer, have booked tuneful Julie Styne-Sammy Chan musical, "High Button Shoes" for the entire month of August, starting tomorrow at the Meadowbrook Dinner Theatre at Cedar Grove, N.J. . . . The lovely and talented newcomer Jaynie Smith, currently handling the commercials for the daily "NBCentration" quizzer has a couple of leading talent agencies dangling contracts. . . . Steve Lawrence will complete his 2-year hitch in the Army next month and will co-star with his wife Eydie Gorme at the Copa in October. . . . Cliff Norton making the Straw Hat rounds with the "South Pacific" troupe this month hitting at Warwick, R.I., Framingham, Mass. and Wallingford, Conn. . . . Just typing out loud with a low bow to Rudyard Kipling: The National Conventions are over, the captains and the kings depart, leaving TV as they found it, re-runs—un-spectaculars and no hum—just HO-hum-dingers skedded for the rest of the summer. . . . Ernie Flatt, whose choreography for the "Garry Moore CBSShows" has earned him many a kudo, is currently on the coast where he'll stage the dances and music numbers for "Showboat."

☆☆☆

Betty Cox, a TVision on the eyes and a delight to the ears, who's guestrilled on numerous TVehicles and rates steady NetWORK, has been re-booked to be Lawrence Welk's "Champagne Lady" Saturday, Aug. 13. Lawrence could help his recording niche by having Betty do the vocals on his next Dot LP Album. . . . Publicist Vivian Coleman has returned from a biz trip to the coast and conferences with her associates Hanson & Schwam. . . . Glad we get Gene Levy's "Camera Talk" pamphlet else how would we know that Arthur Godfrey's interesting and colorful film "Safari In India" will be seen sometime in the fall and that the Redhead, was according to Cameraman Ed Bert Gerard, quote—"Great—simply great to work with." Unquote. . . . Talk about pre-selling. ABC-Films' veep Howard Anderson reveals that more than \$100,000 in orders



Betty Cox

had been received for "John Gunther's High Road" even before the 36 seg telefilm series had been placed in syndication. . . . When he completes his road tour end of this month, Sammy Kaye will lead his Ork into the Hotel Roosevelt, Sept. 6, with several weekly air shots. Swingin' Sammy has another "Harbor Lights" in his own firm a beautiful ditty titled, "Lighthouse in The Harbor" which he plans to record for Decca.

background of motion picture experience in Israel. He was formerly associated with the Greidinger Theatre Enterprises, which controls Haifa Theatres, Ltd., and Israel Theatres, Ltd., and managed the En-Dor, Orly, Armon and Chen Theatres.

## 'Song' at M.H. Aug. 11

"Song Without End," the William Goetz film production based on the life and music of Franz Liszt, will have its world premiere engagement at the Radio City Music Hall starting Aug. 11.

# Golden to Fo

(Continued from page 1)

responsibilities on these pictures from completion of script straight through release, including subsequent methods of merchandising on an international and local basis.

"The method employed will mean an even closer affinity in the relationship between theatres and the promotion and sales divisions of our comparative-president Charles Einfeld stated.

"Today, more than ever, the principles of 'total merchandising' must be employed in order to justify picture's cost and for theatres to capitalize fully on every avenue of appeal to the widest possible audience."

In his new connection, Golden will work closely with 20th-Fox president Spyros P. Skouras, 20th International president Murray Silverstone, Einfeld, and general sales manager Glenn Norris.

Golden's first project at 20th will be the launching in October of "Battle at Austerlitz," which stars Ileana Caron, Vittorio DeSica, John Palanca, Martine Carol, Rossano Brazzi and Orson Welles.

## ACE Production Plan

(Continued from page 1)

bers by a resolution of the Virginia Motion Picture Theatre Association at its convention at Virginia Beach last week.

Stating that the proposed ACE Productions Company with its source of feature films ". . . is the way for the (theatre) industry to save itself from continual financial trouble and eventual destruction. . . ." resolution also lauded the foresight of ACE and its leaders in meeting the crisis brought about by the shortage. It also pledged its financial support ". . . to such product company as shall result from the efforts of ACE. . . ."

## '13' Grosses High

"13 Ghosts," a William Castle production for Columbia Pictures on lease, is continuing to pile up outstanding grosses in new openings across the country, according to Columbia. In New Orleans at the Orpheum Theatre it grossed \$11,000 in its first three days, the biggest grosser at the house in more than a year. In its first four days at Chicago Theatre in Chicago, "13 Ghosts" did a huge \$20,000.

## A COMPLETE LINE OF PROFESSIONAL CINE FILMS

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OF AMERICA, INC.

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# MOTION PICTURE DAILY

Concise  
and  
to the  
Point



88, NO. 24

NEW YORK, U.S.A., THURSDAY, AUGUST 4, 1960

TEN CENTS

## 100 Theatres Loew's Circuit Enrolled As TOA Member

### Fourth Major Theatre Company in Group's Fold

(Picture on Page 3)

Loew's Theatres circuit has joined Theatre Owners of America, it was announced jointly yesterday by Albt M. Pickus, TOA president, and Eugene Picker, president of Loew's. The enrollment was hailed by Pickus as a step which makes TOA a more representative of the country's theatres, and materially increases unity among exhibitors. In joining, Loew's brings its nearly 100 theatres located in 19 states, the District of Columbia and Canada into TOA. Three other major theatre companies belong to TOA. They are  
(Continued on page 3)

## Albany Hearing Today on Minimum Pay Hike

Special to THE DAILY

ALBANY, N. Y., Aug. 3.—One or more industry speakers will voice opposition at a public hearing in the State Office Building here tomorrow morning to a proposed minimum wage order, effective Oct. 1, which would raise a \$1 hourly "floor" under the salaries of all motion picture theatre workers.

Elias Schlenger, Fabian division manager and local co-chairman for  
(Continued on page 3)

## Ocean's 11' Has Bow in Las Vegas Theatre

Special to THE DAILY

LAS VEGAS, Aug. 3. — Thousands of natives and tourists in this world-famed resort city turned out tonight for the "New Year's Eve in August" world premiere of "Ocean's 11," starring Frank Sinatra's Dorchester Production for Warner Brothers, at the Frontier Theatre here.

Police Chief Ray K. Sheffer and Clark County Sheriff W. E. Leyboldt  
(Continued on page 2)

## MPA Ad-Pub. Unit to Take Complaints To Publishers; Davis New Chairman

Martin Davis, national director of advertising, publicity and exploitation for Paramount Pictures, was unanimously elected chairman of the Motion Picture Association of America advertising and publicity directors committee yesterday, for the ensuing year.



Martin Davis

Davis succeeds Silas F. Seadler, MGM advertising manager, who completed his one year term in office yesterday. As a final official action, Seadler named Jerome Pickman, vice-president of Paramount, chairman of a committee authorized to work out a follow-up program to clarify some phases of industry advertising-publicity relations with newspapers.

The action is an aftermath of the address made by Paul Lazarus, Jr., Columbia Pictures vice-president, to the Newspaper Advertising Executives Ass'n. in San Francisco last month, in which Lazarus, speaking as an MPA representative, said motion picture companies are becoming increasingly rebellious against the role as "a whipping boy of both the editorial and business departments of  
(Continued on page 6)

## Grossman Named WB Exploitation Manager

Ernie Grossman has been appointed exploitation and promotion manager for Warner Brothers, it was announced yesterday by Richard Lederer, the company's advertising and publicity director. Grossman will make his headquarters here.

Grossman has been associated with Warner Brothers for 18 years, with the exception of his Army service during World War II. He has served in the company's exploitation, cooperation  
(Continued on page 6)

## 'Unchained' Topples Records in Britain

From THE DAILY Bureau

LONDON, Aug. 3.—Early box office returns for the saturation booking of Joseph Levine's "Hercules Unchained" in Great Britain have been so outstanding that the producer has increased his order for 60 prints to 90.

In 39 theatres so far the picture  
(Continued on page 2)

## EDITORIAL

### Help Your Own

By Sherwin Kane

**M**ANY EXCHANGE areas around the country opened their local drives this week for their quotas in the industry's own Will Rogers Memorial Hospital 1960 fund raising campaign. While August and September have been designated the official campaign months in the \$1,000,000 drive for this Robert J. O'Donnell Memorial Year, some areas will conduct their campaigns later in the year to avoid conflicts with other local activities.

However, both national and local campaign committees strongly urge the nation's drive-in theatres to cooperate by scheduling their participation in the O'Donnell Memorial Year drive in advance of Labor Day.

A. Montague, Will Rogers Hospital president, points out that the hospital board is committed to spend \$600,000 for the construction of the O'Donnell Memorial Laboratories to further the important research work in progress at the Will Rogers Memorial Hospital at Saranac Lake, and for new housing required for the resident staff there.

Staff members presently are quartered in the hospital itself. Thus,  
(Continued on page 2)

## Rothman Enthusiastic Sees Record Year Abroad For Columbia

### Reports B.O. Grosses Up 35% Over Last Year

By SAUL OSTROVE

Columbia Pictures' revenue from abroad for the fiscal year ending next May 31 will be the greatest in company history, Mo Rothman, executive vice-president of Columbia Pictures International, predicted yesterday during a trade press conference at the the home office.



Mo Rothman

Although monies remitted from foreign countries are running about 10 per cent ahead of last year at this time, actual box office revenue is up as  
(Continued on page 6)

## Pensions Are Provided For I.A. Int'l Officers

Special to THE DAILY

CHICAGO, Aug. 3.—International officers of the International Alliance of Theatrical Stage Employees will receive a maximum pension of \$100 a month, if they have served 15 years, in accordance with the provisions of a resolution made effective here today at the third session of the annual convention of the alliance.

The same resolution provides that  
(Continued on page 6)

## British Endorse Policy For Showing 'Psycho'

From THE DAILY Bureau

LONDON, Aug. 3. — Enthusiastic endorsement of the merchandising policies for Paramount's "Psycho," including the no-admission-after-the-picture-starts plan, was expressed here by exhibitors today, following presentation  
(Continued on page 6)

## PERSONAL MENTION

**WILLIAM SARTORI**, assistant to the president of Allied Artists International Corp., returned to New York yesterday from Europe.

**JOHN VIZZARD**, Production Code Administration staff officer, has entered St. John's Hospital, Santa Monica, Cal., for treatment of an illness contracted during a recent trip to Mexico.

**JOHN ROSSI**, of the Essex Theatre, Port Henry, N. Y., has returned there from Albany with Mrs. Rossi and their daughter.

**D. L. BUZBEE**, owner of the Ritz Theatre, Dadeville, Ala., has returned there from Atlanta.

**MRS. ELY LANDAU** has given birth to a son, **JON**, at Mt. Sinai Hospital here. Father is chairman of the board of National Telefilm Associates.

**WILLIAM M. WETSMAN**, son of the late **FRANK WETSMAN**, a partner in W. & W. Theatres, Detroit, will be married there in the autumn to **JAN BROWN**.

**CLIFF HALL**, of the El Rancho Drive-in Theatre, Palatine Bridge, N. Y., has resumed his duties there following recovery from pneumonia.

**PEARL MOOS**, for many years booker for Columbia Pictures in Atlanta, is recuperating from surgery.

### 'Unchained' in U.K.

(Continued from page 1)

has broken all-time records and others are expected to topple as further reports come in. The producer was greeted with the good news on his arrival here and because of the excellent returns he decided to return to New York tomorrow instead of continuing a tour of provincial theatres.

Commenting on the grosses so far, Levine said, "This is a demonstration of what a united team can do when fired with the proper enthusiasm. I owe a debt of gratitude to the whole Associated British Organisation from D. J. Goodlatte, the managing director, down to the lowliest theatre manager. They believed in my picture and 'sold' it to their audiences."

Levine, who spent a record 60,000 pounds to promote "Unchained," said he will increase the advertising budget even more for his next two pictures here. He said he proposes investing 150,000 pounds on preliminary advertising at least six months in advance of release of the new films.

## EDITORIAL

(CONTINUED FROM PAGE 1)

provision of separate housing for them will free such quarters for needed additional space for new patients.

The remaining \$400,000 being sought in the O'Donnell Memorial Year campaign is earmarked for the current yearly costs of operating the hospital and clinical laboratories.

The hospital, which cares for industry members and members of their families suffering from diseases of the chest, is truly "the industry's own." Its magnificent work in providing the finest care for its patients in pleasant surroundings is attested to by hundreds who have experienced it and returned to their families and work, and by the hundreds from all branches of the industry who have been fortunate enough to make the annual visit with the hospital's directors to Will Rogers.

Further recommending the participation of all in this year's campaign is the goal of new research facilities to further the hospital's important search, among other things, for a vaccine that some day may make tuberculosis a rare or even unknown disease.

That the new laboratories will be a Bob O'Donnell memorial, is an especially fitting tribute to the memory of a man whose outstanding showmanship capabilities were exceeded only by his humanitarianism and affection for his industry and those within it. He was one of that select group who labored untiringly for the welfare of the hospital over the years.

The 1960 goal of \$1,000,000 will not be an easy one to attain. It will require the help of all. Above everything, it must have audience collections.

Do your share. And do it now.

### Vogel Talks of MGM's Record, Outlook Today

From THE DAILY Bureau

**HOLLYWOOD**, Aug. 3.—Joseph R. Vogel, M-G-M president, will discuss the bright financial picture of the company at a luncheon meeting of the Los Angeles Society of Security Analysts tomorrow in the Biltmore Hotel here.

Vogel will talk about his company's current high earning record, and good prospects for M-G-M and the entertainment industry.

### Name Chairmen for V.C. Tent 35 'Races' Event

Chairmen for New York Variety Club Tent No. 35's "Night at the Races" event on Oct. 3 have been appointed by Harry Brandt, chief barker.

Walt Framer has been named overall chairman. Others are as follows: tickets chairman, Morris Sanders; exhibitor chairman, Irving Dollinger; distribution chairman, James Velde; exchanges chairman, Harold Zeltner; laboratories chairman, Saul Jeffee; arrangements chairman, Martin Levine and Charles Alicoate; independent distributors, George Waldman, and television chairman, Sam Cook Digges.

Framer and Jack Levine have been appointed liaisons between Tent No. 35 and the newly formed sports division of the tent, of which Dan Daniel of the *World-Telegram* is chairman,

### 'Ocean's 11'

(Continued from page 1)

mobilized their forces for crowd-control duty and all police leaves were cancelled for the day and night to assure smooth handling of the premiere ceremonies, which included a mammoth "New Year's Eve" block party on Fremont Street, adjoining the theatre.

A huge throng jammed the vicinity of the Fremont Theatre to see Sinatra, Dean Martin, Sammy Davis, Jr., Peter Lawford, Angie Dickinson, Richard Conte, Cesar Romero, Patrice Wymore, Joey Bishop, Henry Silva and other stars of the film arrive at the theatre and participate in the lobby ceremonies.

### Father of Taplinger

John Taplinger, 84, retired manufacturer and investor, and father of Robert S. Taplinger, public relations counselor and former advertising-publicity director of Warner Brothers, died here yesterday. Other survivors include his widow, Sophye Taplinger; a second son, Sylvan, and two daughters, Mrs. Robert Rodner and Mrs. George Gottlieb.

Services will be held at Riverside Chapel this afternoon. Interment will be private.

and Max Kase of the *Journal-American* is co-chairman.

The chairmen will meet Tuesday at Sardi's to set further plans.

## Foreign Films Don't 'Threaten' U.S.: Lippert

From THE DAILY Bureau

**HOLLYWOOD**, Aug. 3. — "Croachments of foreign films threaten, according to pessimists, undercut the American-made film, skating on thin ice, as far as wooing the public away from Hollywood product is concerned," Robert Lippert, liaison between Associated Producers, Inc., and 20th Century-Fox said yesterday in an interview here.

"The foreign-made film has appeal to many people in America, their second-generation immigrants, the country of origin, or those learn the language, whether Japanese, Italian, French, German, or Spanish. Other segment of the audience consists of intellectuals.

### Points to Small Cars, Radio

"But in no way do foreign films threaten the position of leaders held by screenplays made in Hollywood. If strong competition developed American ingenuity and know-how will meet it squarely. The tremendous vogue for foreign cars didn't cause the automobile manufacturers in Michigan to close up shop. They built a line of compacts that are now enjoying their own tremendous vogue. When the doom croakers foretold the end of radio, predicting that it would be done in by television, America saw a renewed interest in both AM and FM created by the brains of the industry who analyzed the potential and then made it work."

Hollywood is on a bigger-than-ever production schedule, according to Lippert, who is producing 20 features for 1960-61, including the Gene Stratton Porter novel, "Freckle Face," "Desire in the Dust," "The Hi-Powered Rifle," "Secret of the Purple Reefs," "Squad Car," and five additional screenplays for 20th Century-Fox release.

### Overture for 'Sunrise'

A six-minute musical overture will precede all showings of Dore Schary production of "Sunrise at Campobello" for Warner Brothers. The overture was arranged and conducted by Leo Arnaud and consists of six popular songs of the 1921-24 period of the film, which will have its world premiere Sept. 28 at the RKO Palace Theatre here.

### Weinstein's Father

Funeral services were held on Tuesday for Rubin Weinstein, 80, father of Jack R. Weinstein, district manager for Century Circuit Theatre. The senior Weinstein died Monday at his home, following a lengthy illness. In addition to his son, survivors include his wife Bess; and a daughter, Ruth.

# Albany Hearing

(Continued from page 1)

IPO, will register opposition to hike from 75 cents an hour for ramp attendants, children's messengers and unclassified theatre workers.

John Phillips, executive director of Metropolitan Motion Picture Theatre Association, will be one of those registering opposition at greater length, when a similar hearing is held in New York. Phillips led the successful fight to obtain exemption of motion picture theatre workers, in Assembly Rules Committee bill introduced the middle of March, applied before adjournment March 31, signed by Governor Nelson A. Rockefeller, April 18.

The Governor had recommended a minimum wage amendment, to cover 10,000 additional workers, in his last address to the Legislature.

## Report McCarthy Plea Ready

It is reported that Charles E. McCarthy, executive director of Compo, has filed a memorandum requesting exemption for motion picture theatre workers, with legislative committees in March, will make known organization's protest against the minimum wage order, at one of the public hearings. Likewise, a spokesman for the American Congress Exhibitors will speak out, according to report.

After an "omnibus" hearing here on July 22, an informed source expressed no doubt that "motion picture theatre workers can be exempted from provisions of the new law." They would be excepted, via an amendment to the statute, if the Legislature applied the same at the 1961 session, as indicated.

## Region Places Four Class A, Section 3

Four films were reviewed by the National Legion of Decency this week and all placed in the same category, Class A, Section 3 (morally unobjectionable for adults).

The pictures are "College Confidential," Universal; "Fast and Sexy," Columbia; "One Foot in Hell," 20th Century-Fox; and "Why Must I Suffer?" American International.

## Disney Directory Ready

A specially prepared four-page directory, listing available Walt Disney cassettes, short subjects and cartoons, has been sent to exhibitors all over the country. The directory, in addition to giving a brief description and running time on each subject, also contains hand-tailored one-hour programs of Walt Disney subjects, comprising cassettes and cartoons.

## Records in Record

Harry Wald's "Sons and Lovers" set all opening-day records at the Manhattan Theatre here with a total of \$160 in its first day Tuesday. The picture is being released by 20th Century-Fox.



Eugene Picker, president of Loew's Theatres, Inc., checks his circuit's membership application with national Theatre Owners of America President Albert M. Pickus (seated, left) as Laurence A. Tisch, chairman of Loew's finance committee, looks on.

# Loew's Circuit

(Continued from page 1)

Stanley-Warner, National Theatres, and American Broadcasting - Paramount Theatres.

Pickus said that while TOA now embraces the great majority of the largest theatre circuits, it still continues as the most representative organization of small theatres. Sixty-one per cent of its members own and operate only one theatre, and 90 per cent run less than 10 theatres, he pointed out.

Arrangements for Loew's membership were made by Pickus and Joseph G. Alterman, administrative secretary, for TOA; and Picker, Laurence A. Tisch, director and chairman of Loew's finance committee, and Preston R. Tisch, board member, for Loew's.

## Kingsley Handles 'Day'

Ed Kingsley and the new production firm of Little Movies have announced an agreement for Kingsley International Pictures to handle national as well as international distribution of the 35mm film short, "Day of the Painter." Filmed by Little Movies in Eastman color, the 15 minute short is now playing at the Trans-Lux 52nd Street here along with the feature presentation, "The Savage Eye."

## 'Pay' Big in Brooklyn

"Pay or Die" topped the boxoffice record for 1960 at the RKO Albee Theatre in Brooklyn in the first five days of its current engagement there with a gross of \$30,610, according to Allied Artists. This figure betters by almost \$2,000 the same company's "Al Capone" in its first five days at the theatre.

## Skouras Aids USO

Spyros P. Skouras, president of 20th Century-Fox, will serve as co-chairman of the 1960 Greater New York USO campaign to expand its services to armed forces personnel both in this country and overseas.

# Ticket Prices Declined During Current Quarter

From THE DAILY Bureau

WASHINGTON, Aug. 3. — The government's quarterly index of motion picture admission prices declined during the quarter just ended for the first time in more than a year.

The combined index for adult and children's admissions for the quarter ended June 30 stood at 146.8 per cent of the 1947-49 average, a drop of 1.3 percentage points from the March, 1960, figure of 148.1. It was, however, significantly higher than the index figure of 139.4 recorded at the end of June, 1959. This is attributed to a decline in the number of "roadshow" productions playing.

The price index for adult admissions was 146.0 at the end of June, down 2.3 points from the 148.3 reported for the March, 1960, quarter, but higher than the 140.2 index figure of a year ago.

## Children's Index Rises

The price index for children's admissions has increased consistently over the past year. From the 131.1 per cent of the 1947-49 average that was reported in June, 1959, this component rose to 141.3 at the end of March. The second quarter figure is given as 143.4 per cent of the 1947-49 average.

# All-Employee Profit Sharing Set by UPA

From THE DAILY Bureau

HOLLYWOOD, Aug. 3. — An unusual profit sharing plan has been instituted by UPA Pictures, Inc., it was announced by Henry G. Saperstein, president of UPA.

"A portion of the profits," he said, "is being set aside under the plan. Sharing in this case are all employees, from top executives to delivery boys. A points system has been established based on the length of time spent on projects and coupled with the quality of work accomplished in a direct ratio to the production indices set up for the projects."

Saperstein said the points system will be the key to participation of each employee in the profits recorded by UPA Pictures. He said employment at UPA is at an all time high of more than 250 persons involved.

## Short Promotes 'Lace'

To promote the lavish wardrobe designed by Irene for Doris Day in "Midnight Lace," Universal has completed a six-minute short subject featuring the actress in her Technicolor wardrobe tests for the forthcoming film and will send it "on the road" as a facet of the advance promotional activities. The short, featuring ten highly-diversified changes, features a running commentary by Irene and was produced by Robert Faber. It is designed for bookings both in theatres and in key city department stores for which 16mm prints are being made available for screenings in cooperative tie-ups between the stores, the fashion designer's dress company, Irene, Inc., and Universal.

# PEOPLE

Harry Brandt, president of Brandt Theatres, has been named—for the fifth consecutive year—chairman of the entertainment industry for the 1960 volunteer fund raising campaign of the New York State Citizens Committee for the Public Schools.

Dick Winters, 20th Century-Fox national magazine contact, has resigned, effective Aug. 12, to join the public relations organization of Marital & Co. as an account executive.

Whitney Lindsey will take over the management of the South Trail Drive-in Theatre, Orlando, Fla., on Aug. 27, following the seasonal closing of the Neptune Drive-in, Daytona Beach, where he is now located.

Preston Henn, owner of the Co-At-Co Theatre, Toccoa, Ga., has acquired from J. W. Smith the Blair Theatre, Blairville, Ga.

James Cohn, American composer, and musicologist for ASCAP, has been notified that one of his five symphonies has received the third prize in the competition sponsored by the A.I.D.E.M. (Associazione Italiana Diffusione Educazione Musicale).

Philomena Eckert, of Columbia Pictures, Jacksonville, and Mary Hart, of Florida State Theatres, have been named to represent their area at the forthcoming Toronto convention of Women of the Motion Picture Industry.

The board of overseers of Harvard College has appointed Joseph H. Hazen for a second term as a member of the Fine Arts Department and the Fogg Art Museum of Harvard University. Hazen, partner of producer Hal Wallis, has also been elected as a member of the fine arts committee of Dartmouth College.

William Madden, former branch manager in Philadelphia for M-G-M who has been promoted to the post of Midwestern division manager with offices in Chicago, and Sidney Eckman, who succeeds Madden in the Philadelphia position, will be guests of honor at a luncheon to be held on Aug. 22 in the Burgundy Room of the Bellevue Stratford Hotel. Their hosts will be Motion Picture Associates of Philadelphia and Variety Club, Tent No. 13.

## Million for 'Bells'

Metro-Goldwyn-Mayer's "Bells Are Ringing" topped the one million dollar mark at the Radio City Music Hall box office on Tuesday. The total gross through Tuesday, the sixth day of its sixth week, was \$1,004,508. The picture holds for a seventh week.

Nobody ever



put on a

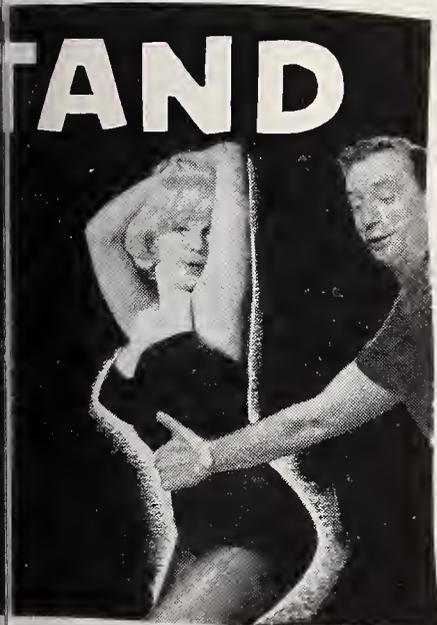


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**YVES M**





how

ke **MARILYN MONROE**

**TAND**

JERRY WALD'S  
PRODUCTION OF

**LET'S MAKE LOVE**

co-starring

TONY RANDALL



FRANKIE VAUGHAN



Directed by  
GEORGE CUKOR

Written for the screen by  
NORMAN KRASNA

Additional Material by  
HAL KANTER

CINEMASCOPE  
COLOR BY DELUXE



## Col. Overseas

(Continued from page 1)

much as 35 per cent in some cases, Rothman said. Devaluation of local foreign currencies is responsible for the discrepancy.

Otherwise, most of the news from Columbia's foreign front is good, the executive stated, and will stay that way so long as the company's overseas department overcomes two obstacles—the growth of foreign TV and excessive theatre taxes in many lands.

Rothman estimated that Columbia derives 55 per cent of its revenue from foreign markets. That's one reason why, when he assumed his position with the company last March, he immediately set about integrating the foreign sales and merchandising departments with those in the U.S.

### Job is to 'Re-energize'

His job, he said, was to "re-energize" the foreign department.

Now everything is being handled by Columbia in terms of "one world," including premieres of important pictures. Many of these are scheduled for foreign cities.

"I Aim at the Stars," the Werner Von Braun story, will have its global premiere in Munich on Aug. 19. "All the Young Men," because Ingemar Johansson is prominently featured in it, will premiere in Sweden. "The Guns of Navarone," filming in Greece, is expected to get the full world premiere treatment in that country early next year.

Columbia will continue to make many of its top films abroad, Rothman said citing, "Lawrence of Arabia," which will be produced in Trans-Jordan.

What's more, there no longer exists a time lag between the premiere of any Columbia picture here and abroad. As soon as print and a theatre are available, the company quickly holds its opening in Europe or Asia.

### Considering 'Backroom' Change

Rothman said his department is contemplating the consolidation of selling and backroom facilities with other American companies in foreign countries.

On the debit side, attendance in many countries is down considerably from last year. Pointed examples are France, Germany, the Scandinavian group and Japan, Rothman said, citing TV as the villain.

Theatre shutterings abroad seem to have leveled off, except in Great Britain, he added. Rothman foresaw no major expansion in any area of the world with the possible exception of Africa. He will visit that continent

## 'Wall St. Journal' Reports 'Hollywood Rebound'; Says Second Quarter Earnings Gain Leads Nation

"Hollywood's Rebound" was the heading on a Page 1 report in yesterday's "Wall Street Journal" on increased profits, diversification and new production successes of major companies. The article pointed out that despite their varied interests today, the companies are still very much in the film business, with profits from many big budget productions larger than anything the industry has ever known.

The article notes that "the movie companies are succeeding in turning in some impressively black profit figures for 1960 at a time when the rest of U.S. industry is hard put to equal 1959 earnings. In a (Wall Street Journal) tabulation of second quarter earnings of 384 corporations, the movie makers led all other industry groups with a 101% gain over the 1959 second quarter earnings, compared with a 12.9% drop for all companies."

In addition to huge earnings possibilities spread over a period of years from the high budget blockbusters, the Journal reports that some 4,000 post-1948 films are estimated to have a value of between \$300,000,000 and \$500,000,000 when sold to television.

## MPA-Publisher Program Set

(Continued from page 1)

the press." He cited premium and discriminatory ad rates, censorship of film ads, antagonistic or indifferent editorial attention to motion pictures, preferential treatment of television, and other industry grievances against a large section of the nation's press.

The new committee under Pickman's chairmanship will move immediately to put some of these complaints and problems directly before the heads of key newspapers throughout the country.

Local exhibitor groups, Compo, Theatre Owners of America and the industry's advertising agencies will be asked to cooperate in the action to be mapped out.

The MPAA ad-publicity committee also authorized Taylor Mills, MPAA director of public relations to act as its representative at a meeting this morning in relation to possible industry participation in the 1964-'65 New York World's Fair. The meeting, to be held in the City Building at Flushing Meadow Park, Queens, site of the fair, was called by Robert Moses, fair director, to discuss plans with potential exhibitors.

In relinquishing his chairmanship of the MPAA committee yesterday, Seadler urged the members to "inject themselves more aggressively into industry policy matters that impinge on public relations."

"While the principals of the companies direct the industry's policies,

on his next 'round-the-world trip this November.

His tour will end at a Latin American convention to be held next February in Buenos Aires or Rio de Janeiro. He will be placing special emphasis on "Song Without End," "Pepe," and "The Guns of Navarone." These pictures, he feels, have "bonus appeal" for the foreign market.

Rothman also announced that Marion Jordan is taking over as Columbia's continental manager and will make his headquarters in Paris.

Rothman himself said his time each year will be divided equally between the U.S. and the rest of the world.

there is no central group that is in a better position to be vocal about areas in which they operate. For example, the recent appearance of Lazarus before the Newspaper Executives convention, which had the endorsement of this committee, received wide attention throughout the nation. Such appearances should be more frequent. Our committee should seek representation for speakers at annual conventions of publishers, exhibitors and other groups before whom our press problems should be personally presented," Seadler said.

The committee unanimously passed a resolution expressing its appreciation for Seadler's leadership in conducting its activities in behalf of the industry.

### British Endorse Policy

(Continued from page 1)

tation of the details by Charles "Jerry" Juroe, Paramount director of advertising and publicity for Continental Europe. Juroe told the circuit bookers and exhibitors there was no question, but that the admission policy had contributed to the great success of the picture in the U.S.

Tony Reddin, Paramount director of theatre publicity in Britain, announced plans for further demonstrations of the "Psycho" campaign to branch managers tomorrow. He will also conduct similar meetings during a tour of the provinces.

Paramount has been conducting an extensive exploitation campaign for the opening of the picture at the Plaza Theatre in the West End tomorrow.

### Grossman Named

(Continued from page 1)

tive advertising, promotion, pressbook and still departments.

For the past two years he has been a member of the exploitation department at the Warner Studios in Burbank, Calif.

Before joining Warner Brothers, Grossman was with the Deutsch & Shea advertising agency.

## REVIEW:

### Young Jesse James

Associated Producers—20th-F  
—CinemaScope

A number of Americana's mantic bad men—and one bad—receive what can be regarded as usual screen treatment in "Young Jesse James." The only exception is Jesse himself, pre here as little more than an ad victim of circumstances.

Present also are his brother Cole Younger, the bearish Qu and his savage raiders, and Starr. Jesse's father is hanging Union soldiers and later the mother's arm as amputated at home is bombed. About the "quiet" scene in the film is the which unites Jesse, played by Stricklyn, and his (Belle) Anders, in holy wedlock.

The James boys, especially the elder brother, are depicted as fortunate tools of history in screenplay by Orville H. Har and Jerry Saekheim. Frank and argue bitterly in the end, which really the beginning of Jesse's crazy career, but they ride together to inhabit a wider world violence.

"Young Jesse James" was produced by Jack Leewood and directed by William Claxton. Prominent players are Willard Parker, Meyer and Robert Dix. The picture is in CinemaScope.

Running time, 73 minutes. August lease. SAUL OS

### Pensions Provided

(Continued from page 1)

officers who have reached the age of 65 with less than 15 years of service but more than five years, will be eligible to a pension amounting to a sum less than \$100.

The resolution was a substitute for No. 32 presented at the 1958 convention but termed too costly by the delegates.

The other resolution accepted was one urging that pressure be brought on Congress to eliminate the creation of theatre employees from the new minimum wage bill now under consideration in Washington.

The delegates turned down a resolution calling for the revision of the international constitution to provide for a second vice-president to the Western section of the Dore of Canada.

Two resolutions were referred to the next session. One held it unlawful for a craft union to do the work of any other craft union except temporarily for illness or injury. The second provided that wherever a company is fined for failure to take a qualified craftsman to work, that the fine shall be used to make the difference between standard pay and location pay of the craftsman who would have been sent on location.

Tomorrow's session will be devoted up with the consideration of additional resolutions and with nomination of officers. Elections will be held on Friday.



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**ANNUAL**  
**CONVENTION**  
**&**  
**TRADE SHOW**

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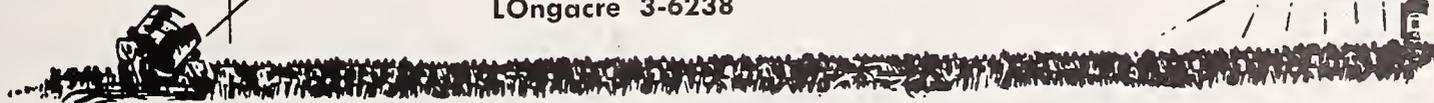
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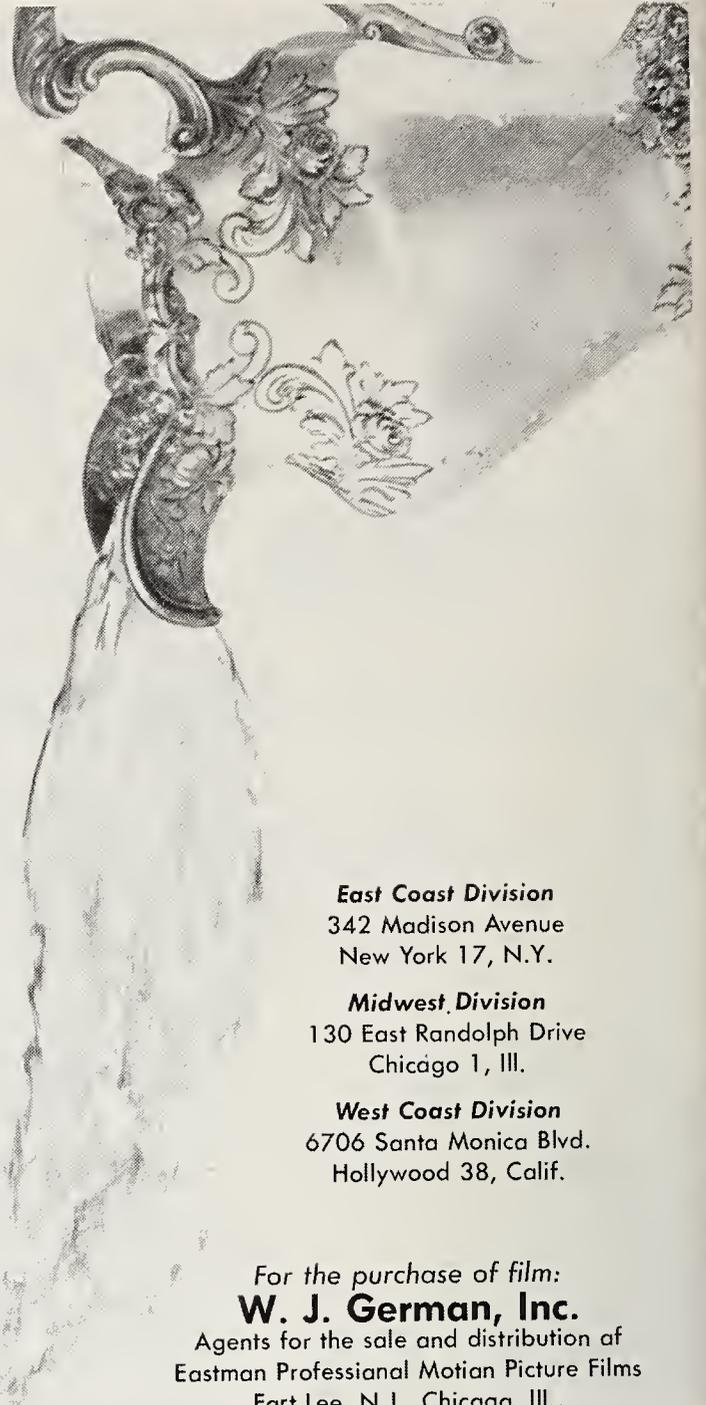
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All  
the News  
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s News



88, NO. 25

NEW YORK, U.S.A., FRIDAY, AUGUST 5, 1960

TEN CENTS

## Talk on Coast

## Vogel Points to GM Assets of 12,000,000

## TV Vital in Present Future of Company

By ETHEL ROSEN

HOLLYWOOD, Aug. 4. — "Metrovyn-Mayer today has assets of approximately \$112,000,000, including cash and securities of about \$35,000,000," Joseph R. Vogel, company president, told members of Los Angeles Society of Security Analysts, at a luncheon meeting today in the Biltmore Hotel.

Vogel, continuing his up-report on status of company and  
(Continued on page 2)

## Hollywood 'Spiritual' to Japan: Shimizu

From THE DAILY Bureau  
LOS ANGELES, Aug. 4.—Leaders of the film industry in Japan considered Hollywood the "spiritual capital" of the motion picture industry, Mas-Shimizu, president of Japan's largest entertainment empire, said today at a press conference in  
(Continued on page 6)

## Continental Dist. Sets

## First Sales Convention

Continental Distributing, Inc., will hold its first sales convention from August 17 through 21st, in Asbury Park, N.J., as announced here by Carl Peppernorn, vice-president in charge of

the meetings will be held at May-  
(Continued on page 6)

TELEVISION TODAY—page 6

## Opposition To N.Y. Minimum Wage Hike Voiced by Industry Spokesmen

Special to THE DAILY

ALBANY, Aug. 4.—"Deep concern" and "opposition" to the proposed minimum wage order 8-A, which, effective Oct. 1, provides a \$1 hourly minimum for five categories of motion picture theatre workers not presently receiving that salary, were voiced at a public hearing here today.

## Myers' Replacement

## On Allied Board Agenda

Special to THE DAILY

CHICAGO, Aug. 4.—Some sentiment against the employment of an attorney as a replacement for Abram F. Myers, retired chairman and general counsel of Allied States, was manifest with the arrival here today of Allied directors for their summer board meeting, to be held at the Sheraton Blackstone Hotel here tomorrow and Saturday.

Informal expressions encountered centered on the supposition that Myers may be persuaded to continue as consultant to Allied and that the  
(Continued on page 7)

## Franken Resigns NT&T Promotion Position

From THE DAILY Bureau

HOLLYWOOD, Aug. 4. — The resignation of Jerry Franken as head of the advertising-publicity-promotion department of National Theatres & Television, Inc., and National Telefilm Associates, Inc., was announced here today.

Franken joined NTA in February  
(Continued on page 6)

Deputy industrial commissioner Jules Loos presided at the 40-minute session. Three persons representing exhibitors appeared, two of them speaking.

Elias Schlenger, Fabian division manager, started the hearing by saying, "I have been asked to make this brief statement. Exhibitors all over the state are deeply concerned with the proposed minimum wage order 8-A. D. John Phillips, executive di-  
(Continued on page 7)

## Plans for N.Y. World's Fair Exhibits Told

The motion picture industry was represented at a meeting yesterday of more than 300 persons representing various industrial groups who may become participants in the New York World's Fair of 1964-'65.

Taylor Mills, Motion Picture Association of America director of public relations, heard a prospectus for potential exhibitors presented by Fair officials at meeting in City Building, Flushing Meadows Park, Queens, the site of the Fair. Mills appeared under authority of the MPAA advertising-  
(Continued on page 7)

## Runaway Producing Hit IATSE Officers Are Reelected As Meet Ends

## Resolutions For, Against Pay-TV Are Withdrawn

Special to THE DAILY

CHICAGO, Aug. 4. — The convention of the International Alliance of Theatrical Stage Employees wound up this evening one day ahead of schedule, with the reelection by acclamation, of all its officers.

Considerable discussion followed after the committee on resolutions recommended non-concurrence with a resolution which would amend the constitution to per-  
(Continued on page 2)



Richard F. Walsh

## Academy Is Cool to Awards Change Plan

From THE DAILY Bureau

HOLLYWOOD, Aug. 4. — Reaction was mild here to the recent resolution adopted by Allied Theatre Owners of New Jersey's annual convention which proposed that eligibility rules for Academy Awards be changed to disqualify any films not in general release during the Awards year.

One high Academy official pointed  
(Continued on page 6)

## Pathe-DeLuxe Company Buys Canadian Plant

Special to THE DAILY

TORONTO, Aug. 4.—A new company has been formed which has bought the plant and equipment of Shelly Films, Limited, here. The company, Pathe-DeLuxe of Canada, Limited, which is owned jointly by Pathe Laboratories Incorporated and DeLuxe Laboratories, Inc., of Hollywood,  
(Continued on page 7)

## REVIEW:

## Ocean's Eleven

Dorchester Prod.—Warner Bros.

IT WAS HIGH time that somebody spoofed the school of crime films in which the whole picture is devoted to the intricate details of the robbery of a store or casino safe ("The Asphalt Jungle," "Rififi," "Seven Thieves," et. al.) And a considerable ribbing is what the genre is subjected to in the new Dorchester Production, "Ocean's Eleven," for Warner Bros. release.

The title is ambiguous and requires clarification. Ocean is the last name of the "hero," the man who organizes the caper, and eleven refers to the number of accomplices in the crime.

In the classic manner of such pictures approximately the first half of the running time (total is just over two hours) is devoted to rounding up the members of the gang, revealing something of their personalities  
(Continued on page 3)

## PERSONAL MENTION

**F. J. A. McCARTHY**, Universal Pictures assistant general sales manager and sales director for "Spartacus," and **JEFF LIVINGSTON**, executive coordinator of sales and advertising, will return to New York today from Jacksonville and Miami.

**ABE BERENSON**, president of Allied Theatre Owners of the Gulf States, has left New Orleans for Chicago.

**ERWIN H. EZZES**, executive vice-president of United Artists Associated, will leave here today for Chicago and Los Angeles.

**LACY KASTNER**, vice-president of Columbia Pictures International, will leave New York tomorrow aboard the "Liberte" for Paris, where he will make his new headquarters.

**IRVING LERNER**, producer-director, will arrive in Madrid at the weekend from New York.

**J. H. "TOMMY" THOMPSON**, partner in Martin & Thompson Theatres, Hawkinsville, Ga., has returned there from Atlanta.

**GILBERT BRANDON**, general manager of Film Transit, Memphis, has returned there with Mrs. BRANDON from Atlanta.

**SHIRLEY MACLAINE** and her producer husband, **STEVE PARKER**, are expected in New York at the weekend from the Coast.

### Piano Record Set

Joe Niland surpassed his world's record for continuous piano playing—73 hours, 5 minutes and 30 seconds—yesterday and kept playing on in his "Song Without End" marathon. The record fell at 1:06 P.M. to the tune of "The Notre Dame Victory March" as a large crowd cheered outside the window of Toffenetti's on Times Square.

### 'Black' Hit in A. C.

Universal - International's "Portrait in Black," which is playing to record U-I business in New York and in other key situations, set a new U-I record at the Roxy Theatre in Atlantic City in its first week, grossing \$17,126, which topped the previous U-I high of "Magnificent Obsession" by almost \$2,000.

## I. A. Officers

(Continued from page 1)

mit locals to take a strike vote. Delegate George Waugh, of Local 702, asked for concurrence to give locals the power to thwart employers' delaying tactics in negotiations.

Delegate Herbert Aller of Local 659, recommended caution before striking, pointing out that employers with interests on the West and East coasts could shift to the West Coast if struck in the East. Thus, he said, the support of the international is needed to control all strikes. President Richard Walsh pointed out that 30 years of experience in strike action has taught that a neutral look of the international president is the wisest course.

### Actors' Tax-Dodge Opposed

The sternest words of the day were saved for Resolution 28, recommending to Congress that an American citizen residing outside the U. S. shall be entitled to no tax exemption until he has been a non-resident for 10 years. The committee recommended concurrence in this resolution and referred it to legal staff, stating "we condemn in the strongest terms possible the practice of certain actors who, for personal gain, go abroad to make pictures for American consumption, which use foreign labor at the expense and sacrifice of American workers who rely on domestic production." President Walsh called this about the strongest language to come before the convention.

Resolutions 34 and 38, one calling for no action opposing pay-TV, and the other favoring it, were withdrawn to be worked out within the framework of the international.

Resolution 36, calling for Federal laws against runaway production was referred to the general office.

### Points to Technicolor Deal

Delegate John W. Lehnert of Local 776, stated that runaway production is an increasing problem on the West Coast, not only for the I. A. but for other industries as well. He cited an impending deal of Technicolor, Ltd., between England, France and Italy to lure American production abroad as a new threat to Hollywood. He stated that Hollywood employers, too, are aware of the ruinous competition of lower wages of foreign picture making and are organizing for combat.

Officers of the I.A.T.S.E. are, in addition to president Walsh, Harland Holmden secretary-treasurer; Walter F. Diehl, assistant international president; James J. Brennan, Carl G. Cooper, Harry J. Abbott, Orin M. Jacobson, Hugh J. Sedgwick, Albert S. Johnson, John A. Shuff, LeRoy Upton and Louis Wright, vice-presidents.

## Remodeled Baltimore Theatre to Reopen

Special to THE DAILY

BALTIMORE, Aug. 4. — The remodeled Edgewood Theatre, 500-seat house in the outlying section of Baltimore, plans to convert to an art theatre around Labor Day. It is one of the chain of Durkee Enterprises, with Bill Hewitt, Jr. as manager.

The recently formed Baltimore Film Society dedicated to bring earlier-day classics to the screen, will present its programs at the Edgewood instead of at the Perry Film Center as originally scheduled. The initial show under auspices of the society is set for Sept. 12 with an attraction to be announced.

## Mich. Allied to Give 2nd Annual B-B Award

Special to THE DAILY

DETROIT, Aug. 4.—When Allied Theatres of Michigan meets for its 41st annual convention there will be an award to the theatre manager or owner who comes up with the business building idea adjudged best. This is the second year for such an award.

As last year the donor of the inscribed silver and marble trophy is Lee Artoe, president of Electro Carbons.

It will be presented by a Hollywood actress at the concluding dinner-dance, Oct. 13, the second and final day of the affair at the Sheraton Cadillac Hotel.

## Pledge Strong Drive for Rogers Hospital in N.O.

Special to THE DAILY

NEW ORLEANS, Aug. 4.—A large and enthusiastic group of distributors and exhibitors of the area attended a preliminary meeting here in Hodges Screening Room and pledged full support to the combined Will Rogers Hospital's audience collection and Christmas salute. The conclave was under the direction of George Pabst, UA branch manager, and area distributor chairman of the campaign. He was assisted by exhibitor co-chairmen of the area, Kermit Carr, president of Paramount Gulf Theatres, and T. G. Solomon, president of Gulf States Theatres.

The group viewed the 1960 trailer narrated by Shirley MacLaine.

## 2nd 'Lovers' Record

Jerry Wald's production of "Sons Lovers" established the second record in a row in its second day at the Beekman Theatre here with a gross of \$1,960, topping the opening day, which was \$1,860.

## Vogel Address

(Continued from page 1)

industry in general, as he did previously for the Analysts Club in York, reported in the MOTION PICTURE DAILY issue of July 8, pointed out that MGM's current liabilities approximately \$31,000,000 still the company working capital of over \$80,000,000.

Adding non-current assets and current liabilities, he said, total value is almost \$88,000,000, or approximately \$35 per share.

Vogel said television is certainly a major factor in MGM's present future. Up to present time, MGM earned \$34,000,000 in rentals of pre-1949 features and shorts, and contracts which will earn another \$24,000,000, he said.

MGM also is producing series specifically created for TV, said Vogel.

Discussing the matter of "runaway production," Vogel predicted an increase of this form of activity rather than the decrease so widely demanded by unions.

## Canada Dry 9-Months Earnings All-Time High

Canada Dry Corp. yesterday reported all-time record high earnings and sales for the nine months ended June 30. Earnings rose more than 100 per cent over the same period a year ago to \$2,501,210, equivalent to 85¢ per share after provision for U.S. foreign income taxes and preferred stock dividend requirements. For the comparable period last year, earnings amounted to \$2,152,715, equivalent to 75¢ per share after taxes and preferred dividends.

In a report mailed to stockholders from here, the company showed \$911,978, up more than 8 per cent over the \$69,138,045 reported for the nine-month period of the previous year.

## 'Table' Set Back Here

The Rank Organization's "Captain's Table," originally scheduled to open Aug. 8 at the 68th St. Playhouse here, has been set back indefinitely due to the excellent business currently being done by "Oscar Wilde" at the theatre. A new opening date for "Table" will be announced shortly.

## NEW YORK THEATRE

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"BELLS ARE RINGING"

An ARTHUR FREED PRODUCTION starring

JUDY HOLLIDAY • DEAN MARTIN

from M-G-M in CinemaScope and METROCOLOR

ON THE GREAT STAGE "HAWAII, U.S.A."

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## Vancouver's Film Fete Honors 6 Productions

Special to THE DAILY

VANCOUVER, B. C., Aug. 4.—Czechoslovakia, Poland and are represented in the awards voted at the Vancouver International Film Festival. Judges were: Powell, film critic of the London *Times*; George Stoney, American film director and producer, and Les Topshee, executive director of Canadian Film Institute. "Shes and Diamonds," the major film entered by Poland this year received the Canadian Federation of Film Societies award. The major documentary award went to the Canadian entry, "Universe," a national Film Board production. Czechoslovakia was honored in the short fictional category for its "Prokoup, Acrobat." Italy's "Mouse and Cat" received the children's film plaque. The amateur entries received awards: Italy's "Marco of the Sea" and Canada's "The Puppet's Dream."

## Illegals Has Bow

ST. LOUIS, Aug. 4.—"College Confidential," Albert Zugsmith production released by Universal-International, has its world premiere at the Gateway Capitol Theatre here tonight, launching a series of territorial openings which will be followed by similar territorial kickoff in Cincinnati and Indianapolis.

## Terrace' Outgrossing Lions' and Peyton Place'

From the Terrace" is outgrossing Century-Fox's "The Young and the Rubidious" and equalling in many engagements, the film company's all-time champion, "Peyton Place," it is reported. At the Palace Theatre in Dallas, "Terrace" had \$20,767 to "Lion's" \$17,000 and "Peyton's" \$13,058; at the Majestic Theatre in Charlotte, "Terrace" reached \$8,264 to "Lion's" \$6,000; at the Fox Theatre in Atlanta, "Terrace" was \$27,851 to "Lion's" \$19,000.

At the Alabama Theatre in Birmingham, "Terrace" hit \$22,530 to "Lion's" \$12,564; at the Paramount Theatre in Nashville, "Terrace" led \$19,039 to "Lion's" \$6,998; at the Miracle Theatre in Miami, "Terrace" had \$11,652 to "Lion's" \$8,000; at the Loyola in Los Angeles, "Terrace" was \$12,122 to "Lion's" \$11,673 and "Peyton's" \$7,000.

## Hollywood Theatre Front

HOLLYWOOD, Aug. 4. — Herbert Sher's Beverly Canon Theatre, which recently was refurbished with deluxe seats and new carpeting, completed the construction of a decorative front for the Hollywood premiere of "Hiroshima Mon Amour," on Aug. 11. The work consisted of rebuilding the marquee; a spacious box-office with two tiered windows in the event of a red seat policy, and the reconstruction of the outer lobby.

## Ocean's Eleven

(CONTINUED FROM PAGE 1)

and past lives, and then having them map out their elaborate scheme to net millions in illegal cash. The last half of the picture is then given over to showing every step of the robbery itself and its aftermath, which is always designed to prove that crime doesn't pay.

In this instance, of course, it is all in fun. Harry Brown and Charles Lederer, who wrote the screenplay from a story by George Clayton Johnson and Jack Golden Russell, start making with the jokes right away. The members of the gang were all buddies in World War II, having belonged to the same commando battalion in the 82nd Airborne Division. And it is part of the jest that they plan the hold-up as they would a commando raid and that they set out to rob no one but five (5) gambling casinos simultaneously in Las Vegas on New Year's Eve!

All the "gangsters" are different types, ranging from a former racing car driver to a playboy with a rich mother, an ex-professional baseball player, and a motion picture stuntman, no less. They do have one thing in common, however: They make glibly with the cascade of wisecracks so generously supplied throughout the entire script.

But the cream of the jest in "Ocean's Eleven" is in the casting of the members of the gang, many of whom belong to the group known widely to the public as the Sinatra Clan. Frank, himself, plays Danny Ocean and he is attended by Dean Martin, Sammy Davis, Jr., Peter Lawford, and Joey Bishop, all members in good standing of the Clan. There is also a brief and uncredited appearance by Shirley McLaine, another Clan associate, who plays an inebriated miss having a good time at Las Vegas. The other gang members include Richard Benedict, Richard Conte, Henry Silva, Buddy Lester, Norman Fell and Clem Harvey, all now entitled to be at least honorary members of the Clan.

THE ACTORS give the appearance of enjoying themselves in this jape, which was filmed on location in Las Vegas in Technicolor and Panavision. Red Skelton and George Raft appear as themselves; Akim Tamiroff and Cesar Romero play "respectable" racketeers, and especially amusing is Ilka Chase, as the much-wed mother of Lawford about to take the plunge again with Romero. There is also a good performance by Angie Dickinson as the estranged wife of Sinatra, and Patrice Wymore is decorative as a girl friend of Sinatra. The latter, by the way, does not sing in this picture but Martin and Davis have a tune apiece.

Intended strictly as a spoof, "Ocean's Eleven" keeps that approach all the way. The robbery is carried off amid many ridiculous coincidences and utterly implausible happenings. The ending is ironic and absurd with the ill-got money being destroyed in a surprising way. Nor do the police catch the criminals, who to all appearances get off scot-free.

As satire, "Ocean's Eleven" has its weaknesses: It is too long for such a thin joke and its jabs at its target are only skin deep. Obviously, however, producer-director Lewis Milestone meant it that way. Not having to take it seriously, audiences will enjoy this film all the more. Running time, 127 minutes. Release, in August.

RICHARD GERTNER

## 'Bellboy' Scored for 'Anti-Candy' Sequence

Special to THE DAILY

CHICAGO, Aug. 4.—A strong protest has been entered for the confectionery industry against a sequence in the film, "The Bellboy." The protest was made by Victor A. Bonomo, chairman of the board of the National Confectioners Association. He said that the sequence lasted two or three minutes and it indicated that candy was responsible for obesity.

In a telegram directed to Jerry Lewis, producer and director of the film, Bonomo said, "Thousands of candy producers are greatly disturbed by the serious damage you have unintentionally inflicted on the confectionery industry by the negative sequence on candy in your film, 'The Bellboy.' Since candy sales represent a major income item to theatre owners, you

## L.A., Canada Facilities For Producing Artists

Producing Artists, Inc., has completed the first step in its expansion program by obtaining production facilities on the West Coast and in Canada. Martin Low, president of the commercial film production company, announced here.

Low has closed working agreements with Charles Cahill and Associates, Inc., Hollywood, and Peterson Productions, Toronto. Negotiations are currently under way on similar arrangements in Paris and in London for international production.

"We have, in effect, hurt your own industry. We suggest a personal meeting between yourself and the candy industry representatives to discuss possible remedy to this very serious situation."

## PEOPLE

Luigi Luraschi, head of the censorship and international departments at the Paramount studios, has tendered his resignation, effective Sept. 2. He will join Dino De Laurentiis Productions in Rome as associate producer of that organization's English-language films which will be aimed at the international market.

Jaek Vaughn, former booker for 20th Century-Fox in Atlanta, has joined Georgia Theatre Co. there as assistant to Foster Hotard. He replaced Doug Beshers.

Jean Mullis, president of the Atlanta chapter, Women of the Motion Picture Industry, has presided at the first business session of the organization, held at the Y.M.C.A.

Lou Marks, formerly of Detroit, has taken over the duties of John J. Maloney as M-G-M central division manager in Pittsburgh. Maloney retired after 38 years with the company.

Bob Vickers, formerly manager of the Florida Theatre, Vero Beach, has been named manager of the Beach Theatre, near Jacksonville.

## Musicians Election Set For September 7-8

From THE DAILY Bureau

LOS ANGELES, Aug. 4. — The election for musicians employed by seven major Hollywood studios and also by Universal will be held on Sept. 7 and 8, according to a decision of the National Labor Relations Board Regional Office here. The election dates are subject to approval by the NLRB in Washington.

Polls will be open at the National Labor Relations Board office here between 10 A.M. and 10 P.M. on each of the two days. The election was scheduled after it was requested by the American Federation of Musicians, which, following a labor dispute in 1958, lost its bargaining rights in the major studios to the newly formed Musicians Guild.

## Cinema to Open Aug. 11

POMPANO BEACH, Fla., Aug. 4. —The new Cinema Theatre, now being erected here by the Smith Management Co. at a cost of \$450,000, failed to meet its opening date of June 30 because of construction delays, and a new opening date of Aug. 11 has been scheduled for the area premiere of "Ocean's 11." Managed by James F. Sharkey, former industry executive in Detroit, the Cinema will seat 1,500 patrons and have a 2,000-car parking lot.

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WILLIAMS with HERMIONE BADDELEY

Based upon the play "MATILDA SHOUTED FIRE" by Janet Green

A Universal-International Release



IN EASTMAN  
COLOR!

## Academy Cool

(Continued from page 1)

out that "The Bridge on the River Kwai" was being exhibited on a road show or hard ticket policy two years ago when it was an outstanding Academy Awards winner. He said that it could hardly be argued that the Awards it won contributed to the healthy business the picture did when it went into general release subsequently.

The same official predicted that this experience will be duplicated by this year's outstanding Awards winner, "Ben-Hur," when it eventually goes into general release.

The official said, however, that he could not speak for the Academy on such a matter in advance. No proposal to change the Awards eligibility rules has been received from New Jersey Allied yet, he said, and when and if it is, it would have to go before the Awards committee to be acted upon.

## TV Pre-Release Drive Slated for 'Navarone'

An extensive television program coverage has been set as part of the pre-release campaign for "The Guns of Navarone" in discussions just completed in England between Carl Foreman, writer-producer of the film, Irving Rubine, vice-president of Highroad Productions; Jonas Rosenfield, Jr., executive in charge of advertising and publicity for Columbia Pictures, and other European publicity representatives for Columbia.

The picture, designed for Columbia release next winter, is in the final stages of production at the Shepperton studios outside London. Detailed planning is now being completed for a parallel TV promotion campaign, it was revealed yesterday by Rubine as he returned here from the conferences in London.

### Six Multi-Tongue Subjects

In preparation for distribution throughout the world, Rubine explained, are six different multi-lingual subjects. Five of these were made during the three months of filming "The Guns of Navarone" on exterior locations in Greece, by John Schlesinger, British documentary and TV producer. One of the subjects is a special 18-minute film in color, tentatively titled "Honeymoon in Rhodes," and will be available for theatrical use as well as TV distribution.

## Huffer with KERA-TV

DALLAS, Tex., Aug. 4.—Raymond C. Huffer has been named program director for Dallas' new educational television station KERA-TV, Channel 13. Mr. Huffer comes to KERA-TV from Lubbock, Tex., where he has been promotion manager for Texas Telecasting since 1957. From 1946 to 1952, Huffer was with WFAA radio and TV, Dallas, as promotion manager and production manager, respectively.

# AROUND THE TV CIRCUIT

with PINKY HERMAN

THEY came thisaway, podner, and what's more, them thar adult westerns aim to stick around for a spell longer. Newest ABC-TV series, "Stagecoach West," will debut Tuesday, Oct. 4 (9-10 P.M.) for Brown & Williamson Tobacco and will star Wayne Rogers as tough young "Masterwhip." . . . Teresa Brewer's wax effort for Coral, "Anymore," shows she can still trill with the best of vocalists. . . . Elton H. Rule, for the past eight years gen. sales mgr. for KABC-TV, Hollywood, Cal. has been upped by James G. Riddell to gen. mgr. succeeding S. J. Seligman. . . . Max Liebman will produce a second full hour TVariety program for U.S. Steel, "Step On The Gas" (story of the American motorist) co-starring Jackie Cooper and Jane Powell slated to be CBSeen in October with musical direction by Charles Sanford; the show goes into rehearsal next Friday. . . . When NBChieftains, on a pretty good hunch, decided to have a telefilm ready, in the event that Henry Cabot Lodge would be nominated as running mate for Richard Nixon, they alerted the "Project 20" crew to compile numerous stills depicting highlights of Lodge's career. In less than 24 hours, K. & W. Film Service, utilizing its fully automatic camera stands and the process which enabled "Project 20" to capture last year's Sylvania Award (for documentary subject) the special film was completed and airmailed to Chicago for airing at the Republican Convention. . . . Mel Ball is the name he uses on his popular songs (latest is "Let's Do The Boom-Cha-Boom") but Anthony Franchini is one of the finest musicians in the country. Featured violinist with the Houston, El Paso and Phoenix Symphony Orchestras, "Franchi" is now rounding out his third year with the Mantovani Orchestra. . . .

☆ ☆ ☆

Mike Merrick, Harry Belafonte's right hand man and promotion plenipotentiary extraordinaire, wires us from Manila that he's held press meets with ye fourth estangers in every city in the Far East exchanging toasts (strike that), exchanging info and data on editorial promotion, etc. He just left Australia for Israel and plans to arrive home around Labor Day. . . . Director of the successful quizzer "NBConcentration" for the past two years, Van Fox will leave the show next week to take over the megging chores for the new "Jan Murray-Charke Account" audience-participator, Jack Farren has tabbed Ted Nathanson to succeed Van. . . . Just occurred to this scribbler that with so much experience as an actor and skilful dialectician plus his gift of gab and wide knowledge of music, Sam Raskyn looms as a natural for disk jockeying. . . . Pat O'Brien will star in a new TV series, "Harrigan & Son," created by Cy Howard and produced by Desilu Prod. to ABCommence Friday, Sept. 30 for Reynolds Metals. . . . Accepted Ed Wiener's invite to visit "Freedomland" last week and still thrilled at the spectacular scenic replicas of the old west and the fine music dispensed by Maestro Paul Lavalle's many musical groups. . . . Merv Griffin's new singing discovery, Vince Mauro (he used to be a Page Boy at NBC) is now a regular on "Play Your Hunch." (other former NBC pages who made good include Ted Steele, now gen. mgr. of WNTA and Gordon MacRae).

## Harrisburg Regent Sold; Will Be Razed

Special to THE DAILY

HARRISBURG, Pa., Aug. 4. — Loew's Regent Theatre and the adjoining parking lot owned by Cardinal Amusement Co., New York, parent company, was sold today. The theatre will be closed permanently at the end of August, and the building razed, along with other properties, to provide a parking lot by the purchasers, Central Parking, Inc. The 48-year-old theatre was erected as the Star Theatre in 1912 by the late Peter Magaro, who operated it under that name until he changed it to the Regent in 1915. The theatre was enlarged six years later and named the New Regent, and in 1926 Magaro sold a controlling interest to Cardinal.

## Continental Dist.

(Continued from page 1)

fair House, the home office of Walter Reade, Inc. Sales representatives from throughout the United States and New York office department heads will attend. During the course of the convention, screenings of important forthcoming Continental releases will be held.

## Franken Resigns

(Continued from page 1)

of 1959 and moved to California last October, when NTA transferred its sales headquarters to Beverly Hills. NTA is now in the process of returning its sales and advertising headquarters to New York and Franken is remaining in California because of personal reasons.

## Shimizu Tall

(Continued from page 1)

the Redwood Room of the Roosevelt Hotel. The Land of Nippon, added, acknowledges the leadership of the American industry even though Japan "has surpassed America in annual film volume, having released 400 films last year to 7,000 theatres which draw more than 100,000 in audience daily."

### Cites Unifying Influence

In Los Angeles for opening newly-named Toho Labrea Theatre formerly the Art Labrea, which has just been acquired by Shimizu's organization, Toho Company, Lt. Shimizu, who arrived last night, declared, "We have learned much of your way of life through hundreds of your films that have been shown in our country. Now, through our pictures we hope to reverse the process somewhat. I remain thoroughly convinced that there is no other enterprise which so unites nations and promotes international friendship among people of the world."

Shimizu, Tokyo industrialist, whose organization distributes 75 per cent of all foreign films, including American-made product, to Japanese theatres, stated much of western culture had come to Nippon through the contribution of U.S. motion pictures.

### Accompanied by Stars

Accompanying Shimizu is Toshi Mifune, top Japanese male star, a Misao Kamijo and Kumi Muzno, two of Toho's promising young starlets. Mifune is star of "The Rikisha Man" the premiere attraction to Toho Labrea which was acquired by the Toho company last week for a reported \$350,000, believed to mark the first instance of a foreign film company purchasing an American theatre for exhibition of their own product.

Shimizu stated that Toho is now negotiating for further acquisition of theatres in New York and Chicago.

### Japanese TV Hurts Somewhat

Although television has not yet made serious inroads on the film business that it has in U.S., Shimizu it be known that TV in his country had already caused a drastic drop in business of more than 15 per cent. "We are, of course, getting into TV production ourselves. Meanwhile, we are taking steps to protect ourselves. The six major film companies in Japan have an agreement between them not to release any of our product to TV and we have asked the MPPA not to sell any of U.S. pictures to the six commercial and government-operated stations now active in Tokyo," he said, and added, "None of our big film stars are appearing on TV. They limit their work to films, which is of great help to us."

Shimizu asserted that the growing number of American films made in Japan had served to promote increasing goodwill and understanding between industries of the two countries.

**'Psycho' Heading for \$100,000 in Brooklyn**

The biggest single day's gross in the history of the Brooklyn Paramount Theatre was set by Alfred Hitchcock's "Psycho" in its opening on Wednesday, according to managing director Eugene Pleshette. Gross for the day was a record \$580 which eclipses the previous time high for the theatre set by "The Ten Commandments." On the basis of this new high mark set by "Psycho," an opening week gross in excess of \$100,000 is predicted.

**Minimum Pay**

(Continued from page 1)  
 The Metropolitan Motion Picture Theatres Association will appear at the (Friday) hearing in New York City and present a brief on behalf of all the industry.  
 Charles Horwitz, personnel director for Schine Theatres, Gloversville, asked for "elimination" of the provision for the four-hour "Daily Train" applying to ushers. This means that when ushers are summoned to work, they must be paid a minimum of four hours if the theatre operated full time. For night-time ushers, they must be paid a minimum of two hours.

**Horwitz Tells of Paper Work**

Horwitz also commented, "I wish we could make all minimum wage ushers uniform. If you had any idea of the amount of paper work placed on a manager when there is a minimum wage order for the amusement recreation industry, another for building trades, and a third for retail trade, you might understand why we think greater uniformity is desirable." Covered in the "retail trade" minimum wage orders are employees of theatre concession companies, it was explained.  
 Managers, Horwitz continued, are primarily involved in the amusement-recreation industry minimum wage order. They find it "very difficult" to understand why there are these minimum wage orders requiring attention. "Uniformity would be desirable," Horwitz declared.

**Answered by Lefkowitz**

Rome Lefkowitz, associate counsel for the State Labor Department, replied that the provisions of the wage orders are the result of recommendations made by individual boards for the various industries and acts. "The provisions cannot be uniform for all," he stated.  
 Lefkowitz then made a specific plea for the exemption of ushers.  
 "I feel this seriously morally and every other way—you are wiping out employment for these ushers," commented Horwitz. "They are young men, not adults with families to support and for whom higher wages would be necessary," he added.  
 The Schine Circuit spokesman

**U.S. Wage Legislation Draws C. of C. Fire**

From THE DAILY Bureau

WASHINGTON, Aug. 4. — The U. S. Chamber of Commerce has reminded its members that minimum wage legislation is "on the Kennedy-Johnson priority list" for Senate action. The measure passed by the House, and the bill pending in the Senate, would not alter the status of the motion picture industry.

The chamber expressed fears that new wage legislation "would spark more inflation and more unemployment." It cited as evidence of this some comments made by the Pennsylvania State Employment Bureau concerning the impact of recent extension of the state's \$1 hourly minimum wage law which became uniform throughout the state this year. The bureau said that "because of minimum wage regulations forcing a higher wage scale," retail stores are trying to hold sales forces down.

**London 'Alamo' Benefit**

John Wayne and his Todd-AO production of "The Alamo" will play host to Princess Margaret and her husband, Antony Armstrong-Jones, at its European charity premiere October 26 at the Astoria Theatre in London. The opening of the United Artists release will be sponsored by Variety Tent for the benefit of the Invalid Children's Aid Association.

**'Gantry' Big in Phila.**

"Elmer Gantry" has registered the highest gross in five years at the Stanton Theatre, Philadelphia, with a first week total of \$28,884, according to United Artists.

raised the further point of "apprenticeships" for ushers, their hourly salary to be less for "the first two or three months" than after they had gained experience and therefore would be more useful.

The Assembly Rules Committee bill, recommended by Governor Nelson A. Rockefeller, passed by both houses of the legislature, and signed by him in April, makes provision for "apprentices." Lefkowitz interjected that "apprentices" are those recognized as such as federal and state governments. Motion picture theatre workers are not so recognized, Lefkowitz emphasized.

At the hearing's conclusion, the consensus seemed that motion picture theatre workers would not be exempted from the provisions of the new statute. It extends the \$1 hourly minimum to 700,000 additional workers, according to Governor Rockefeller's message of approval.

The classes of theatre workers whose salaries were not upped to the \$1 minimum, Mar. 1 last, are ushers, ramp attendants, children's matrons, messengers and other unclassified employees.

The industry could press for an amendment—as it unsuccessfully did, via COMPO, this year at the 1961 session of the legislature.

**N.Y. World's Fair**

(Continued from page 1)

publicity directors committee, of which Martin Davis, Paramount Pictures national director of advertising, publicity and exploitation, is chairman.

Mills will report back to the committee which, in turn, will consider what the industry's position might be with respect to participation and, if so, to what extent.

Exhibitors at the Fair will be charged \$4 per square foot for space. Exhibit structures will be permitted to use only 50 per cent of the space rented. Structures will be limited to four floors or 80 feet in height. Many new facilities and access roads, involving millions in construction costs are planned for the Flushing Meadow site.

**Pathe, DeLuxe**

(Continued from page 1)

Chicago and New York, will operate under the direction of Roger Beaudry, as vice-president and general manager. Beaudry was formerly with Shelly Films Limited.

Pathe-DeLuxe is retaining virtually all of the personnel formerly employed by Shelly Films Limited. The new company will continue to function as a motion picture and sound laboratory. Leon C. Shelly is setting up his own independent office, as Leon Shelly and Company, and will act as a general sales agent for Pathe-DeLuxe.

**A. F. Myers**

(Continued from page 1)

organization could retain legal services if, as and when needed. A board chairman could be elected from among the membership officials, it was argued, and the post of general counsel could be eliminated without inconvenience to the organization.

It was apparent that there is no possibility of an early return to Allied membership of the Western Pennsylvania and New England organizations which resigned following the last annual election of national officers. Neither organization will be represented at the weekend meeting here and, it was further learned, the national organization did not extend invitations to either to attend.

Directors predicted that the Allied board will vote a purse to Myers in appreciation of his 31 years of service to the organization, and that it may initiate plans for an industry testimonial to him of some sort, probably in the form of a banquet, proceeds from which would make up part of the purse.

**Rosary for Mole Today**

HOLLYWOOD, Aug. 4. — Rosary for Peter Mole, 66, partner in the firm of Mole-Richardson, who died Tuesday following a heart seizure, will be recited tomorrow at 8 P.M. in St. Francis de Sales Church, Sherman Oaks.

Something  
 Personal and  
 Pleasure-Full

is going to happen to you when you see "IT STARTED IN NAPLES." Louella Parsons says: "IT STARTED IN NAPLES' IS ABOUT AS GOOD AS AN ACTUAL VISIT TO THE BAY OF NAPLES AND THE BLUE GROTTO AT CAPRI." You're in for a new kind of movie experience as you chortle over this highly irregular adventure.

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1960  
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# MOTION PICTURE DAILY

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and  
to the  
Point



All  
the News  
That  
s News



88, NO. 26

NEW YORK, U.S.A., MONDAY, AUGUST 8, 1960

TEN CENTS

**TUTORIAL**  
**Long Way to  
in a Cat**

By Sherwin Kane

Hollywood IATSE locals are likely to solve their problems resulting from the production of American films outside of this country by the methods they are attempting to present. I condemn all American producers abroad; to consider labeling it "foreign" and boycotting it; to denounce those members of a fellow workers' union, the Screen Actors Guild, who feel obliged to work abroad during their limited years of earnings, and to advocate Federal legislation which would be tantamount to depriving those actors and actresses of their American citizenship. It is almost certain to aggravate rather than alleviate these problems. Richard Walsh, IATSE president, has led the measure of his status-quo at the organization's convention in Chicago last week when he reminded the fiery-eyed Hollywood delegates that producers and writers also have their problems, and he backed the scrapping of the worst of the Hollywood resolutions.

The studio locals' chances of easing the problems related to production abroad would be improved if they directed their efforts to the passage of Federal tax relief legislation for actors which would entitle them to at least as much consideration as the tax laws afford oil well.

**World Leaves Fox Lot  
Office Space Row**

From THE DAILY Bureau

HOLLYWOOD, Aug. 7. — Jerry Wald, disturbed by a continued need for larger operational office space, made the remark by an unnamed 20th-century studio executive that he might "quit" "sometime in the future," has announced his effects in preparation to leave off the lot. Wald was reported at the weekend gathering here for the arrival of Spyros Skouras tomorrow for a "show-down" regarding his unsigned agreement to make 12 features for 20th-century and a number of TV shows.

## Warn of Many N. Y. State Theatre Closings If Minimum Wage Law Stands

By SAUL OSTROVE

A huge number of motion picture theatres throughout the state will be forced out of business unless New York's proposed \$1 hourly minimum wage law, effective Oct. 1, grants immunity for five categories of theatre workers not presently receiving that salary, industry spokesmen testified here Friday at a public hearing.

## \$100,000 Drive For 'Song' Here

By SIDNEY RECHETNIK

The world premiere engagement of William Goetz' "Song Without End" will begin Thursday at the Radio City Music Hall backed by an advertising and promotion budget of more than \$100,000, Robert S. Ferguson, national director of advertising, publicity and exploitation for Columbia, revealed at a trade press conference in the company's home office projection room here Friday.

Ferguson detailed the picture's



Robert Ferguson

(Continued on page 5)

The additional 25 cents an hour that would have to be paid to ushers, matrons and the like, would be too great a burden for theatre owners to carry, in the face of decreasing attendance and rising costs, the theatre men told the committee headed by Jules Loos, deputy industrial commissioner.

D. John Phillips, director of the Metropolitan Motion Picture Theatres Association, read a long statement,

(Continued on page 6)

## Early Action Is Likely On Federal Wage Bill

By E. H. KAHN

WASHINGTON, Aug. 7. — As the Senate meets after a five-week recess, there is no indication of the exact day on which it will take up the minimum wage bill sponsored by Presidential candidate John Kennedy (D., Mass.). It is likely to be placed on the agenda for early action. This

(Continued on page 6)

## French Industry Still Grows Despite TV; 125 New Theatres Were Opened During 1959

Special to THE DAILY

PARIS, Aug. 4 (By Air Mail)—French film exhibition is still expanding despite the growth of television, according to the annual statistical survey of the National Center of Cinematography. As of the beginning of this year, there were 1,368,145 TV receivers in France, of which 14,173 were in public places. This works out to about 32 or 33 persons per set in France in the spring of 1960, compared with 3.3 in the U.S., 5 in England, and 16.3 in Germany.

Despite this, in 1959, 125 new theatres opened in France, making a total of 5,834 with total seating capacity of 2,807,387. In addition, there were over 3,000 licensed places for showing 16mm films.

In regular theatres in metropolitan areas, equipped for showing 35mm films, 352.3 million admissions were paid in 1959—about 20 million less than a year earlier. Gross receipts did not decline proportionately since the average admission rose. The average French citizen between 15 and 64 went to the movies 12.6 times during the year. On a total population basis, the statistical average of attendance was 7.8 times annually.

During 1959, France admitted 271 foreign features and 90 short subjects. This was an increase of 20 features from the previous year, but a drop of 7 shorts. At the same time, 68 wholly French films were produced and 35 were co-produced with a French majority interest, for a total of 103. Co-productions with non-French majority interest totaled 30.

## Salaries Up 10% Extras Guild And Producers In 4-Year Pact

Covers Theatrical and TV Films; Welfare Plan Set

From THE DAILY Bureau

HOLLYWOOD, Aug. 7. — The Screen Extras Guild, the Association of Motion Picture Producers and the Alliance of Television Film Producers on Friday reached a four-year agreement covering extra players in all forms of motion pictures.

The new contract will be in effect until June 30, 1964. Minimum salaries in all categories have been increased 10 per cent starting June 1, 1960, with an additional 5 per cent for the last two years of the contract.

The extras will be participants in

(Continued on page 4)

## Services Held for Louis Kerasotes, 77

Special to THE DAILY

SPRINGFIELD, Ill., Aug. 7.—Funeral services were held here Friday for Louis G. Kerasotes, 77, of this city, retired partner in the Kerasotes circuit in Illinois, who died here suddenly Tuesday, Aug. 2, as the result of a stroke. Louis was associated with his brother, Gus, in the theatre business for many years, and was preceded in death by brother Gus on last May 19.

Funeral services were held at the

(Continued on page 4)

## Large Arizona Studio To Be Built by Altose

Special to THE DAILY

PHOENIX, Ariz., Aug. 7. — Plans for the construction here of a \$2,000,000 studio to be devoted to production of theatrical and television films has been announced by Kenneth Altose, president of Phoenix Film Studios, which recently produced "Four

(Continued on page 4)

TELEVISION TODAY—page 5

## PERSONAL MENTION

**JAMES H. NICHOLSON**, president of American International Pictures, and **SAMUEL ARKOFF**, vice-president, returned to New York at the weekend from Europe.

**JONAS ROSENFELD, Jr.**, Columbia Pictures executive in charge of advertising and publicity, will return to New York today from Europe.

**T. J. HOWELL**, secretary of Paramount Gulf Theatres, New Orleans, has returned there from Memphis.

**CARL PEPPERCORN**, Continental Distributing vice-president in charge of sales, left New York over the weekend for Toronto.

**OTTO PREMINGER**, who left New York at the weekend for Europe, will return here on Wednesday.

**MRS. ALBERT J. KALLIS** has given birth to a boy, **MATTHEW DAVID**, at Kaiser-Permanente Hospital, Hollywood. Father is advertising art director for American International Pictures, while **MISCHA KALLIS**, the grandfather, holds the same post for Universal-International.

**ROBERT COHN**, independent producer, returned to Hollywood over the weekend from New York.

**DIRK BOGARDE**, who portrays Franz Liszt in William Goetz' "Song Without End," returned to London over the weekend from New York via B.O.A.C.

**JUDY AWTRY**, secretary at M-G-M, Atlanta, was married there to **THOMAS DYER**.

**MARY BRIDGES**, secretary at Martin Theatres, Atlanta, has left there for a vacation in Florida.

## EDITORIAL

(Continued from page 1)

depletion now, and to the control and reduction of Hollywood production costs.

The one would bring the actors home to stay; the other, would encourage producers to make every picture in Hollywood that story locales permitted.

Some production will always be made abroad. Not only locales demand it, but so does the health of the industry, including that of Hollywood. If it were not for foreign markets for American films there would be even less production in Hollywood than there is now. Antagonizing those markets inevitably would penalize all American films, and the studio locales, too.

### Fortune Smiles on 'U'

**UNIVERSAL** Pictures' fortunes under the policies inaugurated by president **Milton R. Rackmil** last year continue to be the subject of enthusiastic comment and speculation in trade and financial circles.

With the company, now in the last quarter of its current fiscal year, having reported first half earnings equal to \$4.04 per share, forecasters are predicting a profit in excess of \$6.00 per share for the full year, and there are those who regard that estimate as too conservative.

"Portrait in Black" is proving to be one of those pictures that only the public likes. Universal isn't saving the reviews, but it is confident of a \$4,500,000 domestic gross for the picture. Coming up is "Midnight Lae," starring **Doris Day** and **Rex Harrison**, which will open at Radio City Music Hall in October. The same month, the \$12 million "Spartaeus" will have its world premiere at the DeMille Theatre here. **Theresa Loeb Cone**, feature writer for the Oakland (Calif.) "Tribune," caught the "sneak" preview of the spectacle there a few weeks back and summed up audience reaction by writing, "It is safe to predict that in 'Spartaeus' Universal-International has one of the really big money-makers of all time."

Ready for early release are such top attractions as "The Grass Is Greener," with **Cary Grant**, **Jean Simmons**, **Robert Mitchum** and **Deborah Kerr**, and in production are "The Great Imposter," with **Tony Curtis**; "Romanoff and Juliet," with **Peter Ustinov** and **Sandra Dee**, and "Day of the Gun," with **Rock Hudson** and **Kirk Douglas**.

As much as all this looks like prosperity, add to its potential the fact that Universal in the past two years has trimmed the fat from its operat-

## NAC Trade Show Space Selling Out Rapidly

Special to THE DAILY

**CHICAGO**, Aug. 7.—Approximately two-thirds of the exhibit space at the 1960 National Ass'n. of Concessionaires' trade show has been placed under contract, according to **Russell Fifer**, executive director of NAC, and trade show administrator.

"Indications point to a complete sell-out before the show opens at the Conrad Hilton Hotel here on Nov. 6," Fifer said. The trade show is being held in conjunction with the annual conventions of the NAC and the Allied States Association of Motion Picture Exhibitors.

### Record Attendance Expected

Advance interest in the combined conventions and trade show assures a record attendance of members, exhibitors, suppliers and affiliates, Fifer said. **Aaron D. Cushman and Associates** of Chicago has been engaged by **Jack Kirsch**, president of Allied Theatres of Illinois, to handle public relations and promote interest and participation.

Most of last year's exhibitors have already reserved space and many new exhibitors have been added to the growing list.

## 'Love' to Have World Premiere in Reno

"Let's Make Love" will have its world premiere in Reno, Nev., on Aug. 24, and star **Marilyn Monroe** will attend the opening. She is currently shooting "The Misfits" in that city.

Simultaneously, the 20th Century-Fox musical comedy will open in London where another star of the film, England's **Frankie Vaughan**, will head the list of celebrities attending.

### NSS Office Moving

**NEW ORLEANS**, Aug. 7. — The new mailing address of National Screen Service here, effective tomorrow, will be 3149 Calhoun Avenue, replacing the former location at 1429 Cleveland Avenue. The paper department will be in readiness to function there on Aug. 15 and the trailer department on Aug. 22.

### 'Terrace' Over Million

"From the Terrace," 20th-Fox release, has grossed over \$1,500,000 within a month in 47 cities, the company reports. It is more than \$300,000 ahead of "Peyton Place," at the same stage in its engagements.

ing overhead at home and abroad, is traveling light, and has a post-1948 backlog of about 300 films worth at least \$35 millions, but which, not being pressed for cash, it is not even considering selling at this time.

## TENT TALK

### Variety Club News

**PITTSBURGH** — The annual tenton of Tent Number 1 will be held late in September for the club's Heritage Fund. It will be carried over KDKA-TV. Already set for appearances are **Jackie Cooper**, **Roscoe Karns**, **Ronald Burr**, **Shirley Bonne** and **Ela Stritch**.

**DETROIT**—The annual outing golf tournament of Variety Club Tent No. 27, will be held Wednesday at the Blytheheld Country Club, Grand Rapids, Mich. **Clyde Wax** is general chairman of the event.

Dinner in the evening will follow the day's festivities. A "free-lunch" set-up has been organized by **J. Loeks**, chief barker of Tent No. 27, at his Plainfield Drive in The Woodlands.

**ALBANY, N. Y.**—**Nate Winig**, former chief barker of the Albany Variety Club, has been named chairman of the arrangements committee for the club's annual golf tournament, which will be held in September.

**BALTIMORE**—In the near future, the Baltimore Variety Club will move from its present quarters above Stanton Theatre—which it has occupied since 1914—to a new location still to be chosen. **J-F Theatres**, headed by **Jack Fruchtmann**, operator of the Century Theatre and several other houses here, plans to occupy the space vacated by the Variety Club. It is believed the Century, on the site which will contain the new Chesapeake Center project, will shortly be demolished.

## 'Gantry' Withdrawn in Ontario over Censorship

Special to THE DAILY

**TORONTO**, Aug. 7.—A request by the Ontario Motion Picture Censor Board for deletion of a scene in "Elmer Gantry" has caused cancellation of bookings throughout the province. A spokesman for United Artists said **Burt Lancaster**, actor-producer of the picture, would not agree to cut one scene, containing a few words.

The scene to which the censor objected involved actress **Shirley Jones**, who is portrayed as a prostitute, talking to other prostitutes about how she has been won over to religion by Gantry. Lancaster said deletion of the scene would destroy the character **Miss Jones** was portraying.

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## National Pre-Selling

**B**RIGITTE BARDOT, starred in "Come Dance With Me," a Kingsley International release, is profiled by Thomas Morgan in the August 16 issue of "Look."

Morgan traveled to Paris, at the invitation of Brigitte through her husband, to do the interview. But when he arrived in Paris, after 5 days, she refused to speak to him except in the most casual manner. B. B. and her husband traveled to St. Tropez, followed by Morgan. After refusing repeatedly to be interviewed, she mysteriously changed her mind and agreed to be questioned.

Morgan says, "She is her own manager, chooses her script, handles her own publicity and sets the terms of her contracts and keeps an eye on her box-office receipts."

According to Richard Marek in the August issue of "McCall's," "The Apartment," despite its faults, remains original and amusing. It is a work of genuine talent and wit, and is immeasurably enhanced by Lemmon's performance. It's probably too early to talk about next year's Academy Awards, but someone is going to have to do an awfully good job to beat Lemmon.

When Gina Lollobrigida moved to Canada with her husband and 3-year-old son, "Life" sent photographer Peter Stackpole to Canada for a cameraman's version of how Gina reacted to her adopted country. The result is a seven page photo essay in the August 8 issue. The readers of this issue see Gina playing hide-and-seek with her son, visiting an Italian market in Toronto and being nuzzled by a tame deer in the Canadian woods.

An amusing chapter in George Sanders' "Memoirs" appears in the Diners Club magazine for August. He explains the mores of creative people in the production branch of the motion picture industry by recalling the first day of shooting of a film produced in England. The article is illustrated by a production photo of George Sanders and Barbara Shelly in "The Village of the Damned," a forthcoming MGM film.

The Hollywood Scene department of "Seventeen's" August issue has a location photo of Peter Lawford made in Israel while he was playing a British officer in "Exodus." Peter told the editor he enjoyed playing in this Otto Preminger film because it's fun to play a "heavy."

Inadvertently "The Facts of Life" was listed as a Desilu production in this column. Actually Norman Panama-Mel Frank are the producers of this new Lucille Ball film, being released by U.A.

WALTER HAAS

## NT&T Gets Theatre But Must Sell It

An order giving National Theatres & Television, Inc., the right to acquire the interests of its co-owner, Martin G. Kaplan, in the Towne Theatre, Bell Gardens, Cal., was signed Friday in New York Federal Court by Judge Sylvester J. Ryan.

NT&T had divested the theatre under a consent decree and leased it to an independent. The lease expired last year, whereupon the lessee abandoned the premises.

In acquiring Kaplan's interest, NT&T was ordered to dispose of the house to any buyer selected by the company for any purposes which the new purchaser may desire. Disposition must be made within six months. Meanwhile, NT&T is enjoined from operating the theatre for film exhibition.

## UA Films to Venice

Two United Artists releases—Billy Wilder's "The Apartment" and Colin Lesslie's production of "Tunes of Glory"—have been selected as the official entries of the United States and Great Britain, respectively, at the Venice Film Festival, Aug. 24-Sept. 7. This is reported to be the first time a motion picture company will be represented by two official selections at the festival.

## Arizona Studio

(Continued from page 1)

"Fast Guns" for Universal release, reported as the first picture ever to be wholly produced in Arizona.

The new studios will be on a 40-acre lot eight miles north of downtown Phoenix, in the Sunnyslope area of the city. The first units to be built will be a 12,000 square foot sound stage and associated buildings.

"We are convinced that we can cut costs of film-making by producing in Phoenix," Altose said, and added, "we intend to employ experienced Hollywood union technicians, making one picture at a time to keep them fully employed."

Phoenix Film Studios plans to make eight to 10 pictures a year. Jules Schwartz, executive director and general business manager, will direct the operations from Hollywood from offices in Beverly Hills.

Independent producers will be invited to utilize facilities on a participation basis.

## Kerasotes Rites

(Continued from page 1)

St. Anthony's Hellenic Orthodox Church here. The family had requested that flowers not be sent, but that donations would be accepted in the name of the church, which was recently founded by the Kerasotes family.

Kerasotes came to Springfield in 1900 from Sparta, Greece, where he was born Feb. 8, 1883. Both Gus and Louis Kerasotes were honored on Aug. 13, 1959, during the golden jubilee (50th anniversary) celebration of their chain. Louis was married Nov.

## 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, Techirama; vv, VistaVision; rs, Regalscope.

### ► AUGUST

AA—HELL TO ETERNITY: Jeffrey Hunter, Joan O'Brien  
AIP—JOURNEY TO THE LOST CITY, c: Debra Paget, Paul Christian  
COL—THE NIGHTS OF LUCREZIA BORGIA, c: Belinda Lee, Jacques Sernas  
MGM—THE TIME MACHINE, c: Rod Taylor, Allan Young  
PAR—PSYCHO: Anthony Perkins, Vera Miles  
PAR—IT STARTED IN NAPLES, c: Clark Gable, Sophia Loren  
20-FOX—ONE FOOT IN HELL, c, cs: Alan Ladd, Don Murray  
20-FOX—FOR THE LOVE OF MIKE: Richard Baseheart, Rex Allen  
20-FOX—THE THIRTY-NINE STEPS: Kenneth More, Taina Elg  
20-FOX—YOUNG JESSE JAMES, cs: Ray Stricklyn, Willard Parker  
20-FOX—SONS AND LOVERS, cs: Trevor Howard, Wendy Hiller  
20-FOX—THE IDIOT, c: Russian Film  
UA—ELMER GANTRY, c: Burt Lancaster, Jean Simmons  
UA—HE RAN FOR HIS LIFE: Steve Kandel, Ron Foster  
UNI—COLLEGE CONFIDENTIAL: Steve Allen, Jayne Meadows  
UNI—CHARTROOSE CABOOSE, c: Molly Bee, Ben Cooper  
WB—OCEAN'S ELEVEN, c: Frank Sinatra, Angie Dickinson

### ► SEPTEMBER

AIP—MALE AND FEMALE: Nadja Tiller, Tony Britton  
COL—AS THE SEA RAGES: Maria Schell, Cliff Robertson  
COL—FAST AND SEXY, c: Gina Lollobrigida, Dale Robertson  
COL—ALL THE YOUNG MEN: Alan Ladd, Sidney Poitier  
COL—THE ENEMY GENERAL: Van Johnson, Jean Pierre Aumont  
MGM—ALL THE FINE YOUNG CANNIBALS, c, cs: Natalie Wood, Robert Wagner  
MGM—THE ANGEL WORE RED: Ava Gardner, Dirk Bogarde  
MGM—THE SUBTERRANEANS, c, cs: Leslie Caron, George Peppard  
PAR—UNDER TEN FLAGS: Van Heflin, Mylene Demongeot  
PAR—THE BOY WHO STOLE A MILLION: Virgilio Texera, Marianne Bernet  
20-FOX—LET'S MAKE LOVE, c, cs: Marilyn Monroe, Yves Montand  
20-FOX—GODDESS OF LOVE, c, cs: Jacques Sernas, Claudio Gora  
20-FOX—FRECKLES, c, cs: Martin West, Steven Peck  
20-FOX—WALK TALL, cs: Willard Parker  
UA—STUDS LONIGAN: Christopher Knight, Venetia Stevenson  
UA—THE NIGHTFIGHTERS: Robert Mitchum, Anne Heyward  
UNI—SEVEN WAYS FROM SUNDOWN, c: Audie Murphy, Barry Sullivan  
UNI—BETWEEN TIME AND ETERNITY, c: Lilli Palmer, Carlos Thompson  
WB—THE CROWDED SKY, c: Dana Andrews, Rhonda Fleming

### ► OCTOBER

AA—THE PLUNDERERS: Jeff Chandler, John Saxon  
AIP—KONGA, c: Michael Gough, Jess Conrad  
COL—I AIM AT THE STARS: Curt Jurgens, Victoria Shaw  
COL—LET NO MAN WRITE MY EPITAPH: Burl Ives, Shelley Winters  
COL—I'M ALL RIGHT JACK: Peter Sellers  
MGM—KEY WITNESS: Jeffrey Hunter, Pat Crowley  
MGM—WHERE THE HOT WIND BLOWS: Gina Lollobrigida, Yves Montand  
PAR—THE SAVAGE INNOCENTS, c, te: Anthony Quinn, Yoko Tani  
PAR—BLOOD AND ROSES, c: Mel Ferrer, Elsa Martinelli  
20-FOX—HIGH TIME, c, cs: Bing Crosby, Fabian  
20-FOX—THE BATTLE OF AUSTRALITZ, c, cs: Leslie Caron, Rossano Brazzi  
20-FOX—DESIRE IN THE DUST, cs: Raymond Burr, Martha Hyer  
UA—THE ALAMO, c, todd-AO: John Wayne, Richard Widmark  
WB—SUNRISE AT CAMPOBELLO, c: Ralph Bellamy, Greer Garson  
WB—GIRL OF THE NIGHT: Anne Francis, John Kerr

16, 1922, and is survived by his wife, Georgia; two sons, George L. and Steve L., both of Springfield; two daughters, Miss Virginia Kerasotes of Springfield, and Mrs. Christine Yian-nias of Dubuque, Iowa; and three granddaughters.

Louis Kerasotes was the uncle of George G. Kerasotes, immediate past president of Theatre Owners of America, and president of the Kerasotes circuit. The chain was started by the two brothers in 1909 with the Royal Theatre nickelodeon in Springfield, Ill.

## Screen Extras Guild

(Continued from page 1)

a health and welfare plan to w the motion picture and television industries will make an initial \$500 contribution pro-rated among all producers. Subsequent employer contributions will be on an equivalent percentage basis as that of the Screen Actors Guild health and welfare plan. A retroactive adjustment will be made for the period of April 2, 1958 through Oct. 1, 1959, of \$1.20 per day (based on 15 cents per hour

# ong' Drive

(Continued from page 1)

York campaign as well as the national promotion set in motion by Columbia release. The present, which was an elaboration of the campaign originally outlined at *Motion Picture Herald's* Merising Conferences earlier this year, made impressive use of slides, 16mm filmed footage, recordings and other aids.

## Begun 18 Months Ago

The campaign on this picture," says Ferguson, "was begun a year and a half ago during its early production and has been building ever since. With much of the footage having been shot in the capitals of Europe in addition to the interiors and sets in Hollywood, the campaign for 'Without End' is international in scope."

Columbia executive pointed out the picture's most important sell-points as the film debut of the late, renowned French fashion designer; Dirk Bogarde, British star who won top FAME box office awards in 1955, 1957 and 1958; the picture's stirring music, and its romance and spectacle.

Outlining the promotion highlights, Ferguson showed a slide of the 14 40x60 display keyed to Capucine, which has been sent by Columbia to newspapers and exhibitors in the country. Also, a special trailer featuring Dirk Bogarde is available.

## Trailer on Capucine

A special theatre trailer in color CinemaScope designed to increase Capucine to audiences in this country was shown to the trade press. The trailer, which runs two and a half minutes and is available free to exhibitors, hails Capucine as "a name member," in addition to highlighting the many fashions she wears in the film, as a lure for the female

audience. Her recent visit here during which she was exposed to radio, television, newspaper and magazine representatives, resulted in nationwide publicity to the film's star, Ferguson

The year-long celebration launched by Columbia in connection with the 25th Liszt sesqui-centennial celebration already has resulted in a barrage of important publicity breaks, with more on the way. Such national magazines as *Look*, *Vogue*, *Esquire*, *Harper's Bazaar*, among others, have devoted covers and/or full inside feature stories to the film's stars.

## Radio Spots Included

A total of \$25,000 is being spent on a series of special radio spots to promote the picture's Music Hall opening, Ferguson said. The spots are divided into three special categories: spots which feature classical music, spots which air "general" tunes, and spots on jazz stations for which Jazzy and Dick Sheppard, two popu-

## Bray, Bader Join To Lease Cartoons

Paul A. Bray, president of Bray Studios, Inc., and David A. Bader, president of Durham Telefilms, Inc., jointly announced at the weekend that their organizations have joined forces to lease to TV stations the Bray library of cartoons. Bray has almost 100 black and white sound shorts, which have not been seen on television in almost four years.

Bray and Durham plan to produce a minimum of 100 new color cartoons beginning early in 1961.

## Seligman Appointment

Selig J. Seligman, ABC vice-president and general manager of KABC-TV, ABC-owned and operated television station in Los Angeles, who also is producer of ABC-TV's program, "Day in Court," will devote all his time to program production starting in September, it was announced by Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, Inc. His new post as head of a new, wholly-owned AB-PT subsidiary will be an extension of Seligman's present duties as producer of "Day in Court," Goldenson said.

## De Blasio to Embassy

Giuseppe de Blasio, veteran European production specialist, has been named production supervisor for Embassy Pictures in Rome, it was announced last week by Joseph E. Levine, Embassy president. De Blasio, who has served in various production capacities with Metro-Goldwyn-Mayer and Columbia, will commence his Embassy duties with "The Thief of Bagdad," now filming in the Italian capital.

Local local disk jockeys, have been utilized.

Promotion tieups include: Liszt music albums from the leading recording companies, women's organizations, Steinway and Baldwin piano companies; special educational study guides for schools, libraries, etc.; TV, radio interview and spot material available free to exhibitors.

Two special TV featurettes one highlighting the film's production abroad, and the other showing Bogarde's visit to the home of Franz Liszt, are also available free. These featurettes have been prepared in several languages for showing abroad.

While Columbia has decided against using the special Ben Stahl painting in its regular newspaper ads as a result of recent tests in the East and in Los Angeles, it was featured in a full-page ad on the back page of the *New York Times* last week. Other full-page ads using other themes have been placed in the *Daily News* and the *Journal-American* as part of the huge pre-opening campaign here.

The ads are keyed to sell such elements as the music, the spectacle, the adventure, the romance, Franz Liszt, and the stars, Bogarde and Capucine.

# Television Today

## Ackerman Named Head Of Television Academy

Harry S. Ackerman, vice-president and executive producer of Screen Gems, Inc., has been elected president of the National Academy of Television Arts and Sciences by the trustees of the "Emmy" Award organization. Ackerman, three times a former president of the Academy's Los Angeles chapter, was also president of the national academy in 1958-1959.

Mike Wallace, news commentator and program host, was elected executive vice-president. Wallace is presently on a news assignment for the Westinghouse Broadcasting Co. Betty Furness, commercial spokeswoman for Westinghouse Electric Corp., is the Academy's new secretary; and Louis F. Edelman, producer of several TV series, is treasurer.

The Academy's vice-presidents, representing their local chapters on the national board of trustees, are: Los Angeles—Gail Patrick Jackson; Baltimore—Robert B. Cochrane; Chicago—Irving Kupcinec; Washington, D. C.—David Brinkley; Seattle—Lee Schulman; and Arizona—Gene Blaupied. All of the vice-presidents are presidents of their respective chapters.

The trustees of the national academy, who took office on July 1, plan to hold their first in-person meeting prior to Sept. 30 to establish the 1961 awards structure and plans for the "Emmy" presentations.

## 6-Mo. Network TV Gross Time Billings Up 8.9%

Network television gross time billings for the first six months of 1960 increased 8.9 per cent over the like period of last year, \$336,235,352 against \$308,651,214, the Television Bureau of Advertising here reported.

ABC-TV billed \$76,950,570 during the January through June period of 1960 against \$61,422,516 during the like period last year, an increase of 25.3 per cent. CBS-TV increased its billings five per cent for the first six months of 1960, \$138,292,384 against \$131,747,547. NBC-TV billed \$120,992,398 during the first six months of 1960, an increase of 4.8 per cent over \$115,481,151 in the like period of 1959.

## Kaufman Leaves Jayark

Curt Kaufman, vice-president—Administration of Jayark Films Corp. here, has announced his resignation from that post, effective today. He leaves tonight to assume his new duties as director of operations of Station KUAM-TV, Agana, Guam. He will reside in Guam, but his duties will take him all over the Far East. Robert Spivak, currently on the staff of Jayark, will assume many of Kaufman's former duties for the organization.

## Who's Where

Martin J. Robinson has been appointed vice-president and a director of Television Industries, Inc., here, it was announced by Matty Fox, president. Robinson fills the position vacated by Erwin H. Ezzes, recently resigned to join United Artists Associated as executive vice-president.

Robert F. Fountain has joined the ABC Radio Network as an account executive it was announced by James Duffy, ABC Radio national director of sales.

Glen Heiseh, vice-president in charge of TV production for Television Personalities, Inc., has been given the added assignment of producer in charge of the Mister Magoo TV series at UPA Pictures, Inc., Henry Saperstein, president of both companies, announced.

Loomis C. Irish has been promoted to manager sales service—nighttime for the sales department of the ABC Television Network, it was announced by Henry T. Hede, ABC vice-president for sales administration, TV network sales.

Elton H. Rule, who for the past eight years has been general sales manager for KABC-TV, ABC's owned and operated television station in Los Angeles, has been appointed general manager of KABC-TV, it was announced by James G. Riddell, ABC vice-president in charge of the Western Division and Stephen C. Riddleberger, ABC vice-president for owned and operated stations.

## Plan Sept. 15 Start

MIAMI, Fla., Aug. 7.—Charles H. Topmiller, president of L. B. Wilson, Inc., Cincinnati, is here planning the start of operations on Sept. 15 over Channel 10. Offices have been established at 301 Security Trust Building, with Tom Welstead, of the Wilson organization, in charge of sales.

## Raymon in WAGA Post

ATLANTA, Aug. 7.—Paul Raymon is new local sales manager for WAGA-TV here. He had been a member of the radio and television staffs for five years.

HUGO A. CASOLARO    MARTIN GOTTLIEB

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## BOOK REVIEW

**ANTI-TRUST IN THE MOTION PICTURE INDUSTRY.** By Michael Conant. University of California Press. 220 pages. \$5.50.

A fly leaf note informs readers of Michael Conant's "economic and legal analysis" of anti-trust litigation and practices in the motion picture industry that "The opinions expressed in this study are those of the author. The functions of the Bureau of Business and Economic Research (of the University of California at Berkeley, under whose auspices this book was published) are confined to facilitating the prosecution of independent research by members of the faculty."

Presumably, then, it is that area to which this book is addressed, and we venture to predict that any serious-minded faculty member intent upon pursuing independent research within the industry will not fail to remark some glaring differences between "the opinions expressed in this study" and the results of his independent research.

For not only is this book remarkable for the number of its unsubstantiated and unwarranted statements and conclusions, but it reveals no evidence of direct contact on the author's part with the industry about which he is writing. Apparently, his nearest approach to it was a brief association with a Chicago law firm which had handled several exhibitor anti-trust cases following entry of the decrees in *U. S. vs. Paramount et al.*

There is an abundance of quotation from opinionated and non-authoritative sources which is employed by the author in such a manner as to encourage the uninformed reader to accept it as fact, which in all too many instances could prove most unprofitable.

The merger of 20th Century Pictures with Fox Film Corp. is made to occur prior to William Fox's sale of control to Harley L. Clarke, whereas, of course, Fox had departed from the company and the industry some four years before the 20th Century-Fox merger.

The author attributes the industry's Production Code to Father Daniel A. Lord, whereas the latter was a consultant to the Code's author, Martin Quigley. The Code is repeatedly referred to as an instrument of censorship, rather than of self-regulation, and Conant gives no evidence of being aware of the circumstances that brought it into being nor understanding of its purposes. To him, the Code is "one means by which the larger firms controlled the content of films in an effort to control output," and its most "important effect. . . in limiting the supply of films was to restrict the production of pictures treating controversial issues."

Conant not only has nothing to

## Voice Warning on Wage Bill

(Continued from page 1)

outlining the industry's stand, into the record. He pleaded for recognition of the film industry as unique.

"The industry has not shared in the general prosperity of the country during the past few years. While the nation's gross national income has risen to the highest level in history, the gross income of the nation's theatres remains at the lowest level of the past 15 years.

"Unlike most other industries, motion picture theatres cannot currently offset increased labor costs by raising prices, because, in so doing, they would suffer a further loss in attendance," Phillips said.

### Supported by Frisch

Phillips was joined by Emanuel Frisch, treasurer of the Randforce Amusement Corp.

In answer to questions from the committee, Frisch projected a possible immediate result of the new hourly minimum as it affects theatres.

He said if wages of ushers, matrons and other unskilled workers were raised by as much as 35 per cent, skilled theatre employees, such as projectionists, would rightfully demand a commensurate increase. In this event, theatres would definitely shutter, Frisch said.

Armed with facts and figures, Phillips insisted that theatre closings would have a serious economic effect on all neighborhood merchants.

"Municipalities would lose taxes, real estate values would decline and business in general would suffer. That has been the experience of every com-

substantiate such statements but also ignores, or did not take the trouble to uncover, the abundant evidence available to refute them.

Distributors, we are sure, will be either startled or amused to learn why they granted adjustments to independent theatres. It was done, according to Conant, because "distributors, having arbitrarily assigned independent theatres to later runs, were desirous of keeping them from showing losses that might lead them to file anti-trust actions to challenge the distributors' system of control."

And many will be nonplused to read the author's repeated assertions that the old Film Boards of Trade fixed clearances and runs.

In his comments and conclusions on the Paramount case, the author makes an impressive argument that the government erred in including the "Little Three" as defendants. He appears to find divorce and divestiture inadequate remedies. He suggests that "In the more distant future, when the watchdog jurisdiction of the district court ends, the continued formidable power of the circuits may again be felt in film markets." But he neglects to explain how or why that might come about, or whether he means the present circuits or new ones which may arise "in the more distant future."

unity which has experienced a theatre closing," he said.

He said a recent survey—he did not name the organization which made the study—of 1,041 theatres, about the same number now operating in the state, showed that they employed 2,562 ushers, of which 1,673 were students, 62 were housewives, 321 had other employment, 22 were receiving social security and five were pensioners.

Nearly one-half of that number had been employed less than six months. Only 154 women and 410 men in this category were over 21 years of age. Among the 2,562 ushers, 877 were employed less than 20 hours a week and 368 others less than 10 hours.

### "Inconceivable," He Says

Phillips also termed "inconceivable" the industrial commissioner's intention to require theatres to pay a minimum weekly wage of \$90 to workers other than those covered by the hourly wage rate. Such employees, assistant managers mostly, should receive a minimum of \$60, he said.

The controversial Assembly Rules Committee bill, recommended by Gov. Rockefeller, passed by both legislative houses and signed by the Governor in April, extends the \$1 hourly minimum wage to 700,000 additional workers. Among theatre workers covered are ushers, ramp attendants, children's matrons, messengers and other unclassified employees. The industry is free to request an amendment, through Compo, at the 1961 session of the legislature.

"The only sure, long-run remedy for monopoly power," he writes, "is dispersal of that power. The circuits should have been destroyed." Then Conant adds, presumably as an afterthought: "Even the dispersal of consolidated monopoly power in motion picture exhibition is insufficient. . . . The only way to prevent this was to have ordered, as a remedy in the Paramount case, all film to be offered in each run in each city at public auction bidding open to every theatre."

Independent exhibitors, small and large, vociferously complaining for years about the incidence of competitive bidding, will no doubt find the author's suggestion that it be made compulsory somewhat naive.

Yet another apparent weakness of the volume is that it fails to give an adequate appraisal of the new economic conditions affecting the industry and technological developments which may control its future. The author appears content to explain everything with court records and undocumented published reports.

This volume would seem to demonstrate that for an author, there is no substitute for personal knowledge of one's subject.

SHERWIN KANE

## New Camera Process For 'Jack, Giant Kill

From THE DAILY Bureau

HOLLYWOOD, Aug. 7. — F scope, a new process of special photography, will be used for the time on Edward Small's \$2,500 Technicolor production for U Artists release, "Jack the Giant Killer" it has been announced by the ducer.

Developed secretly over the two years by Small in conjunction with the Howard A. Anderson which is handling special-effects photography on the picture, the F scope process contains innovations in color photography that in depth dimensions to model action. The system also features a process that integrates the use of stop-action puppets with live action, eliminating the necessity of miniatures, and thereby lending realism to action scenes.

Small and U.A. executives plan extensive advertising and exploitation campaign based on Fantascope will be aimed at both exhibitors and the public when the picture is released early next year.

## Early Action Likely

(Continued from page 1)

will allow opponents of wage liberalization to express themselves fully before a bill is passed.

An extension of minimum legislation that is broader than the hourly \$1.15 pay floor, with coverage of interstate retail chains, that House intended to pass—but died because of a technical error—is to be enacted. Barring an unforeseen change, the motion picture industry will not be directly affected by the measure; exhibition's exemption continues.

The only fair assumption that made is that Senator Kennedy will press for enactment of the relatively liberal bill pending before the Senate. As the Democratic nominee desires will carry far greater weight than they did prior to the Congressional recess.

### Expect Pressure from Nixon

Vice-president Nixon, the Republican nominee, is expected to exert behind-the-scenes pressure on members of his party to go along with a bill that is more liberal than the House-passed measure. He may go beyond the official Administration position on this issue. In any case, it is expected to urge the President to sign whatever wage measure emerges.

The bill that passes the Senate will undoubtedly be attenuated in the House. The vote that permitted the House to adopt the bill it passed instead of the committee-approved measure sponsored by Rep. F. Velt (D., Calif.)—was very close. The margin by which it carried is attributed to Roosevelt's statement on the House floor that he would not support along with suggestions that additional exemptions be written into the bill. He will, in all likelihood, be heard on this statement.

# MOTION PICTURE DAILY

Concise  
and  
to the  
Point



All  
the News  
That  
s. News



88, NO. 27

NEW YORK, U.S.A., TUESDAY, AUGUST 9, 1960

TEN CENTS

## Wage Bill to Be Motioned Up, Says Johnston

### Senate Minority Seeks 'Liberal' Measure

By E. H. KAHN

WASHINGTON, Aug. 8. — Mini-  
mum wage legislation is on the Sen-  
ate calendar "and it will be promptly  
motioned up" for floor action, ac-  
cording to Senate Majority Leader  
Hubert H. Humphrey, Democratic  
vice-presidential pick Lyndon Johnson (Tex.). The  
bill is likely to come before the  
Senate late this week. Efforts will be  
made to pass a "liberal" bill, one  
which can be modified by a House-  
Senate conference committee with-  
out becoming meaningless as a politi-  
cal document.

Johnson appeared confident that  
multiple amendments which may  
(Continued on page 2)

## Predict Para. Earnings \$4,500,000 for 1960

Paramount Pictures earnings for  
1960 are estimated at \$4,500,000, ex-  
clusive of an estimated \$4,000,000 of  
special income in a special financial  
report on the company prepared by  
C. P. Lamont, downtown broker-  
firm.

The forecast for the current year  
compares with \$4,410,000 net income  
in 1959, and \$3,109,000 of special  
income.

Examining Paramount's asset  
(Continued on page 4)

## Price-Fixing Indictment Hits 7 Soft Drink Firms

From THE DAILY BUREAU  
WASHINGTON, Aug. 8.—A Fed-  
eral grand jury here has indicted a  
trade association and seven corpora-  
tions, alleging that they illegally fixed  
prices for sale of bottled soft drinks.  
The case named as defendants in the  
indictment  
(Continued on page 5)

TELEVISION TODAY—page 5

## W. W. Films, New Company, Slates Eight Pictures at \$10,000,000 Budget

Completion of financing for eight new films with a total budget of \$10,-  
000,000 was announced here yesterday for W. W. Films Productions, Inc.,  
by its president, Alfred Bloch.

### Newspaper Promotion In Rocky Mt. Area

Special to THE DAILY

DENVER, Aug. 8. — A special  
newspaper section devoted to a "Pre-  
view of Hollywood's Biggest Season  
of New Hits" was published by the  
"Rocky Mountain News" yesterday as  
a part of its Sunday edition.

The section was prepared by Fox  
Inter-Mountain Theatres, Inc. under  
direction of Robert W. Selig and in  
cooperation with most of the major  
film distributors. The 16-page section,  
employing color, was devoted to de-  
scriptions of numerous forthcoming  
pictures and featured some large il-  
lustrations. Ads of participating com-  
panies were included.

## Jerrold TV Systems Sold to Glett Group

From THE DAILY BUREAU

WASHINGTON, Aug. 8. — The  
nine community antenna TV systems  
owned by Jerrold Electronics Corps.  
have been purchased by H&B Amer-  
ican Corp. of Los Angeles. H&B will  
operate the CATV's through a new  
subsidiary, Transcontinent Commu-  
nications Systems.

Purchase involved the payment of  
about \$5 million in cash and other  
(Continued on page 5)

## Public Inquiry into Toll-Television Advocated by British Exhibitor Branch

By WILLIAM PAY

LONDON, Aug. 5 (By Air Mail)—The Yorkshire branch of the Cinematog-  
raph Exhibitors Association is the first to voice its alarm at the prospect of  
toll-TV in Britain.

At the branch's monthly meeting,  
A. S. Hyde declared: "We want to  
know what protection we are going  
to receive. If films produced for the  
cinema are to be used then surely  
we should have a chance to get in  
on the business, or have some sort  
of rake-off from it, or alternatively,  
have some protection from the gov-  
ernment."  
"I don't believe we can't stop it,"

he continued, and went on to ad-  
vocate a public inquiry into toll-TV.  
He thought the cinema trade should  
consider its position so that it was  
ready to take part and have a voice  
in such inquiry.

Chairman Jack Prendergast com-  
mented on the concern in America  
and said that it would have to be  
faced up to in this country. "We have  
(Continued on page 5)

### Board Meet

## Myers Remains With Allied In Legal Post

### Also Honorary Director; Set Up New Executive Post

Special to THE DAILY

CHICAGO, Aug. 8. — Abram F.  
Myers, who retired July 1 as chairman  
and general counsel of Allied States  
after 31 years, was engaged as a life-  
time legal consultant to Allied and  
was voted a lifetime honorary mem-  
bership on Allied's board of directors  
at the organization's summer board  
meeting here over the past weekend.

The Allied board elected Ben Mar-  
cus of Milwaukee interim chairman of  
the board to serve until the next an-  
nual meeting and established the eli-  
gibility requirement that a board  
chairman must have been a president  
of national Allied.

Also, the board established the new  
post in Allied of executive director,  
and announced that A. W. Schwal-  
berg  
(Continued on page 2)

## New Allied Post Is News to Schwalberg

A. W. Schwalberg, head of Citation  
Films here, said yesterday no one  
from Allied States has talked to him  
about filling the newly established  
post of executive director of the na-  
tional exhibitor organization, "so there  
is nothing I can say about it."

The Allied board established the  
new post at its weekend meeting in  
Chicago, then issued a press release  
saying Schwalberg "was mentioned  
(Continued on page 2)

## 'Psycho' Stays 1st-Run During Circuit Bookings

Alfred Hitchcock's "Psycho" will  
continue its engagements at the De-  
Mille and Baronet Theatres through  
the end of August, while playing  
simultaneously at the Brooklyn Para-  
mount Theatre and at more than 90  
neighborhood theatres in the greater  
metropolitan area starting Wednes-  
day, Aug. 17.

The neighborhood theatres will  
(Continued on page 5)

## PERSONAL MENTION

SPYROS P. SKOURAS, president of 20th Century-Fox, and ABE GOODMAN, advertising director, returned to New York at the weekend from Europe.

HUGH OWEN, Paramount vice-president, left New York last night for Memphis.

WOODROW R. PRAUGHT, president of United Detroit Theatres, who recently suffered a broken leg while vacationing in Holland, Mich., will return to Detroit in a few days.

JOSEPH A. TANNEY, president of S.O.S. Cinema Supply Corp., and OLIVER E. CAIN, special representative, have left New York for Williamsburg, Va., to attend the University Film Producer's Association conference.

W. G. CARMICHAEL, branch manager for Allied Artists in Charlotte, N. C., has returned there from Atlanta.

DAN FRANKEL, president of Zenith International Films, and Mrs. FRANKEL returned to New York yesterday from Biarritz.

K. GORDON MURRAY, president of K. Gordon Murray Productions, Miami, has returned there from Mexico City.

JACK MOSELY, of Pal Amusement Co., Vidalia, Ga., has returned there from Atlanta.

### Movielab Dividend Paid

Movielab Film Laboratories has paid its first quarterly dividend of 10c per share to all Class A stockholders, according to Saul Jeffee, president. The board of directors intends to establish a policy of paying quarterly dividends, he added. Some 100,000 Class A shares were recently sold to the public.

## NEW YORK THEATRES

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An ARTHUR FREED PRODUCTION starring

JUDY HOLLIDAY • DEAN MARTIN

from M-G-M in CinemaScope and METROCOLOR

ON THE GREAT STAGE "HAWAII, U.S.A."

## Myers Stays

(Continued from page 1)

berg, former vice-president and general sales manager of Paramount Pictures, was mentioned by Allied board members among others as "a logical choice for the post."

(In New York, Schwalberg said one from Allied had communicated with him up to yesterday.)

The Allied announcement, made by Al Myrick, president, said that the new executive director "shall be a man of high industry standing and ability but who does not necessarily have to be connected with exhibition." The statement added that the executive director "will be an employee and will not supersede officers in policy-making."

### Regional V-P's on Elective Basis

The board also established the offices of regional vice-presidents of Allied on an elective basis instead of presidential appointment and stipulated that Allied units shall have the right to recommend their choice for their respective regions.

The Allied board "condemned and protested" what it termed the "confiscatory sales policies inaugurated by Benj. Kalmenson and Charles Boasberg of Warner Brothers." These policies, the board said, "impose a severe restraint upon exhibitors in their attempts to negotiate fair and equitable terms on Warner product, which tends to retard the early playing of Warner product, and, further (the board) specifically condemns the current Warner practice of establishing percentage floors on their product, and especially via their 'rubber stamped clauses' or similar methods."

It also censured Warners for selling its post-'48 film library to television, and "for bypassing and ignoring the attempts by ACE to negotiate the purchase of post-'48 films for theatrical exhibition."

### Pleads for Reconsideration

The board urged other distributors to reconsider any plans which they may now have to release their post-'48 film libraries to television, "which would drastically affect the welfare of exhibition and distribution alike."

The board also adopted the resolutions pertaining to the Academy Awards and on the release of post-'48 product on TV which had been adopted by the recent annual convention of Allied Theatre Owners of New Jersey, which were reported in MOTION PICTURE DAILY of July 29. A number of other trade practice resolutions adopted by the board also followed closely the lines adopted by the New Jersey Allied convention.

Myrick issued a denial of published reports that there had been informal discussions concerning a possible merger of Allied States and Theatre Owners of America, saying "no such

## Japan Honoring Goldwyn With Rising Sun Medal

From THE DAILY Bureau

HOLLYWOOD, Aug. 8. — Samuel Goldwyn will receive tomorrow from the Japanese Government, the Third Order of the Rising Sun Medal for his "exceptional contributions toward the cultural exchange between Japan and America."

This marks the first time in history such an award has been given to any individual in the entertainment field, the other normally going to people holding ministerial positions in the Japanese government.

Presentation of the award will take place at the Goldwyn Studio here.

## Wage Bill

(Continued from page 1)

be offered to the bill can be beaten. He said he hopes the Senate will pass a measure expanding the wage-hour law's coverage and increasing the pay floor.

In a special message to Congress, President Eisenhower repeated his request to Congress for enactment for a number of measures, urging Congress to "attend to them now" since "those that fail of enactment before adjournment will go begging for months to come."

Specifically endorsed by the President were "expansion of coverage of the fair labor standards act" and "a moderate upward adjustment of the minimum wage."

## Joan Crawford Set as TOA Meet Moderator

Actress Joan Crawford will be the moderator at the luncheon and fashion show which will open the ladies' program at the 13th annual convention of the Theatre Owners of America in Los Angeles on Tuesday, Sept. 13, it was announced by Albert M. Pickus, TOA chairman.

Miss Crawford, in private life a board member of the Pepsi-Cola Company and widow of Alfred N. Steele, former president of Pepsi-Cola Company, will preside at the ladies' show, which will be held in the Crystal Room of Beverly Hills Hotel in Los Angeles at 1 P.M. on Sept. 13. The fashion show has been arranged by Mrs. Ida Schreiber, of the Southern California Theatre Owners Association, and Mrs. Helen Cyr, of Columbia Pictures, both of Los Angeles, who are serving as coordinators.

discussions had ever been entered into by any member of the Allied board, nor has any such merger ever been contemplated or proposed by any member" of the Allied board.

## Schwalberg

(Continued from page 1)

among others as a logical choice" fill it.

Al Myrick, Allied president, said Chicago that it was the "consensus of opinion that Schwalberg, because of his high industry standing, experience in industry affairs and administrative ability, was ideally qualified" for the post.

"I don't know what they have in mind," Schwalberg said. "No one talked to me about it."

The Allied board resolution establishing the new post said "the executive director shall be a man of high industry standing and ability who does not necessarily have to be connected with exhibition. He will be an employee and will not supersede officers in policy making."

Schwalberg formerly was head of domestic distribution for Paramount Pictures.

## Allied Board Urges Anti-Toll TV Fight

Special to THE DAILY

CHICAGO, Aug. 8. — A resolution urging all exhibitors to give wholehearted support to the attempts of the American Congress of Exhibitors to stop the projected Hartford, Conn. toll-TV tests was adopted by Allied States board of directors at weekend meeting here.

The board also moved to protest what it termed "the dual charges involved in the dual distribution of Columbia trailers" and recommended that National Screen Service and Columbia get together "to reconcile their differences so there will be only one charge to exhibitors."

The board "deplored and condemned" 18 distribution trade practices, many of which were similar to those objected to by Allied, Theatre Owners of New Jersey at its annual convention last month and which were reported in MOTION PICTURE DAILY on July 29.

It was proposed and recommended that Allied "seek legislative relief from many of distribution's policies that plaguing exhibitors."

## Atlanta Theatre Being Remodeled for 1st-Run

Special to THE DAILY

ATLANTA, Aug. 8.—A \$25,000 face-lifting operation is underway at the Central Theatre, and from its 500-seat house will emerge as a first-run outlet, according to Bob Moser, general manager of Independent Theatres of Georgia, Inc., which owns the Central and Rialto. Improvement of the theatre will include new seating, enlargement of the lobby and new carpeting.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Felt, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOLLYWOOD 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London Bureau, Bear St., Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. MOTION PICTURE DAILY is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Circle 7-31. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagher, 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 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, 15c.

## Ohio Exhibitors Urged to Work in Elections

Special to THE DAILY

COLUMBUS, O., Aug. 8. — Ohio exhibitors were urged via a unanimous resolution at the recent board of directors' meeting of the Independent Theatre Owners of Ohio to take an active part in the election campaign. Use of trailers furnished by exhibitors sympathetic to the film industry is one of the best ways of assisting them, said Ken Prickett, executive secretary. Prickett said his office will supply exhibitors with names of candidates who are sympathetic to the industry. The association's campaign will be coordinated primarily with candidates for the Ohio Senate, said Prickett.

## and Drive Under Armstrong

Jack Armstrong, named a member of the national ACE committee organized to fight toll-TV, was urged to solicit funds for the fight. Belden, Akron, resigned from the TOO board. Belden is leaving theatre business.

Twenty new members of the association were welcomed at the board meeting. They are Jack Haynes, general manager of Shor Theatres, Cincinnati, and Myron Price, owner of Price theatres in Newark and Mansfield. James McDonald, general manager of the Theatre Owners of Ohio, Cincinnati, was a guest.

# PEOPLE

Jack Feder, of Long Beach, Cal., has enrolled his Roxy Theatre, of that community, in the Theatre Owners of America, it has been announced by Albert M. Pickus, TOA president.

Carl Brandt, composer and arranger, has been named musical composer for UPA Pictures, Inc. Among his most recent works was the composing, arranging and conducting for Walt Disney's "Perri."

Frank Belles, RKO branch manager in Cleveland until the closing of that exchange, when he joined the United Artists sales force, is now an area representative for the Research Institute of America, Inc. Phil Harrington, once a salesman for M-G-M, is with the same organization.

J. Poels, head of the technical-commercial service division of the Gavaert Co., Antwerp, Belgium, has now completed 30 years of service with the organization.

Mrs. Charlotte Spence, secretary at Allied Artists in Atlanta, has resigned that position in order to give all her time to her home duties.

## S.E.C. Reports Deals By Zugsmith, Tonrud

From THE DAILY Bureau

WASHINGTON, Aug. 8. — The Securities and Exchange Commission's report on "insider" stock transactions for the period of June 11 through July 10, 1960, discloses that Albert Zugsmith acquired 7,600 shares of Allied Artists Pictures common stock in June, bringing his total holdings to 160,700. Zugsmith also acquired his entire holdings of 500 shares of 5½ per cent preferred in that month. Roger W. Hurlock, a director, added 100 common shares to his holdings, bringing the total to 19,600.

Tonrud, Inc., beneficial owner of more than 10 per cent of the stock, reported that in April it acquired 1,000 shares of Associated Motion Picture Industries, Inc., bringing its holdings to 73,585.

Robin International, Inc., listed under Nicolas Reisini, an officer and director of Cinerama, Inc., acquired 4,800 shares of Cinerama common in June. Reisini is listed as holding 350,000.

### Fico Sold 3,900 Shares

Fico Corp. reports the sale of 3,900 shares of Columbia Pictures common in June, retaining 117,862. Noting that the following persons report indirect beneficial ownership through Fico Corp., S.E.C. lists the following names and holdings: Samuel J. Briskin, officer and director, holds 2,154 shares, another 104 shares as community property, and S. J. Briskin Pictures, Inc., has 564 shares. Rube Jackter, an officer, lists no direct holdings. Leo Jaffe, officer and director, is listed with 164 shares. Lacy W. Kastner, an officer, disposed of 586 shares in June, leaving him with no direct holdings. P. N. Lazarus, Jr., and Charles Schwartz, both officers, are not listed as having direct holdings. A. Montague, officer and director, is listed with 6,843 shares. A. Schneider, officer and director, acquired 500 shares in June, bringing his direct holdings to 16,022 shares. M. B. Silberberg and Donald S. Stralem, both directors, are listed as holding 1,184 shares and 1,931 shares, respectively.

### Options Exercised by Layman

Dudley G. Layman, an officer and director of Glen Alden Corp. exercised options on 7,200 shares of common in June, bringing his holdings to 7,300 shares.

James Bruce, a director of Loew's Theatres, acquired 650 shares of common in June, bringing his holdings to 1,000.

John L. Sullivan, a director of Metro - Goldwyn - Mayer, acquired 2,000 shares of common in June, bringing his total to 2,050 shares.

William J. Friedman, a director of National Theatres and Television, Ind., acquired his total of 1,000 shares of common in June. Jack W. Ostrow, a director, disposed of 300 shares, retaining 7,503. Corporations

## W. W. Films

(Continued from page 1)

of Chengis Khan and Timur. Shooting on this will begin in October in Pakistan.

A second picture will be "The Lovemaker" which like "Tiger Emperor," W. W. Films also owns outright.

For a 50 per cent interest the company will finance "The People of the Mist," to be made in Pakistan with David Hanley of London as co-producer; "Woman of a Hundred Faces"; "The 24-Hour Affair"; "The Fourth Dimension"; "Nine Miles to Noon"; and "The Maharajah." Henry Hathaway will direct the last-named.

## Columbia, Chalet Join To Film Remarque Tale

From THE DAILY Bureau

HOLLYWOOD, Aug. 8. — Samuel J. Briskin, Columbia's vice-president in charge of West Coast activities, has announced that Laurence Harvey will star in "Borrowed Life," new Erich Maria Remarque novel, which will be made by Columbia Pictures in conjunction with Chalet Productions, Harvey's recently-formed independent company.

"Borrowed Life" will be the first of four Harvey films which Columbia will release.

David Stillman is partnered with Harvey in Chalet Productions.

## 'Mike' Premiere Tonight

DENVER, Aug. 8. — The world premiere of 20th Century-Fox's "For the Love of Mike" at the Denver Theatre, tomorrow night will be attended by Governor Steve McNichols, Mayor Richard Batterton, producer Frank Ricketson, Jr. and Rex Allen, who plays a featured role in the picture. A parade featuring civic organizations will be the main feature of the night. The evening will be covered by eight radio and television stations in the area.

## Switch 'Time' Booking

H. G. Wells' "The Time Machine" will open Aug. 17 at the Warner Theatre here. Previously, MGM release was announced to open at the DeMille and Baronet Theatres, but the holdover of "Psycho" caused the change.

listed under Ostrow's name are credited with holding 74,025 shares.

Randolph C. Wood, an officer of Paramount Pictures Corp., disposed of 4,000 shares of common in June, retaining 111,000.

Harry Brandt, director of Trans-Lux Corp., acquired 100 shares of common in May, bringing his direct holdings to 161,000 shares. Brapic, Inc., a corporation listed under Brandt's name, acquired 400 shares in May for a total of 3,000. Other firms and foundations with holdings of 37,480 shares are listed under Brandt's name, as is his wife, with 17,000 shares.

Think Of The Most Wonderful Thing  
That Can Possibly Happen To You...

You may come close to it after you see "IT STARTED IN NAPLES."

This highly irregular and very entertaining adventure will relax you more than any movie this year... and make you laugh harder.

Ed Sullivan notes that "IT STARTED IN NAPLES" is winning preview raves all over the place."

# IT STARTED IN NAPLES

Technicolor®

in the Shavelson-Rose Production  
starring CLARK GABLE • SOPHIA LOREN • VITTORIO DE SICA  
and introducing MARIETTO • A PARAMOUNT RELEASE

## National Pre-Selling

"THE STORY of Ruth" received the "Parent's Magazine" Family Award Medal for July.

Israeli actress Elana Eden and Peggy Wood are starred in this film. This 20th-Fox film is based on "The Book of Ruth" which is a gentle oasis in the commanding chapters of the Old Testament. The film eschews most of the thunder of the usual Biblical spectacles.

Walt Disney's "Pollyanna" receives a laudatory review in the August issue of "Redbook." Hayley Mills, the 13-year-old daughter of actor John Mills, plays "Pollyanna." In the opinion of "Redbook's" reviewer, "Hayley seems sure to become one of our fine actresses."

On their ninth wedding anniversary Tony Curtis tells about his marriage with Janet Leigh in the August issue of "Photoplay." He says "a good wife is a dame you need and who needs you and that means you want to live together every day of your lives."

Tony and Janet play co-starring roles in Columbia's "Who Was That Lady?" now in national release.

WALTER HAAS

### Brandt Heads State Drive

Harry Brandt, head of Brandt Theatres and president of the Independent Theatre Owners Association of N. Y., has been named by New York state Democratic leader Michael Prendergast to head the state organization's drive on behalf of the national Democratic ticket headed by Sens. Kennedy and Johnson.

### MGM Testing Equipment

HOLLYWOOD, Aug. 8.—M-G-M this week begins a series of tests of Cinerama technical equipment which will be used in connection with "How the West Was Won," first dramatic story to be filmed in the process. With an all-star cast, the picture is expected to go into production late this year.

### Chicago Likes 'Naples'

A new house record for the Esquire Theatre, Chicago, has been set by "It Started in Naples," where the Paramount release grossed \$18,000 in its first three days ending Sunday. A gross high of \$30,000 is predicted for the week ending Thursday.

## Para. '60 Earnings Estimated

(Continued from page 1)

values, the study notes that no appreciable earnings have accrued from its electronics interest in the past five years but "their future potential is considerable." It estimates that the wholly-owned Autometric Corp may earn \$200,000 this year and \$500,000 next year. Its 1960 sales are estimated at \$6 million, "and a possible \$15 million in 1961."

### \$10 Million Possible from Autometric

It notes that Paramount's equity investment in Autometric is less than \$700,000 and finds the investment may be worth \$10 million.

The study assumes the Chromatic Tube division to be worth at least Paramount's aggregate deferred research expenditure of \$3.5 million, and assigns a similar valuation to International Telemeter — the deferred development expenditures of \$5 million.

It notes that Paramount should receive \$4-\$5 million in capital gains during each of the next eight to 10 years from the sale of its pre-1948 film library to television, and estimates the worth of its post-'48 films at \$30 million. The report points out that this inventory value is a residual after average annual operating income of \$4.3 million and is increasing each year as new pictures are produced.

### Enthusiastic About Pay-TV

The report says that "both the operating earnings and inventory values of all major movie producers could witness a dramatic increase if pay-TV finds acceptance." Acceptance of pay-TV on a commercial scale, it suggests, "could double Paramount's operating income and its inventory values would appreciate to substan-

tially more than twice the assumed worth of \$30 million."

Pay-TV franchise operations also should increase future earnings of Famous Players Canadian, Paramount's interest in which is said to be worth \$20 million.

The report notes that Paramount's holdings of DuMont Laboratories stock was carried at \$450,000 and has been exchanged for stock in Fairchild Camera with a market value of \$7.2 million. A merger of Telemeter Magnetics and Ampex, under discussion, would give Paramount an Ampex interest with a market value of \$11.1 million.

The investment value of the Paramount Television Productions business is placed at \$10 million; music interests at a like amount; equity in the Paramount Bldg., Times Square, \$5 million.

In summarizing, the report assigns a total assumed value of \$133,000,000 to assets carried on the company's books at \$22,140,000, or an assumed valuation of \$80 per share. It views the stock as an opportunity for "certain institutional investors," otherwise restricted "in their selection of investments by requirements specifying the time period of past dividend payments, limitations on the relationship of market price to book value, etc.," to invest in the electronic field for the first time.

### AB-PT Dividends Set

The board of directors of American Broadcasting - Paramount Theatres has declared third quarter dividends of 25 cents on the common stock and 25 cents on the preferred stock payable Sept. 15 to stockholders of record Aug. 19.

### 'Unchained' Still Big In British Theatres

From THE DAILY Bureau

LONDON, Aug. 8.—Joseph E. Levine's "Hercules Unchained" continued to smash British theatre records over the weekend by recording an opening day gross of 7,500 pounds (\$21,000) in 30 Associated British Cinema houses throughout this city.

Following the outstanding business in 80 seaside-resort theatres the week of Britain's annual Bank Holiday, Sunday's 7,500-pound gross, according to ABC officials, represents an all-time London record. ABC reported that the figure was particularly significant in that the Warner-Pathé release played only two performances in each of the 30 houses.

### Abroad for USIA

William Nayfash, staff projectionist at Radio City Music Hall, has left for Kabul, Afghanistan, to set up a theatre for the United States Information Agency exhibit opening there on Friday. Nayfash performed a similar chore for the agency last year in Moscow.

### Scott Heads MGM-TV Industrial Sales

Malcolm Scott has joined MGM-TV as director of industrial film sales, it was announced by Tom Curtis, who heads the MGM commercial and industrial film department.

Headquartering in New York, Scott will work with advertisers and their agencies in the development of industrial film projects to be produced by MGM's Commercial and Industrial Film Division. Prior to his appointment, Scott was U.S. sales manager for Intercontinental Television, S.A., a European mobile videotape production firm. Previously he had been sales manager for Film, Inc. and N.Y. sales representative for Wilding Pictures.

### Theatre Gets SBA Loan

WASHINGTON, Aug. 8.—Only one theatre participated in the 539 loan applications approved by the Small Business Administration during June. Miguel A. de Jesus, Ciales, Puerto Rico, a motion picture theatre operator with two employees, received a direct loan of \$8,000.

## REVIEW:

### Jungle Cat

Walt Disney—Buena Vista

Latest in the popular True Adventure series of Walt Disney, "Jungle Cat" depicts the life habits of the jaguar, who reigning of the beasts in the jungles of Brazil. Filmed on location in Telemeter color in the native habitat of its color the picture will please those who enjoyed the previous Disney documentaries of this type.

The picture begins with a camera and film sequence in which the various members of the "cat" family, described, beginning with the domestic Persian and proceeding to the lion, tiger, cougar, etc. Then the jaguar strides onto the scene—sleek, beautiful and grander than all the rest.

James Algar, who directed from his own script, then introduces the animal of the "jungle cat"—the vast and largely unexplored Brazilian jungle. There are shots of such other jungle denizens as monkeys, lizards, toucans, parrots, macaws, water birds, condors, etc., that are variously interesting to see.

The best parts of this 70-minute film, however, are those showing the jaguar in action—fighting and wooing his mate; the mother jaguar teaching her young to swim; jaguar parents capturing a wild bird and a crocodile for food and a duet with the death with a boa constrictor. These have all been recorded by patient cameramen—James R. Sigler, Hugh A. Wilmar, and Lloyd Beecher—with the clarity and detail that are to be expected in the True Adventure series.

Being offered to exhibitors to see with "Jungle Cat" or on another program is a 45-minute "featurette" titled "The Hound That Thought It Was a Raccoon." This is also a 15-minute film as opposed to a cartoon and as its hero a most engaging hound pup who, having been lost shortly after birth, is taken up by a mother raccoon and thus is unable to hunt raccoons when he matures and returns to civilization. More "fairy-tale" in execution than "True-Life," this little film should please the kiddies immensely. It is produced by Winston Hibler and directed by Tom McGowan from a screenplay by Albert Aley. Narrated by Rex Allen in a "folksy" style. Release, in October.

RICHARD GERT

### Team Hudson, Douglas In 'Montezuma' for

From THE DAILY Bureau

HOLLYWOOD, Aug. 8.—Frank Hudson will join Kirk Douglas under the direction of John Huston in "Montezuma," to be filmed by Bryna Productions for release by Universal.

This marks the second teaming of the two box-office personalities, following their just-completed "The Long Walk Home," also a Bryna venture produced, as will be "Montezuma," by Eugene Frenke and Edward Lewis.



## Anti-Trust Law by Belgian Gov't

*Special to THE DAILY*  
**MUSSELS, Aug. 6 (By Air Mail).** A new anti-trust law has been enacted by the Belgian Government to define its responsibilities under the Treaty which creates the European Economic Community. The law is considered milder than the French and German anti-trust laws. The law's first chapter, which deals with abuse of "economic power," defines that term as "the power held by a person or company acting independently or in concert to establish, by commercial, industrial, agricultural, financial activities, a preponderant influence on the supply of goods or services, or on the price and quality of goods or services."  
 Provision is made for a determination as to when an abuse exists. An abuse is said to exist when one or more persons, having economic power, work against the general interest by practices which warp or restrain normal competition, hamper the economic liberty of producers, distributors or consumers, or the development of production or exchange.  
 When there is reason to believe that abuses exist, a commissioner appointed by the Crown to the Council of Economic Disputes may institute an investigation upon the complaint of persons, companies or organizations representing groups having a common interest, which suffer from alleged abuses of economic power. The law also sets procedures for the investigation, publicity in connection with each case, and measures regarding second offenders.

## Box Office Grosses Climb

"Sons and Lovers" grossed \$3,960 at the Beekman Theatre here on Saturday, the largest single day's gross in the history of the house. In addition, the total for the six days ending Saturday was \$17,300, also a record for the East side theatre. At the Victoria, the six-day total was \$21,401, better than virtually every full week at the theatre in the past year.

## WOMPI Aids Drive

**NEW ORLEANS, Aug. 8.** — Members of the local chapter, Women of Motion Picture Industry, are participating in the educational campaign of the Tuberculosis Association of Greater New Orleans. The WOMPI members are booking and delivering the association's film shorts to local theatres. The films urge the viewers to get a tuberculin test.

## Harry Cotton Dead

Harry Cotton, 62, associated for many years with Alexander Film Co., died at Long Beach General Hospital only a week following his retirement from the company, of which he was Eastern regional sales manager. He is survived by his wife, an and a daughter. Interment took place in Riverside Cemetery, Lodi, N.J.

## 'Psycho' Dates

(Continued from page 1)

coordinate performance times so that "Psycho" may be seen in any of the five boroughs, Long Island, Westchester and nearby New Jersey at exactly the same hours. As in the case of the DeMille and Baronet, all local theatres will adopt a single-feature policy during their engagements of "Psycho" in addition to no admissions once the picture has begun.

## Soft Drink Firms

(Continued from page 1)

indictment were: Carbonated Beverage Manufacturers Association of Washington, D. C., Inc.; Washington Coca-Cola Bottling, Inc.; Pepsi-Cola Bottling of Washington, D. C., Inc.; Pepsi-Cola Metropolitan Bottling, Inc.; Canada Dry; R. C.-Nehi Bottling, Washington; Seven-Up, Washington, Inc., and Rock Creek Ginger Ale Co., Inc.

## Trumbo to Get Credit For 'Spartacus' Script

Universal - International will give screen credit to Dalton Trumbo as the author of the script of "Spartacus," and will also credit him in advertising planned for the picture, according to a story in the *New York Times* from Hollywood yesterday. Trumbo is one of the "Hollywood 10" writers who refused to cooperate with the House Committee on Un-American Activities in its investigations of Communism in Hollywood. He was cited for contempt of Congress in 1947 and sentenced to a one-year jail term.

The *Times* noted that Trumbo is also the author of the script of Otto Preminger's "Exodus," and that he is to get screen credit for the United Artists release. The American Legion has attacked the employment of Trumbo in both instances.

## Drive-In to Open Soon

**ALBANY, N. Y., Aug. 8.**—A target date for opening of the Northway Drive-in, near Rouses Point on the American side of the Canadian border, has been set—Aug. 15 to Sept. 1, according to James L. Morgan, a Rouses point electrical and construction dealer, who is president of Northway Drive-in, Inc.

William Kennedy, who operates the Lyric Theatre, is associated with Morgan as partner in the new drive-in. Three other men, Larry Paquette, John Coleman and Robert Casey, have money invested.

## Club Screening Today

**DETROIT, Aug. 8.** — The Detroit Press Club tomorrow will hold a buffet and screening. Following the supper at the club the guests will repair to the screening room at the Film Exchange Building, where they will witness a showing of United Artists' "Elmer Gantry."

## Wider Radio-TV Use for Upstate Rogers Drive

*Special to THE DAILY*

**ALBANY, N. Y., Aug. 8.**—Hoping for a broader base of public understanding and wider financial support for the Will Rogers Memorial Hospital, at Saranac Lake, the co-chairmen in this area have made plans for wider cooperation by television and radio stations in this year's Fund drive.

Herbert Schwartz, distributor chairman, and Elias Schlenger, exhibitor chairman, approved a promotion under which theatres of the area will give two passes for each dollar contributed to the Fund—this being forwarded to a post-office box announced on the air.

### David Rosen TV Director

David Rosen, of Stanley Warner-owned WAST, has been named television director, while Marty Ross, of Schine-operated WPTR, has been appointed radio director. A second meeting, for broadcasting people only, will be held within the next week.

Spot and tag announcements will be aired, but there will be no direct references to theatre collections, the week of Aug. 24.

Schwartz and Schlenger expect to surpass last year's total in the exchange district—from theatres take-up and from the Christmas Salute — of \$11,600.

## 'Facts,' Clothing Tie-Up

A nation-wide promotion has been set for United Artists' "The Facts of Life" and Botany 500 Clothing, timed to the release of the picture late this year. The film, a Parkwood Enterprises Production, starring Bob Hope and Lucille Ball, is currently before the cameras in Hollywood. The promotion kicks off with a full-page ad in the January issue of *Esquire*.

## Gold Moves Here

Bill Gold Advertising, Inc., has established headquarters at 580 Fifth Avenue here. The organization, which serves as advertising art agency for Warner Brothers Pictures and other accounts, last week moved its operations to New York from Los Angeles. The agency has been operating in Los Angeles since February, 1959, and formerly was located in New York.

## Atlantis Package Set

Scheduled for early fall release as a package by Atlantis Films, Inc., are "Prisoners of the Congo" in Eastman Color, starring George Marchal and Francoise Rasquin; and "The Amazing Mr. Callaghan," based on a novel by Peter Cheyney, starring Tony Wright and Lysiane Rey.

## New Community Address

**CLEVELAND, Aug. 8.** — Community Circuit Theatres has moved from its long-time location in the Great Lakes Life Building here to the Fidelity Building, 1940 East 6th Street. The circuit operates 14 theatres in this area.

## Jerrold Sale

(Continued from page 1)

considerations. H&B plans further expansion in television and community antenna systems.

The new president of Both H&B and Transcontinent is Charles L. Glett, a former executive vice-president and director of RKO Teleradio Pictures, Inc., and vice-president and general manager in charge of production and studio operations for David O. Selznick. He also was president of National Television Investments, Inc., a National Theatres & Television subsidiary.

Glett was also vice-president of the CBS Television division, in charge of operations for all live broadcasting and film production originating on the West Coast, and he has been vice-president in charge of TV for the Don Lee Broadcasting System, Los Angeles.

The antenna systems which have been acquired serve Ukiah, Calif.; Ventnor, N. J.; Flagstaff, Ariz.; Pocatello, Idaho; Dubuque, Iowa; Florence, Ala.; and Richland, Walla Walla and Wenatchee, Wash.

## British Toll-TV

(Continued from page 1)

always said we don't want any government interference in our business," he continued, "but I am beginning to realize that the government nowadays is so much concerned with the cinema, radio and TV, etc., that anyone not in with the government in some way is out on a beam."

The branch then passed the following resolution: "Whilst it is recognised that exhibitors have a self-interest in opposing the introduction of toll-TV in this country, the Yorkshire branch of the CEA is of the firm opinion that the granting of such licenses is against the public interest and that it could seriously affect a wide variety of national interests including public transport, sport, cultural activities, all forms of entertainment, and many important national amenities."

"The branch accordingly (a) ask what information the officers of the CEA have on this subject, and (b) requests that representations be made to the government urging that the whole position be examined most carefully before any licenses for toll-TV are granted."

### General Policy Unlikely

There is little likelihood, however, of the CEA adopting a general policy of opposition to toll-TV. A sharp divergence of opinion within the Association's membership is inevitable.

The Rank Organisation and Telemeter have already announced tentative plans for pay television networks in Britain. Also, a government committee has been set-up to conduct an inquiry into the future of sound and television broadcasting here. This inquiry will explore the question of whether or not Britain should have pay-TV.

**NINE  
TEN  
ELEVEN  
TWELVE  
ONE  
TWO  
THREE  
FOUR  
FIVE  
SIX  
SEVEN  
EIGHT  
NINE**



**EVERY HOUR ON THE HOUR  
NONSTOP TO CHICAGO** **FROM  
9AM-9PM**

***AMERICAN AIRLINES***  
***AMERICA'S LEADING AIRLINE***

Other nonstops, too. Leave when you are ready, arrive when you like with American Airlines, *first choice of experienced travelers*. See your Travel Agent today or call American Airlines. The telephone number in New York is LOnacre 4-2000.

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All  
the News  
That  
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88, NO. 28

NEW YORK, U.S.A., WEDNESDAY, AUGUST 10, 1960

TEN CENTS

**Anti-Pay TV**

## Theatres Take Anti-Pay TV Case to Public

30 Million Signers  
Petition to Congress

Exhibition's campaign to legislate outlaw pay-TV moved into high gear with the announcement yesterday Philip F. Harling, chairman of the Joint Committee Against Pay-TV, a nationwide drive for 30,000,000 signatures from the public on petitions calling upon Congress to enact legislation against pay-TV.

Harling said that by about Sept. 1 the National Screen Service will complete distribution to every theatre in America of kits containing petitions to be sent to all congressmen asking passage of H.J.R. 130 and H.R. 6245 of the 86th Congress, or any other legislation which would ban pay-TV by

(Continued on page 5)

## AFM Made Deal on Post-'48s to TV

From THE DAILY Bureau  
HOLLYWOOD, Aug. 9.—The Motion Picture Guild of America charged today that a "deal" has been made between the American Federation of Musicians and TV film distributors to allow the sale of 1948 films to television in exchange for payments to the AFM trust funds. The deal was announced on June 23, 1960, according to the

(Continued on page 9)

## Decca 6-Mo. Earnings Highest in Its History

Consolidated net earnings of Decca Records, Inc., including results of operations of its subsidiary, Universal Pictures, for the six months ended July 30, amounted to \$2,946,224, the highest first six months in company history.

For the corresponding period for 1959, Decca reported earnings of \$2,313,202.

TELEVISION TODAY—page 9

## Highest Attendance in 4 Years Reported for Last Week of July

Motion picture theatres in the U. S. hit the till for their best figure in four years during the last week of July. A total attendance of 82,831,000 is reported by Sindlinger & Company, market analysts, in its weekly *Motion Picture Activity*, which says this figure is seven-tenths per cent above the comparable week of 1959, and the highest recorded since the company posted 83,998,000 for August 4, 1956.

Pointing out that the week ending July 30th was the first time in 13 weeks that weekly attendance exceeded a corresponding week of 1959, the Sindlinger report attributes the upturn to increased attendance at drive-in theatres. While attendance at conventional theatres is said to have dropped 13.5 per cent during the last week of July, drive-in admissions went up 8.9 per cent.

## Joint Foreign, Domestic Publicity Seen on Rise

Every major American film company will be forced to integrate its foreign with its domestic publicity and exploitation organization if it means to stay alive in the tough, new competitive markets abroad. Columbia Pictures thinks it has been the first to see the light.

These pronouncements were made here

(Continued on page 6)

EDITORIAL

## A Good Precedent

By Sherwin Kane

YESTERDAY's news story that Alfred Hitchcock's "Psycho" will continue playing its pre-release engagements at Walter Reade's DeMille Theatre on Broadway and the Baronet on the East Side after it opens in more than 90 Loew's and other neighborhood theatres, and in the Brooklyn Paramount, is a development of unusual trade significance.

The simultaneous neighborhood and downtown first runs are not the only precedents involved, although they very likely are the most significant phase of the engagements. Other aspects are that the theatres

(Continued on page 2)

## Twelve Films Slated Pathe Outlines Distributing, Producing Plan

Calls Its Booking System  
'Three-Way Partnership'

By SAMUEL D. BERNIS

HOLLYWOOD, Aug. 9. — A new motion picture producing and distributing company which for the first time will permit theatre owners to share with producers and the distributing company in ownership profits of films was announced today by America Corporation and its subsidiary, Pathe Laboratories.

Two subsidiary companies have been set up by America Corp. to finance and distribute an initial program of 12 pictures of unlimited budget, it was revealed by James S. Burkett, Pathe sales manager. The distributing arm is Alpha Distributing Corporation, with headquarters in Hollywood and New York. Producers

(Continued on page 4)

## Levine Sets Another \$1,000,000 Ad Budget

By SAUL OSTROVE

Joseph E. Levine, describing \$1,000,000 exploitation budgets as "monotonous," yesterday announced another \$1,000,000 advertising and promotion campaign to pre-sell Embassy Pictures' forthcoming "Where the Hot Wind Blows," for release by M-G-M.



Joseph Levine

Levine was joking, of course, in deprecating the sum. What he really meant was, Embassy finds that despite early promises to itself to keep its ad budget below \$1,000,000, it learns eventually that a seven-figure sum is required to promote the kind of sell it takes to

(Continued on page 7)

# PERSONAL MENTION

JOSEPH LEVINE, president of Embassy Pictures, and Mrs. LEVINE will leave New York today aboard the "Queen Elizabeth" for Europe.

CHARLES A. SMAKWITZ, Stanley Warner zone manager, has returned to his Newark headquarters from Utica and Albany, N. Y.

W. A. McCLURE, Universal manager for Florida, has left Jacksonville for a business trip through the state.

ALBERT C. GANNAWAY, producer, has arrived in New York from Hollywood.

RICHARD QUINE, director, has arrived in Munich from Hollywood to complete the dubbing on Ray Stark's "The World of Suzie Wong."

DICK JOHNSON, of Allied Artists, Atlanta, has left there with Mrs. JOHNSON for a vacation in Florida.

## 1st Cinerama Theatre In New Jersey Set

The Clairidge Theatre in Montclair, New Jersey, will be converted to Cinerama as the exclusive showcase for that process in the state, it was jointly announced yesterday by B. G. Kranze, vice-president of Cinerama, Inc., and Robert Sherman, president of the Clairidge Theatre Co.

The Clairidge will open with the first Cinerama production, "This Is Cinerama," on Aug. 25 with a gala premiere sponsored by the Rotary Club of Montclair for the benefit of The Boy Scouts. Sherman, a former head film buyer for RKO Theatres in New York and a former executive of Walter Reade Inc., has recently formed an exhibition company.

**gems of showmanship!...**

**SPECIAL TRAILERS**

by **national screen service**

# EDITORIAL

(CONTINUED FROM PAGE 1)

playing "Psycho" will dispense with a second feature during the engagement, will give the picture extended playing time, will observe the policy of admitting no one after the start of the picture, and will synchronize performance times so that patrons can see the picture at the same hour in every part of the metropolitan area.

The simultaneous availability of important pictures to neighborhoods, suburbs and downtown is the booking departure that will be of greatest interest to many exhibitors, particularly those who, like Sam Pinanski of Boston, for long have advocated "going to the people instead of making the people come to us."

It is a policy that serves the largest public and that is in keeping with modern merchandising methods as exemplified by the suburban branches of the better downtown department stores and neighborhood supermarkets.

The success of the drive-in theatre with its advantages in solving the parking, baby-sitting, dress and transportation problems is convincing evidence that the public will respond when offered convenience and accommodation. Making a motion picture available to them when they want to see it is doing just that.

There is no good reason any longer why the public should have to hunt for a popular picture after it has had its first run. Nor is there any good reason why a picture should have to play to an audience of 3,000 when it could as well be playing to 20,000 on the same night.

There should be many more bookings of this kind. They are sure to benefit both exhibitor and distributor.

## Martin, Norris, Knight To Address IENE Meet

Special to THE DAILY

BOSTON, Aug. 9.—Three speakers have been set for the annual convention of the Independent Exhibitors and Drive-In Theatres Ass'n. of New England on Sept. 15 at the Chatham Bars Inn in Chatham, Mass. They include Henry Martin, vice-president and general sales manager of Universal; C. Glenn Norris, general sales manager of 20th Century-Fox, and Norman Knight, president of the Yankee Network. Others are to be announced.

With Edward W. Lider as general chairman of the three-day convention starting Sept. 13, the co-chairmen are Richard A. Smith and W. Leslie Bendslev.

## Book 'Sons and Lovers' Ten Months in L.A.

From THE DAILY Bureau

HOLLYWOOD, Aug. 9.—Jerry Wald's "Sons and Lovers" has been set for a 10-month engagement at Los Angeles' Fine Arts Theatre. The film will open on Aug. 31 and will run a minimum of 10 months, the longest pre-opening deal ever set by the theatre.

Producer Wald predicted here today that "Sons," already breaking records in its London engagements, would recoup its entire negative cost in the British Isles alone.

## 13 Department Stores To Promote 'Naples'

An advertising and promotional campaign linking Shavelson-Rose's "It Started in Naples," and 13 leading department stores throughout the nation was announced jointly yesterday by Martin Davis, Paramount Pictures national advertising, publicity and exploitation manager, and Herbert Witkin, vice-president of Allied Stores.

Keyed to August openings of the picture, the department stores will launch their annual showings of Italian sportswear with an "It Started in Naples" theme. Two half-page newspaper ads, in-store and window displays and extensive customer mailings will give full credit to the Paramount release and list local playdates. Department stores participating in the cooperative promotion are: Jordan Marsh Company, Boston; Rollman & Sons, Cincinnati; Sterling-Lindner, Cleveland; Titcher - Goettinger Co., Dallas; Joske's, Houston; Peck's, Kansas City, Mo.; Jordan Marsh Co., Miami; L. S. Donaldson's, Minneapolis; Cain Sloan's, Nashville; Joske's San Antonio; Bon Marche, Seattle; Golden Rule, St. Paul; Bon Marche, Tacoma.

## 'Cannibals' to Criterion

Metro-Goldwyn-Mayer's "All the Fine Young Cannibals" will be the next attraction at the Criterion Theatre here, following the run of "Strangers When We Meet."

## 'Sons' Grosses Growing Daily at Two Theatres

"Sons and Lovers," Jerry Wald production for 20th Century-Fox completed a record-breaking week at both the Victoria and Beekman Theatres here. The Victoria took \$25,500 for the first seven days of the run. The standout feature business at both theatres is that day's grosses are higher than the day before.

The Beekman reported that taken in \$19,000 for the week, high in the house's history. A new record was established last Saturday when the theatre took in \$9,600, the largest single day's gross in its history.

## Baronat to Europe on 'Spartacus' Promotion

Fortunat Baronat, director of foreign publicity for Universal International Films, Inc., has left here for Europe, to advance the advertising and exploitation plan for "Spartacus." His visit is one of a continuing series by U-I executives inaugurated last March by U-I foreign general manager Americo Aboagui to guide the sales and publicity program for "Spartacus" and to lay the groundwork for the launching of the picture in all overseas territories.

In Europe, Baronat will confer with John Nelson-Sullivan, European distributor for "Spartacus" publicity and advertising, and local publicity heads in Great Britain, Belgium, France, Austria, Italy, Spain, and France, regarding their activities plans for the various premieres scheduled for December.

## See 'Eternity' One of Top Grossers of '60

Early opening engagements of Allied Artists' "Hell to Eternity" indicate that it will be one of the year's biggest grossers, Morey Goldstein, vice-president and general sales manager of Allied Artists, said yesterday. He said it would also be the biggest grosser in AA history.

With openings mostly in the Southern areas, the Atlantic Pictures production has brought in the year's second biggest opening day gross at Saenger Theatre in New Orleans, \$3,850, despite a day long rain storm. The first four days' total was \$16,000. Other openings include \$8,016 first week at the Strand, Shreveport; \$2,882 first week at the Ten Meridian, Miss.; \$3,183 first week at the Paramount, Texarkana; \$6,588 three days at the Bradley, Columbus, Ga.; \$5,599 first week at Saenger, Biloxi.

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CHARLTON HESTON

*as*

**El Cid**

*directed by*

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*Technicolor · Super Technirama 70*

A SAMUEL BRONSTON PRODUCTION

*To start filming September*

## 'I Aim at the Stars' Slated For Edinburgh Int'l Festival

Special to THE DAILY

EDINBURGH, Scotland, Aug. 9.—"I Aim at the Stars," a Charles H. Schneer Production for Columbia Pictures, release, has been selected as the opening attraction of the Edinburgh International Film Festival. The story of rocket scientist Dr. Wernher von Braun was the unanimous choice of the Festival's selection committee to launch the film fete on Sunday, Aug. 21. Schneer and Curt Jurgens, who portrays Dr. von Braun, will fly from Munich to Edinburgh to be on hand for the festival presentation. They will be joined by director J. Lec Thompson and co-star Gia Scala, who will fly in from London.

## Billboard Head Hits 'Sex' in Film Posters

Special to THE DAILY

TORONTO, Aug. 9. — The motion picture industry was criticized by the chairman of the International Congress of Outdoor Advertising for using sex in their posters. Sir Thomas Miles, in an address to the Congress here, said, "It might be well for some sections of the film industry to look to their standards of pictorial display they employ to lure the public into their cinemas."

### 'Sheer Pornography'

While he admitted sex is "an essential factor in life," he criticized the blown-up stills used in billboards. He said they could be sheer pornography when a tender love scene of sincere cultural validity is shorn of its contextual words, music and rhythm "and forced starkly before the gaze of the public."

He advised the outdoor industry "to take action" unless public opinion sweeps away billboards and signs and with them "our protests and powers to benefit it from constructive criticism."

## Sidney to Supervise 'Pepe' Foreign Dubbing

From THE DAILY Bureau

HOLLYWOOD, Aug. 9.—In the belief that too many Hollywood-produced motion pictures are edited and dubbed in foreign languages without regard to the ideologies and concepts of humor of each country, producer-director George Sidney will personally supervise the foreign versions of "Pepe," his production for Columbia. The decision was made as a direct result of the recent Columbia global summit meeting on "Pepe" attended by company heads from all over the world.

Upon completion of the film, which is now being edited, Sidney will leave for Europe where he will meet with Mo Rothman, executive vice-president of Columbia Pictures International, to map plans for the completion of the foreign versions of "Pepe."

# Pathe Tells Production Plan

(Continued from page 1)

and Distributors Finance Company, Inc., which will handle financing, is now being formed.

Key personnel heading America Corporation, parent company of Pathe, Alpha, and Producers and Distributors Finance Company, will be active in the new organization. These executives include Gordon K. Greenfield, president, and William Zeckendorf, member of the board. James S. Burkett has been assigned to co-ordinate the entire project.

The new program is expected to add thousands of working days yearly to Hollywood employment.

Principal photography of the first picture is being planned for November.

The new company embraces a three-way partnership between Hollywood producers, owners of United States motion picture theatres, and Alpha.

### All Will Share Profits

The producer will provide script, stars and director; participating theatres will guarantee playing time, and Producers and Directors Finance Company will finance shooting of the picture. All will share profits.

Producer deals have been formed for six of the pictures, Burkett said.

"This is the most progressive and solidly grounded and backed production-distribution program in the history of the industry," Burkett declared, and he added:

"The producer will have creative freedom such as he seldom has known.

"Charge for distribution for the initial guaranteed theatre runs is not expected to exceed 10 per cent. This adds to the producer's profit.

"The entire setup will strongly at-

tract to the producer leading stars, directors and writers.

"The theatre owner also reaps important benefits. First, he is provided with a dependable source of quality motion pictures for which he pays no more than for comparable pictures. He derives added profits through sharing in the returns from each picture shown in theatres other than his own in his territory.

"He knows all production money goes on the screen.

### Large Savings Predicted

"The direct booking plan saves both the theatre owner and the producer approximately a third of the gross in distribution costs. On a picture grossing \$3,000,000 this would mean approximately \$1,000,000.

"I have discussed the program with scores of leading exhibitors throughout the country. All are eager to participate."

The entire program will be formally presented at a special luncheon Sept. 14 at the Ambassador Hotel during the Theatre Owners of America convention.

### Will Not Affect Present Plan

"This will in no way affect the present exhibitor plan to finance motion pictures. It will only implement the exhibitor's purpose in finding an additional source for much needed product," Burkett pointed out.

"If producers have the proper package, we will completely finance them, but we must have the support of the exhibitors. Especially those exhibitors who have told us that they are looking for fresh faces, not tired names; and above all, a good story," he concluded.

## Electrovision Corp. Gets Air Equipment

From THE DAILY Bureau

HOLLYWOOD, Aug. 9. — Electrovision Corporation has completed the acquisitions of Air Cargo Equipment Company and Rene Corporation, Robert L. Lippert, chairman of the board of directors, announced today. Purchase price included a down payment of approximately 100,000 shares of Electrovision common stock. The balance was not disclosed.

"These acquisitions, the first steps in the company's diversifications program, mark Electrovision's entry into the fields of ground support equipment and optics for space age industries," Lippert said. Addition of the two new companies is expected to substantially increase Electrovision's sales and profits, he added. Prior to these acquisitions, Electrovision operated motion picture theatres and drive-ins throughout California and southern Oregon. Several additional diverse acquisitions are presently under investigation.

## 3 More Midwest Cities Set for 'Spartacus'

Three additional midwest cities have been confirmed for Christmas holiday season premieres of "Spartacus," all three on a roadshow, reserved-seat basis. Signed for Dec. 22 openings are the Palace Theatre in Cleveland, the RKO Grand in Cincinnati and the Esquire in St. Louis. In all cases, the theatres have been cleared for an extended run of the Universal release.

With the setting of these dates, "Spartacus" is now scheduled for nine cities beginning with the world premiere in New York at the DeMille Theatre on Oct. 6. Dates immediately thereafter are for Los Angeles, Chicago, Boston, Philadelphia and Detroit.

In accordance with the policy established in earlier engagements, a saturation mailing will go out to women's clubs, civic organizations and industries in the vicinity of Cleveland, Cincinnati and St. Louis to stimulate theatre parties and group sales.

## Hospital 'Pledge Drive' Reported in Good Start

Distributor and exhibitor chairmen in the exchange cities have made a fast and well-organized start in "pledge-signing" stage of the campaign collection and Christmas campaign for the Will Rogers Memorial Hospital which began on August 1.

This was reported here yesterday by Eugene Picker, fund-raising finance chairman, who said a concerted effort is being made to enlist participation of 8,000 indoor theatre and drive-ins this year.

### \$600,000 Needed

"It is imperative that we have the help of that many theatres, for our goal this year must necessarily be in million dollars," Picker said. "A \$600,000 is needed, and already \$100,000 has been committed for the structural work and equipment of the new R. J. O'Donnell Memorial Laboratories, and for building the new housing for the resident staff, which has been occupying space to be taken over for the new labs, also part of which can be used to accommodate additional patients. The remaining approximately \$400,000 is earmarked for the regular fiscal year operating costs."

## 8 Pre-Release Dates Slated for 'Butterfield'

Metro-Goldwyn-Mayer will pre-release "Butterfield 8" in eight selected cities in early November, following openings in key situations during the Thanksgiving holiday week. The announcement of specialized release plans for the film was made by Roy Mochrie, general sales manager, following the screenings and conference at M-G-M last week with president Joseph R. Vogel and studio head C. Siegel.

### Eight Cities Selected

The eight cities and theatres already selected. They are Chicago Theatre, Chicago; Orpheum, Boston; Palace, Washington, D. C.; Loew's State, New Orleans; Paramount, Hollywood; Adams, Detroit; Palace, Dallas, and Roxy, Kansas City. As a feature of the engagements, "Butterfield 8" plays all theatres throughout both major holiday periods, Thanksgiving and Christmas-New Year.

## 7 'Ocean' Dates Big

"Ocean's 11" is ringing up big grosses in its initial seven engagements across the country, according to Warner Bros. First five-day figures are: \$33,451 at the Stanley Theatre, Philadelphia; \$16,213, Strand, Wood, N. J.; \$23,580, St. Francis, San Francisco; \$8,801, Mary Anderson, Louisville and \$8,192, Midway, Oklahoma City. In the first four days of its world premiere engagement at the Fremont Theatre in Las Vegas, the Dorchester Production registered a \$13,791 gross, while the four-day mark at the Esquire Theatre in St. Louis was \$16,505.

# REVIEWS

## Anti-Pay TV Case to Public

(Continued from page 1)

### Walking Target

and Artists

The "Walking Target" presents Ronald Foster as an underworld character determined to outslug the cops in his profession. He is first seen leaving prison where he did five years for armed robbery.

Foster is a walking target, all right, but he'd stashed away \$260,000 hidden from the armored car, before he was put away. The cops want him to get the money; his former confederate wants only the money, and Foster wants the sweet solitude. This he gets eventually, but before he attains it he is taken up and chased to a jerkwater town in Arizona where the money is hidden.

Foster turns the money over to authorities and he turns away sexy Merry Anders, his one-time moll who double-crossed him. In her place, Foster takes a man of character, Joan Evans, the widow of the man who went down with Foster in the robbery. He is killed by police following the robbery.

Produced by Robert E. Kent and directed by Edward L. Cahn, the film is a tight along. Much of the dialogue is amusing.

Running time, 74 minutes. August 10.

SAUL OSTROVE

### Between Time and Eternity

Terra Prod.—Universal

A strange, exotic and mystical atmosphere, "Between Time and Eternity" is a picture that leaves the audience satisfied but fulfilled in a number of ways. This romantic melodrama, set in an unidentified Mediterranean island, stars Lilli Palmer as a woman of health, beauty and bearing, whose life is shortly due to end, for she is suffering from an incurable disease.

Her husband in the picture, which is dubbed in English and is in Pathé, is Willy Birgel, an eminent German medical specialist. He pleads with her to spend her last few months alone with him, but Miss Palmer decides on a long cruise by herself. On the sunny island she meets Carlos Lapson, a handsome Latin fisherman and petty thief. At first, he seduces her, but later, when he falls in love with her and she with him, they decide to spend the rest of their lives together.

Miss Palmer is doubly elated, because she has found a lover and because her pains cease. She adjudges the latter turn a miracle, until her husband arrives to fetch her. Then her pains and the blackouts begin again and she knows for certain she is doomed. She sails for home, leaving Lapson behind.

The New Terra Production was directed by Robert Thoeren and di-

rected as well as over-the-air, as being contrary to the public interest.

Theatres will be asked not only to solicit signatures in their lobbies for a week to 10-day period, but also to seek outside groups ranging from PTAs and church groups, to unions and veterans' organizations to circulate the petitions, too.

#### Kits Well-Stocked

These kits, which are free to the theatres, will contain a supply of the petitions, jumbo window cards urging public signatures, instructional sheets for the theatres, mailing envelopes to the congressmen and to the Joint Committee, and other material designed to get the message across to the public that pay-TV will be too expensive for the average set owner and is not in the public interest.

Harling declared the petition campaign will be the first major national effort of the Joint Committee to enlist public support for passage of the bills introduced by Rep. Oren Harris of Arkansas, chairman of the House Interstate and Foreign Commerce Committee, where the bills are now reposing.

#### Contributions from All Sections

Exhibitors all over the country are currently contributing to a fund to finance an overall campaign of which the petition circulation is a part, Harling said.

The petitions declare:

"We, residents of (state), respectfully petition our Congressmen and Senators to vote in favor of House of Representatives Joint Resolution 130 and Resolution 5245 of the 86th Congress, or any other legislation,

which would ban Pay-Television in all forms, as being contrary to the public interest.

"We oppose all Pay-TV schemes and proposals because:

"1. It is contrary to the American tradition. The airwaves are free and in the public domain and their use by the payment of tolls subverts this tradition.

"2. Free TV and Pay-TV cannot exist together because both would depend upon the same sources for entertainment and free TV would be eliminated.

"3. Pay-TV is nothing more than free TV without commercials, and the commercials would come later.

"4. Pay-TV would impose a financial burden upon all the American wage-earners and work a hardship to persons with limited income, our older citizens, invalids, and shut-ins dependent upon television for their entertainment, recreation and education.

"It is therefore our hope, in forwarding this petition, that you, our Congress, will heed the wishes of the vast majority of American citizens, and once and for all, by legislation, put a halt to this attempt to hoodwink the public."

Harling declared that every time, in the past, that the public has been asked to advise Congressmen of its feeling about pay-TV, the results have been overwhelmingly against pay-TV. He said that in seeking 30,000,000 signatures, the Joint Committee will attempt to show Congress that the public overwhelmingly feels that pay-TV is not in its interest, and that outlawing of the proposed medium would be in fulfillment of what the public wants.

### Lantz Hikes Cartoons For Universal to 19

From THE DAILY Bureau

HOLLYWOOD, Aug. 9.—Producer Walter Lantz has signed a new releasing agreement with Universal Pictures whereby Lantz will increase his cartoon product from 13 to 19 new films for Universal in 1961.

Despite a slight dip in domestic bookings during the current year, both Lantz and president Milton Rackmil, who signed the new Lantz deal for Universal, feel a tremendous increase in foreign sales of Lantz cartoons in the 72 countries in which they are shown indicates a healthy future for the animated shorts. This prompted their decision to boost next year's program to 19 cartoons.

Lantz has already signed six top writers to prepare the scripts.

Directed by Arthur Maria Rabenalt. Otto Lehmann was production manager. Although the dubbing job is only fair, Miss Palmer's evocative performance sweeps the viewer along to the end. The picture was produced at studios in Hamburg, Germany.

Running time, 98 minutes. September release.

S. O.

### See Vending Industry Top Growth Still Ahead

Despite the enormous increase in numbers of vending machines, from perhaps 50,000 in 1925 to more than 4 million in 1959, the industry still has its period of greatest growth before it, Benjamin Sherman, chairman of the board of ABC Vending Corporation, told the New York Society of Security Analysts yesterday.

In fact, the ABC chairman said, vending is in the "take-off" stage, of rapid expansion, soaring employment, and great advances in technique. He credited these opportunities to the perfection of carbonated beverage machines, hot soup machines, and machines for serving both instant coffee and fresh-brewed coffee.

#### Progress Thus Far Impressive

Within the last two years, Sherman recalled, machines have been developed to vend full-course hot meals, packaged foods, and a host of other consumer items. He credited advances in product, in packaging, in containers and cups for the major gains, together with the greater reliability of vending machines, and the increase in labor costs for rival systems of retail merchandising.

# PEOPLE

Sperie Perakos, Connecticut circuit operator, has enrolled two of his drive-in theatres in Theatre Owners of America, it has been disclosed by Albert M. Pickus, TOA president. The operations are: the Plainville Drive-in, Plainville, and the Southington, in the same community.

□

Dr. Allen B. Du Mont, a trustee of Rensselaer Polytechnic Institute, Troy, N. Y., since May, 1945, has been elected a vice-president of the board of trustees. Dr. Du Mont, group general manager of the Allen B. Du Mont Laboratories division of Fairchild Camera and Instrument Corp., is a 1924 graduate in electrical engineering from Rensselaer.

□

Sam Q. Weissman, for the past two years art director for the Monroe Greenthal Co., advertising agency, on Aug. 19 will open The Studio of Sam Q. Weissman, consulting designers, at 349 East 49th Street here. The merchandising service of the studio will be made available to industry generally, as well as to the motion picture field.

□

Alex Pedro has leased the 400-seat Hollywood Theatre in Frankfort, N. Y., and is operating it on a four-day, week-end policy. Clarence Doff owned and operated the Frankfort house for years. Pedro recently reopened the Community Theatre in St. Johnsville, another Mohawk Valley town, with the support of local merchants.

□

Norm Prescott, former disk jockey on WNEW here and WBX, Boston, and former vice-president of Joseph Levine's Embassy Pictures Corp., is entering the field of animated film production. He will leave here on Sept. 9 for Brussels, Belgium, to supervise the production of his first full-length color CinemaScope animated film.

□

Carol Hall, American artist, has been commissioned by designer-decorator David Barrett to paint the murals here at the new Trans-Lux 85th Street Parisian cinema-cafe. She will start the work as soon as the construction crew has finished its alteration of the lobby.

### Marks Heads NAVA

CHICAGO, Aug. 9. — Harvey M. Marks of Denver was elected president of the National Audio-Visual Association at its 20th annual convention here yesterday. Nearly 3,000 users, dealers, manufacturers and producers of non-theatrical motion picture film and recordings are attending the four-day meeting held here.

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## Joint Publicity

(Continued from page 1)

yesterday by Jonas Rosenfield, Jr., Columbia executive in charge of advertising, publicity and exploitation, who has just returned from a scouting trip of Great Britain and the Continent. He admitted the move to integrate at Columbia was long overdue. But, he asserted that sooner or later—when the industry realizes what effects TV, more money and more leisure time are having on theatre-going habits of Europeans—all the majors will be making a similar change.

### Calls Former View 'Provincial'

"Our attitude until a year or two ago was provincial. The quality of our selling materials and our speed in getting it abroad was poor," Rosenfield said. "Now we face mounting, aggressive, smart, hard-hitting competition."

He reported that European filmmakers and exhibitors have learned to outsell the Americans in many cases and are overpowering many American films not accorded the accelerated exploitation treatment.

Rosenfield said his meetings with Columbia publicity directors at various points in Europe "only served to reaffirm Columbia's dedication to a truly integrated worldwide publicity organization—an idea first proposed by Mo Rothman, executive vice-president of Columbia Pictures International."

### Points to Bogarde Trip

Citing a current example of the company's new set-up, Rosenfield pointed to the recent trip here from London of Dirk Bogarde to assist in launching the American campaign on "Song Without End."

Simultaneously, he emphasized the plan to bring Capucine, the picture's co-star, from the U.S. to England to help kick-off the European campaign at its Sept. 5 London premiere, to be followed by her tour of the Continent.

Columbia intends to meet the merchandising problems resulting from increased competition in the European market by providing on a worldwide basis, regardless of where the film is made, a continuing stream of timely and quality publicity material, tailored to fit the needs of each individual market.

### Five-Minute Featurettes Set

Rosenfield said he was pleased to announce that Columbia finally has made substantial inroads into foreign television, which is non-commercial in many European countries. The company has prepared a series of five-minute "soft-sell" featurettes to help exploit its films now in production, such as "Pepe" and "The Guns of Navarone."

London now is the servicing point on the Continent for photographs. Negatives of high quality will be used to produce photographic stills for the European market, according to Rosenfield.

## TENT TALK

### Variety Club News

PITTSBURGH — Sophie Tucker, starring at the Holiday House, nightclub here, was honored at a Variety Club luncheon in the Penn-Sheraton Hotel. Miss Tucker, many years ago, was made an honorary member of Tent No. 1, and since that time has contributed \$100 each month to the charities.

### S.W. Strand in Albany To Have Refurbishing

Special to THE DAILY

ALBANY, N. Y., Aug. 9.—A major refurbishing of the Stanley Warner Strand, 1,900-seat first-run, is scheduled to be undertaken at a cost which may reach more than \$300,000. Ryan's Palace, a 3,670-seater, is now undergoing modernization, at an estimated figure of \$250,000.

With the new 1,060-seat Helldorado near the city's western boundary in operation, three first-runs will be in sharp competition. The first-run Strand (also S.W. operated) underwent major renovations several years ago. It is currently playing "Can-Can" on a reserved seat basis.

Stanley Warner recently purchased a two-story building adjoining the Strand, will demolish it, rebuild on the foundation, and create a new lobby. A V-shaped marquee, facing two streets, will replace the present one which was installed about five years ago.

The current lobby will be closed and converted into a store—and perhaps the second and third story offices will be rented to the same store or other company. A new outer lobby was built at the time the marquee was hung.

The Strand's interior will be modernized, and new seats installed.

It is expected that the work on lobby and marquee will be finished before cold weather sets in. The interior job can proceed at a slower pace—for the most part—with the theatre continuing to operate. Eberly Associates, of New York, are the architects.

### 'Psycho' an Albany Hit

ALBANY, N. Y., Aug. 9. — "Psycho" has racked big to record grosses in its first indoor and outdoor dates in the Albany exchange district. The Paramount release drew a reported \$10,200 during the first five days of its run at the 2950-seat Stanley in Utica, approximately \$10,000 during the same period, at the 1900-seat Strand in Albany. It played to considerably above average patronage at the Stanley Warner Troy in Troy, where a second week was coming up. The Strand, also an SW house, will lead the Alfred Hitchcock thriller, for a fortnight.

# Levine Budget

(Continued from page 1)

record-breaking numbers of copies to the box office. Levine found this out in Great Britain recently. There he raised his notional budget for "Hercules Unchained" from £49,000 to £100,000 (\$137,200 to \$169,000). Re-lease? Film rentals in excess of £400,000 (\$1,120,000) or a "real smasher," predicted.

In the U.S. "Unchained" is playing off about 75 per cent as well as the first "Hercules." Film rental for new picture should be about \$1,000,000, compared to \$4,700,000 for the first Warner Bros. release. Levine said he did what no other promoter has done in Great Britain—taking full page ads in seven or eight newspapers, some in color. The "Hercules" did poorly in England, but now Levine believes his promotion campaign for the second "Hercules" has loosened up the market.

## Leaving Today for Europe

The Embassy president, who sails today for Europe, will personally supervise the production of "The Thief of Bagdad," now filming in Italy with Steve Reeves and Georgia Skaia starred. He will also check final editing of "Morgan the Pirate," starring Steve Reeves, and "Laughs of Joy," a comedy-drama starring Anna Maguire, Ben Gazzara, Fred Clark and others.

Levine recently returned from Hollywood where he finalized plans for M-G-M President Joseph Vogel and M-G-M General Sales Manager Robert Mochrie for "Where the Hot Wind Blows."

## Using Women's Magazines

Levine will spend an additional \$1,000,000 in the general consumer and women's magazines, emphasizing the exotic elements of the co-stars. All posters and accessories for "Wind" will be available six weeks in advance of first playdates.

The French-Italian co-production financed by nine different companies. Levine owns it outright now and will distribute in the U.S. and Canada. "I won't overreach myself," Levine said in answer to a question regarding his proposed activities abroad.

Now that he is involved in co-production and sole production, Levine intends to buy no more pictures outright. The prices abroad are too high, he said, adding that in the future he expects to produce his pictures with American stars and directors.

The Embassy also has some elaborate and expensive plans for dubbing sub-

# Joint Exchange System In Canada Discussed

Special to THE DAILY

TORONTO, Aug. 9. — The best-known secret in industry circles here is the talks between Columbia and Paramount towards setting up a joint exchange system in Canada. The talks, however, are being held in New York, and officials of both companies here refuse to say anything.

They are working towards an amalgamation of the best in physical and administrative facilities of both companies and using the best manpower of each. New York-based officers of both companies toured the Canadian offices to study facilities.

A formula for the amalgamation has been worked out, but no papers have been signed, nor has a date been set for amalgamation.

Harvey Harnick, Canadian Columbia head, would become sales manager under the new setup, while Gordon Lightstone, Canadian Paramount chief, would become general manager. The setup is expected to be followed by a general amalgamation of distribution facilities in Canada.

Some industryites speculate that the Columbia - Paramount operation may take in other companies later. Already 20th Century-Fox is distributing the product of the J. Arthur Rank Co. in Canada. Universal pictures are distributed here by Empire-Universal under franchise.

Distribution costs are high in this country, and such items as shipping costs and exchange fees would be saved by an amalgamation.

# Cultural Exchanges Hailed by Goldwyn

From THE DAILY Bureau

HOLLYWOOD, Aug. 9. — Samuel Goldwyn said today that he hoped exchanges between the United States and Japan in the field of the arts would continue at an accelerated pace, as a "recognition of the friendship between the U.S. and Japan."

He made the remarks as part of a thank-you speech to the Japanese Government which awarded him the Order of the Rising Sun at ceremonies here today. He is the first member of the motion picture industry to be so honored.

The presentation was made by the Consul General of Japan in Los Angeles, Yukio Hasumi. The ceremonies took place in Goldwyn's office at the Goldwyn Studios in Hollywood.

Hasumi explained that Goldwyn was being so honored because of his exceptional contributions towards cultural exchange between Japan and America.

sequent pictures. Whenever possible, foreign performers will be required to mouth their lines in English and, in fact, Miss Lollobrigida dubbed her own voice in "Wind." This picture, adapted from Roger Vailland's prize-winning novel "The Law," also stars Melina Mercouri, Greek actress whose reputation here is growing.

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# QUIGLEY PUBLICATIONS

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## **Motion Picture Almanac**

Who's-Who and statistical annual of the motion picture industry, comprehensive for the U. S., international in purview.

## **Television Almanac**

Who's-Who and statistical annual of the television industry—companion volume of *Motion Picture Almanac*.

## **Fame**

Annual audit of personalities of motion pictures and television in the U. S. and Great Britain.

## Second Hotel

(Continued from page 1)

World's tallest hotel, 50 stories high, will have the largest convention, ballroom and exhibit facilities of any New York hotel. Ground-breaking is scheduled for Oct. 1 and completion for Aug. 1, 1962.

Announcement of the new project was made at a press conference held at the Four Seasons, at which Eugene L. Ker, Loew's Theatres president; Lawrence A. Tisch, chairman of the executive committee; Preston R. Tisch, a member of the board and president of Tisch Hotels, and Ernest E. Erling, vice-president in charge of advertising - publicity for Loew's Theatres, answered questions.

### Mortgage Money Included

It was stated that the newest hotel will be financed partly with mortgage money and partly with Loew's Theatre funds. No deal has been closed but interest has been expressed by several principals who are awaiting final details.

In reply to questions, it was stated that for large conventions, meetings or exhibits for which the hotel's facilities might be found adequate, use could be made of the 1,000-seat New Capitol Theatre, one block away. For normal entertainment or exhibit purposes, the hotel's grand ballroom stage will be available.

Loew's Theatres also plans several room motor hotels on Eighth Avenue, Manhattan, and may construct others in various parts of the country.

## Bill Would End FCC

### 'Favoritism' to Congress

From THE DAILY Bureau

WASHINGTON, Aug. 9. — Sen. William Proxmire (D., Wis.) has introduced a measure which would, he said, end the present Federal Communications Commission policy of giving special consideration to radio and TV license applicants whose shareholders include members of Congress.

Proxmire asserted that it is "per-very obvious" that FCC will not change this policy by itself, "especially in view of the clearly expressed attitude of its chairman in approving policy of Congressional favoritism." He stated that this is an "immoral, payola practice" and that Congressional silence means that the legislators are "insisting" on continuing "payola payoff" in enjoying this favored, privileged, special advancement of rich radio and TV interests.

## 'Fighter' Booked Abroad

Edallion Pictures Corp. has closed a deal in England, Australia and New Zealand for the film based on Jack London's "The Fighter," starring Lee J. Cobb, Richard Conte and Bessie Brown, originally released by United Artists and later re-issued in domestic territory by Associated Artists.

# AROUND THE TV CIRCUIT

with PINKY HERMAN

**M**ICKEY SILLERMAN, exec veep in charge of sales for Pictures For TV, Inc. is quite excited about the fact that in but 8 weeks, they have booked their J. Arthur Rank color and black & white post '50 features in 11 markets ringing up more than \$750,000 in total sales. The deal with WNBC-TV marks the largest single package of color films ever signed by NBC. . . . Marilyn Mark, associated with Drexel Prod., has been named assistant to Dick ABC Clark show producer, Lewis (Deak) Heywood. . . . ABC-TV veep in charge of Sales Ed Bleier recuperating from an emergency appendectomy last Monday at the New York Hospital. . . . One busy hombre these bright days is an energetic and multi-talented lad named Johnny Andrews. Johnny, regularly heard as the all-nite disk jockey on WNBC, is currently turning in a fine subbing stint on the "Hi Mom" morning (9-10) series TV via the NBC channels. Also rounding out his fourth year as a regular on the NBC coast-to-coaster, "Monitor," he also finds time to write pop tunes and make at least one benefit show a week. . . . Maestro Charlie Sanford accompanied by his charming wife, Betty, drives to Miami tomorrow for a two week vacation. He'll return in time to start rehearsals of his large work for Max Liebman's "Story of the American Motorist" for U.S. Steel Hour TV via CBS. . . . Frank Fontaine's manager, Joe Lytle in association with the Westchester Baking Solon, Bob Dulman, have a new singing find in Martin Walker, whose initial waxing of the standard ballad, "Where Can You Be?" will be released next month and can't miss zooming the handsome young Scotland-born songster to the heights. . . .

☆ ☆ ☆

With three pilots ready for viewing by national and regional sponsors, Prexy Ray Junkin of Program Sales, Inc., announces it has signed noted Sportcaster Bill Stern to appear in and narrate a telefilm series of 130



Ray Junkin

"Portraits & Profiles" a new approach to the behind the scenes story of great sports personalities and events of the past 40 years, with actual films of each event documenting the subject. . . . Betti Andrews is back in Gotham from a week in Hollywood where she was featured in a special industrial flicker. While there the former "Miss Kentucky" received 3 moon pitcher offers but TV commitments here "no let." . . . Joe Franklin, whose "Memory Lane" WABC magic has been one of the bright spots in local morning TV these past 5 years, has almost completed a new half-hour teleseries, "This Was Vaudeville," which can add to Joe's laurels as the gem of memoreels. . . . Up at WLOB, Portland, Maine, Dick Johnson leaves for six months training with the Army so Jay Maher takes over as musicaster (disk jockey to you) and d.j. Rol Hopkins has become the proud pappy of his second boy there. . . . Chantootsie Karen Chandler, who took a two-year leave from Coral Records to study dramatics, has resumed trilling and opens an engagement at the Living Room in New York Aug. 29. . . . 13 film crews are currently in action all over the world shooting footage for the 1960-61 season's "The Twentieth Century" which will be CBS sponsored for the 4th year by Prudential Insurance Co.

☆ ☆ ☆

The great Turkish pianist, and Dot recording star Capli has just returned from a successful 4 week stint at the Flamingo Hotel in Las Vegas and will open a 6 month engagement in October at Pampas Room of the Tradewinds Hotel in Ft. Lauderdale, Fla. . . . "The Walter Winchell Show" will be launched into the ABC channels Sun., Oct. 2 (10:30-11 P.M.) and on Nov. 13, will move into a regular berth at a new time (11-11:15 P.M.) W. W. will again deliver the news in his staccato style, interview guests from all over the world and will again present "Orchids or scallions." . . . Look for "Another Astaire Time," to be headed your way sometime about July, 1962. The Chrysler Corp. will present "Astaire Time," an all NBC colorcast, Sept. 28 (10-11 P.M.) again featuring Barrie Chase and David Rose and his Ork. Both the 1958 and 1959 "Astaire" shows were repeated so why should this one be different? . . . Mayor Wagner has proclaimed next week "N.Y. Jazz Festival Week" in recognition of Jazz as "our musical heritage" and in honor of the appearance of leading Jazz figures at F. Geltman's Fifth Annual Randall's Island Jazz Festival to be held Aug. 19, 20, 21. . . .

## MGA Charges

(Continued from page 1)

Musicians Guild, the AFM sent out the following statement: "We want to reassure musicians that the AFM will not permit these films (pictures made between 1948 and 1958) to be sold for television use without re-use payments resulting from such negotiations going to the musicians who scored the film."

In today's bulletin mailed to the industry, the Musicians Guild said, "This was a well-planned scheme to fool the musicians, influence their voting and thus re-establish the AFM's dictatorship. There is only one flaw. Many producers have sold their pictures to television despite the phony dramatic 'warning' by the AFM. Both Warner Brothers and 20th Century-Fox have unloaded millions of dollars worth of post-48s to television without batting an eye at the AFM 'ultimatum' which declared that the AFM will not permit these films to be 'sold' without re-use payments to musicians."

### Cites NBC-Disney Deal

The Musicians Guild stated that TV film distributors have offered the networks packages of post-48s from Warner Brothers, Fox, Columbia, United Artists and Samuel Goldwyn Productions, and that just this week a deal was disclosed for NBC to buy the entire Disney backlog for television.

Musicians have not received any re-use payments from the sale of these pictures and have not been told what re-use payments the AFM has negotiated as promised, before, not after the pictures are sold, MGA charged.

"The simple reason is that the AFM has already made deals to put all these re-use payments in the trust funds, just as it did with over \$10,000,000 in re-use and royalties from the sale of pre-48 films," the Musicians Guild said.

## Legion Hits Four Films

DETROIT, Aug. 9. — Opposition to the showing of four films on the grounds they were written in part by communist supporters was voted by the Michigan Department of the American Legion at its convention here. The films are "Exodus," "Spartacus," "Chance Meeting," and "Inherit the Wind."

## Purchase 'Terror' Rights

World rights outside the U.S. and Canada have been purchased by ATA Trading Corp. for "Terror Is a Man," starring Francis Lederer and Greta Thyssen, and "The Scavengers," starring Vince Edwards and Carol Ohmart.

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**Tremendous**

**2-Theatre New York Engagement!**

**BREAKS OPENING DAY  
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**SENSATIONAL  
VICTORIA GROSSES!**

**and business keeps building and  
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**ATTENTION: ALL SONS AND LOVERS...CALL THE MAN FROM 20th!**



# MOTION PICTURE DAILY

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to the  
Point



All  
the News  
That  
is News



88, NO. 29

NEW YORK, U.S.A., THURSDAY, AUGUST 11, 1960

TEN CENTS

## in This Week

### Disney Deal With NBC Is Imminent

#### Deal to Include Rights Large Part of Backlog

Deal which will include rights to a large portion of Walt Disney's film backlog from 1931 up to and including recent years' releases is expected to be closed here this week with National Broadcasting Co., according to widespread trade reports for which information still is lacking.

Disney, who arrived here from the West at the weekend, has had several meetings with Robert Kintner, NBC president, and postponed his scheduled departure on a European tour indefinitely, pending conclusion of the negotiations. That could be done by or tomorrow, according to reports.

Meanwhile, the stock market has  
(Continued on page 5)

### Mirisch to Speak at A Convention Lunch

Walter Mirisch, president of the American Producers Guild, will be the principal speaker at one of the four luncheon sessions of Theatre Owners America's 13th annual convention at the Hotel Ambassador in Los Angeles next month, it was announced by Albert M. Pickus, TOA president. Mirisch, who is a partner with his brothers, Harold and Marvin, in the  
(Continued on page 2)

### Shares of NTA Stock as NT&T Dividend

From THE DAILY Bureau  
HOLLYWOOD, Aug. 10. — The board of directors of National Theatre & Television, Inc. today voted to distribute as a dividend to its stockholders a portion of the company's investment in National Telefilm Associates, Inc.

Gerald Cantor, NT&T president  
(Continued on page 5)

TELEVISION TODAY—page 5

### Report Allied Voted Myers Life-Time Pension; Alex Harrison Among Those Eyed for New Post

Special to THE DAILY

CHICAGO, Aug. 10.—A life-time pension for Abram F. Myers, former board chairman and general counsel of Allied States, was voted by the organization's board of directors at the meeting here last weekend, it was learned today. The amount of the pension was not disclosed but was said to be "very substantial."

Myers resigned the posts July 1 after 31 years with Allied, but was continued as special counsel on an advisory basis and was made an honorary, life-time member of the board.

Allied plans to establish new national headquarters, probably in New York, in the near future. The decision awaits the outcome of talks being held for selection of someone to fill the newly created post of executive director. Talks reportedly have been held with Alex Harrison, former 20th Century-Fox general sales manager, now retired and living in California, and with A. W. Schwalberg, former Paramount Pictures general sales manager, now head of Citation Films, an independent distributor.

### More Circuits Bid for Telemeter Franchises

Many new applications from theatre circuits and other sources for Telemeter pay-TV franchises have been received in recent weeks, Louis A. Novins, president of International Telemeter Co., said yesterday.

Novins, recently returned from several weeks of negotiations in London with principals interested in obtaining Telemeter franchises for Great Britain, said that four new applications from American circuits had been made during his absence abroad.

The Telemeter executive said the company now is in process of evolving policy on franchises and pending  
(Continued on page 5)

### Children's Playgrounds Project of V.C. Division

Playgrounds for handicapped children will be the project of the sports division of New York's Variety Club Tent No. 35. This was decided at a meeting of the sports division representatives and members of the New York Crew. Further discussions of the project and of the "Night at the Races" event on Oct. 4 will be held at a special membership meeting of the tent on Monday at the Hotel Astor.

Meanwhile, Dan Daniel of the *New York World Telegram & Sun*, chairman of the sports unit, has appointed committees for his division.

The executive committee consists of  
(Continued on page 4)

### 20th-Fox's Production in High Gear; Ten Films Shooting; Nine Ready to Go

From THE DAILY Bureau

HOLLYWOOD, Aug. 10. — Robert Goldstein, studio head of 20th Century-Fox, has his production program in high gear, with five pictures before the cameras and a sixth starting on location next week. In addition, there are five films being made abroad for the company's release.

Goldstein asserts that this pace will be maintained, with eight other pictures set to start shooting during September and October.

Now in production are the following five pictures: "Marriage-Go-Round," starring Susan Hayward, James Mason and Julie Newmar, produced by Leslie Stevens and directed by Walter Lang; "Sanctuary," starring Lee Remick, Yves Montand and Bradford Dillman, produced by Rich-

ard Zanuck and directed by Tony Richardson; "The Wizard of Baghdad," starring Dick Shawn, Barry Coe and Diane Baker, produced by Sam Katzman and directed by George Sherman; "The Schnook," starring Tommy Noonan and Pete Marshall, Jack Leewood producing and Charles Barton directing, and "Black Star," which has been on the recording stages with Elvis Presley, Dolores  
(Continued on page 2)

## In Next Session

### Warns of New Pa. Censorship Law Attempt

#### Theatres Told Not to Aid Move By Films Booked

Special to THE DAILY

PITTSBURGH, Aug. 10.—Warning that there is already pressure for the enactment of a new censorship bill in Pennsylvania, Lester Krieger, secretary of the Pennsylvania Association of Amusement Industries, urged Pennsylvania exhibitors to be "more circumspect than ever in their bookings for the next six months."

In a wire to Harry Hendel, chairman of the board of Allied Theatre Owners of Western Pennsylvania, Krieger wrote:

"The decision of the court in the censorship case should not be regarded as final victory and a signal to dispense with any restraint on the  
(Continued on page 4)

### Pay-Floor Is Debated; Kennedy Pleads for Bill

By E. H. KAHN

WASHINGTON, Aug. 10. — The Senate tonight began debate on the minimum wage bill sponsored by the Democratic presidential candidate, Sen. John Kennedy (Mass.). Making an explanatory statement on the measure, Kennedy stated that "conscience and good business sense join in demanding" enactment.

The bill continues exemption of motion picture exhibition.

Kennedy asserted that the increases  
(Continued on page 2)

### Senate to Re-Draft Broadcasting Measure

From THE DAILY Bureau

WASHINGTON, Aug. 10. — Sen. John Pastore (D., R.I.) indicated today that the House-passed bill designed to curb broadcasters that engage in malpractices is going to be re-drafted before it is presented to the Senate.

Presiding over a Senate commerce  
(Continued on page 5)

## PERSONAL MENTION

**SPYROS P. SKOURAS**, president of 20th Century-Fox, is scheduled to leave here tomorrow for Hollywood.

**MEYER M. HUTNER**, vice-president of William Goetz Productions in charge of advertising-publicity, has returned to New York from the Coast.

**PAUL KAMEY**, Universal Pictures publicity manager, has left here for a vacation at Blue Point, L. I.

**HARRY BALLANCE**, 20th Century-Fox divisional head, has left Atlanta with Mrs. BALLANCE for a vacation in Europe.

**HERBERT HAHN**, vice-president of American Broadcasting - Paramount Theatres, and Mrs. HAHN are the parents of a daughter, **ALEXANDRA MARIE**, born on Aug. 8.

**VINCENTE MINNELLI**, director of forthcoming "The Four Horsemen of the Apocalypse" for M-G-M, left here Tuesday for Paris. **JULIAN BLAUSTEIN**, producer of the film, will follow him today.

**MILDRED BELL**, of National Theatre Supply Co., Atlanta, has returned there with her family following a vacation in Denver.

**IRVING LERNER**, supervising film editor for Samuel Bronston's forthcoming "King of Kings," has arrived in Spain from New York.

### Harris to Direct 'Rip'

**HOLLYWOOD**, Aug. 10. — Albert Zugsmith, currently producing and directing "Dondi," for Allied Artists, has been signed by Jack Harris, producer of the current science-fiction feature, "Dinosaurs," to direct a forthcoming multi-million musical spectacular, "Rip Van Winkle in the Twenty-First Century."

Jack Benny and Bobby Darrin will be starred in the big-screen, color production.



## Kennedy Bill Study Minimum Wage Change in Puerto Rico

(Continued from page 1)

proposed in the minimum wage, which would raise the pay floor to \$1.25 hourly in 1963, "are not inflationary." He stated they "will not injure business firms" or "cause significant unemployment."

The Senator conceded that "any increase in the minimum would undoubtedly require some adjustment of the wages of other employees of the same business even though they earn more than the statutory minimum," but contended that "the increases would taper off rather quickly."

Generally speaking, said Kennedy, "wages at the bottom of the scale can be brought up to their old relationship without unduly narrowing differentials."

Kennedy said it would "be naive to deny that there will be no dislocations," and that "in a few instances there may be an undesirable compression of the wage structure." Nevertheless, he told the Senate, "both history and available studies show that the increases can be absorbed without damage to business, inflationary price increases, or unemployment."

### Long Debate Expected

Senate debate on the measure may be protracted. Senator Goldwater (R., Ariz.) has already proposed 26 amendments, and he thinks other Senators may have an additional 20. If these are hashed over at length, it may take more than a week for a bill to clear the Senate.

Final Congressional action on a wage bill may not take place until the closing days of this short session.

House labor committee chairman Barden (D., N.C.) has not yet returned to Washington. Though the House is scheduled to convene on Aug. 15, it has no legislative business to transact until Aug. 22. If Barden delays his return, it could coincide with appointment of conferees from his committee to meet with Senators to determine the content of the bill. Quick passage of bills as reported—and compromised—by conferees is normal Congressional practice.

If the Senate's wage bill is passed by Aug. 22—and conferees are promptly appointed—final passage will come during the week of Aug. 29. It is thought that the conferees will take at least a full week to iron out the differences between the House bill and the Senate's measure.

### Record for 'Meet'

"Strangers When We Meet," Columbia Pictures release, smashed the all-time house record at the Towne Theatre in Denver with a gross of \$11,500 for its first five days. The first week total for the 600-seat house is expected to reach \$15,000.

## Study Minimum Wage Change in Puerto Rico

From THE DAILY Bureau

**WASHINGTON**, Aug. 10. — The Labor Department has named an industry committee to recommend new hourly wage rates under the Fair Labor Standards Act for certain industries—including motion pictures—in Puerto Rico.

The present minimum wage is 90 cents an hour. Under the law, the special industry committees are authorized to recommend minimum hourly wage rates for Puerto Rican industry at or below the \$1.00-an-hour statutory minimum that applies to many mainland industries.

### Industry Defined

For purposes of applicability of Puerto Rico wage orders, the motion picture industry comprises "the production and distribution of motion pictures and all activities incidental thereto." The wage-recommending committee works under orders to "reach as rapidly as possible" the mainland legal minimum wage. It is to recommend the "highest minimum wage rate or rates for the industry which it determines, having due regard to economic and competitive conditions, will not substantially curtail employment in the industry, and will not give any industry in Puerto Rico a competitive advantage . . ."

### Mirisch to Speak

(Continued from page 1)

Mirisch Company, will address the luncheon session on Thursday, Sept. 15, in the Coconut Grove at the Ambassador. Mirisch will speak on the independent producers thoughts for Hollywood's future, in line with the convention theme of "Make Way for Tomorrow."

As SPG president, Mirisch has been an ex-officio member of the SPG and TOA liaison committees which have been meeting to seek common grounds for mutual help.

### Go to Venice Fete

Producer - director Billy Wilder, Jack Lemmon and Shirley MacLaine will attend the Venice Film Festival, where their picture, "The Apartment," will be shown on Aug. 27 as the official selection representing the United States. The festival will be held Aug. 24-Sept. 7. "The Apartment" is a United Artists release.

### 'Ocean's' Opens Strong

Loew's Capitol Theatre here last evening reported that Warner Brothers' "Ocean's 11," now showing at the house, seemed headed for a new all-time, non-holiday, opening-day, box-office record at the theatre, pointing out that the gross, up to 5 P.M., indicated a record-breaking total for day.

## Fox Product

(Continued from page 1)

Del Rio and Steve Forrest star. Cameras finished turning this week on "North to Alaska," starring Wayne, Capucine and Ernie Kovacs, under the reins of producer-director Henry Hathaway.

Producer Robert Radnitz will complete a production unit from Hollywood this week to Virginia, where the entire picture, "Misty," will be made. David Ladd is starring, James B. Clark is directing.

In production in Europe is D. F. Zanuck's "The Big Gamble," starring Stephen Boyd and Juhan Greco; "The Mark," with Rod Taylor, Maria Schell and Stuart Whitman starred in a Sidney Buchman production; "Esther and the King" starring Joan Collins and Richard Egan; "Circle of Deception," starring Bradford Dillman heading the cast and Sophia Loren in "The Millionaire."

### 'Cleopatra' in Preparation

The pictures which will be unveiled within the next two months include "Cleopatra," which William Wanger will start on Sept. 8 in England, with Elizabeth Taylor in the title role, and with Peter Finch, Caesar and Rouben Mamoulian directing; Jerry Wald's "The Return of Peyton Place," "Warm Bodies," already readied now by producer Oscar Brown as a Pat Boone starrer; "In the Prince," a Charles Brackett production which Frank Tashlin is to direct; "Solo," produced by Dick Powell, in which Robert Wagner starred; the Zanuck production, "The Chapman Report," and "Bridge of Sighs," being written and produced by Sidney Boehm.

### 'Mike' Has World Box

**DENVER**, Aug. 10.—The Denver Theatre was jammed last night despite a morning-long rain and 49 degrees weather for the premiere of 20th Century-Fox's "For the Love of Mike." Activities commenced at 12 noon and were attended by Governor Steve McNichols, Mayor Richard Batten, Palmer Hoyt, editor of the "Denver Post," and Jack Foster, editor of the "Rocky Mountain News." A large group of city dignitaries and bandwagon-trained equestrian troops, Indians and a special show-wagon act presented an hour-long Main Street show.

### Play 'Song' Album

Two radio stations in the New York area, WRFM and WVNJ, are playing the entire soundtrack album "Song Without End" to help celebrate the world premiere of the Columbia release at Radio City Music Hall today. Other radio stations are slated to join in the campaign during the opening weeks of the engagement.

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THE WHOLE  
INDUSTRY'S  
GLOWING  
OVER THE  
HOT  
PRODUCT  
FROM  
PARAMOUNT!

## British Lion Has \$354,958 Profit

From THE DAILY Bureau

LONDON, Aug. 8 (By Air Mail).—A profit of £126,771 (\$354,958) for the year 1959-60 compared with losses in the two previous years of £153,354 (\$429,391) and £337,114 (\$943,919) is reported by British Lion Films Ltd.

This improved trading position, chairman Douglas Collins stated in his annual report to stockholders, can be attributed to the release during the year of a number of successful films, notably "I'm All Right, Jack," and to the full effect of operating economies. In spite of the number of successful films released the distribution side of the business, said Collins, earned only a small profit. It has to be borne in mind that, in order to obtain maximum revenues from each film, he added, it is necessary to maintain a full sales team and nine branch offices in the U.K. and Eire.

### Duty-Abolition Will Help

Unfortunately, warned Collins, cinema audiences continue to decline and attendances have now fallen below the annual rate of six hundred million at which the industry had hoped the decline would level off. The abolition of entertainments duty, however, will help to offset the financial effect of falling attendances.

The British Lion chairman then referred to the successfully operating Britannia and Bryanston companies which distribute their films through British Lion. There are indications, said Collins, that the example set by these independent production/distribution companies will be followed by other groups of independent producers. This type of organization offers a considerable benefit to producers, he said, "as we can distribute their films at a lower cost if we are not incurring risks in financing production." The advantage to the producer lies in independence in production, Collins added.

### Points to FIDO Agreement

Recalling the agreement with FIDO (Film Industry Defence Organisation) under which British Lion undertakes not to show 76 films on U.K. television for a period of ten years, Collins revealed that "the total consideration amounts to some £410,000 (\$1,148,000), of which it is estimated £300,000 (\$840,000) will be retained by British Lion." Payment is to be made, subject to FIDO having the necessary funds, by half-yearly installments over the next five years. This transaction will have the effect—if further losses can be avoided—of restoring the depletion of our capital caused by the losses in previous years, he added.

Commenting on these "encouraging results" the British Lion chairman pointed out that although the majority of British Lion shares are owned by the government through the National Film Finance Corporation, British Lion has had no additional finance

## New ABC Promotion on TV in Britain Found Having Great Impact on Public

From THE DAILY Bureau

LONDON, Aug. 10.—Reports from theatre managers indicate that the recently launched Associated British Cinemas commercial television campaign is having a great impact on the public, once again proving the value of this form of advertising.

The scheme, which started on July 9, and continues to Sept. 3, will, during this period, be concentrated on six films, "Sands of the Desert," "Hercules Unchained," "Light Up the Sky," "Huckleberry Finn," "Dentist in the Chair" and "Ice Palace." The first four films have already enjoyed the full benefit of this treatment.

The campaign, which is on the ABC-TV network in the North and Midlands, was prepared by the TV and Advertising Films Division of Associated British-Pathe and, as previously announced, is in two sections. The first is the use of endorsement by

famous show business personalities. The second is animated versions of the now famous ABC press campaign, "Don't Take Your Wife For Granted—Take Her Out To The Pictures." The schemes are being used alternatively and cover approximately 150 theatres located in the North and Midlands area.

Both campaigns constitute a new form of selling motion pictures to the public, and ABC is convinced, on the basis of concrete evidence, that the new approach has in every way justified the many weeks of work which went into their preparation and production.

## 31 Pictures Shooting In Hollywood Now

From THE DAILY Bureau

HOLLYWOOD, Aug. 10. — With the completion of seven pictures and the start of only two new ones, the total number of pictures in production dropped to 31. Started were: "West Side Story," the Mirisch Pictures, Inc., in association with Seven Arts Productions, for United Artists release, and "The Wizard of Baghdad," Sam Katzman Production for 20th Century-Fox.

Completed were: "The Absent-Minded Professor," Walt Disney Production; "Atlantis, the Lost Continent," George Pal Production for Metro-Goldwyn-Mayer; "North of Alaska," at 20th Century-Fox; and three for Universal-International release, "The Grass Is Greener," Grandon Productions; "The Day of the Gun," Brynaprod., and "Romanoff and Juliet," Pavor Films; "The Blonde From Buenos Aires," produced by Continental Films.

## 'Spartacus' Premiere To Aid Cedars Hospital

From THE DAILY Bureau

HOLLYWOOD, Aug. 10. — Arrangements have been completed for the premiere of Universal's "Spartacus," as a benefit for the Cedars of Lebanon Hospital, it is announced by Mrs. Charles Vidor, president of the Cedars Women's Guild, sponsors of the event. The premiere will be held on Oct. 19 at the RKO Pantages Theatre.

The women's guild members expect to raise more than \$100,000 for the Cedar's Free Bed Program through the premiere, Mrs. Vidor said.

since it was formed in January, 1955, and it does not enjoy any special favors or subsidies. Finally, he paid tribute to the freedom allowed by "shareholders." They never attempt to influence management in any way, he concluded.

## V. C. Project

(Continued from page 1)

Willard Parker, *World Telegram*; Dan Parker, *Mirror*; Nat Fleischer, *Ring Magazine*; Barney Nagler, *Morning Telegraph*; Ike Gellis, *New York Post*; and Jimmy Powers, *Daily News*.

The sports editors council consists of Dan Parker, *Mirror*; Charley Horter, *News*; Bob Stewart, *World Telegram*; Ike Gellis, *Post*; Stan Woodward, *Herald Tribune*; James Roach, *Times*; Mike Lee, *LI Press*; Ted Smits, *A.P.*; Leo Peterson, *U.P.*; Lou O'Neill, *Jamaica Star Journal*; Joe Dietz, *Newark Star Ledger*; Len Elliott, *Newark News*; Jack Mann, *Newsday*, Garden City; Ed Fitzgerald, *Sports Magazine*; Keith Morris, *Sports Illustrated*.

Press Committee: Herb Goren, Murray Goodman, John Condon, Lester Scott, Madison Square Garden; Jersey Jones, *Ring Magazine*; Bob Fishel, N. Y. Yankees; Arthur Suskind, N. Y. Titans Football; Irving Rudd, Yonkers Raceway; Nick Grande, Roosevelt Raceway; Joe Goldstein, Lou Barasch, Roosevelt Raceway; Don Smith, N. Y. Football Giants; Pat O'Brien, N. Y. Racing Ass'n.; Lou Niss, Arthur Mann, Continental League.

Committee at Large: Nat Fleischer, Nat Loubet, *Ring Magazine*; Joe Williams, N. Y. *World Telegram & Sun*; Red Smith, *Herald Tribune*; James Cannon, Frank Graham, *Journal American*; Milt Gross, *Post*; Spike Claassen, A.P.; John Drebing, *Times*; Frank Blunk, Lou Effrat, *Times*; Jack Hand, A.P.; Joe Reichler, A.P.; Jack Cuddy, U.P.; Whitney Martin, A.P.; Joe King, *World Telegram*; Warren Pack, *Journal American*; Leonard Cohen, *Post*; Ken Smith, *Mirror*; Til Ferdenzi, *Journal American*; Barney Kremenko, *Journal American*; Joe Val, *World Telegram*; Billy Lauder, *Herald Tribune*; Harold Rosenthal, *Herald Tribune*; Howard Tuckner, *Times*; Stan Isaacs, *Newsday*.

## Pa. Censorin

(Continued from page 1)

type of screen entertainment off to the public.

"If anything, exhibitors should be more circumspect in their bookings for the next six months. There is already pressure for the enactment of a new censorship bill in the next session of the legislature as well as the probability of an appeal from the court's decision. Let us not be the instrument that convinces the public that the decision was a mistake."

In an editorial, the *Pittsburgh Press* stated:

"In the final analysis, our method of dealing with the problem is through the conscience of the community and the individual good of the citizen who supports the industry and rejects the trashy.

"If motion pictures need to be censored—and we believe many screen offerings are objectionable enough to qualify for such treatment—box-office returns seem to indicate that the public is willing to tolerate the so-called 'franker themes' and story treatment.

Issues 'Skid Row' Warning

"Some Hollywood producers actually tamper with morality to the degree that the industry could very well become the skid row of the arts. This would be a calamity to those of us who have been the cinema's friends and to the millions of young Americans who will be the source of revenue in the year ahead.

"The final chapter will be written at the box-office, regardless of the course the industry chooses to follow."

The Pennsylvania Ass'n. of Amusement Industries was one of the plaintiffs in the actions which resulted in the state's new censorship law being declared unconstitutional and inoperable in a unanimous decision of the Dauphin County court, Harrisburg, two weeks ago. William Goldman, terprises of Philadelphia, and 20th Century-Fox were the other plaintiffs.

## Tony Martin to Aid Las Vegas V.C. Charity

Special to THE DAILY

LAS VEGAS, Aug. 10. — Sportsman Tony Martin has agreed to donate royalties from his next record album to the Las Vegas Variety Club, according to Variety's International representative, Gene Murphy.

During previous Las Vegas engagements, Martin has witnessed and admired the manner in which handicapped children benefit from the facilities of Variety's day nursery school for special education. The proceeds from his next album will be used to help further this Variety project.

## 'Song' Now at Music Hall

William Goetz' "Song With an End," the story of Franz Liszt, is open here today at the Radio City Music Hall. The premiere will mark the world-wide release of the picture.

## Williams to Burn Jimmy Fund Mortgage

Special to THE DAILY

BOSTON, Aug. 10. — Variety's Bill Koster has worked out a contract which is designed to stimulate support of the nation's baseball in helping wipe out the mortgage on Boston's famed Jimmy Fund building, one of Variety's proud humanitarian achievements.

Med slugger Ted Williams, who donated many years and much to the Jimmy Fund along with members of the Boston Red Sox, hopes to see the \$1,150,000 mortgage eliminated while he is still an active player. With the help of fans where he hopes to achieve this in the ensuing weeks, and has agreed to Koster's plan to have the mortgage paid at special exercises preceding the Yankee-Red Sox game in Boston Saturday, Sept. 24.

The name of every contributor to the special drive will be placed in a plaque at home plate that day, and the name picked in a drawing will receive a replica of the coveted baseball Williams used to hit his 1,000th home run recently. The original bat and ball will be placed in the Baseball Hall of Fame in Cooperstown, N. Y. The name of the lucky winner will become part of this permanent and historic exhibit.

In former years the Jimmy Fund, originally known as the Children's Cancer Research Foundation, has made appeals for contributions to those in need in Massachusetts. But because research and care have benefitted children everywhere, and because fans' support is spread all over the nation, it was believed that fans universally would wish to join him in paying off the mortgage-burning.

## Telemeter Franchises

(Continued from page 1)

Establishment no action on domestic applications will be taken. He has this applied as well to Video Independent Theatres, Oklahoma City, and the first and largest of the circuit to apply for a Telemeter franchise.

In the British negotiations, Novins said his London visit had been "highly encouraging." However, negotiations are continuing and until they are completed no details will be disclosed, he said.

## Largest 'Psycho' Gross

The biggest single theatre gross to date for Alfred Hitchcock's "Psycho" has been turned in at the Brooklyn Mount Theatre, where it scored a record \$103,565 in its first week end-Tuesday. The total tops every other film attraction in the theatre's history, including "The Ten Commandments," which played during the Easter holiday period. The 1,000-seat house has been running as fast as seven performances daily of "Psycho" since the start of the engagement, according to general manager Eugene Pleshette.

# NBC-Disney Television Today

(Continued from page 1)

taken cognizance of the reports and bid up the Disney stock a full point on Tuesday and three and 1/4 more yesterday to close at 31 3/4 for a gain of almost 5 points in two days. Financial sources attributed the rise entirely to the backlog sale reports in view of a disappointing first half financial report from Walt Disney Prods. recently.

The backlog sale is unofficially described as only one phase of the impending Disney-NBC deal, the other being the producer's switchover to NBC-TV programming on completion of his current ABC-TV commitments, plus the creation of a New York World's Fair attraction for 1964-'65 in conjunction with NBC.

The backlog deal itself, reportedly to include both short subjects and features in color as well as black and white, is said to be designed to play an important role in NBC-TV's future program for enlarging market acceptability of color TV. Some reports insisted that only the Disney short subjects are involved in the deal, and features are being withheld for future theatrical reissue.

## NT&T Dividend

(Continued from page 1)

Cantor said that 844,875 shares of NTA common stock would be distributed at rate of three shares of NTA for each 10 shares of NT&T. NTA will have 1,627,572 shares of common stock outstanding, of which 620,511 shares will continue to be owned by NT&T after the initial distribution.

"Not only does this allow NT&T shareholders to participate directly in the potential of National Telefilm Associates," Cantor stated, "but additional changes brought about in the financial structure of the two companies will bring to NTA an improved financial base upon which to build, and to provide NT&T with increased flexibility in its own development program."

Cantor indicated that NT&T has under consideration several acquisitions which would add to company's future growth.

Cantor pointed out that as NTA operates a television and radio broadcasting station in New York City, distribution is subject to FCC approval. He expressed the hope that the commission's approval can be obtained without undue delay.

The board of directors of the company, as a result of this distribution, has decided not to make any further exchange offer to acquire additional common stock or warrants of NTA, Cantor stated.

## 'Pay' 2nd Week Big

Allied Artists reports "Pay or Die" racked up the year's biggest second week gross at the RKO Albee Theatre in Brooklyn with \$21,599 in just six days. The picture grossed over \$36,000 in its first week at the Albee.

## CBS 6-Mo. Income Re-Draft Bill At \$12,669,169

(Continued from page 1)

subcommittee hearing, Pastore also said that new language will make it clear that infractions will have to be both willful and repeated before any sanctions will be imposed.

Federal Communications Commission Chairman Frederick Ford appeared to endorse the House bill as written. Pastore drew an admission from him, however, that FCC could work effectively without the House bill's forfeiture provisions.

### Passage Expected

Pastore expects a bill to be passed during the short session of Congress since it embodies reforms which Congress "is anxious to write into law." He made it clear from the outset, however, that he has reservations as to the desirability of giving FCC authority to suspend radio or TV station operations.

Spokesmen for the National Association of Broadcasters said most of the House bill's provisions are "constructive." It objected strongly to permitting FCC to fine and suspend the licenses of individual stations.

The American Federation of Musicians has urged tighter Congressional control over the FCC. It has indicated particular concern with what was called FCC's inability to "correct many abuses on the air without clear-cut expression of Congressional intent."

### Objected to Dubbing

The union's assertion came in connection with the FCC's refusal to bar the use of music recorded abroad and later dubbed into TV soundtracks. Specifically, the AFM urged that "any responsible person or group" be permitted to intervene in radio and television license hearings.

Consolidated net income of Columbia Broadcasting System, Inc. for the first six months of 1960 was \$12,669,169 compared with \$13,318,871 earned in the first half of 1959, it was announced yesterday by William S. Paley, chairman of the board, and Frank Stanton, president.

Current earnings are equivalent to \$1.51 per share. Earnings for the first half of 1959 were \$1.59 per share (adjusted for stock dividend).

Net sales for the first six months of 1960 totaled \$231,821,970, as compared with \$215,089,500 for the corresponding period last year. This represents an increase of approximately 8 per cent.

At its meeting yesterday the board of directors declared a cash dividend of 35 cents per share on its common stock, payable Sept. 9 to stockholders of record at the close of business on Aug. 26.

## 13 Films Units Work On 'Twentieth Century'

Thirteen film units are working in the United States and abroad during August, preparing for the 1960-61 season of "The Twentieth Century" series on the CBS Television Network. "The Twentieth Century" shooting sites within the United States include Atlantic City, N.J.; Burlington, Vt.; Dallas, Tex.; Idlewild, N.Y.; Washington, D.C.; and Stead Air Force Base, Nevada. Abroad, crews are assigned to Beirut, Berlin, Cairo, Moscow and Stockholm, as well as to locations in Greenland and Ireland. Shooting has already been completed in Frankfurt, Tokyo, and with Task Force Alpha somewhere in the Atlantic.

The operation of the film units comes as "The Twentieth Century" prepares for the first season of its four-year history in which original shooting will predominate over historical film footage. Eighteen of the series' 26 1960-61 presentations will be films shot especially for the program.

CBS News Correspondent Walter Cronkite is narrator.

## SMPTE Book Published

The Society of Motion Picture and Television Engineers has announced publication of a 181-page book, "Control Techniques in Film Processing." The book, which contains 73 illustrations, is designed for persons engaged in film processing in laboratories serving motion picture, television and the many specialized fields such as high speed and instrumentation photography.

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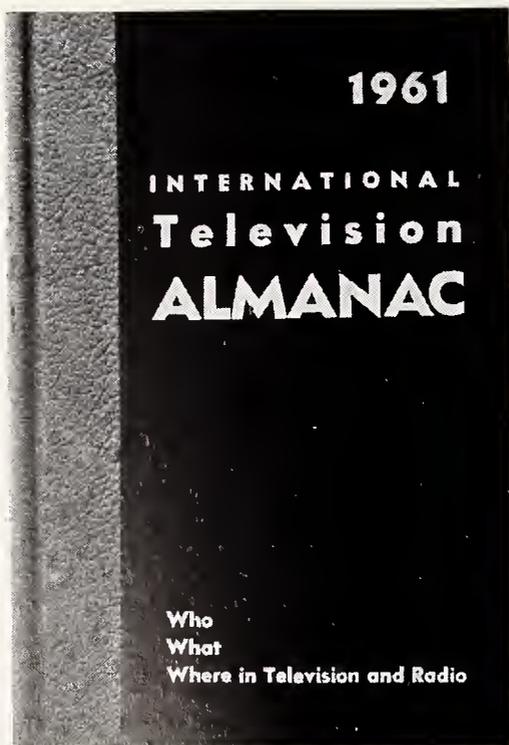
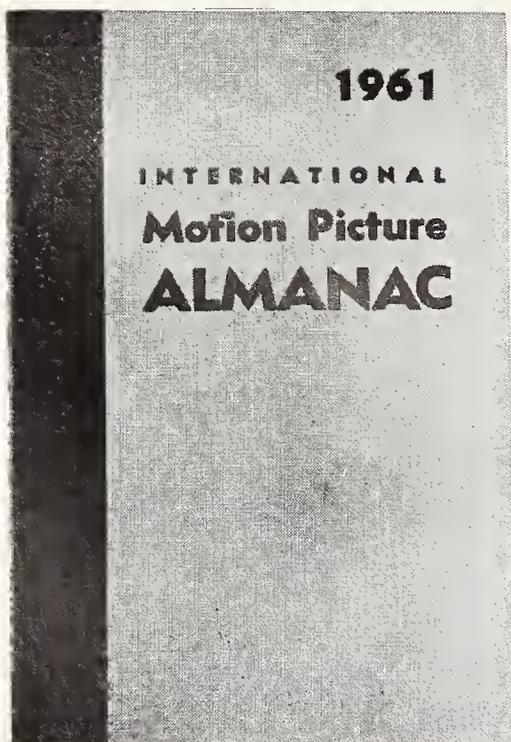
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# MOTION PICTURE DAILY

All  
the News  
That  
Is News

Concise  
and  
to the  
Point



Vol. 88, No. 30

NEW YORK, U.S.A., FRIDAY, AUGUST 12, 1960

TEN CENTS

Landau Says:

## Expansion for NTA Is Set by Management

Film and Broadcast  
Acquisitions in View

The projected distribution of National Telefilm Associates' stock to stockholders of National Theatres &

Television makes possible the return of NTA to the East under independent management, Ely A. Landau, chairman and chief executive officer, said yesterday.

Landau said the independent management will be

headed by himself and Oliver A. Underwood, president, and will facilitate a program of expansion in broadcast  
(Continued on page 4)

## Three Fox Films

## Boying \$10 Million Each

Special to THE DAILY

Twentieth Century-Fox now has in release three major films, each of which is headed for a \$10 million worldwide gross, Glenn Norris, general sales manager, predicted yesterday. They are "From the Terrace," "The Sons and Lovers" and "The Lost World."

The pictures are doing outstanding  
(Continued on page 3)

## In 'Spartacus' Trailers

## Months in Advance

"Spartacus" is establishing a new record in advance theatre trailer advertising and cross-plug trailer advertising, according to Jeff Livingston, executive coordinator of sales and advertising for Universal Pictures.

Not only are theatres which have booked "Spartacus" running trailers  
(Continued on page 4)

## Estimate MGM's Fiscal 1960 Net at \$9.5 Million

MGM earnings for the current fiscal year ending this month are being estimated by Wall Street sources in the neighborhood of \$3.75 per share, or approximately \$9,500,000.

Exceptional market interest has been displayed in the company's stock for the past several weeks, distinguished by a large turnover in daily trading. After establishing a new high for the year on Wednesday, the issue dropped 1/4 to 3/8 on profit-taking yesterday. Volume was in excess of 20,000 shares for the day.

## Summer Business Big, Jackter Finds on Tour

Theatre business was good everywhere Rube Jackter stopped on a tour he has just completed of key areas in the west, mid-west, south and southwest, the Columbia vice-president and general sales manager said yesterday.

"It looks like an excellent summer for the industry," Jackter said, "and everyone is looking forward to an even better autumn."

Purpose of the Jackter tour was to line up showcases for "The 3 Worlds of Gulliver," Columbia's Christmas release. Jackter said he booked the film  
(Continued on page 2)



Rube Jackter

## Long-Rumored Deal Confirmed

# Columbia to Sell Part Of Post-'48s to TV

## Study Plan to Convert Screen Gems into Separate Firm Selling Stock to Public

Columbia Pictures will release a part of its post-1948 library to television later this year with the exact number to be licensed depending on market conditions existing at the time.

## MPEA Sets Agreement On Italian Licenses

Agreement on allocation of the 185 import licenses allowed member companies of the Motion Picture Export Ass'n. for the year beginning Sept. 1 reportedly was reached at this week's meeting of MPEA directors. The allocations agreed upon were not made public.

The board discussed Indonesian remittance problems on the basis of a preliminary report received from Her-  
(Continued on page 4)

## MCA 6-Month Earnings Biggest in History

Unaudited net earnings of MCA, Inc., for the first six months ending June 30 were \$3,084,485, the highest in the history of the company, Jules C. Stein, chairman of the board, has announced. They compare with \$2,412,346 for the corresponding period in 1959.

Gross earnings before taxes for the period this year were \$6,515,547 compared with \$4,981,974.



A. Schneider

Confirmation of the long-rumored deal was contained in a report by A. Schneider, Columbia president, quoted by the Dow Jones ticker yesterday.

Columbia will thus become the fourth major distributor to release some of its post-1948 pictures to TV, the report noted. Warner Bros. last month announced an agreement involving over 100 of its library, and United Artists has been licensing such pictures for several years. In addition 20th Century-Fox is reported turning over a number of its newer pictures to TV.

At the same time Schneider revealed that Columbia is considering the possibility of making Screen  
(Continued on page 4)

## Coalition Seen Forming Against U.S. Wage Bill

Special to THE DAILY

WASHINGTON, Aug. 11. — The minimum wage debate droned along on a semi-deserted Senate floor today as Republicans and Southern Democrats attacked the measure sponsored by Democratic presidential nominee John F. Kennedy (Mass.).

In the course of the debate, Kennedy took the floor to ask his colleagues how long debate on this  
(Continued on page 3)

## CPA Examines Problems Created By Sales of Films to Television

Television has forced the traditional amortization methods of the motion picture industry to be revised, a prominent Price Waterhouse & Co. certified public accountant concludes in an article he has written for this week's "Motion Picture Herald," out today.

Warde B. Ogden, in charge of a group within his firm which specializes in the entertainment industry, says that most film producers now should begin setting aside portions of theatrical production cost to be applied against future television revenue. He qualifies his recommenda-

tion, however, by asking the reader not to misinterpret it as an indictment of those producers "whose own experience and judgment lead to an opposite position."

"In evaluating current theatrical films," Ogden writes, "it must be  
(Continued on page 5)

TELEVISION TODAY—page 5

## PERSONAL MENTION

ROBERT L. LIPPERT, liaison between Associated Productions, Inc., and 20th Century-Fox, returned to Hollywood yesterday from New York.

PAUL NATHAN, assistant to HAL WALLIS at Paramount, has returned to Hollywood from Europe.

HARRY WILLARD, of Theatrical Film Distributors, New York, was in Atlanta from here.

RAY STARK, producer of "The World of Suzie Wong" for Paramount, will return to New York at the weekend from London.

MRS. TELLIE SHAPIRO, vice-president of Poster and Printing Co., Atlanta, is recovering there from a fractured arm and shoulder.

SHIRLEY MACLAINE has arrived in New York from Hollywood.

### Indianapolis Theatre Converts to Cinerama

The Indiana Theatre in Indianapolis has been converted to Cinerama and will open with "This Is Cinerama" on Sept. 28, it was announced here by B. G. Kranze, vice-president of Cinerama, Inc., and Charles Reagan, president of Greater Indianapolis Amusement Co., Inc.

The opening will be sponsored by the Press Club of Indianapolis.

### Fox Signs 3 Stooges

HOLLYWOOD, Aug. 11. — The Three Stooges, comedy trio, have been signed to star in a picture entitled "Snow White and the Three Stooges," production head Robert Goldstein announced here yesterday at 20th Century-Fox. The picture will be made in association with Chanford Productions with Chanford's Charles Wick as producer.

## NEW YORK THEATRES

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**"SONG WITHOUT END"**

THE STORY OF FRANZ LISZT starring

**DIPLOMAT BOGARDE as Franz Liszt**

A COLUMBIA PICTURE in CinemaScope & Eastman Color

ON THE GREAT STAGE "FESTIVAL"

### Trade Show to Feature Latest in Equipment

Some of the newest theatre seating and concessions equipment will be on display at the motion picture industry trade show to be staged at the Ambassador Hotel in Los Angeles, Sept. 13-16, in conjunction with the 13th annual convention of Theatre Owners of America, it was announced by Albert M. Pickus, TOA president.

Pickus said that the Coea Cola Company, Switzer's Licorice Company, American Seating Company, Cretors and Company, Selmix Dispensers, and Amcoin Corporation, will exhibit their newest equipment at the giant trade show.

The show will be staged in co-sponsorship with the Theatre Equipment Dealers Association and the Theatre Equipment Supply and Manufacturers' Association. Show hours will be from 2 to 6 P.M. on Tuesday, Thursday and Friday afternoons, Sept. 13, 15 and 16, and from 10 A.M. to 1 P.M. on Wednesday, Sept. 14.

#### Will Show New Dispenser

The Coca-Cola Company will feature its new director three-drink dispensing equipment. The machine, which is a self-contained unit and mechanically refrigerated, dispenses Coca-Cola and two other flavored drinks. The Coca-Cola displays will be "manned" at the show by Charles Okun, Charles Bourdelais, Philip Heyden and Hal Gibson.

The Switzer's Licorice Company of St. Louis will exhibit its 5c, 10c and 15c licorice candy packages, its 5c and 10c Cherry Red, and its 5c and 10c chocolate packages. C. M. Switzer and J. F. Switzer will man their company's exhibit.

The Cretors and Company of Popcorn Village, Nashville and Chicago, will display its full line of concessions equipment, including its new Cretors automatic popcorn machine, its Cretors new automatic caramel corn mixer, Cretors new counter popcorn warmer and Cretors perfection candy floss machine. H. E. Chrisman will be in charge of this display.

#### Kornbluth, Zimmerman in Charge

M. E. Kornbluth and R. H. Zimmerman will man the booths of the American Seating Company of Grand Rapids, Mich. This company's display, Kornbluth said, will consist of the "newest and finest in theatre seating."

Selmix Dispensers, Inc., and Amcoin Corporation, both of Long Island City, New York, will display the new Selmix cascade drink dispenser and the Selmix refrigerated barrel, and the Amcoin coffee urn equipment—the Silhouette Twin 3, the revised Touch-automatic, and the revised combination urns. Al Dale and O. Fallon will be in charge of this joint display.

### Report U.S., Russia Film Exchange Won't Be Renewed

From THE DAILY Bureau

WASHINGTON, Aug. 11. — The motion picture cultural exchange agreement between the United States and Russia will not be renewed, according to a story by Jay Carmody, drama editor, in the "Washington Star."

Any exchange of film between the two countries will have to be on a "strictly business basis" after 1960. Carmody explains this implies "no breach of cinema relations between the two capitals." It was always implicit in the arrangements that it would be a "one-shot deal."

### Branches Aligned for Youngstein Sales Drive

United Artists yesterday announced the alignment of its 33 branches for the Max Youngstein sales drive, which will run for 22 weeks in honor of the UA vice-president. A record sum of more than \$60,000 in cash prizes will be awarded to the 33 competing branches in the United States and Canada. Co-captains are William J. Heineman, vice-president, and David V. Picker, executive assistant to Arthur B. Krim, president.

The branch line-up for the sales drive is as follows: Group one: Atlanta, Boston, Chicago, Dallas, Detroit, Jacksonville, Los Angeles, New York, Philadelphia, San Francisco and Washington.

Group two: Buffalo, Charlotte, Cincinnati, Cleveland, Denver, Kansas City, New Orleans, Pittsburgh, St. Louis, Seattle and Toronto.

Group three: Calgary, Indianapolis, Milwaukee, Minneapolis, Montreal, New Haven, Omaha, St. John, Salt Lake City, Vancouver and Winnipeg.

### Sees Record for 'Song'

Russell V. Downing, president of Radio City Music Hall, last evening reported that "Song Without End," the story of Franz Liszt, in its opening day at the theatre had grossed \$14,178 at 5 P.M. This figure, said Downing, indicated that the William Goetz production would set an opening-day, non-holiday record for the house. That mark, \$29,146, is held by "North by Northwest" and was set about a year ago.

### \$1,169,232 for 'Bells'

"Bells Are Ringing" completed its engagement at Radio City Music Hall here on Wednesday with a seven-week total box-office gross of \$1,169,232, with the seventh and final week exceeding the sixth, it was disclosed yesterday by M-G-M.

## Jackter Study

(Continued from page 1)

into more than 150 first-run theatres for the prime holiday time on his trip. The picture was screened in Detroit, Chicago, Los Angeles, Kansas City, Dallas, Atlanta, and Jacksonville. Initial response was so encouraging, Jackter said, that he ordered all available prints of the film for Christmas to be spoken for within a short time.

General feeling, Jackter said, was that "Gulliver" will do as great a business as "The 7th Voyage of Sinbad," the most successful Christmas release in the history of Columbia.

While in Dallas, Jackter was presented with a gold plaque inscribed "To the World's No. 1 Salesman." The presentation was made by John Rowley, president of Rowley Theatres, on behalf of six circuits headquartered in Dallas, including Interstate, Jefferson, Rowley United, Frontier, Texas Consolidated and Trans-Texas.

### Johnston Leaves on Trip to Africa Today

Eric Johnston, president of the Motion Picture Export Association, will leave for Africa today accompanied by Ralph Hetzel, vice-president of MPEA.

Johnston for some time has planned to visit Africa, the last great undeveloped market in the world for American motion pictures. Though it may be some time before Africa becomes an important film market, Johnston feels that now is the time to study the prospects and to establish a plan for developing these markets.

In commenting on the significance of his African tour, Johnston said, "As the world spotlight turns to Africa, there will be more and more attention focused on the image of Americans that is created in the African mind. There is, of course, no more important medium of communication or no more important way of reaching the African people than through motion pictures. I want to make a firsthand study of this situation."

Johnston will also study the opportunities for American investment and trade development in each of the countries visited.

Countries listed on Johnston's itinerary include: Senegal, Liberia, Cameroun, Nigeria, Union of South Africa, Mozambique, Southern Rhodesia, Kenya, Tanganyika and Egypt.

### Fox Dividend 40¢

The board of directors of 20th Century-Fox yesterday declared a quarterly dividend on the common stock of 40 cents, payable September to stockholders of record Sept.

# Estimate Fox Films Gross

(Continued from page 1)

business both here and abroad, he said, giving as one example "Sons and Lovers," which he called the largest grossing attraction ever to play Egypt, receipts far outstripping those of any other 20th Century-Fox attraction in the past.

Norris also said that "From the Terrace," in release less than a month, has already exceeded the million-and-a-half mark with theatres throughout the country reporting grosses substantially ahead of "The Young Lions" and in many instances matching "Peyton Place."

"The Lost World," Norris continued, "is well over the million dollar mark and is outgrossing 'Journey to the Center of the Earth' in virtually every playdate."

The 20th sales manager also pointed to the record-breaking business be-

ing done by "Sons and Lovers" in New York and London.

"Never before has Twentieth Century-Fox had such a back-to-back concentration of commercial pictures," Norris said, "and looking toward the immediate future, we expect 'Let's Make Love' to outperform the blockbusters now in release." He added that "High Time," "North to Alaska," "Desire in the Dust," "Circle of Deception," "Wizard of Baghdad," "Flaming Heart" and "Esther and the King" constitute the "strongest September, October, November and December schedule of releases in the history of Twentieth Century-Fox."

"Again I reiterate, there is no shortage of good boxoffice pictures at Twentieth—and that we will continue to devote all of our efforts to supply top budget attractions every month."

## Cantor Sold N.T. & T. Shares in June-July

B. Gerald Cantor, chairman of National Theatres & Television, with associated interests, disposed of large blocks of N.T.&T. stock in June and July, according to a New York Stock Exchange report of changes in stockholdings of officers of listed companies.

Cantor reported sale of 8,059 shares and a gift of 20 shares, reducing direct holdings to 100,000; the sale of all of 8,000 shares held by Cantor, Fitzgerald & Co., and sale of 2,400 shares held by Cantor & Son, Inc., reducing that holding to 2,600.

Eugene V. Klein, an N. T. & T. director, sold 7,500 shares, reducing holdings to 52,323.

Also reported was the acquisition by Benj. Kalmenson, Warner Bros. executive vice-president, of 20,000 shares under a stock option, constituting his entire holding.

The American Stock Exchange reported the purchase by Nicolas Reisini, chairman and president of Cinerama, Inc., of 3,850 shares, increasing his current holdings to 361,150.

## 'Cleopatra' for Road In Early June Next Year

"Cleopatra," which will begin filming in the Todd-AO process on Sept. 15, will be available for roadshow release in early June of 1961. This was disclosed yesterday after an executive board meeting at the 20th Century-Fox home offices chaired by president Spyros P. Skouras.

The film, which is being produced by Walter Wanger and directed by Rouben Mamoulian in various parts of the world, will begin in London, moving then to the Holy Land. Much important filming will be done in Egypt itself and in sections of the Middle East. Elizabeth Taylor is starred.

## SPG Representation In AMPP Invited

From THE DAILY Bureau

HOLLYWOOD, Aug. 11. — The Screen Producers Guild has received an invitation from Eric Johnston to have two or three of its representatives actively represent the guild in the Association of Motion Picture Producers since "independent producers are part of management and are paying dues to AMPP," Johnston pointed out at an SPG board meeting Monday night in the Beverly Hilton Hotel.

## Stooges Stay Against Columbia Dissolved

From THE DAILY Bureau

HOLLYWOOD, Aug. 11. — The temporary restraining order placed against Columbia Pictures on the distribution of "Stop, Look and Laugh," filed by The Three Stooges on the claim that the film was not new but a compilation of their old two-reelers, was dissolved yesterday by Superior Court Judge Ellsworth Meyer.

## Preminger Sets 'Advise'

WASHINGTON, Aug. 11. — Otto Preminger has informed Allen Drury, author of "Advise and Consent" that he will start shooting the film version in September 1961, probably here. Script-writer Wendell Mayes is expected here in the near future to familiarize himself with the Senate, where much of the book takes place.

## Disney Dividend Set

HOLLYWOOD, Aug. 11. — The board of directors of Walt Disney Productions at its regular meeting today, declared a quarterly dividend of 10 cents per share on the company's common capital stock, payable Oct. 1, 1960, to stockholders of record on Sept. 16, 1960.

# PEOPLE

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From THE DAILY Bureau

LONDON, Aug. 9 (By Air Mail). —The Rank Organisation, Ltd., and Electric and Musical Industries, Ltd., have announced that in future the popular Top Rank Label of Rank Records, Ltd., will be handled in the U.K. by E.M.I. The Rank American companies, Rank Records of America, Inc., and Rank Records International, Inc., are to continue in full operation and the U.S. recordings of their catalogues will continue to be released under the Top Rank Label but by E.M.I. Records, Ltd.

The statement added, "It is felt that the extensive facilities available through E.M.I. will make possible a more effective distribution."

Rank Records has thus fallen a casualty in the disc war after only 18 months of operation. The Rank Organisation had made elaborate plans to capture a huge slice of the rich "pop" disc market by selling at cheaper prices than those customarily obtaining through its Gaumont and Odeon theatres. Operations in the first year are believed to have resulted in a heavy loss.

The name "Top Rank" is to be kept for the time being in view of existing commitments.

Sir Joseph Lockwood, E.M.I. chairman, said today: "No money is involved in the present deal. We are simply taking over the Rank Record assets and liabilities."

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## Irish Press Meet Set

HOLLYWOOD, Aug. 11.—A press conference Monday morning at Beverly Hills, hosted by the Mirisch brothers, Harold, Walter and Marvin, will mark the third anniversary of the company, which releases its product through United Artists.

## PERSONAL MENTION

ROBERT L. LIPPERT, liaison between Associated Productions, Inc., and 20th Century-Fox, returned to Hollywood yesterday from New York.

PAUL NATHAN, assistant to HAL WALLIS at Paramount, has returned to Hollywood from Europe.

HARRY WILLARD, of Theatrical Film Distributors, New York, was in Atlanta from here.

RAY STARK, producer of "The World of Suzie Wong" for Paramount, will return to New York at the weekend from London.

MRS. TELLIE SHAPIRO, vice-president of Poster and Printing Co., Atlanta, is recovering there from a fractured arm and shoulder.

SHIRLEY MACLAINE has arrived in New York from Hollywood.

### Indianapolis Theatre Converts to Cinerama

The Indiana Theatre in Indianapolis has been converted to Cinerama and will open with "This Is Cinerama" on Sept. 28, it was announced here by B. G. Kranze, vice-president of Cinerama, Inc., and Charles Reagan, president of Greater Indianapolis Amusement Co., Inc.

The opening will be sponsored by the Press Club of Indianapolis.

### Fox Signs 3 Stooges

HOLLYWOOD, Aug. 11. — The Three Stooges, comedy trio, have been signed to star in a picture entitled "Snow White and the Three Stooges," production head Robert Goldstein announced here yesterday at 20th Century-Fox. The picture will be made in association with Chanford Productions with Chanford's Charles Wick as producer.

## NEW YORK THEATRES

RADIO CITY MUSIC HALL  
Rockefeller Center • Ci 6-4600  
**"SONG WITHOUT END"**  
THE STORY OF FRANZ LISZT starring  
**DIPLOMA BOGARDE** as Franz Liszt  
A COLUMBIA PICTURE in CinemaScope & Eastman Color  
ON THE GREAT STAGE "FESTIVAL"

### Trade Show to Feature Latest in Equipment

Some of the newest theatre seating and concessions equipment will be on display at the motion picture industry trade show to be staged at the Ambassador Hotel in Los Angeles, Sept. 13-16, in conjunction with the 13th annual convention of Theatre Owners of America, it was announced by Albert M. Pickus, TOA president.

Pickus said that the Coca Cola Company, Switzer's Licorice Company, American Seating Company, Cretors and Company, Selmix Dispensers, and Amcoin Corporation, will exhibit their newest equipment at the giant trade show.

The show will be staged in co-sponsorship with the Theatre Equipment Dealers Association and the Theatre Equipment Supply and Manufacturers' Association. Show hours will be from 2 to 6 P.M. on Tuesday, Thursday and Friday afternoons, Sept. 13, 15 and 16, and from 10 A.M. to 1 P.M. on Wednesday, Sept. 14.

#### Will Show New Dispenser

The Coca-Cola Company will feature its new director three-drink dispensing equipment. The machine, which is a self-contained unit and mechanically refrigerated, dispenses Coca-Cola and two other flavored drinks. The Coca-Cola displays will be "manned" at the show by Charles Okun, Charles Bourdelais, Philip Heyden and Hal Gibson.

The Switzer's Licorice Company of St. Louis will exhibit its 5c, 10c and 15c licorice candy packages, its 5c and 10c Cherry Red, and its 5c and 10c chocolate packages. C. M. Switzer and J. F. Switzer will man their company's exhibit.

The Cretors and Company of Popcorn Village, Nashville and Chicago, will display its full line of concessions equipment, including its new Cretors automatic popcorn machine, its Cretors new automatic caramel corn mixer, Cretors new counter popcorn warmer and Cretors perfection candy floss machine. H. E. Chrisman will be in charge of this display.

#### Kornbluth, Zimmerman in Charge

M. E. Kornbluth and R. H. Zimmerman will man the booths of the American Seating Company of Grand Rapids, Mich. This company's display, Kornbluth said, will consist of the "newest and finest in theatre seating."

Selmix Dispensers, Inc., and Amcoin Corporation, both of Long Island City, New York, will display the new Selmix cascade drink dispenser and the Selmix refrigerated barrel, and the Amcoin coffee urn equipment — the Silhouette Twin 3, the revised Touch-amatic, and the revised combination urns. Al Dale and O. Fallon will be in charge of this joint display.

### Report U.S., Russia Film Exchange Won't Be Renewed

From THE DAILY Bureau

WASHINGTON, Aug. 11. — The motion picture cultural exchange agreement between the United States and Russia will not be renewed, according to a story by Jay Carmody, drama editor, in the "Washington Star."

Any exchange of film between the two countries will have to be on a "strictly business basis" after 1960. Carmody explains this implies "no breach of cinema relations between the two capitals." It was always implicit in the arrangements that it would be a "one-shot deal."

### Branches Aligned for Youngstein Sales Drive

United Artists yesterday announced the alignment of its 33 branches for the Max Youngstein sales drive, which will run for 22 weeks in honor of the UA vice-president. A record sum of more than \$60,000 in cash prizes will be awarded to the 33 competing branches in the United States and Canada. Co-captains are William J. Heineman, vice-president, and David V. Picker, executive assistant to Arthur B. Krim, president.

The branch line-up for the sales drive is as follows: Group one: Atlanta, Boston, Chicago, Dallas, Detroit, Jacksonville, Los Angeles, New York, Philadelphia, San Francisco and Washington.

Group two: Buffalo, Charlotte, Cincinnati, Cleveland, Denver, Kansas City, New Orleans, Pittsburgh, St. Louis, Seattle and Toronto.

Group three: Calgary, Indianapolis, Milwaukee, Minneapolis, Montreal, New Haven, Omaha, St. John, Salt Lake City, Vancouver and Winnipeg.

### Sees Record for 'Song'

Russell V. Downing, president of Radio City Music Hall, last evening reported that "Song Without End," the story of Franz Liszt, in its opening day at the theatre had grossed \$14,178 at 5 P.M. This figure, said Downing, indicated that the William Goetz production would set an opening-day, non-holiday record for the house. That mark, \$29,146, is held by "North by Northwest" and was set about a year ago.

### \$1,169,232 for 'Bells'

"Bells Are Ringing" completed its engagement at Radio City Music Hall here on Wednesday with a seven-week total box-office gross of \$1,169,232, with the seventh and final week exceeding the sixth, it was disclosed yesterday by M-G-M.

## Jackter Study

(Continued from page 1)

into more than 150 first-run theatres for the prime holiday time on his picture. The picture was screened in Detroit, Chicago, Los Angeles, Kansas City, Dallas, Atlanta, and Jacksonville. Initial response was so encouraging, Jackter said, that he expects all available prints of the film to be spoken for with a short time.

General feeling, Jackter said, was that "Gulliver" will do as great, greater, business than "The 7th Voyage of Sinbad," the most successful Christmas release in the history of Columbia.

While in Dallas, Jackter was sent with a gold plaque inscribed "To the World's No. 1 Salesman." The presentation was made by John Rowley, president of Rowley United Theatres, on behalf of six cities headquartered in Dallas, including Interstate, Jefferson, Rowley United, Frontier, Texas Consolidated and Trans-Texas.

### Johnston Leaves on Trip to Africa Today

Eric Johnston, president of the Motion Picture Export Association, will leave for Africa today accompanied by Ralph Hetzel, vice-president of MPEA.

Johnston for some time has planned to visit Africa, the last great undeveloped market in the world for American motion pictures. Though it may be some time before Africa becomes an important film market, Johnston feels that now is the time to study the prospects and to establish a plan for developing these markets.

In commenting on the significance of his African tour, Johnston said "As the world spotlight turns on Africa, there will be more and more attention focused on the image of Americans that is created in the African mind. There is, of course, no more important medium of communication or no more important way of reaching the African people than through motion pictures. I want to make a hand study of this situation."

Johnston will also study the opportunities for American investment in trade development in each of the countries visited.

Countries listed on Johnston's itinerary include: Senegal, Liberia, Cameroon, Nigeria, Union of South Africa, Mozambique, Southern Rhodesia, Kenya, Tanganyika and Egypt.

### Fox Dividend 40¢

The board of directors of 20th Century-Fox yesterday declared a quarterly dividend on the common stock of 40 cents, payable September 15 to stockholders of record Sept. 1.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood Boulevard, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOLlywood 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London Bureau, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Circle 10. Cable address: "Quigpubco, New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Galt, 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 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 15¢.

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## Mirisch Press Meet Set

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# Estimate Fox Films Gross

(Continued from page 1)

business both here and abroad, he said, giving as one example "Sons and Lovers," which he called the largest grossing attraction ever to play Egypt, receipts far outstripping those of any other 20th Century-Fox attraction in the past.

Norris also said that "From the Terrace," in release less than a month, has already exceeded the million-and-a-half mark with theatres throughout the country reporting grosses substantially ahead of "The Young Lions" and in many instances matching "Peyton Place."

"The Lost World," Norris continued, "is well over the million dollar mark and is outgrossing 'Journey to the Center of the Earth' in virtually every playdate."

The 20th sales manager also pointed to the record-breaking business be-

ing done by "Sons and Lovers" in New York and London.

"Never before has Twentieth Century-Fox had such a back-to-back concentration of commercial pictures," Norris said, "and looking toward the immediate future, we expect 'Let's Make Love' to outperform the blockbusters now in release." He added that "High Time," "North to Alaska," "Desire in the Dust," "Circle of Deception," "Wizard of Baghdad," "Flaming Heart" and "Esther and the King" constitute the "strongest September, October, November and December schedule of releases in the history of Twentieth Century-Fox."

"Again I reiterate, there is no shortage of good boxoffice pictures at Twentieth—and that we will continue to devote all of our efforts to supply top budget attractions every month."

## Cantor Sold N.T. & T. Shares in June-July

B. Gerald Cantor, chairman of National Theatres & Television, with associated interests, disposed of large blocks of N.T.&T. stock in June and July, according to a New York Stock Exchange report of changes in stockholdings of officers of listed companies.

Cantor reported sale of 8,059 shares and a gift of 20 shares, reducing direct holdings to 100,000; the sale of all of 8,000 shares held by Cantor, Fitzgerald & Co., and sale of 2,400 shares held by Cantor & Son, Inc., reducing that holding to 2,600.

Eugene V. Klein, an N. T. & T. director, sold 7,500 shares, reducing holdings to 52,323.

Also reported was the acquisition by Benj. Kalmenson, Warner Bros. executive vice-president, of 20,000 shares under a stock option, constituting his entire holding.

The American Stock Exchange reported the purchase by Nicolas Reisini, chairman and president of Cinerama, Inc., of 3,850 shares, increasing his current holdings to 361,150.

## 'Cleopatra' for Road In Early June Next Year

"Cleopatra," which will begin filming in the Todd-AO process on Sept. 15, will be available for roadshow release in early June of 1961. This was disclosed yesterday after an executive board meeting at the 20th Century-Fox home offices chaired by president Spyros P. Skouras.

The film, which is being produced by Walter Wanger and directed by Rouben Mamoulian in various parts of the world, will begin in London, moving then to the Holy Land. Much important filming will be done in Egypt itself and in sections of the Middle East. Elizabeth Taylor is starred.

## SPG Representation In AMPP Invited

From THE DAILY Bureau

HOLLYWOOD, Aug. 11. — The Screen Producers Guild has received an invitation from Eric Johnston to have two or three of its representatives actively represent the guild in the Association of Motion Picture Producers since "independent producers are part of management and are paying dues to AMPP," Johnston pointed out at an SPG board meeting Monday night in the Beverly Hilton Hotel.

## Stooges Stay Against Columbia Dissolved

From THE DAILY Bureau

HOLLYWOOD, Aug. 11. — The temporary restraining order placed against Columbia Pictures on the distribution of "Stop, Look and Laugh," filed by The Three Stooges on the claim that the film was not new but a compilation of their old two-reelers, was dissolved yesterday by Superior Court Judge Ellsworth Meyer.

## Preminger Sets 'Advise'

WASHINGTON, Aug. 11. — Otto Preminger has informed Allen Drury, author of "Advise and Consent" that he will start shooting the film version in September 1961, probably here. Script-writer Wendell Mayes is expected here in the near future to familiarize himself with the Senate, where much of the book takes place.

## Disney Dividend Set

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## Col. Won't Sell Films With Reissue Value

Any pictures in the post-1949 library of Columbia Pictures that have theatrical reissue value will be held for that purpose when the company sells its pictures to TV, A. Schneider, president, said yesterday. "We will not play any pictures on TV that have reissue value," he declared.

Schneider also said that the money realized by Columbia in selling its post-'48s to TV would be put back into theatrical production.

## NTA's Plans

(Continued from page 1)

and motion picture areas that have been in abeyance. He revealed that NTA expects to close for a major film backlog in the near future.

"I believe," Landau said, "that in giving NTA a strong, sound financial base, N. T. & T. did what it set out to do 15 months ago. It is converting the cash advances it made to NTA into an equity position and is distributing that equity among its stockholders who then will be in a position to realize on it as NTA's operations expand and its earnings are increased."

### Didn't Name Companies

Landau pointed out that N. T. & T. was averse to expanding in the broadcast area and, in fact, disposed of two NTA stations since it acquired control. Under the projected independent management which he and Unger will head, expansion in this area will be resumed by NTA, he said.

Another important consequence will be the elimination of the burden of expense imposed on it in connection with the more than \$10 millions in cash advances made to it by N. T. & T. This obligation, converted into an equity in the company, will relieve NTA of interest and related charges amounting to seven figures annually.

### Cites 'Father Knows Best'

The N.T.&T. board of directors on Wednesday voted in Hollywood to distribute as a dividend to its stockholders 844,875 shares of NTA common stock at the rate of three shares of NTA for each 10 shares of N. T. & T. The distribution is subject to Federal Communications Commission approval.

Giving effect to the distribution, NTA would have 1,627,572 shares of common outstanding, of which 620,511 shares would continue to be owned by N. T. & T.

## Mirisch Signs Presley

HOLLYWOOD, Aug. 11. — Elvis Presley has been signed by the Mirisch Company to star in "Pioneer, Go Home," a family comedy set in Florida, it was announced today by Harold J. Mirisch, president of the independent film making organization.

## Col. Will Sell

(Continued from page 1)

Gems, its wholly-owned television subsidiary, into a separate operating company, part of which would be owned by the public.

Columbia has an inventory of 400 films made since 1948, which is one of the largest of the libraries of the major distributors. The Columbia library is estimated to be worth about \$30,000,000 in the current TV market.

Schneider indicated that the post-1948s of his company will be worth more per film than were the pre-1949 pictures. "Our post-48s are much finer than our pre-49s," he said.

### Says Some Films Disappointed

While Schneider did not name any of the television distribution companies with which talks are being held with respect to the library, it was learned that Screen Gems is one of the organizations involved.

Explaining the plans to turn Screen Gems into a separate company, Schneider said that this will place the TV outfit in a position to do its own financing. "At present," he pointed out, "it draws on the parent company's funds."

As to when Columbia might take such action, Schneider said it has been on the calendar for some time.

Commenting on the financial status of Screen Gems, the Columbia head said its annual revenues range from \$35,000,000 to \$40,000,000. Profits in the coming year will be better than last year, he added.

### Has Sold Two Stations

He explained that the company has sold five years of re-runs of the popular TV series, "Father Knows Best," for a "fairly substantial" amount of income. The question has not been decided yet whether to include the income in the final quarter of the recently closed fiscal year or to spread some of the income into the new year.

In any event, Schneider stated, Columbia's performance is considerably better than fiscal 1959's net profit of \$151,320, which included a profit of \$2,596,615 from the sale of a laboratory.

For the first 39 weeks ended March 26 this year Columbia reported net profit of \$534,000 compared with \$275,000 a year earlier. The latter included profit from the sale of the laboratory.

### Stock Voted as Dividend

Most of Columbia's fiscal 1960 profit derived from Screen Gems and other activities not related to the production - distribution end of the business, Schneider said. He attributed this to the fact that a number of pictures for which Columbia held high hopes did not do well at the box office in the past 12 months.

On the other hand, he said, studio costs have been cut and operations improved. He said the company is counting on "The Guns of Navarone," opening next March, and "Pepe,"

## MPEA's Gervasi Leaving Industry This Month

Frank Gervasi, Motion Picture Export Ass'n. representative in Rome for the past five years, plans to resign at the end of the month and reportedly will become associated with Fairbanks-Morse Co. in Europe.

MPEA headquarters here said yesterday that the Gervasi resignation was not final yet and hence no successor has been named.

Gervasi handled all MPEA negotiations with Italy and Spain during his tenure as South European representative and is highly regarded by export officials of the MPEA member companies.

## MPEA Pact

(Continued from page 1)

bert Erlanger, MPEA representative, who is visiting Jakarta from New York. No definite developments have occurred, it was said, and Erlanger is remaining in Indonesia to continue discussions.

The board considered a report on Israel submitted by S. Fred Gronich, MPEA Continental manager, now in New York on leave. Preliminary arrangements looking to a new agreement to become effective the first of the year. Also considered were film import problems in the Burma market. MPEA's Charles Egan is en route from Pakistan to Rangoon for a first hand study of the situation, and will make a stopover in Bombay en route.

MPEA directors authorized its local board in Lima, Peru, to conclude a new two-year agreement with film exchange employees there.

## Fox Buys New Novel

"A Summer World," a new novel by Richard Dougherty has been purchased by 20th Century-Fox and has been assigned to producer Henry Weinstein as his first project for the studio. The book tells the story of a boy's summer romance the year before he is to enter college.

to be released at Christmas this year, for large grosses. Both films will be shown at the outset on a reserved seat basis.

Each of the two pictures has a box office potential of that of "The Bridge on the River Kwai" according to Schneider. That picture to date has grossed \$28,000,000.

Columbia will continue to release from 36 to 40 new pictures to theatres a year. These will include not only "blockbusters" but "entertaining pictures that do well at the box office while not necessarily costing a lot of money." As an example of the latter Schneider mentioned "The Mouse That Roared," which cost \$450,000.

Columbia has no plans at the moment to pay cash dividends on its common stock. "We need the cash and prefer to preserve it for the time being," Schneider said.

Columbia has paid semi-annual dividends of 2 and ½ per cent on common stock in recent years.

## REVIEW:

### The Enemy General

Clover Prod.—Columbia

Due in part no doubt to swastounding incidents in Europe earlier this year, and to the arrest last spring of Adolph Eichmann, one of the world's most hunted war criminals, pictures depicting Nazi operations are the rise again. Such a film is "The Enemy General," and while it concentrates many of its scenes on the tactical phase of the war as it is fought in the provinces by French patriots, mass murder of civilians receives its emotional due.

The character of title notoriety is played by John Van Dreelen, a German butcher who sentences a dozen civilians to be put before a firing squad following a partisan ambush on a German patrol. Among those considered is Dany Carrel, a young French girl who is the fiancée of Van Johnson, an OSS agent working behind enemy lines. Thereafter, Johnson vows to kill Van Dreelen and he does it his chance.

But the general, it seems, has had a change of heart. He reportedly is willing to denounce the Fuehrer and be spirited into England to spill German military secrets. It befalls Johnson and Jean-Pierre Aumont, a French officer, to spring Van Dreelen from prison where he has been sentenced to die for participating in the plot on Hitler's life. It later develops that Van Dreelen is a double-agent still working for the Germans. Johnson takes his revenge, shooting the general in a cemetery, just a few yards away from the grave of Mrs. Carrel.

George Sherman directed the film. Katzman's Clover Production, from a screenplay by Dan Pepper and Jerome Picard. The acting is no more than adequate, except for Van Dreelen's performance. From his cold smile to the spit-shined tip of his boot he is a ruthless character. Running time, 74 minutes. September release.

SAUL OSTROW

### 'Spartacus' Trailers

(Continued from page 1)

as much as six months in advance of opening but cross-plug trailers are being used in theatres affiliated with the theatre scheduled to play "Spartacus."

As an example, the Walter Reade Theatres in New Jersey have been using more than 30 trailers since June in addition to the one at the DeWitt Theatre in New York, where the picture will have its world premiere on Oct. 6.

Other theatres which have been using trailers for a long period in advance include the RKO Grand in Cincinnati, which has been running a trailer since late June although the picture will not open until Dec. 19; the RKO Pantages in Hollywood scheduled to open "Spartacus" on Oct. 19; the Astor in Boston, Oct. 27; the Goldman in Philadelphia, Nov. 7; the Palace in Cleveland and the Quire in St. Louis, Dec. 22.

## National Pre-Selling

MARILYN MONROE and Yves Montand, her co-star in "Let's Make Love," intensify reader interest in "Life's" Aug. 15 front cover. A story in this issue, liberally illustrated with photos of Marilyn, tells how her co-workers reacted to her drive for perfection. Jerry Wald, looking over the rushes for 28 extra days of shooting, "she is not malicious. She is not temperamental. She is a star—a self-creating body, an original, a legend. You hire a legend and it's bound to cost you dough." Once director Jack Cole said she wants to do it like it's never been done before. She has a terrible drive, is such a perfectionist that I get a drive to knock her on her head."

"Long Without End," the film based on the life of Franz Liszt, the 19th-century composer and concert pianist, receives considerable promotional aid in the August issue of "Seventeen." In his new Columbia film, Dirk Bogarde has the role of Liszt and French actress Capucine plays the woman in his life.

"Long Without End" is having its premiere at Radio City Music Hall.

In the August issue of "McCall's" Edward Marek says "Bells are Ringing" is "fresh, entertaining fun, and performs the matchless service of bringing Judy Holliday back to the screen."

"The Apartment," the skillfully directed picture produced and directed by Billy Wilder, receives an upbeat review in the August issue of "Redbook." In the opinion of the reviewer, the film's stars—Jack Lemmon, Shirley MaebLaine and Fred MacMurray—give fine performances.

"Hollywood Husbands and their Foreign Brides" is the title of an article by Lloyd Shearer in the August 7 issue of "Parade." Shearer explains how differently most foreign husbands approach marriage compared to the American sisters.

Jack Douglas, whose marriage to a young girl is spotlighted in the feature, is producer and star of "U-I's Staccato."

Ke Nichols and Elaine May winners of "Fame's" Best Comedy Team award for the past two years, were featured by Robert Shelton in the August issue of "The American Weekly." Both under 30 years of age, they have the gift to make us laugh or cry or better yet, to recognize the ridiculousness within ourselves. They have ad-libbed their way to a bright and new kind of comedy-compassionate realism."

"The Flute and the Arrow," the film photographed in the pri-

## CPA's Survey

(Continued from page 1)

realized that more than a dozen years of vigorous television competition have basically altered the nature of theatrical product. The industry now creates entertainment which may complement but certainly does not duplicate television programming. . . . Consequently, when estimating future television revenue it is essential to look at each film objectively in terms of television—not the box office."

Ogden suggests that the logical way to revise amortization methods would be to divide production costs into two segments, one applicable to theatrical revenues and one applicable to TV revenues. They should be proportional to the expected revenue from each source. He further states that one approach to the problem of allocating money to TV would be to apply a uniform formula to all films, either a fixed dollar amount or a fixed percentage of cost.

### Asks Three Questions

Ogden asks: "Will the demand for post-1948 pictures be as great as for the pre-'48s? Or has the television market been glutted with old movies? How successful will the various exhibitor groups be in preventing further showing on TV? Will the demands of various unions for participation in post-'48 TV revenues be so great as to discourage further releases?"

He says that answers to these questions seem gradually to be emerging, and he probes these answers in considerable depth. Ogden is the author of a book to be published soon dealing with the television industry and its accounting problems.

## Funeral Rites Saturday For Frank Lloyd, 73

From THE DAILY Bureau

HOLLYWOOD, Aug. 11.—Funeral services will be held for Frank Lloyd, 73, veteran Hollywood director, on Saturday, 12:30 P.M., at Wee Kirk of the Heather, Forest Lawn Cemetery. He died of a heart and lung condition yesterday in St. John's Hospital in Santa Monica.

In the course of his long career Lloyd won three Academy Awards—for "Divine Lady" in 1929; "Cavalcade" in 1933; and "Mutiny on the Bounty," in 1935. He came to Hollywood in 1913 and made his start directing two-reel silent movies.

He retired from film-making in 1945 but returned later to work on "Shanghai Story" and "Last Command." He is survived by his widow; one daughter; one sister; and four grandchildren.

Primitive Bastar region of India, has been selected by "Seventeen" as the picture of the month for August. This Janus film of the Muria tribe, their customs, and rituals was made into a dramatic story by Swedish director-photographer Arne Sucksdorf.

WALTER HAAS

# Television Today

## Burns, Head of RCA, Sees Color TV As \$100,000,000-a-Year Business

From THE DAILY Bureau

WASHINGTON, Aug. 11.—Color television has become more than a \$100,000,000-a-year business, president John L. Burns of the Radio Corporation of America said today.

Addressing the Institute of Management of the National Appliance and Radio-TV Dealers Association here, Burns said this figure represents the current annual retail volume for color television receivers, tubes and other equipment, servicing, and for local independent broadcasting.

"You can get some perspective on the massive scope of these activities," he said, "when you reflect that if a single company were handling the whole business, it would rank in size among the top one per cent of the nation's industrial corporations. It would easily qualify for membership in corporate society's elite '400' set—the 400 largest corporations in sales volume."

### Took Only Six Years, He Says

"A remarkable feature of color's growth is that it achieved the status of more than \$100,000,000 enterprise in just six years. By comparison, it took the American automobile industry 12 years to hit the \$100,000,000 mark, the aircraft industry 25 years, the petroleum industry 40 years."

The RCA president expressed the belief that conflicting claims about the future of color had tended to obscure its present achievements. Among the most notable, he listed these:

**Sales** — Dealer orders for the new line of color receivers during the month of June ran 300 per cent ahead of a year ago. The number of "key" color dealers—those displaying four or more color sets in their stores—nearly quadrupled in the same month.

**Technology**—A new color camera tube has been developed which requires no greater lighting for color pickup than for black-and-white. Already this new tube has proved a boon to the telecasting of night baseball games.

**Programming**—The fall expansion will boost NBC's 1960 total color programming to more than 1,000 hours—nearly 50 per cent ahead of last year.

"A good many years ago," Burns told the retail dealers, "you heard the father of American television — RCA chairman David Sarnoff—say that 'the future of television is in color.' The facts, as I have outlined them to you today, dramatically bear out his prophecy. From these facts, you can make your own evaluation about the outlook for color's future, and whether you want to have a part in that future. Many of you, I am happy to say, already have made your decision in favor of color."

## Who's Where

Appointment of Fred Horton as general sales executive, National Broadcasting Company, was announced. He will have direct sales responsibilities for representing NBC in the broad area of drug and toiletry sales. Horton will represent the NBC Television Network, radio network and spot sales. He will report to Thomas B. McFadden, vice-president, national sales, NBC Television Network, also maintaining close liaison with the vice-presidents of Radio Network Sales and NBC Spot Sales.

George H. Fuchs has been elected vice-president, labor relations, it was announced by Robert W. Sarnoff, chairman of the board, National Broadcasting Company. Fuchs has been director, labor relations, since March 11, 1958. Before this, he was labor relations administrator and manager, labor relations.

Don Garrett has been named account executive in the New York office of Joe Wolhandler Associates. He will supervise publicity and promotion of three new network television series for which the Wolhandler firm has been retained.

## Eichmann Story Set For Armstrong Premiere

The story of Adolf Eichmann, Nazi war criminal charged with responsibility for the murder of six million Jews in "death factories" throughout Nazi-occupied Europe, will be told on "Armstrong Circle Theatre" when the series launches its fourth season on the CBS Television Network, Wednesday, Sept. 28. Eichmann was seized in Argentina by Israeli volunteer agents several months ago and taken to Israel, where he will face a government trial in Jerusalem in the spring.

"The Armstrong Circle Theatre" presentation, as yet untitled, will chronicle the infamous career of Eichmann from the time he first joined the Nazi party to his cloak-and-dagger capture in South America. The story, written by Dale Wasserman, will utilize captured films, still photos and dramatic sequences.

According to producer Robert E. Costello, "Armstrong Circle Theatre" will be the first dramatic series on American television to present a program dealing with Eichmann's history.

“THANKS, LIFE!”

# LET'S MAKE LOVE

reaches  
27,000,000  
readers  
Marilyn  
and Yves on  
the cover  
**9-page story**  
inside



On the  
newsstand  
now

ANOTHER BUSTBLOCKER FROM 20TH

All  
the News  
That  
Is News



# MOTION PICTURE DAILY

Concise  
and  
to the  
Point



DL. 88, NO. 31

NEW YORK, U.S.A., MONDAY, AUGUST 15, 1960

TEN CENTS

## Modern?

### N.J. Allied Asks Psycho' Runs Like N.Y. City

Would Solve Everything?  
tern; Sets Aug. 23 Meet

Warmly lauding the current metropolitan New York simultaneous booking of Alfred Hitchcock's "Psycho" in 90 neighborhood and suburban theatres while it continues its first engagements at the DeMille and Aronson, and at the downtown Brooklyn Paramount, Sidney Stern, president of Allied Theatre Owners of New Jersey, said that if the policy could be moved across the Hudson river it would solve every major complaint of Jersey exhibitors. Stern said Allied T. O. of New Jersey will meet Aug. 23 to hear a report from the organization's special attorney, Edwin Rome of Philadelphia, on the results of recent con-

(Continued on page 2)

### SAG Members Reject AFTRA Merger Plan

From THE DAILY Bureau

HOLLYWOOD, Aug. 14. — The membership of the Screen Actors Guild, by a majority of better than 90 per cent, voted to reject the David Cole plan for a merger of the guild with the American Federation of Television and Radio Artists. Simultaneously, the SAG membership voted to approve an alternative to the Cole plan. This guild proposal calls for positive cooperative action between SAG and AFTRA, including joint negotiations and administration of TV commercials and taped entertainment programs.

### Herb Pickman Elected to UA Roadshow Drives

Herb Pickman has been appointed to the newly-created post of coordinator of road-show campaigns and special projects for United Artists, it was announced at the weekend by Roger Lewis, UA vice-president in charge of advertising, publicity and

(Continued on page 2)

### Telemeter Subscribers Spend About \$2 Weekly; 4,800 Etobicoke Sets Metered

Special to THE DAILY

TORONTO, Aug. 14.—The 4,800-plus Telemeter sets are pouring an average of a little over \$2 a week into Telemeter coffers.

A newspaper's survey which showed \$2.33 a week per set return was said by Telemeter officials to be a little high. It was admitted that the figure is something over \$2 a week, however.

### \$1,000,000 for DeLuxe Expansion

An expansion program budgeted at \$1,000,000 to equip De Luxe Laboratories to handle the increasing use of the 70mm Todd-AO process was announced at the weekend by Alan E. Freedman, president of De Luxe.

In announcing the expansion Freedman said that new equipment would be installed to handle the processing of such 20th Century-Fox Todd-AO films as "Cleopatra," "The Greatest Story Ever Told," "The

(Continued on page 4)

### July Film Dividends Over Twice '59 Figure

From THE DAILY Bureau

WASHINGTON, Aug. 14. — Motion picture companies making public reports paid \$1,386,000 in dividends in July 1960, a bit more than double the \$679,000 paid in the comparable 1959 month. In June 1960, industry firms paid \$3,602,000. During the first seven months of 1960,

(Continued on page 4)

### 20th-Fox Board Approves \$43 Million Cash Deal For Studio Property; Stockholders Vote Oct. 17

The board of directors of 20th Century-Fox late last week formally approved the new deal under which Webb & Knapp will purchase its 267-acre studio tract in Beverly Hills for \$43 million cash.

The William Zeckendorf company already has paid 20th-Fox \$5 million and the deal calls for payment of the \$38 million cash balance within six months after the sale is approved by 20th-Fox stockholders at a special meeting being called for Oct. 17.

The cash deal was originated by the Kratter Corp. after Webb & Knapp originally proposed purchase of the studio property for \$56 million over a 10-year period. Kratter subsequently abandoned the project and Webb & Knapp reentered the negotiations on the new all-cash basis. The Zeckendorf company plans the development of a huge residential, shopping, office and civic center on the studio property, to be known as Century City.

Webb & Knapp, under the agreement, will lease back 75 acres including sound stages and other production facilities and offices to 20th-Fox for \$1,500,000 annually. The lease would be for 50 years, with renewal options totaling 49 years.

## No Contraction

### Report MGM Is Expanding Its Activities

Mochrie Says Prospects  
Not So Bright in Years

Expansion, not contraction — that was the word covering M-G-M activities on all fronts, as it was given to the trade press here Friday by Robert Mochrie, the company's general sales manager.

Between the record-breaking gross bound to be set by "Ben-Hur," and pictures on Metro's release schedule for the next year or so, things

haven't looked so bright in years, according to Mochrie, who returned last week from a trip to the company's

(Continued on page 2)

### Columbia International Executives Promoted

Elevation of several executives of Columbia Pictures International were announced at the weekend by Morton Rothman, executive vice-president.

The appointments were in addition to that of Marion Jordan as continental manager, previously announced. Rothman said that Jordan, who is expected in New York on Aug. 22,

(Continued on page 4)

### Senators Are Unmoved By Kennedy Wage Plea

By E. H. KAHN

WASHINGTON, Aug. 14. — The Senate on Friday engaged in another day of inconclusive debate on the minimum wage issue. Republicans and conservative Democrats debated with Democratic presidential nominee John Kennedy (Mass.), and showed

(Continued on page 2)



Robert Mochrie

## PERSONAL MENTION

**M**ARTIN DAVIS, Paramount national advertising-publicity and exploitation manager, returns from a vacation today.

**R**OBERT K. SHAPIRO, managing director of the Paramount Theatre here, will return to New York today from the Coast.

**R**ICHARD CARLSON, vice-president of Trans-Lux Television Corp., will return here today from a sales trip to the Coast and the Southwest.

**H**ERB STEINBERG, Paramount studio publicity manager, will arrive in New York from the Coast today for home office conferences.

**M**RS MICHEL ROSENTHAL has given birth to a seven-pound daughter, NICOLE. Father is in the foreign versions department of 20th Century-Fox International.

**J**ACK HARRISON, Eastern representative of *The Hollywood Reporter*, is recuperating from a heart attack at French Hospital here.

### Pickman Named

(Continued from page 1)

exploitation. The appointment is effective today.

Pickman, who resigned as Warner Brothers director of special events to join UA, will work under the supervision of Fred Goldberg, national director of advertising, publicity and exploitation. Pickman will operate in close association with Mori Krushen, UA exploitation manager, and members of Krushen's staff.

Prior to joining United Artists, Pickman was associated with Warner Brothers since 1941. His experience also includes special events, contact work with the New York newspapers, coordination of world and regional premieres, and supervision of star tours.

## Jersey Allied

(Continued from page 1)

ferences with distribution executives on the long-standing complaints of Jersey Allied over picture availabilities in its territory.

Rome is said to have won some concessions from distributors and was to have reported on their significance at a meeting of the exhibitor organization on Aug. 8. However, the meeting was postponed because of the national Allied board meeting in Chicago, which was attended by Jersey Allied officials. The meeting now has been re-scheduled for Aug. 23.

"There is no reason why such practices as the simultaneous first and neighborhood runs of 'Psycho' shouldn't happen in New Jersey as well as in New York," Stern said. "If there were enough of them, they could solve our most serious problem."

### Points to Department Stores

"There is no more reason to believe it would put first runs out of business than there is to expect large downtown department stores to go out of business when branches are opened in suburban shopping centers. The suburban stores get business that never would have gone to the downtown store. It's the same with theatre patronage."

"Psycho" will open Wednesday in 90 Loew's and other neighborhood and suburban runs in the metropolitan area, while it continues its initial engagement at the Broadway DeMille, east side Baronet and Brooklyn Paramount. Regular price scales will be maintained in the neighborhoods and first runs; the picture will be single featured and the "Psycho" policy of admission at the start of the picture only will be observed in the neighborhoods.

Admittedly a "special situation," the bookings nevertheless required the acquiescence not only of Walter Reade for the DeMille and Baronet, of Eugene Picker for Loew's; Eugene Pleshette for the Brooklyn Paramount, and of Paramount sales officials, but also of Max A. Cohen, whose New Amsterdam on 42nd Street, Times Square, runs day-and-date with the Loew's circuit.

### Leve, Hewitt to N.Y.

**H**OLLYWOOD, Aug. 14. — N. Spencer Leve, vice-president in charge of theatre operations for National Theatres & Television, Inc., and Gordon Hewitt, the circuit's chief film buyer, are due in New York Monday for conferences with film distributing chiefs on upcoming product.

While East Leve will also confer with executives of Theatre Owners of America regarding the national convention to be held in Los Angeles, Sept. 13-16. Leve is a TOA board member.

## Actor-Producer Pension Plans Under Ellerbrock

From THE DAILY Bureau

**H**OLLYWOOD, Aug. 14. — Byron Ellerbrock, former administrator of the Loew's (M-G-M) Pension Plan, has been named administrator of the Screen Actors Guild-Producers Pension and Welfare Plans, Charles Boren, chairman of the temporary board of trustees, announced today.

Selection of Ellerbrock was made by the board, which is composed of representatives of SAC, the Association of Motion Picture Producers and the Alliance of Television Film Producers following interviews with several candidates.

### Senators Unmoved

(Continued from page 1)

little disposition to be swayed by his arguments in favor of broader coverage of the wage law and a pay floor of \$1.25 hourly.

Odds are against votes on the minimum wage questions until next week — probably not before Aug. 16. Majority leader Mansfield (D., Mont.) observed that a plethora of Republican-backed amendments to the committee bill threaten to force deferral on voting for some days.

Senators Kennedy and Lausche (D., Ohio) debated the adequacy of state minimum wage laws, with Kennedy asserting that Congress should act, while Lausche advocated leaving as much as possible to the State. Lausche stated that he agreed that a hike in the Federal minimum is needed, but said he objects to broadening the definition of interstate commerce.

### Exhibition Exempt in Both Bills

The general tenor of debate so far indicates that the major point of friction is not the minimum rate of pay, but the extension of the law to areas now exempt. (Motion picture exhibition continues exempt under the Senate bill as well as the one passed by the House.)

Kennedy appears confident that he will be able to push through the Senate a bill that he regards as satisfactory. He hopes to be able to defeat without too much trouble the version of the wage bill adopted by the House that will be offered by Senator Dirksen, as well as another not quite so restricted, being advanced by Senator Holland (D., Fla.).

### Bahn to Coast

Chester Bahn, editor of *Film Daily*, left New York over the weekend en route to the West Coast for an extended stay of indefinite duration. He plans a stop-off at his former home near Syracuse, N. Y., before motoring to the Coast with Mrs. Bahn.

Winfield Andrus, managing editor, will supervise in Bahn's absence.

## MGM Expands

(Continued from page 1)

studio in California. There he is making rough cuts of a number of upcoming Metro films. All of them improve the executive, notably "Butterfield"

This film stars Elizabeth Taylor, who, according to Mochrie, gives the most memorable performance in her career. General release is scheduled for November.

"Cimarron" will open next January in about a dozen cities on a half-price ticket policy. Later, the film will be played on a continuous performance basis. Samuel Bronston's "King of Kings" will open sometime between next Easter and next fall. This picture was described by Mochrie as being as "legitimate and authentic" as "Ben-Hur."

Speaking of the latter, Mochrie said it has grossed \$17,000,000 to date in 63 situations in the U.S. Of the theatres, about 15 are showing the picture in 35mm, although this information has been omitted from advertising for local showings. The picture has not closed in any situation.

Within the next couple of months Metro expects "Ben-Hur" to be playing in 200 more stateside situations and 15 to 20 in Canada. The company has not insisted from the outset of the picture's release that it be shown in 70mm, he said. In any event, Mochrie insisted patrons can't tell the difference between 35mm and 70mm.

In answer to a question, Mochrie said that although hard-ticket films are more prominent than ever, the "grind" pictures is far from ended. He conceded that the public's imagination has been caught by the road shows and by picture policies such as the one employed for "Psycho." But a good film—regardless of its length or expense—still will draw big audiences, he asserted.

## Va. Sunday Closing Law Constitutional

Special to THE DAILY

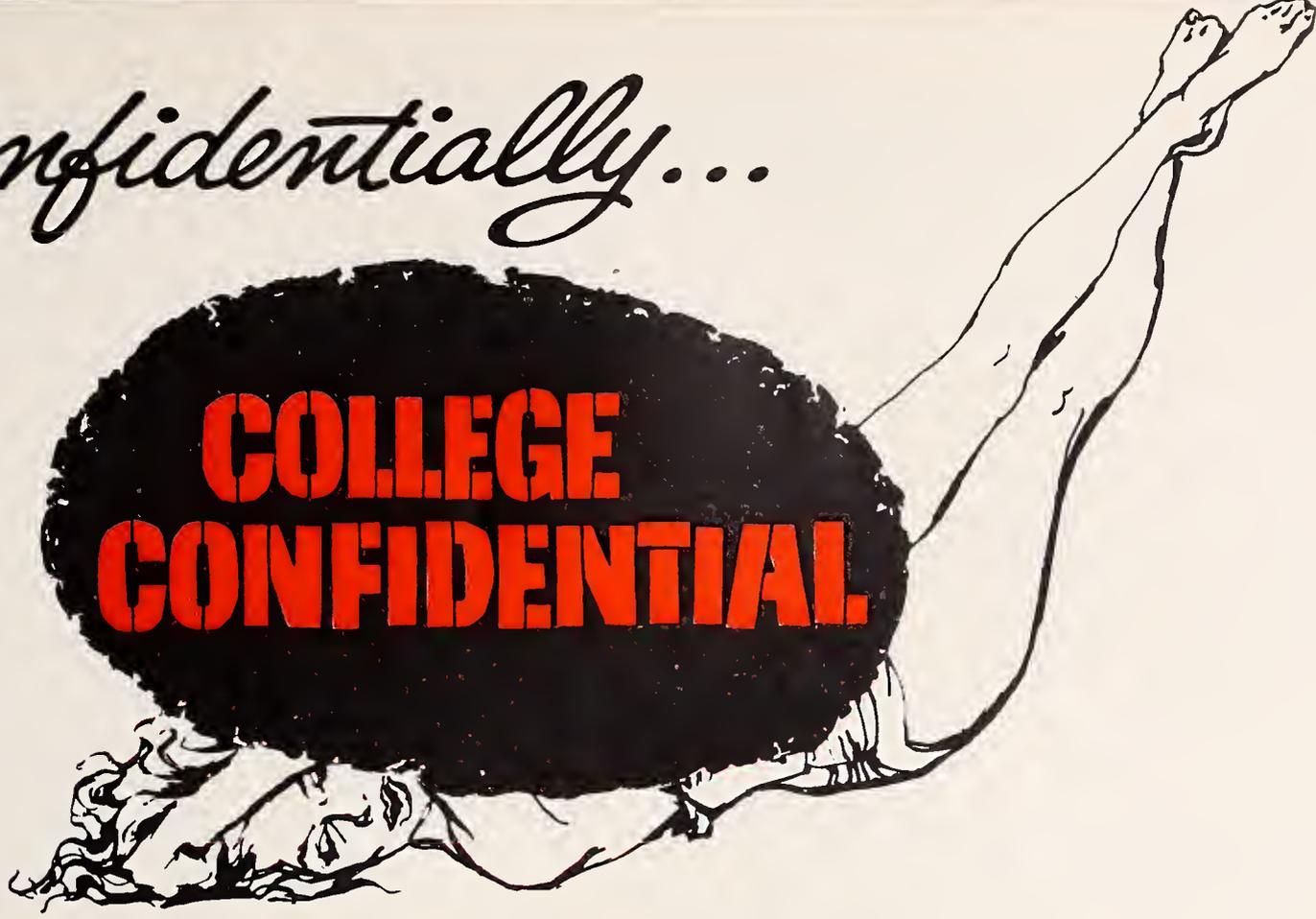
**R**ICHMOND, Va., Aug. 14.—Virginia's new Sunday closing law is constitutional and was not "accidentally repealed" by the 1960 General Assembly, according to a ruling handed down by Hustings Court Judge M. Ray Doubles.

However, Judge Doubles ruled unconstitutional a portion of the law which forbids sellers of sporting goods and recreational equipment from making Sunday sales while allowing operators of athletic events and recreational places to sell equipment in their business.

Judge Doubles, in upholding the constitutionality of the closing law, held that it did not violate the state's right to equal protection of the laws.

✓ check with... national screen service for the best in SPECIAL TRAILERS

*Confidentially...*



**COLLEGE  
CONFIDENTIAL**

**IS A SMASH IN CINCINNATI AT THE  
TWIN DRIVE-IN WHERE IT OPENED  
TO THE BIGGEST BUSINESS OF THE  
YEAR AND TOPPED ANY UNIVERSAL  
OPENING IN ALMOST TWO YEARS!**

**This new hit continues to solid business  
at the Broadway Capitol in Detroit and is  
great at the Michigan Theatre in Traverse  
City, Washington Theatre in Bay City, the  
U.S. 23 and North Flint Drive-Ins in Flint.**

"IT'S LIKE A KINSEY REPORT ON THE CAMPUS"—WALTER WINCHELL

**STEVE ALLEN • JAYNE MEADOWS • WALTER WINCHELL and MAMIE VAN DOREN**

**COLLEGE CONFIDENTIAL**

AN ALBERT ZUGSMITH PRODUCTION

co-starring MICKEY SHAUGHNESSY • CATHY CROSBY • HERBERT MARSHALL • CONWAY TWITTY • RANDY SPARKS  
Guest stars ROCKY MARCIANO • SHEILAH GRAHAM • EARL WILSON • LOUIS SOBOL • PAMELA MASON Screenplay by  
IRVING SHULMAN Produced and Directed by ALBERT ZUGSMITH • A UNIVERSAL-INTERNATIONAL Release



**NO FILM  
EVER DARED TOUCH  
THIS THEME BEFORE!**

## TENT TALK

## Variety Club News

MINNEAPOLIS — Mrs. Augie (Betty) Ratner has been elected president of the women's auxiliary, Variety Club Tent, No. 12. She succeeds Mrs. Lowell (Marge) Kaplan, who filled out the term of Mrs. Marty Chalfen, who was killed in an airplane accident last year.

## DeLuxe Expansion

(Continued from page 1)

Sound of Music" and "State Fair." Additions to the New York and West Coast plants will be made to house the added facilities required for the increased use of 70mm.

The program also calls for additional personnel for research and development. Among the new installations contemplated, Freedman added, would be all the new electronic devices needed to complement those already in use and in construction as developed by the De Luxe research and development staff.

Already developed for the expansion program are electronic high speed color printing machines and a multi-lateral striping machine which will enable additional tracks to be added to the Todd-AO prints. This will make possible a new multi-track film, in as many as five languages, for George Stevens' production of "The Greatest Story Ever Told," Freedman said.

In addition, Freedman disclosed the development of hue-check devices, which will maintain constant vigil on color printing, "to assure the absolute reproduction of Todd-AO colors as photographed."

## July Film Dividends

(Continued from page 1)

motion picture companies paid a total of \$13,669,000 compared with \$13,199,000 during the same period of 1959.

Total cash dividend payments by all corporations issuing public reports came to \$900 million in July, up \$100 million from the corresponding 1959 month. During the year's first seven months, cash dividends totaled \$7.5 billion, about 6 per cent higher than in 1959.

## 'Desire' Will Open in New Orleans Sept. 15

Twentieth Century-Fox's "Desire in the Dust" will have a benefit world premiere on Sept. 15 at the Baton Rouge Theatre in New Orleans for the Lion's Club League for Crippled Children. Robert L. Lippert, liaison between Associated Producers, Inc. and 20th-Fox, will head a contingent of stars to the event. City and state leaders and radio and television personalities will also attend the premiere.

The film will bow in a saturation engagement in the New Orleans area the next day.

## Telemeter Estimates Its Take

(Continued from page 1)

whether Telemeter is subject to the same summer letdown as free TV.

Telemeter has sufficient orders on hand to bring the total installation figure to 6,000. This objective is expected to be reached by the end of August. No more orders are being accepted, although those who put in orders are being put on a waiting list.

The salesmen were pulled off at the end of June, and the installations are from backlogs.

Telemeter said they will not seek any orders above the 6,000 figure until they have made a long-range analysis of the direction Telemeter is taking.

## Not Expanding Yet

One official said: "We won't expand until this setup is proved out."

Meantime, there is talk that franchises may soon be offered by Trans-Canada Telemeter, Ltd., subsidiary of Famous Players Canadian Corp., which has the franchise for Canada for Telemeter.

Franchise holders would receive patent rights to equipment, special events programs and a complete technical and program service in return for a royalty based on a percentage of the gross income.

Eugene Fitzgibbons, executive director of Telemeter, was quoted in a local newspaper as saying he had inquiries from such potential investors as radio station owners, publishers and financial syndicates.

Most expensive live presentation offered thus far by Telemeter was the Toronto Argonaut-Pittsburgh Steelers football game. This game was not offered on free TV, but a charge of \$2 was made by Telemeter.

Another game this week between the Argonaut team and Hamilton,

which is being blacked-out in the local area, is being offered by Telemeter.

Previously, Telemeter offered such sports events as Sunday night NHL hockey games and video-tapes of championship fights.

An official of Telemeter said that the same pictures which do business in the theatres are doing business on Telemeter, though he wouldn't offer figures. Telemeter pays a percentage of the gross, as do the theatres.

Potential for the Telemeter area is 40,000 homes. The 6,000 sets take up 50 per cent of the area already wired by Bell Telephone. Apartments comprise 25 per cent of the installations, with the remainder placed in homes.

As the operation smooths out, the staff is being thinned. Telemeter had a staff of over 100 when it began. This is now down to about 60.

## Cost Problem Is Great

Telemeter has been faced with a tremendous cost problem in the tariff—approximately 40 per cent—applied to all electronic equipment imported from the United States.

The equipment has stood up well. Most of the films shown are 35mm., offering better sound to the home viewer, than does free TV, which uses 16mm. film.

The Toronto operation has attracted visitors of all description and researchers from every conceivable type of company. Theatre owners from all corners of the earth and broadcasting networks have sent their top personnel to study the operation, while Madison Avenue firms have researched reaction to Telemeter.

All have made their reports available to Telemeter, which is making a continuing survey of the viewers and reactions.

## Poller Leaving B-V; No Replacement Slated

New economies are being effected in the Buena Vista home office with no replacements scheduled for members of the publicity and art department who now are leaving the company.

Norman Poller, Buena Vista publicist, is leaving for a new position outside the film industry. Poller, previous to joining Buena Vista, was with RKO Radio. His duties will be absorbed by other members of the department.

## Assistant to Bronston

MADRID, Aug. 14.—Victor de Lacour has been appointed as the executive assistant to Samuel Bronston and will coordinate the activities of all departments with the producer's office during the remaining weeks of filming "King of Kings" and the forthcoming production of "El Cid." De Lacour will be headquartered in Bronston's office here and will function for the producer during the latter's business trip to New York, Hollywood, Rome and London.

## Paramount, Columbia

(Continued from page 1)

announcement. According to Weltner and Montague, the consolidation is certain to result in much greater efficiency and better service to the Canadian exhibition field."

Gordon Lightstone, general manager of Paramount Film Service Ltd., will serve as managing director of the new Canadian distributing organization and Harvey Harnick, sales manager of Columbia Pictures of Canada, Ltd., will be the general sales manager of the new Canadian company. Louis Rosenfeld will continue to function as senior executive of the Columbia sales operation. Mickey Stevenson, Paramount Toronto branch manager, will assume the duties of assistant to Harnick.

The new Canadian distributing organization will maintain a single branch office in six Canadian cities, rather than the two operated by the participating companies heretofore. The branch cities and managers are Toronto, L. Bernstein; Montreal, R. Godreau; Winnipeg, S. Gunn; Calgary, R. Lightstone; Vancouver, N. Levant; and St. John, L. Simon.

## Delay Encountered in Disney-NBC-TV Deal

Financial and tax details incident to the NBC-TV deal for a part of the Walt Disney Prods. backlog are for TV program production reportedly have delayed its closing, originally predicted for late last week.

Walt Disney, who was in New York most of last week on the negotiations with Robert Kintner, NBC president, departed for England where he will supervise production and preparation of two films, to be made in the United Kingdom, "Greensleeves" and "The Horsemen of the Apocalypse."

Roy Disney, president of Walt Disney Prods., is expected here from the West Coast in the near future for the deal closing.

## Columbia International

(Continued from page 1)

will assume full responsibility for Europe and the Near East on the date.

In another move, Rothman appointed Stanley Schneider as his executive assistant. Schneider has been with the company since 1946 in various capacities, most recently as assistant treasurer.

Joseph E. McConville, presently in New York, will move to Columbia office in Mexico City where he will be in a better position to work close coordination with the Mexican production program. He will also assume the duties of Ed Kerner who has resigned as of Sept. 1 in order to join United Artists of Argentina.

Ed Levine has been moved up to take charge of the world-wide sales control department.

## Robert Meyers in Charge

Robert Meyers will head the new department set up to handle the special contracts for Columbia's productions of William Goetz' "So Without End," Carl Foreman's "The Guns of Navarone," and George S. Meyers International—Posa Films International's "Pepe." Meyers, Rothman pointed out, who has only been with Columbia for two years, and has been moved up through the ranks, now ready to assume broader responsibilities.

Continuing the trainee program, Rothman announced the engagement of Fred Greenberg, a recent graduate of Harvard. Greenberg is presently being indoctrinated in the international department and has already been sent to Puerto Rico as a student trainee, one of the steps in bringing him along the trail to high caliber executive ability.

## Lana Turner Signed

HOLLYWOOD, Aug. 14. — Lana Turner has been signed by the Misch Company to star in "By Love Possessed," James Gould Cozzens novel, it is announced by Walter Misch, who will produce the film. John Sturges will direct when it goes before the color film cameras early this fall as a United Artists release.



**41**  
years  
ago the  
cigar store  
indian was a  
powerful adver-  
tising symbol and  
**TRAILERS** were just  
beginning to make their  
presence felt in motion  
picture theatres.  
Today the cigar  
store indian is  
the vanishing  
American, but  
**TRAILERS**  
are still the  
least ex-  
pensive and most potent  
exploitation force for the  
showmanship-wise exhibitor.

**NATIONAL**  **SCREEN SERVICE**

**"SONG WITHOUT END"  
OPENING DAY  
SECOND BIGGEST  
IN 27-YEAR HISTORY  
OF RADIO CITY  
MUSIC HALL!!**

*From William Goetz and Columbia*

All  
the News  
That  
Is News



# MOTION PICTURE DAILY

Concise  
and  
to the  
Point



OL. 88, NO. 32

NEW YORK, U.S.A., TUESDAY, AUGUST 16, 1960

TEN CENTS

## To Produce 12 in U.S. Mirisch Slates 4, Budgeted At \$50 Million

To Be Made in 18 Months;  
United Artists Distributor

By SAMUEL D. BERNS

HOLLYWOOD, Aug. 15. — Marking today the third anniversary of the founding of the Mirisch Company, President Harold J. Mirisch, inspired by his brothers, Walter and Marvin, in a press conference, announced a \$50,000,000 production program of at least 14 major films to be made during the next 18 months, characterized by them as the largest and most varied scheduled by any independent film-making organization.

"While we are an independent  
(Continued on page 4)

## Pickus Hails Ruling Against Pa. Censors

The recent action of Pennsylvania state courts in ruling that state's censorship laws "inoperable and therefore invalid," was hailed yesterday by Albert M. Pickus, president of Theatre Owners of America, as another major step towards the eventual complete elimination of motion picture censorship.

Pickus said that while he realizes the county court decision may still be appealed by the Pennsylvania attorney general, the lower court action  
(Continued on page 3)



Walter Mirisch

## South Carolina Exhibitors to Appeal 'Blue Law' Suit Edict to Supreme Court

Special to THE DAILY

SPARTANBURG, S. C., Aug. 15.—Chester D. Ward, one of three attorneys representing theatre operators in a suit brought in a number of Piedmont South Carolina communities challenging the constitutionality of the Palmetto State's "blue laws" barring Sunday performances, has notified Attorney General Daniel R. McLeod that the case is being appealed to the Supreme Court of the United States.

## See Rejection of Bicks To Anti-Trust Position

From THE DAILY Bureau

WASHINGTON, Aug. 15. — Sen. William Proxmire (D., Wis.) deplored "the tragic possibility" that the Senate leadership will not call up the nomination of Robert Bicks to be the chief of the Justice Department's anti-trust division.

Proxmire criticized his own party  
(Continued on page 4)

## Goldblatt to Fox on Magazine Publicity

Martin Goldblatt has joined 20th Century - Fox, in charge of national magazine publicity, it was announced by Edward E. Sullivan, publicity director. Goldblatt, who has resigned his post with Columbia Pictures, will  
(Continued on page 4)

The South Carolina Supreme Court, in a unanimous decision in July, upheld the validity of the 200-year-old  
(Continued on page 2)

## Ask Contributions for Variety 'Night Races'

New York's Variety Tent No. 35 yesterday called on motion picture organizations to contribute \$3,500 each toward individual purses for the Tent's "Night at the Races" charity event scheduled for Oct. 4 at Yonkers Raceway. Proceeds derived from the affair, which is the project of the sports division, will be used to acquire playgrounds here for handicapped children.

Chief Barker Harry Brandt said Jo-  
(Continued on page 3)

## U. S. Exports of Film, Equipment Show Gain In the First Half of 1960 to \$22,992,298

From THE DAILY Bureau

WASHINGTON, Aug. 15.—Overseas shipments of U.S. motion picture film and equipment during the first half of 1960 amounted to \$22,992,298—a slight increase over the \$22,861,986 reached in the first half of 1959, according to Motion Picture Chief of the Commerce Department, Nathan D. Golden.

Rawstock exports for the same period of this year were 307,335,121 linear feet valued at \$10,069,579, compared with 353,536,013 linear feet valued at \$8,675,655 for the like period of 1959.

Total of exposed and developed motion picture feature film for the first half of this year reached 137,363,925 linear feet valued at \$5,181,418 compared with 137,132,765 feet and \$5,414,408 for the comparable period last year. Valuation breakdown for the 1960 period assigned \$3,868,761 to 35mm and over positive feature film; \$242,413 to 35mm and over, negative feature film; and \$1,070,244 for 16mm positive and negative feature film.

Foreign sales of all types of motion picture equipment, including cameras, projection and sound equipment, and studio equipment in the first half of 1960 totaled \$7,741,301, a gain of slightly more than seven per cent over the corresponding 1959 period.

## Ask Injunction

## AFM Sues in WB Sale of Films to TV

Claim Federation Consent  
Required for Post-'48 Deal

Temporary and permanent injunctions to halt the transfer of upwards of \$11,000,000 worth of post-1948 theatrical motion pictures for television exhibition were asked in Federal District Court here yesterday by the American Federation of Musicians, its president, Herman Kenin disclosed.

Naming Warner Brothers, as defendant, the union alleged that under the terms of contracts between the musicians and the producer, the films may not be exhibited on television  
(Continued on page 5)

## Cunningham Services Set Here Tomorrow

Funeral services for Paul Cunningham, director of public affairs of the American Society of Composers, Authors and Publishers, who died on Sunday at his home here will be held tomorrow at Saint Patrick's Cathedral at 11 A.M. with a Solemn High Requiem Mass.

Cunningham, lyricist of hundreds of songs—including "I Am an American," "Please Take a Letter, Miss  
(Continued on page 5)

## GPEC 6-Month Income Rises to \$2,467,136

Net income for General Precision Equipment Corporation and subsidiary companies for the six months ended June 30, 1960, was \$2,467,136, compared with \$2,063,121, for the same period a year ago, or an increase of 19.5 per cent. This was achieved on sales of \$120,722,804, an  
(Continued on page 4)

Pathé

LABORATORIES, INC.  
NEW YORK AND HOLLYWOOD

Complete facilities for every film  
need in black and white or color



## PERSONAL MENTION

**EDWARD L. WEISL**, member of the board of directors of Paramount Pictures, will leave New York today aboard the "Leonardo da Vinci" for Naples.

**WILLIAM G. RAICH**, vice-president in charge of foreign distribution for American International Pictures, returned to New York at the weekend from a round-the-world trip.

**JACK H. LEVIN**, president of Certified Reports, is due back in New York next Monday from a trip through the South.

**GEORGE PAL**, producer-director of H. G. Wells' "The Time Machine" for M-G-M, has arrived in New York from Hollywood.

**MILT OVERMAN**, Southwest publicity manager for American International Pictures, will leave here today for Texas and Oklahoma cities.

**ELIZABETH TAYLOR** and **EDDIE FISHER** will leave here today aboard the "Leonardo da Vinci" for Europe.

**DARRYL F. ZANUCK** arrived in London on Sunday from France.

**ARTHUR J. RAPORTE**, recently appointed director of real estate activities for Loew's Theatres, was in Columbus, O., from here.

**DONALD SCHINE**, president of Schine Theatre Corp., Gloversville, N. Y., returned to New York from Italy yesterday aboard the "Leonardo da Vinci."

**AL ODEAL**, president of Tele Features, Inc., left here last night for the Coast.

## Weigh Administration's, And Kennedy's Pay Bill

From THE DAILY Bureau

WASHINGTON, Aug. 15.—Debate on the minimum wage bill today was desultory in the Senate. Discussion was started by Senator Prescott Bush (R., Conn.), who gave his reasons for opposing the Kennedy (D., Mass.) measure, but asserted his support for the Administration's proposed \$1.15 pay floor with a modest expansion of coverage.

Earlier, Senator Javits (R., N. Y.) had stated there is a "difference in degree, not principle," between the Kennedy bill and the Administration-endorsed changes in wage-hour law.

## S.C. Exhibitors Will Appeal

(Continued from page 1)

law which prohibits "bear baiting" and other forms of entertainment on Sunday.

Theatre operators joining in the court action have contended for many months that the so-called "blue laws" did not apply to movies since movies did not exist when the law in question was passed, and furthermore that the law in itself was unconstitutional.

As pointed out by Attorney Ward, in appealing the State Supreme Court decision directly to the U.S. Supreme Court, the theatre interests are bypassing a three-judge federal panel which declined to consider the case last year. At that time the three-judge panel said plaintiffs had not exhausted remedies in the state courts.

Ward told reporters he hoped the

case would be argued before the U.S. Supreme Court this fall, following three other "blue laws" cases from Maryland, Massachusetts and Pennsylvania.

As noted, the three cases from northern states differ from the South Carolina case in that they involve work sections under the blue laws while the South Carolina case involves recreation and amusement.

### Sees Freedom of Speech at Issue

"The South Carolina case," Ward continued, "also involves freedom of speech since movies have been held by the Supreme Court of the United States to come within the provision of the U.S. Constitution, forbidding states from denying freedom of the press or of speech."

## LeRoy and Helen Hayes Head Nixon Committee

From THE DAILY Bureau

WASHINGTON, Aug. 15. — A Celebrities-for-Nixon Committee has been launched among leaders in the entertainment field. It is headed by Mervyn LeRoy and Helen Hayes, as co-chairmen. George Murphy is honorary chairman and Jules Alberti executive director. The group will campaign for Republican presidential nominee Richard M. Nixon throughout the "show business" industry.

Charter members include John Wayne, Irene Dunne, Freeman (Andy) Cosden, Katharine Cornell, Walter Pidgeon, Jinx Falkenberg, Barney Balaban, Faith Baldwin, Buddy Rogers, Mary Pickford, Dick Powell, Louise Beavers, William L. White, Cobina Wright, Edward D. Stone, Eddie (Rochester) Anderson, Dina Merrill, Ted Williams, Eleanor Steber, Ward Bond, Jeanette MacDonald, Gene Raymond, Gordon McRae and Sheila McRae.

## John J. Noonan Dies

CLEVELAND, Aug. 15. — John J. Noonan, 70, a projectionist in this area for more than 50 years and a veteran member of Local 160, I.A.T.S.E., died in St. Vincent's Hospital. For the past 10 years he had been in charge of the booth at the Granada Theatre here, and for the previous 25 years at the Hilliard Square. He is survived by his wife, Florence, and five grandchildren.

## 'Terror' Shooting Set

HOLLYWOOD, Aug. 15. — Glenwood-Neve Productions, headed by Newton Arnold and Michael DuPont, have concluded negotiations with Desilu-Gower Studios, where pre-production work will begin immediately on their "Hands of Terror."

## Depinet to Address Conn. Drive-In Meet

Special to THE DAILY

HARTFORD, Aug. 15. — Sperie Perakos, general manager of Perakos Theatre Associates, and president of the Connecticut Drive-In Theatres Association, has arranged for industry pioneer Ned E. Depinet to address the Aug. 23 luncheon meeting of the Connecticut drive-in men at Sanford Barn, East Haven.

Connecticut drive-ins collected \$14,000 for the Jimmy Fund (industry-Boston Red Sox conducted campaign for Children's Cancer Research Foundation) in 1959, and drive-in men are now anticipating a minimum goal of \$20,000 for 1960.

## W.B. Sees 'Ocean's 11' As a Company Champ

On the basis of grosses from its first 85 engagements throughout the United States, "Ocean's 11," the Dorchester production starring Frank Sinatra, Dean Martin, Sammy Davis, Jr., Peter Lawford and Angie Dickinson, is shaping up as one of the five biggest boxoffice hits in the history of Warners, the company declares.

"Ocean's 11" grosses from coast to coast, said W.B., are running 25 per cent higher than the figures for its "Auntie Mame," which set box-office records with its national release doing the Christmas-New Year's holiday season of 1958-1959.

## Record at Capitol

Warner Brothers' "Ocean's 11" set a five-day record at Loew's Capitol Theatre here with a gross of \$107,066 from opening day through Sunday. The Sunday receipts of \$24,200 topped even the record breaking opening day (Wednesday) receipts of \$23,509.

## Meeting Thursday on Cinema Lodge Drive

The key sellers of the \$25 contribution share certificates in New York Cinema Lodge of B'nai B'rith's rent fund-raising drive in behalf of the B'nai B'rith agencies, will meet members of the Lodge's executive committee at a special luncheon Sardi's on Thursday, it was announced by Abe Dickstein, president.

Joseph B. Rosen, Universal Pictures regional sales manager, and Leonard Rubin, vice-president and sales manager of Gilliam's and Rubin, are co-men of this year's drive, which covers the sale of 750 certificates with of the purchasers to be awarded a 1960 four-door Cadillac and another 10-day cruise.

### Will Conclude Oct. 27

Key sellers include home office executives and circuit and independent theatre executives in addition to executive members. Luncheon is being held for an interim report and to launch the home stretch concentrated drive which is to conclude on Oct. 27 with a luncheon at the Hotel Astor.

## Complete 'Spartacus' Meetings in London

From THE DAILY Bureau

LONDON, Aug. 14 (By Air Mail). —Fortunat Baronat, director of foreign publicity for Universal International Films, has completed a series of meetings here, covering the overall publicity, advertising and exploitation for the British launching of "Spartacus." Arrangements were made at meetings for the London premiere, which will take place in early December at the Metropole Theatre. The Rank Organization, together with U-I, has drawn up plans for opening night ceremonies, to be attended by leading figures in Great Britain and the Continent's social, political and entertainment circles. Roman front-house architecture for the theatre also been developed.

Baronat, accompanied by John Sullivan, U-I's European publicity co-ordinator for "Spartacus," will conduct similar conferences in Belgium, Holland, Germany, Austria, Italy, Spain and France, before returning to New York at the end of August.

## NEW YORK THEATRES

**RADIO CITY MUSIC HALL**  
Rockefeller Center • Ci 6-4600  
**"SONG WITHOUT END"**  
THE STORY OF FRANZ LISZT starring  
**DIRETOR BOGARDE** as Franz Liszt  
A COLUMBIA PICTURE in CinemaScope & Eastman Color  
ON THE GREAT STAGE "FESTIVAL"

## Pickus Hails

(Continued from page 1)

is nevertheless, an example of what can be accomplished by a united industry effort to rid itself of a noxious problem.

He said the decision was particularly pleasing to TOA, which has long championed anti-censorship activities. From Europe, where he is currently in business, Herman M. Levy, general counsel of TOA also termed the decision "most gratifying."

"This is a fine example of what an industry can and should do to fight unjustifiable attacks. The law was written in haste and in anger, and was motivated by a desire to control the industry."

"It should have been, as it was, sound and unconstitutional. It is now hoped that the United States Supreme Court will soon grant the industry, when it rules this Fall on the Chicago Times Film case, the same complete freedom from prior censorship that is enjoyed by radio, by television, by books, and by publications, so that legislators everywhere may know finally that attempts to stifle our industry through prior censorship are to be abandoned," Levy declared.

## Brazzi, Barclay Joining to Produce 'Brigante'

From THE DAILY Bureau

HOLLYWOOD, Aug. 15. — Rosino Brazzi and Steve Barclay have formed Brazzi-Barclay Productions to produce "Brigante," first of 12 productions comprising the initial program of the new Alpha Distributing Co. Brazzi will star and Barclay will produce. Bernie Barron is associate producer. Barclay wrote the original story which will face the cameras in January.

James S. ("Sam") Burkett, Pathe Laboratories sales manager, is coordinating the new production-distribution company, which teams producers, distributors and exhibitors on a profit sharing basis.

## Embassy Goes 1st-Run

The Embassy-46th Street Theatre at Broadway will convert to first-run next Saturday with the first picture under the policy to be Universal's "College Confidential." Guild Enterprises operates the Embassy.

## New Pact for Pasternak

HOLLYWOOD, Aug. 15. — Producer Joe Pasternak, celebrating his 10th anniversary with M-G-M, has been signed to a new long-term contract, it has been announced by studio head Sol C. Siegel.

## Book 'Entertainer'

"The Entertainer," Continental Distributing release starring Laurence Olivier, will have its American premiere at the Sutton Theatre here next month.

## TENT TALK

### Variety Club News

MINNEAPOLIS — Among the features planned for September by Tent No. 12 are the annual golf tournament at the Oak Ridge Golf Club on Sept. 9 and the annual contribution dinner on Sept. 14. Ben Berger will be in charge of the contribution dinner. Gil Swenberger is making arrangements for the golf tournament. His committee comprises Bob Hazelton, Don O'Neil, John Branton, Leroy Miller, Harry Levy, Bill Wood, Forrie Meyers and Gabe Nathanson.

BUFFALO—Tent No. 7 barkers, their wives and friends trekked over the border to the Fort Erie Race Track for the annual Variety Club Day. The feature race was named the Variety Club Tent No. 7 Purse. The V.C. contingent was entertained at the track by the Fort Erie Jockey Club. Following the races all repaired to the clubrooms for a roast beef dinner.

### Variety 'Night Races'

(Continued from page 1)

Joseph E. Levine's Embassy Pictures and William German, for the Eastman Kodak Co., already have donated purse sums. In Embassy's case, its purse will go to the winner of a race named for a film being distributed by the company, i.e. "The Hercules Handicap." Nine races are scheduled to be run that evening. Charles A. Alicoate is chairman of the purse committee.

#### 800 Reservations

The Tent has filled clubhouse and dinner reservations for 800 persons at \$10 each. Several thousand more people associated with the Variety club are expected to attend.

With the induction of more than 20 local sports writers into the Tent, Variety expects its new charitable work to be spread heavily through the metropolitan area. The sporting members represent local newspapers, radio and TV stations, professional football and baseball teams, major wire services and Madison Square Garden. National periodicals also are represented.

Brandt said the playground for crippled children has been sanctioned by the board of education here. It also has the full support of Welfare Department officials.

#### Daniel Pledges Support

Dan Daniel, veteran sports writer for the *New York World-Telegram & Sun* and chairman of the sports division, pledged his group's support of the project. He was joined at the dais by Max Kase of the *Journal-American*, vice-chairman, and Nat Fleischer, editor of *Ring Magazine*, doughguy.

In addition to the sports writers, inducted as barkers were Phil Gravit of M-G-M, Benjamin Gladstone of Century Theatres, and Arthur Kerman of Governor Films.

## Fly Press to Bow Of 'Love' Saturday

More than 40 of the nation's top press representatives from virtually every medium are being flown to Reno, Nev., on Saturday to attend the world premiere of Jerry Wald's "Let's Make Love." The plane-load will include Yves Montand, Simone Signoret, producer Wald, director George Cukor and many other personalities.

Leaving for the Crest Theatre will be: Bill Johnson, of *Life-Time*; Vernon Scott, UPI; Liza Wilson of *This Week*; Joe Hyams, *N. Y. Herald Tribune* and syndicated; Samuel Berns, *MOTION PICTURE DAILY*; William Weaver, *Film Daily*; Lloyd Shearer, *Parade Magazine*; Florabelle Muir, *N. Y. Daily News*; Louella Parsons; Patsy Gale for Hedda Hopper; Jimmy Starr of the *Herald Express*; Sidney Skolsky; Jerry Pam of the *Valley Times*; Jim Powers of the *Hollywood Reporter*; Erskine Johnson of the *NEA*; Bob Thomas, AP columnist; Mike Jackson of the *Los Angeles Examiner*; Louis Wolf of the *Chicago Tribune*; Phillip K. Scheuer of the *Los Angeles Times*; Ruth Harbor, *Good Housekeeping*, and others. The group will return on Sunday.

## Copelan Named Midwest Stanley-Warner Manager

Herb L. Copelan was appointed midwest zone manager for Stanley Warner Theatres, it was announced by Harry M. Kalmine, vice-president and general manager. The midwest circuit operates theatres in Chicago, Wisconsin, Oklahoma City, and Memphis.

Copelan is a veteran of theatre circuit operation, his connection with Warner Brothers having begun when he managed the Brooklyn Strand and the Winter Garden and opened the Beacon on upper Broadway and later became the assistant general manager of the New York operation, which included the five Broadway houses then owned by Warner Brothers. Following his Broadway tour of duty he was appointed zone manager of the Atlantic Coast theatres with headquarters in Atlantic City.

At the end of his war service he returned to theatre operation, pioneering in expanding the Warner chain in Latin America and operating theatres in Lima, Peru; Bogota, Colombia and Havana, Cuba. From this operation he transferred to Stanley Warner, opening and supervising the Cinerama theatre in Havana.

## Sandra Dee Re-Signed

HOLLYWOOD, Aug. 15. — A new seven-year contract between Sandra Dee and Universal - International was announced today by Edward Muhl, U-I vice-president in charge of production. Under the new pact, Miss Dee will remain under exclusive contract to Universal for the next five years, following which, for the two years after that, provision is made for her continuing services to the studio on a multiple-picture basis.

## PEOPLE

Milton R. Rackmil, president of Universal Pictures, was the subject Sunday in the series on "New York's Most Magnetic Men" being run in the *New York Journal American* in its weekend editions. Atra Baer, the author, called Rackmil a "master of personal diplomacy."

Robert Gobelein, assistant manager for the past several years of the Central Theatre, West Hartford, has been promoted by Community Theatres, Inc., to the post of manager, succeeding Hugh J. Campbell, who has retired after 45 years in the industry.

Peter Pallazzolo, head of the Shor Theatre Chain, Cincinnati, played host to distributors, their wives and business associates at his Isle of Capri Restaurant, on Dixie Highway.

John G. Brouman, president of Brouman Theatres of Chevy Chase, Md., and president of Maryland Theatre Owners Association, has enrolled his Red Run Drive-in Theatre, Rouserville, Pa., in Theatre Owners of America.

## Dramatic Academy Will Sponsor 'Spartacus' Bow

The American Academy of Dramatic Arts, the country's oldest acting school, will sponsor the world premiere of "Spartacus," it was announced by Frances Fuller, managing director of the Academy and David Lipton, vice-president of Universal Pictures, distributors of the film. The benefit performance will take place on Thursday, Oct. 6, at the De Mille Theatre here.

Funds raised by the 75-year-old institution, which was founded by Franklin Haven Sargent, a young Harvard elocution instructor, will be used for its scholarship fund.

One of the most famous members of the school's alumni is Kirk Douglas, who plays the title role in "Spartacus," and is head of Bryna Productions, the company which produced the film.

## Dinner Set to Aid Research on Cancer

A dinner will be held at the Waldorf-Astoria Hotel on Sunday, Sept. 18, honoring Richard Rodgers, Oscar Hammerstein and Mrs. Eleanor Roosevelt. Purpose is to establish a fellowship fund in the names of Rodgers and Hammerstein at the Eleanor Roosevelt Institute for Cancer Research to encourage the advanced training of worthy medical researchers and students here and abroad.

Leland Hayward is chairman of the committee, and George P. Skouras, president of Magna Theatre Corp., is a member.

## Mirisch Slates

(Continued from page 1)

company, we are in essence a major studio without the walls, brick and mortar, but comparable in production and star talent strength," Mirisch pointed out.

Reports that Hollywood is becoming a "ghost town" due to the number of films being made abroad, is a complete misnomer, the company head stated, called attention to the fact that "80 to 90 per cent of the film projects are created in Hollywood, utilizing Hollywood crafts and guilds; but the plane facilities today make it easier to give the public actual backgrounds for greater box-office appeal. However, with problems of shooting abroad, we find it costs less to shoot here."

### All Types of Stories

"Despite this, of the 14 films which will encompass basic material from best-selling novels, non-fiction, and original screenplays to hit Broadway shows, only two of these will be made abroad," Mirisch added.

Questioned on the effect of rising costs of production, Walter Mirisch said, "the industry is striving to make more important films with longer shooting schedules since these are the only ones bringing in the money; and we feel that today's potential grosses are commensurate with the increase in costs."

Figuring prominently in the schedule of films, all to be released through United Artists are:

### 'La Douce' Included

Billy Wilder's third film in association with the Mirisch Company, "Irma La Douce," which the writer-director-producer will shoot in Paris next summer; Fred Zinnemann's production and direction of James Michener's novel, "Hawaii"; William Wyler's production and direction of Lillian Hellman's "The Children's Hour"; "West Side Story," currently in production, which Robert Wise is producing and co-directing with Jerome Robbins, and John Sturges' production and direction of "The Great Escape."

### Four for Walter Mirisch

Producer Walter Mirisch's slate of four comprises "By Love Possessed"; "Two for the Seesaw," which will star Elizabeth Taylor under Delbert Mann's direction; "Pioneer, Go Home," starring Elvis Presley, and John O'Hara's "A Rage to Live."

Producer-director Robert Wise will also add "The Haunting of Hill House" and "Battle" to his schedule for the Mirisch company.

"Counsellor-at-Law" and "Roman

## REVIEW:

### Studs Lonigan

UA-Longridge

ACCOMPLISHED producer-writer Philip Yordan, working with director Irving Lerner, a new east, and an obviously limited budget, has produced an interesting experiment in cinematic art. It is a screen version, necessarily a vast compression, of the James T. Farrell sociological and psychological novel of the depression years which has been a perennial best seller for years, "Studs Lonigan."

It is an experiment which comes off with uneven results. Trying to adhere to the author's original study of a sensitive and impressionable youth subjected to the hard environment of Chicago's South Side during the bitter extremes of the 1920's and early 1930's, Yordan and Lerner turned to a kind of camera shorthand. The result is an impressionistic picture, uneven in tone and at times short of the desired effect on the audience.

Christopher Knight in the lead and title role tries hard in a difficult part, and the rest of the cast works equally hard and ineffectively. Venetia Stevenson is Luey Scanlon, the remote and unapproachable girl around whom young Studs builds his dream love life. Helen Westcott, is the lonely school teacher who establishes a rapport which inevitably becomes a physical affair with Studs and Carolyn Craig is her pretty niece who succeeds her as his lover. Frank Gorshin, Jaek Nicholson and Robert Casper are the restless members of the gang who tie Studs to his neighborhood and roots, and Diek Foran and Katherine Squire are the misunderstanding father and mother.

Veteran Jay C. Flippen is excellent as Father Gilhooley, the parish priest who counsels Studs understandingly but ineffectively.

The picture succeeds best in creating the atmosphere and environment of the place and the era and least in motivating Farrell's complex characters.

The author's frank treatment of sex, both adolescent and mature, is retained in the picture, limiting it to mature audiences.

Running time, 95 minutes. Release date, September.

J. D. IVERS

Candle" round out the roster of 14.

"West Side Story," "Hawaii" and "Irma La Douce" are being considered as potential roadshow projects.

In addition to these films the Mirisch organization holds multiple-picture deals with Jack Lemmon, Dean Martin and the European star Horst Bucholz.

Personnel realignments to meet the company's expanded program include Leon Roth's appointment as executive assistant to Harold Mirisch in addition to his current duties as vice-president supervising advertising, publicity and distribution. His first new assignment will be to act as liaison with producer-director Fred Zinnemann on all production aspects of "Hawaii."

Raymond Kurzman, for several years resident counsel for the Mirisch Company, now assumes the title of assistant to vice-president Marvin Mirisch.

Robert Mirisch, son of Harold Mirisch, will enter the company as assistant to Walter Grauman, producer-director of TV's "The Untouchables," Grauman has been engaged to develop new television projects. The company now is involved in the "Wichita Town" series, now in reruns, and the Mirisch-Four Star show, "Peter Loves Mary," starring Peter Lind Hayes and Mary Healy, which debuts over the NBC-TV network this season.

## Name Goldblat

(Continued from page 1)

assume his new duties Sept. 6 and will work under Nat Weiss, publicity manager.

Prior to the Sept. 6 date, Goldblat will fly to California for meetings with studio publicity chief Irving Brand and members of his staff.

A member of the Columbia Pictures publicity staff for 14 years, Goldblat held a variety of promotional positions in that organization. During World War II he served aboard the naval destroyer "Blue," coming to Columbia immediately after his separation from the service in 1945.

## Rejection of Bicks

(Continued from page 1)

for being "unlikely to vote to confirm" Bicks' nomination. Noting he has been a "frequent critic of the Eisenhower Administration and one of its appointees," Proxmire asserted that "the Administration serves a solid pat on the back for fine performance" of Bicks and general Trade Commission chairman W. Kintner.

## A. A. Brown Dead; Va. Former Movietone Editor

Special to THE DAILY

MIAMI BEACH, Aug. 15.—A. A. Brown, a former roving editor of 20th Century-Fox Movietone News, died this morning of heart failure at St. Francis Hospital here. "A.A." he was familiarly known to most of the public figures of his day, was born in Russia of Russian-Danish parents and came to the U. S. as a young man. He was hired by producer Edmund Reek in 1929 as a copy man to devise society stories suitable for Movietone News.

In the course of his newsreel career "A.A." interviewed about every public figure of any importance.

Services will be held on Thursday at the Philbrick Funeral Home, Miami Shores, Fla.

## 'End' Gross \$120,100

William Goetz' "Song Without an End," the story of Franz Liszt, registered the biggest opening four weeks this year at the Radio City Music Hall and one of the biggest openings in the 27-year-old history of the world-famed showcase. The Columbia Pictures release grossed \$120,106 in its first four days of its world premier engagement.

of cooperative ads, special program theatre posters and displays, low level exploitation and a newspaper and magazine publicity drive in each of the preview cities.

Situations include Nashville, Buffalo, Niagara Falls, Rochester, Syracuse, Columbus, Dayton, Akron, Canton, Cleveland, Toledo, Houston, Evansville, Indianapolis, Hartford, New Haven, Reading, Wilmington, Richmond, Des Moines and Springfield, Mass.

## G.P.E.C. Income

(Continued from page 1)

increase of 18 per cent over the \$102,301,439 reported for the first six months of 1959.

For the three months ended June 30, 1960, net earnings were \$1,145,051, compared with \$1,143,114, for the second quarter of 1959. Sales for the quarter were \$65,065,883. Sales for the equivalent period in 1959 were \$55,319,803.

Lower profits on increased sales during the second quarter resulted primarily from heavy delivery schedules of equipment on cost plus fixed fee contracts. This temporary imbalance is not expected to continue through the second half of 1960, according to the company.

## Exploit 21 Previews Of 'Inherit the Wind'

United Artists and the Stanley Kramer organization are launching a coordinated exploitation drive in some 21 major cities around the country to back the program of simultaneous sneak previews for Kramer's "Inherit the Wind" on Aug. 29, it was announced by Roger H. Lewis, UA vice-president in charge of advertising, publicity and exploitation.

Key elements of the campaign for the preview program include a radio-television promotion, a full schedule



## Florida Theatre Opens Shopping Center

Special to THE DAILY

MPANO BEACH, Fla., Aug. 15. General Drive-In Corporation announced its new Cinema Theatre at Palm Haven here late last week as another step in its expansion and modernization program. This is the first of ten indoor suburban shopping theatres to be built and put into operation by the company during the next 18 months. Opening film is Warner's "Ocean's 11."

General Drive-In is an outgrowth of former Mid-West Drive-In Theatre, Inc., managed by the Smith Management Company of Boston. Just weeks ago it moved into the dilapidated recreational and leisure-time center with the announcement of a \$10 million project for the construction of modern bowling centers at various locations throughout New England.

Its shopping center theatre program, the company is currently converting theatres at Bayshore Plaza Shopping Center, Sarasota, Fla., scheduled for completion in September; Bel-Air Plaza, Daytona Beach, Fla., opened in late fall; and Menlo Shopping Center, Menlo Park, Calif., which will be completed in winter.

The company, which also operates the nation's second largest chain of drive-in theatres, will shortly announce locations in the north and west for the remaining six shopping-center theatres it plans to build during the next year and a half.

## Cunningham Services

(Continued from page 1)

and "From the Vine Came the Grape"—was 70 years old. He served as president of ASCAP from 1959 and had been a member of the organization since 1921.

Conley Adams, president of the Society said yesterday: "The loss of Cunningham to ASCAP has been a great one indeed. It is not only a society which suffers this loss, but a man and woman in this country who is interested in the field of music. Paul was a courageous and single-minded fighter for the rights of all many creative people, and his efforts throughout the nation on behalf of the people will be sorely missed." Cunningham is survived by his wife, Florence Cunningham. His funeral is being held at the Abbey Funeral Home, 66th Street and Lexington Avenue. Interment will be private, at Woodlawn, N. Y.

## Italy's Rights Acquired

LONDON, Aug. 15. — Columbia Pictures has acquired distribution rights for Britain and the Commonwealth of "La Dolce Vita" (The Sweet Life), Federico Fellini's production which is currently the most discussed film throughout the Continent of Europe. "La Dolce Vita" will have its London premiere at the Columbia Theatre here following the opening of "Song Without End."

# AFM Sues to Halt WB Sale of Films to TV

(Continued from page 1)

without prior negotiation with and consent of the Federation.

Specifically, the court is petitioned to decree the contracts valid, to compel specific performance of them by Warner Bros. and to enjoin completion of the transfer to Creative Telefilms & Artists, Ltd., the Toronto company that plans to market the films to TV.

### Wording Is Guarded

The complaint recites that "according to information and belief" Warner Bros. was to receive a payment of \$11,000,000 on Sept. 1 for 122 movies and was to share equally with the Toronto agency in all receipts realized over the first \$11,000,000.

Commenting on the suits, Kenin said "I am persuaded that the courts will not tolerate a callous disregard of a pledged commitment to negotiate with the Federation to obtain prior consent before the televising of these films. We shall, of course, pursue the same policy toward any and all other contracting parties whenever necessary to protect the rights of our musicians."

"If, as we confidently hope, the court sustains our position, adequate re-use payments to the men who played for the sound tracks of the films will be a prerequisite in our negotiations."

### Says All Majors Signed

Kenin explained that all of the major motion picture producers signed similar contracts with the AFM covering the same period of time as the contracts signed by Warner. In an affidavit accompanying the petitions Kenin said the prior consent clause was designed to "insure that the work product of its members working in one industry (motion pictures) be used in an entirely different medium (television) only upon such terms and conditions as the Federation felt would best and most equitably serve the legitimate interests of its members."

Among the conditions to its written consent in any new agreement with producers Kenin listed, in addition to direct payments to musicians, a promise that the producers halt their growing practice of making new sound tracks abroad. Instead, he said, they must agree to use "only fairly compensated and protected American musicians."

### Claims Promotional Motive

"In the past," he said, "the Federation conditioned its consent on the making of payments to the Musicians Trust Fund to promote the utilization and appreciation of live musical entertainment."

"In short, the Federation does not seek—and, indeed, under the Taft-Hartley Act cannot obtain—any money payments from the defendant, Warner Bros. Pictures, Inc. For that reason, it becomes impossible to measure any damage to the Federation in money terms growing out of the breach of the contract provision in question."

Kenin said he had written twice to

Jack L. Warner requesting that negotiations commence looking to the establishment of terms and conditions for the granting of the Federation's written consent.

"On August 5, I received a reply dated August 2, to that letter, written by the Association of Motion Picture Producers, Inc., on behalf of several producers including the defendant, denying my request . . ."

"The basic right asserted by the Federation is that of negotiating the conditions under which its members' work product shall be exhibited on television. If the defendants convey the films and the sound tracks for use without the Federation's consent, the Federation, presented with a *fait accompli*, would be limited to suggesting means of vindicating its lawful rights."

"But this would be meaningless since the Federation will have nothing to negotiate with. Defendant will already have usurped the only thing which the Federation has to offer, its power to prevent television use without its prior consent. The Federation will be reduced to taking whatever, if anything, defendant offers, having no means (nothing to withhold or offer) wherewith to compel serious consideration of its proposed terms."

"This is not bargaining; it is beg-

ging, and would render a mockery of lawful rights secured by lawful contracts. Thus, unless defendant is immediately enjoined from delivering the films and sound tracks to Creative (the Toronto agency) it would be unjustly enriched by its own breach of contract to the Federation's irreparable loss."

"Unless the defendant is so restrained it will undoubtedly proceed with its announced intention of carrying out its licensing arrangement with that firm. Such action at this time would be in clear and open violation of the plain terms of the collective bargaining agreements between the parties."

The show cause order is returnable a week from today. Henry Kaiser, general legal counsel for the AFM, is representing the union.

## Liccardi Rejoins 'U'

Vincent Liccardi has joined Universal's "Spartacus" road show unit as a publicist and assistant in cooperative advertising, it was announced by Jeff Livingston, executive coordinator of sales and advertising for the company. Liccardi formerly served in Universal's cooperative advertising department and more recently was associated with the Michael Todd Company as assistant advertising manager.

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Henry 'Hi' Martin—General Sales Mgr.  
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Norman Knight—President Yankee Network

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# MOTION PICTURE DAILY

All the News That News

Concise and to the Point

88, NO. 33

NEW YORK, U.S.A., WEDNESDAY, AUGUST 17, 1960

TEN CENTS

## TORIAL ——— ld the Gains

By Sherwin Kane

With the upturn in attendance nationally in July, industry news appears to have taken on a noticeably brighter tone.

Downbeat reports increased in number shortly after the first of the month when it became apparent that the strikes would soon interrupt production. The duration of the strikes and the damage to release schedules—and to theatre attendance—were undeniably many. Their after-effects are expected to disappear, insofar as first-run theatres were concerned, only by mid-July. They still are being felt by most subsequent runs, but the remedy for the better has been made. The beneficial effects will be admitted to all theatres as the new wave of stronger product finds its way to later runs.

The continuing improvement in attendance should be nurtured by the industry and not permitted to wane at any time from now, following the reopening of schools and the return to the air of the stronger, new season competition.

Sandler & Co. recently estimated that attendance during the last week of July at 82,831,000, the highest of its estimates since one reported for the week of Aug. 4,

naturally, drive-in theatres accounted for a substantial part of the increase. Nevertheless, patrons who have been drawn to screen entertainment by quality product, effectively merchandised, will remain excellent prospects for more of the same after the current season has ended for another

It must be assumed, in the absence of any evidence to the contrary, that the sized exhibition is no more willowier than it was last year to enter (Continued on page 2)

REVISION TODAY—page 8

## Joseph E. Levine Selected as 1960 Motion Picture Pioneer of the Year

Joseph E. Levine, president of Embassy Pictures Corporation, has been named Motion Picture Pioneer of the Year 1960, it was announced yesterday, by S. H. Fabian, president of the Motion Picture Pioneers, Inc.

### Rock Hudson Takes Up Producing

Rock Hudson flies from here to Rome today, buoyant with the creative urge and full of the businessman's get-up-and-go. Universal Pictures will attune itself to his adventure, for the actor, who was "discovered and matured" on the company's lot over the past 11 years, will be co-producing for Universal.

Hudson announced here yesterday that his new production company, Seven Pictures Productions, will begin filming in Rome Sept. 8 "Come September," which Universal will distribute next year. It will be the first of four pictures Hudson will star in and co-produce for Universal, under terms of his present contract. The ac- (Continued on page 8)

### Safron Named Sales Coordinator for 'Pepe'

Jerome Safron, circuit sales executive of Columbia Pictures, has been appointed national sales coordinator for George Sidney's International - Posa Films International's "Pepe," it has been announced by Rube Jackter, Columbia vice-president and general sales manager.



Jerome Safron

Safron will head the special sales unit established to handle the film, which will be world premiered in New York and Los Angeles. (Continued on page 6)



Joseph Levine

Levine was selected by the Pioneers board of directors at its last meeting and he was notified of the decision prior to his sailing for Europe last week. He will be honored at the 22nd annual Motion Picture Pioneers Dinner to be held in November. The date and site (Continued on page 3)

### O'Dwyer, Schwalberg In New Production Co.

Announcement was made yesterday of formation and initial production plans of International Productions, Inc., with William O'Dwyer, former Mayor of New York, as president. Associated with O'Dwyer will be Al Schwalberg, president of Citation Films; Amrik S. Sandu, of London, and Albert C. Gannaway. Distribution (Continued on page 3)

### Drive-In Theatre in Israel Is Planned

Special to THE DAILY

PHILADELPHIA, Aug. 16.—Plans for the construction of a drive-in theatre in the State of Israel were announced here by A. M. Ellis, head of the A. M. Ellis Theatres, largest independent circuit in this area, operating a wide range of drive-ins as well as indoor theatres.

Martin B. Ellis, general manager of the chain, has just returned from an extended visit to that country.

### Fabian Says:

## ACE Filming Co. Attains Cash Objective

### Exceeds \$3 Million Goal; Operating Plan Now Up

The American Congress of Exhibitors announced yesterday that independent circuits have contributed \$1,000,000 to projected new exhibitors' production company to which the five major circuits had pledged \$2,000,000 previously.

ACE said the independent circuits have "greatly oversubscribed" their quota, not only making it possible to meet the self-imposed Aug. 15 deadline. (Continued on page 7)



S. H. Fabian

## Film Stocks Outlook Good: Standard & Poor's

The overall outlook for motion picture securities is favorable and further improvement from their current postwar highs is a probability, a current Standard & Poor's appraisal finds.

Analyzed favorably are Decca Records (Universal Pictures), M-G-M, Paramount and 20th Century-Fox.

"While theatre attendance is far down from older levels, aggregate profits of producers are rising. Key factors, varying among the companies, are: more concentration on 'big feature' pictures; large revenue from television, mainly from pre-1948 films; (Continued on page 6)

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## PERSONAL MENTION

**B. G. KRANZE**, vice-president of B. Cinerama, Inc., left New York yesterday for Hollywood.

**RICHARD GUARDIAN**, Latin American supervisor for American International Pictures, will leave here today on a tour of his territory.

**MEYER M. HUTNER**, vice-president and director of advertising-publicity for William Goetz Productions, and **RICHARD KAHN**, Columbia Pictures exploitation manager, have arrived in Washington from New York to set the stage for the premiere of "Song Without End."

**C. RICHARD SCHINE**, son of J. MYER SCHINE, head of the Schine circuit, will be married at the Waldorf-Astoria Hotel here on Sept. 7 to **PATRICIA HIRSCHORN**.

**HERMAN ALLEN**, Paramount office manager in Jacksonville, has left there with his family for a vacation in Central Florida.

**DAVID BARRETT**, designer in charge of alterations at the Trans-Lux 85th Street Theatre here, has returned to New York from Paris.

**JOHN FRANKENHEIMER**, director, will leave Hollywood today for New York.

**HY GARDNER**, columnist of the N. Y. *Herald Tribune* and TV personality, left here yesterday with **MRS. GARDNER** aboard the "Leonardo da Vinci" for Naples.

**E. C. DEBERRY**, assistant to Paramount vice-president **HUGH OWEN**, is in Charlotte from New York this week.

**SHARI MAE ESSICK**, daughter of

## EDITORIAL

(Continued from page 1)

upon a joint business promotion campaign with distribution.

Despite that, there are many in exhibition who are willing to, and do, make the best possible use of merchandising materials provided by distributors for every film with strong grossing potentials, and, in addition, apply their own showmanship talents to achieve maximum sales results.

Given adequate product, there are enough such exhibitors to keep attendance at healthy levels throughout the year.

### Wometco Dividends Set; Waxenberg Named V-P

Special to THE DAILY

MIAMI, Aug. 16.—The board of directors of Wometco Enterprises has authorized payment of a quarterly dividend of 17½ cents per share on the company's Class A stock and a quarterly dividend of 6½ cents per share on the Class B stock. Both dividends are payable Sept. 15 to stockholders of record on Sept. 1.

The board also elected Jack Waxenberg a vice president of Wometco.

### To Film 'Brethren'

HOLLYWOOD, Aug. 16. — Samuel J. Briskin, Columbia's vice-president in charge of West Coast activities, has announced that "Joseph and His Brethren" will be filmed by George Sidney Productions in conjunction with Columbia as one of the company's most important properties. Sidney, who will direct as well as produce the high-budget biblical film, starts work on it immediately. Writers are now being interviewed to do the screenplay on the picture, which will be filmed in CinemaScope and color.

**RAYMOND ESSICK**, of Modern Theatres, Cleveland, and granddaughter of P. E. ESSICK, one of the circuit's founders, has become engaged to **FRANCIS PATRICK BURKE**, of Rahway, N. J.

**ROCK HUDSON**, who arrived in New York on Sunday from the Coast, will leave here today for Rome.

**TED MANN**, owner of the Mann Circuit, Minneapolis, has returned there from New York.

**PHIL GERSDORF** has arrived in London from New York to set up publicity on the shooting schedule for Darryl Zanuck's production of "The Big Gamble."

**HARRY MANDELL**, production executive in Allied Artists' "Hell to Eternity," has arrived in New York from Hollywood.

### Aurichio Named Head Of Crest Studios, Inc.

Joseph G. Aurichio has been appointed president of Crest Studios Inc. Crest, for the past nine years a fashion studio specializing in advertising promotions, will initiate a new division to handle still photo reproduction specializing in motion picture work with Aurichio at the helm.



Joseph Aurichio

As president and full partner in the reorganized company, Aurichio will be in full charge of all motion picture and commercial accounts while Lew Weinstein, of Jamaica, executive vice-president, will continue the operation of the photo studio.

With RKO 25 Years

Aurichio, who served with RKO Radio Pictures for 25 years as supervisor of the still photo division, has resigned his position as vice-president in charge of sales for J. J. K. Copy-Art Laboratory to assume the new post.

### 'Lost World' Passes \$1,500,000 Mark

Irwin Allen's "The Lost World" has passed the \$1,500,000 mark as it enters its second month of national release.

Showing in only 47 situations in the U.S. and Canada, the 20th Century-Fox picture is surpassing "Journey to the Center of the Earth" in virtually every spot.

### Award for 'Gulliver'

LOCARNO, Aug. 16. — Charles H. Schneer's "The 3 Worlds of Gulliver," a Columbia Pictures release, received a diploma of honor from the Locarno International Film Festival. Selected for a special out-of-competition showing at the closing performance of the Locarno Festival, "Gulliver" was acclaimed by the selection committee as "one of the most enchantingly different pictures seen in years."

### 'Gulliver' to Cork

LONDON, Aug. 16.—Charles H. Schneer's "The 3 Worlds of Gulliver," a Columbia Pictures release, will have a presentation at the Cork International Film Festival, it was announced here by Dermot Breen, organizer of the Festival, at a press conference at the Irish Club. The Festival will be held at Cork, Eire, from Sept. 21-28.

## TENT TALK

### Variety Club News

PHILADELPHIA — Philadelphia Variety Post 713, American League of the Philadelphia Variety Clubs, will present its annual awards at its installation dinner in Sept. 11 at Palumbo's Restaurant. Edward E. Uel, international chief barker, International Variety Clubs, will be presented the Albert M. Cohen Award for Humanitarian Services. Presentation will be made by Dr. I. S. Reardon, noted surgeon and previous recipient of the award. In addition, Jimmy DuRante will present the Post's Louayton Fight for Sight Award, established for the National Eye Bank Foundation. The winner will be announced later. District Attorney Victor H. Blanc, a past commander of the Post and a former chief barker of Ten-13, will be the toastmaster.

### 'Stars' World Bow in Munich on Friday

Special to THE DAILY

MUNICH, Aug. 16. — The world premiere of Charles H. Schneer's "The Aim at the Stars," the story of rocket scientist Wernher von Braun, will be held Friday at the Matthäuser Palast here. Dr. von Braun and his wife, Jurgens, who portrays him in the Columbia Pictures release, will be on hand for the festivities, along with producer Charles H. Schneer and J. Frankovich, vice-president of Columbia Pictures and chairman of the board of Columbia Pictures, Ltd. of Great Britain and Ireland.

### Heavy Press Coverage Planned

More than 200 members of the international press corps will be at the event, which will be attended by high German government officials including Dr. Hans Erhard, Minister President of Bavaria; Gen. C. P. Eddleman, Commander-in-chief, U.S. Army in Europe and his staff, and members of the U.S. Embassy staff in Bonn.

### Mann Heads Minneapolis Exhibitors for Hospital

Ted Mann has accepted the exhibitor chairmanship for the Minneapolis exchange in the current Will Reger combined audience collection and Christmas salute campaign. Mann has pledged the full participation of all theatres in his own circuit, and promises an all-out effort to enroll the cooperation, in both audience and employee collections, of all theatres in the north-central United States.

Concentrated work will be directed at any theatres that may not have participated in the past.

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## Conservatives Defeated In 2 Wage-Bill Votes

By E. H. KAHN

WASHINGTON, Aug. 16. — The Senate has taken its first two votes in connection with the proposed revision of the wage and hour law. They were not considered bellwether votes, although they brought to the floor a full complement of the Senate's active members. One Senator is hospitalized, another is retiring. The votes taken concerned changes in the law covering migratory farm workers. In each case, the conservatives were defeated—once by a vote of 56 to 41, the second time by 56 to 38. Neither vote is thought to give a clue as to the margin by which the bill will act on the final version of the bill.

The highly-placed Republican leader stated informally that he thought the Senate would eventually approve the bill raising the minimum wage to \$1.50 hourly and extending coverage to about 1.5 million more employees. This is similar to the bill which the House passed.

### Goldwater Heard

Senator Barry Goldwater (R., Ariz.), who is opposed to federal wage legislation entirely, and who has been a conservative in their fight against the measure, said: "While I'll agree to some form of minimum wage bill, if the Senate, I am very hopeful it will not be the Kennedy measure."

That measure, sponsored by the Democratic presidential nominee, would gradually raise the pay floor to \$1.50 hourly and extend coverage to about 5,000,000 employees.

Working on the meat of the wage measure, which continues the exemption of motion picture exhibition employees, is expected to start on Wednesday. Responsible Senate offices, including majority leader Lyndon Johnson (D., Tex.) declined to predict when debate would end. Johnson indicated, however, that he expects it will not continue beyond next week.

## M-G-M Will Start 8 Before End of Year

From THE DAILY BUREAU

HOLLYWOOD, Aug. 16.—Metro-Gwynn-Mayer will start eight pictures before the first of the year, with studio head Sol C. Siegel finalizing production plans before leaving tomorrow for two weeks in Europe, where he will coordinate activities on "King of Kings" and "The Four Horsemen of the Apocalypse."

Prior to his departure, Siegel, in meetings with producer Aaron Rosenberg and director Carol Reed, combed and approved all details for massive production of "Mutiny on the Bounty," starring Marlon Brando. Interior sequences will be filmed at the studio, and will follow approximately three months of shooting abroad in the "Bounty" in Tahiti and the South Pacific.

# Name Levine Pioneer of Year

(Continued from page 1)

of the award dinner will be announced shortly.

The selection of Levine as Pioneer of the Year, according to Fabian, reflects the considerable impact which the Embassy president has made upon the industry during the past several years and is made in recognition of the international interest he has aroused in motion pictures by his showmanship and personal vitality.

Levine is the seventeenth Motion Picture Pioneer to be honored. He joins a group which includes Adolph Zukor, Gus Eysell, Cecil B. DeMille, Spyros P. Skouras, Harry Warner, Albert Warner, Jack Warner, Nate Blumberg, Barney Balaban, Herman Robbins, Robert J. O'Donnell, Joseph R. Vogel, Robert R. Benjamin, Arthur Krim, Steve Brody and Mr. Fabian.

### Selection Board of 26

The Pioneers board of directors which selected Levine includes Charles Alicoate, Barney Balaban, Harry Brandt, Steve Brody, George F. Dembow, Sam Dembow, Jr., Ned E. Depinet, Gus Eysell, Si Fabian, William J. German, Leonard A. Goldenson, Abel Green, William J. Heine, Marvin Kirsch, John J. O'Connor, Eugene Picker and Martin Quigley.

Also Sam Rinzler, Herman Robbins, Abe Schneider, Sol A. Schwartz, Ben Shlyen, Spyros P. Skouras, Harry J. Takiff, Joseph Vogel and Major Albert Warner.

Born Sept. 9, 1905 in Boston, Levine entered the motion picture business in the early 1930's as the

owner of the Lincoln Theatre, an art house in New Haven, Conn.

Investing a small amount of money in some vintage Ken Maynard westerns, Levine branched out into area distribution where he packaged and promoted an assortment of exploitation features and reissues.

Levine worked the New England area pioneering the extensive saturation technique, setting a pattern of distribution later followed throughout the country. For many years, producers, working through states right distribution outlets, would let Levine test a film's commercial appeal in New England before entering other markets.

Expanding his releasing activity, Levine gained attention via his "hard-sell" approach in the distribution of a Japanese-made science-fiction thriller, "Godzilla," and the Italian-made "Attila."

Finally in 1959, Levine purchased a spectacle film called "Hercules," got Warner Bros. to distribute it, and spent one million dollars to promote it. The vast success of the attraction catapulted him into the national limelight and installed him as one of the industry's major figures.

Levine recently applied his elaborate showmanship approach to the English market on "Hercules Unchained" and was met with the same enthusiastic audience response which he received in the United States.

He has now expanded into film making with Embassy currently producing five motion pictures for release during 1960-61.

## Merge to Form Reeves Sound Studios Here

Reeves Sound Studios, Inc., and Reeves Products, Inc., have been merged to form Reeves Sound Studios, a division of Reeves Broadcasting and Development Corporation, it was announced by Hazard E. Reeves, president.

Reeves Sound Studios was organized in 1933. Reeves said that the new video recording studios will be completed shortly.

This installation, a new concept in video recording, will enable the "mixing," or re-recording of several video tapes into a composite master tape from which copies may be made for television release. It will be possible to integrate 16mm or 35mm pictures, black and white or color, into the video master as well as slides, backgrounds or titles with effects. Another service will be multiple copying of video tapes and "Kine" recordings from existing tapes.

## Vogel in Luraschi Post

HOLLYWOOD, Aug. 16. — Robert Vogel has been appointed chairman of Foreign Language Film Award Committee of Academy of Motion Picture Arts and Sciences.

Luigi Luraschi, former committee chairman has resigned.

## Cleveland Group Seeks To Enter 'Lovers' Case

Special to THE DAILY

CLEVELAND, Aug. 16. — Backing up the now famous Jacobellis case in which Nico Jacobellis, manager of the Heights Art Theatre was found guilty of a felony by three Common Pleas judges by reason of "possessing and exhibiting an obscene motion picture," namely "The Lovers," the Cleveland Civic Liberties Union has asked permission of the Court of Appeals for permission to enter the case as a friend of the court.

Morton B. Icove, counsel of the civic liberties group, said constitutional issues of interest to his organization are involved in the case.

## Bloom Joins Columbia

HOLLYWOOD, Aug. 16.—William Bloom is joining Columbia Pictures as a staff producer, it was announced by Samuel J. Briskin, Columbia's vice-president in charge of West Coast activities. Bloom, who checks in at the studio today, is returning to Columbia, where he served as producer from 1945 to 1951. He has also held production berths at RKO, Seven Arts and M-G-M, where he was last affiliated.

Bloom's first assignment will be announced shortly.

# PEOPLE

Eddie Albert, film and TV star, has been named to the new position of vice-president of Kaiser Industries in charge of special projects. He will work with Edgar F. and Henry J. Kaiser, Jr., sons of the president, in a number of activities in the U.S. and abroad, among which will be the arrangement of TV programs and production of motion pictures in the Hawaiian Islands.

R. Lewis Barton, circuit owner of Oklahoma City, has been chosen by the city council to serve as a trustee for the new Oklahoma City Municipal Improvement Authority. He will serve for four years.

Emory Robinson, formerly of St. Mary's, Ga., is the new manager of the Murray Hill Theatre, Jacksonville, Fla. He and his brother, J. H. Robinson, who owns and manages the Arlington Theatre, Jacksonville, have purchased the Murray Hill from Cecil Cohen, who has operated it since its construction in the late 1940's.

Maurice M. Wheeler, limited partner in Paine, Webber, Jackson and Curtis, has been elected a director of General Drive-in Corp., operator of the nation's second largest circuit of outdoor theatres.

Joyce Malmberg, cashier at Allied Artists in Jacksonville, and Ollie Taeglow, Mary Ellen Spence and Betty Jean Davis, all of the Warner Brothers branch in that city, have joined the local chapter of Women of the Motion Picture Industry.

## O'Dwyer, Schwalberg

(Continued from page 1)

will be handled by the same company's releasing outlet, International Distributors, Inc.

"Rush Kipling" will be the first feature on the new company's releasing schedule, according to yesterday's announcement. It is based on the stage play, "Three Men at a Party."

Other films on the company's 18-film slate include "The World on a String," to be produced in France and Italy; "Tales of Marco Polo," to be made in the Philippines, and "The Great Race," which will be filmed on location in Mexico.

## Stevens and 'Story' Theme of TV Film

From THE DAILY BUREAU

HOLLYWOOD, Aug. 16.—"George Stevens, the Man and His Current Work, 'The Greatest Story Ever Told,'" will be the subject of a television production to be filmed tomorrow at the headquarters of the George Stevens Co. on the 20th Century-Fox studio lot.

The film will be seen on the CBS network in approximately one month.

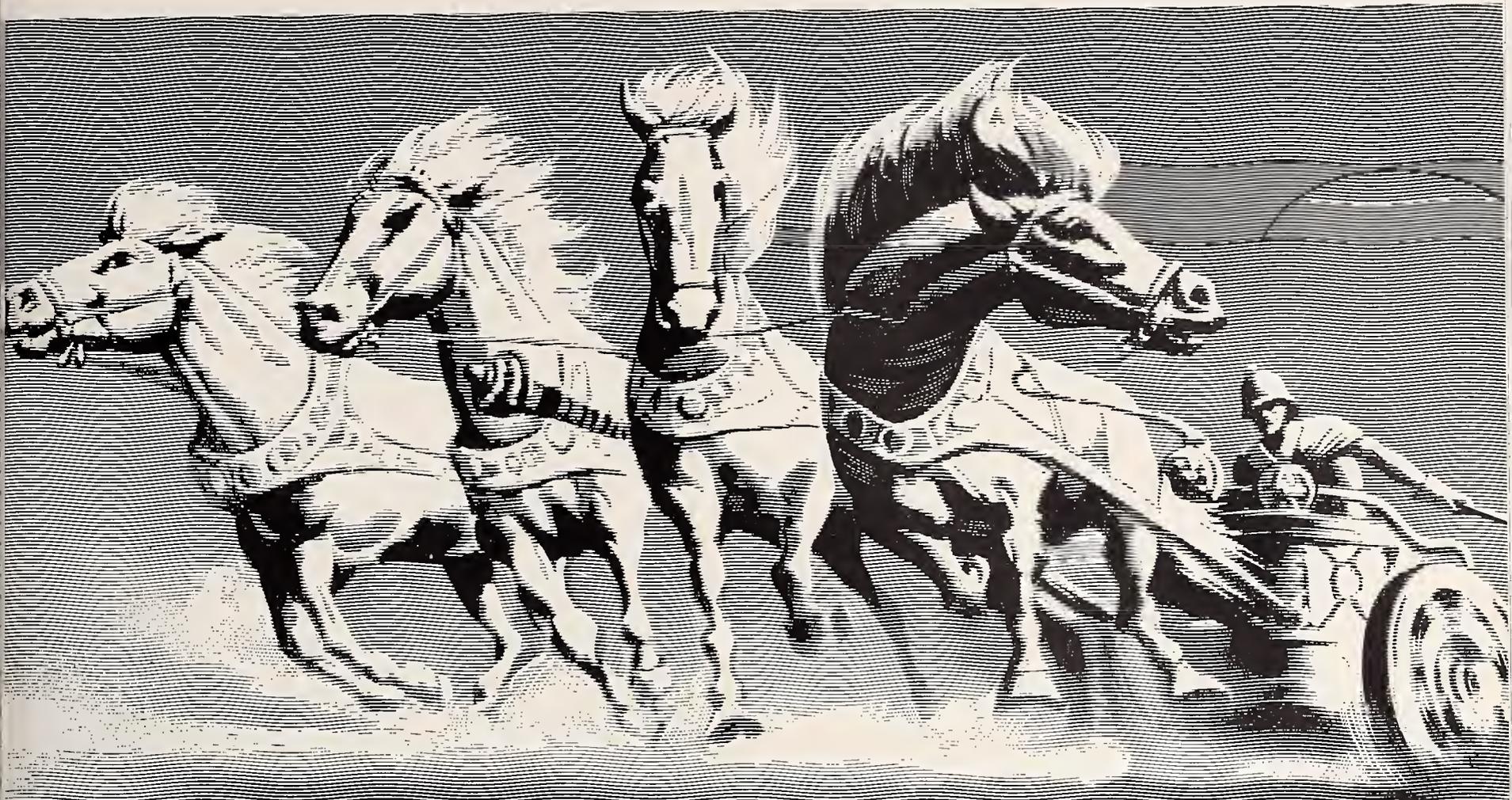
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OF ITS  
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SUCCESS  
STORY!**

Since its launching 39 weeks ago "BEN-HUR" has opened in 65 cities in its roadshow engagements and in each of these situations is making box-office history!

**NOW PLAYING**

NEW YORK CITY .	39th WEE
BOSTON . . . . .	38th WEE
PHILADELPHIA .	38th WEE
LOS ANGELES . .	38th WEE
DALLAS . . . . .	35th WEE
MONTREAL . . . .	35th WEE
SAN FRANCISCO .	34th WEE
TORONTO . . . . .	34th WEE
CHICAGO . . . . .	34th WEE
MIAMI BEACH . .	34th WEE
ATLANTA . . . . .	34th WEE
PORTLAND · PITTSBURGH . . . . .	30th WEE
CLEVELAND · KANSAS CITY . . . . .	29th WEE
SEATTLE · ST. PETERSBURG . . . . .	28th WEE
DETROIT · OMAHA . . . . .	26th WEE
INDIANAPOLIS	
MINNEAPOLIS . . . . .	25th WEE
SALT LAKE CITY · VANCOUVER . . . . .	24th WEE
BUFFALO · CINCINNATI	
WASHINGTON . . . . .	22nd WEE
BALTIMORE . . . . .	20th WEE
DENVER · MILWAUKEE	
OTTAWA . . . . .	18th WEE
HOUSTON . . . . .	16th WEE
COLUMBUS · ROCHESTER	
SAN ANTONIO . . . . .	14th WEE
FORT WAYNE · HARTFORD	
LOUISVILLE · SYRACUSE	
YOUNGSTOWN . . . . .	13th WEE
ASBURY PARK · WILDWOOD	
ST. LOUIS · ATLANTIC CITY . . . . .	12th WEE
BIRMINGHAM · CHARLOTTE	
EL PASO · CHATTANOOGA . . . . .	10th WEE
RICHMOND · NASHVILLE	
DAYTON · GRAND RAPIDS	
SAN DIEGO · CHARLESTON . . . . .	9th WEE
NEW ORLEANS · PROVIDENCE	
OKLAHOMA CITY . . . . .	8th WEE
ALBUQUERQUE · HALIFAX	
MYRTLE BEACH · WICHITA . . . . .	7th WEE
HONOLULU . . . . .	6th WEE
SPOKANE . . . . .	5th WEE
FORT WORTH · NEW HAVEN . . . . .	4th WEE
AUSTIN . . . . .	3rd WEE



from

METRO-GOLDWYN-MAYER

WILLIAM WYLLER'S

PRESENTATION OF

# BEN-HUR

A story of the people and times of The Christ

FILMED IN  
CAMERA 65

MICOLOR®

# GOING STRONGER THAN EVER!

## Film Stocks

(Continued from page 1)

in some cases (M-G-M, Paramount and 20th Century-Fox) retirement of shares to bolster per share net, with cash realized from TV use of old film libraries and from sales of real estate or other holdings.

"For the future, there is a major revenue source in the post-1948 film libraries, with a gradual release to TV expected to be started before long by some companies."

### Safron Named

(Continued from page 1)

ges during Christmas week on a roadshow basis.

As national sales coordinator, Safron will work closely with Jackter and with Milt Goodman, assistant general sales manager. He will be relieved of all his circuit sales duties immediately in order to concentrate on his new assignment. Dan Rothenberg, who served as assistant to the director of domestic sales for Samuel Goldwyn's "Porgy and Bess," will assist Safron.

### 50 'Spartacus' Prints

HOLLYWOOD, Aug. 16.—The initial print order of "Spartacus" went to Technicolor this week. It was for 50 70mm color prints. At 26 reels per print, this represents a run of over a million feet of film for the Technicolor plant, a run that is expected to take two months to process.

### 'End' Building Here

William Goetz' "Song Without End," the story of Franz Liszt, grossed \$26,786 at the Radio City Music Hall on Monday, continuing its fast pace in its world premiere engagement. The gross on Monday brought the five-day total for the Columbia Pictures' release to \$146,892.

The  
finest  
carbons  
ever  
made...

**NATIONAL**  
TRADE MARK

**PROJECTOR  
CARBONS**

## Manager Lauded As 'Exhibitors' Friend'

Special to THE DAILY

ALBANY, Aug. 16.—The industry needs more branch managers like M-G-M's Edward R. Susse, who "will battle for exhibitors," Edward L. Fabian, general manager of Fabian Theatres, told an audience of 50 area distribution and exhibition officials at a testimonial dinner for the former Albany resident manager, who has been named M-G-M's Detroit branch manager.

"The exhibitors in Detroit are getting a break," Fabian said. "They are getting a guy who will honestly battle for them. The cause of many of the ills of our business is the fact that exhibitors and distributors do not see eye to eye, and often a deadlock develops. Susse fought for the exhibitors when they were right, and often they are right."

### Lauded by Lynch

George V. Lynch, chief buyer for the Schine circuit, Gloversville, another speaker, said: "Our organization found Eddie (Susse) marvelous to work with. We are going to miss him."

M-G-M district manager Saal Gottlieb brought greetings from general sales manager Robert Mochrie and other top M-G-M officials and presented Susse's successor as Albany branch manager, Ralph Ripps.

Bernard Meyerson, Fabian New York buyer; Joseph Ingber, Brandt Theatres buyer; Elias Schlenger, Fabian division manager; Ripps and Susse also spoke. On behalf of those present, Schlenger presented Susse with a purse.

## Technicolor First Half Net Up to \$288,243

Technicolor reported earnings of \$28,894 for the second quarter ended July 9, 1960, compared with a loss of \$85,139 for the corresponding 1959 period. Consolidated net income after taxes for the first 1960 half, the 28 weeks ended July 9, was reported at \$288,243, which compares with a net loss of \$74,569 for the corresponding period last year.

Consolidated net sales for the first half were \$15,017,332, which compares with \$14,125,578 for the corresponding 1959 period.

### 'Car' Business Big

"Nude in a White Car," a Trans-Lux Distributing release, grossed \$2,554 at the Bordertown Drive-In in El Paso, Texas, largest gross of the year for that theatre.

At the day and date Crawford conventional, the film grossed an equally big \$1,792, according to Trans-Lux. Business has resulted in prime playing time in other Texas drive-ins, including the Lone Star, Garland Road and Jefferson Drive-Ins, Dallas, and Hempstead, Irvington, Winkler, Pasadena and King Center Drive-Ins, all Sept. 1-7.

## 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, Techirama; vv, VistaVision; rs, Regalscope.

### ► SEPTEMBER

AA—HELL TO ETERNITY: Jeffrey Hunter, Joan O'Brien  
AA—CALTIKI, THE IMMORTAL MONSTER: John Merivale, Didi Sullivan  
AA—THE TORMENTED: Richard Carlson, Susan Gordon  
AIP—MALE AND FEMALE: Nadja Tiller, Tony Britton  
COL—AS THE SEA RAGES: Maria Schell, Cliff Robertson  
COL—FAST AND SEXY, c: Gina Lollobrigida, Dale Robertson  
COL—ALL THE YOUNG MEN: Alan Ladd, Sidney Poitier  
COL—THE ENEMY GENERAL: Van Johnson, Jean Pierre Aumont  
MGM—ALL THE FINE YOUNG CANNIBALS, c, cs: Natalie Wood, Robert Wagner  
MGM—THE ANGEL WORE RED: Ava Gardner, Dirk Bogarde  
MGM—THE SUBTERRANEANS, c, cs: Leslie Caron, George Peppard  
PAR—UNDER TEN FLAGS: Van Heflin, Mylene Demongeot  
PAR—THE BOY WHO STOLE A MILLION: Virgilio Texera, Marianne Benet  
20-FOX—LET'S MAKE LOVE, c, cs: Marilyn Monroe, Yves Montand  
20-FOX—GODDESS OF LOVE, c, cs: Jacques Sernas, Claudio Gora  
20-FOX—FRECKLES, c, cs: Martin West, Steven Peck  
20-FOX—WALK TALL, cs: Willard Parker  
UA—STUDS LONIGAN: Christopher Knight, Venetia Stevenson  
UA—THE NIGHTFIGHTERS: Robert Mitchum, Anne Heyward  
UNI—SEVEN WAYS FROM SUNDOWN, c: Audie Murphy, Barry Sullivan  
UNI—BETWEEN TIME AND ETERNITY, c: Lilli Palmer, Carlos Thompson  
WB—THE CROWDED SKY, c: Dana Andrews, Rhonda Fleming

### ► OCTOBER

AA—TIME BOMB: Curt Jurgens, Mylene Demongeot  
AA—BLOODY BROOD: Barbara Lord, Jack Bett  
AA—SEREGENTI SHALL NOT DIE, c: Documentary  
AIP—KONGA, c: Michael Gough, Jess Conrad  
BV—JUNGLE CAT, c: True-Life Adventure  
COL—I AIM AT THE STARS: Curt Jurgens, Victoria Shaw  
COL—LET NO MAN WRITE MY EPITAPH: Burl Ives, Shelley Winters  
COL—I'M ALL RIGHT JACK: Peter Sellers  
MGM—KEY WITNESS: Jeffrey Hunter, Pat Crowley  
MGM—WHERE THE HOT WIND BLOWS: Gina Lollobrigida, Yves Montand  
PAR—THE SAVAGE INNOCENTS, c, te: Anthony Quinn, Yoko Tani  
20-FOX—HIGH TIME, c, cs: Bing Crosby, Fabian  
20-FOX—THE BATTLE OF AUSTERLITZ, c, cs: Leslie Caron, Rossano Brazzi  
20-FOX—DESIRE IN THE DUST, cs: Raymond Burr, Martha Hyer  
UA—THE ALAMO, c, todd-AO: John Wayne, Richard Widmark  
WB—SUNRISE AT CAMPOBELLO, c: Ralph Bellamy, Greer Carson  
WB—GIRL OF THE NIGHT: Anne Francis, John Kerr

### ► NOVEMBER

AA—HEROES DIE YOUNG: Erika Peters, Robert Getz  
AA—THE UNFAITHFULS: Gina Lollobrigida, May Britt  
AA—THE PLUNDERERS: Jeff Chandler, John Saxon  
AIP—KONGA, c: Michael Gough, Jess Conrad  
COL—SURPRISE PACKAGE: Yul Brynner, Mitzi Gaynor  
COL—HELL IS A CITY: Stanley Baker, Maxine Audley  
MGM—BUTTERFIELD EIGHT, c, cs: Elizabeth Taylor, Laurence Harvey  
MGM—GORGO, c: William Travers, William Sylvester  
PAR—G.I. BLUES, c: Elvis Presley, Juliet Prowse  
20-FOX—DESTRUCTION TEST, cs: Bradford Dillman, Suzy Parker  
20-FOX—NORTH TO ALASKA, cs, c: John Wayne, Capucine  
20-FOX—THE SCHNOOKS, cs: Tommy Noonan, Peter Marshall  
UA—INHERIT THE WIND: Spencer Tracy, Fredric March (special dates)  
UA—THE MAGNIFICENT SEVEN, c: Yul Brynner, Eli Wallach  
UNI—MIDNIGHT LACE, c: Doris Day, Rex Harrison  
WB—THE SUNDOWNERS, c: Deborah Kerr, Robert Mitchum

### Lyanne Prods. Formed

HOLLYWOOD, Aug. 16.—Producer-director Francis D. Lyon and author Frederick Manfred have formed a new company, Lyanne Productions, to film all 11 novels written by Manfred over the past 16 years. Lyanne plans to film the novels independently and will negotiate releasing deals for the films with major distributing organizations.

### AA Names Caffarene

Natalio L. Caffarene has been appointed Allied Artists International manager for Uruguay, Norton V. Ritchey, president of Allied Artists International announced. Concurrent with the appointment of Caffarene, Ritchey revealed that his company has opened a new branch office in the South American nation with headquarters in Montevideo.

# ACE Company

(Continued from page 1)

for raising the third million but putting the fund "well on its way" toward realizing the fourth million.

It is believed the participants report better than 85 per cent of the buying power of the country.

H. Fabian, ACE chairman, in making the announcement on behalf of the executive committee, said that there is in excess of \$3,000,000 in the bank, and the escrow agreement has been "firmed," the plan of operation will be formulated as quickly as possible.

## 'Solidly Financed Company'

Fabian also stated that with the \$1,000,000 as a beginning, and with the additional participation of other exhibitors and affiliated interests, together with either public financing or bank support . . . "we will have a solidly financed company of very substantial proportions, that will be a major factor in production, able to make a significant contribution to the industry of pictures—a company that exhibitors will be proud to be associated with."

Exhibitor companies who have participated in pledging the third million dollars of production funds are: Arthur Enterprises, St. Louis; Los Angeles, Cal.; Claude Ezell, Depinet and George Dembow, Belton Theatres, Dallas, Texas; Henry Brandt, Brandt Theatres, New York, N. Y.; Myron Blank, Central States Theatres, Des Moines, Iowa; M. A. Cohen, Cinema Circuit, New York, N. Y.; Goldberg Brothers, Detroit, Mich.; Cooper Foundation, Lincoln, Nebraska; James Coston and Arthur Wirtz, Coston Enterprises, Chicago, Ill.

## Drawn from All Sections

Also, D. R. Buttry, Crescent Investment Co., Nashville, Tenn.; Floyd, Floyd Theatres, Haines City, Fla.; H. J. Griffith, Frontier Theatres, Dallas, Texas; William Lman, Goldman Theatres, Phila.; T. G. Solomon, Gulf State Theatre, Inc., McComb, Miss.; R. M. Kennedy, R. M. Kennedy Co., Birmingham, Ala.; George Kerasotes, Kerasotes Theatres, Springfield, Ill.; A. Lightman, Jr., Malco Theatres, Memphis, Tenn.; E. D. Martin, Martin Theatres of Georgia, Columbus, Ga.

Also, Morton Thalheimer, Neighborhood Theatres, Richmond, Va.; William Forman, Pacific Drive-In Theatres, Los Angeles, Cal., and

# Albany Exchange Theatres Boost Use Of Radio and Television to Plug Films

Special to THE DAILY

ALBANY, Aug. 16.—A substantial increase in the purchase of television and radio time, to advertise motion pictures, is reported for the Albany exchange districts.

The increase was dictated by the "desire to reach more people," an informed source said. So-called censorship of copy by newspapers had nothing to do with this development. He emphasized that "acceptance standards" are just as strict — if not stricter — with television and radio stations, as they are with newspapers.

Television exploitation is credited here with a major part in the box office success of some pictures. "The 'right' picture, if combined with 'right' trailer scenes, can be sold effectively on tv," experienced exchange men and exhibitors are convinced.

## 20th-Fox Praised

Twentieth-Fox, which has probably spent more money, during recent months, in the Albany exchange territory, on television and radio segments than any other distributor, places great stress on the selection of scenes to be televised. All trailer films are carefully screened and analyzed, by branch manager Clayton G. Pantages and his sales-booking assistants.

Only the "best"—i.e., those thought likely to pack the most wallop via television—are used. All the major distributors, and, on occasion, the smaller ones in this area, buy television-radio time.

In addition to Albany-Schenectady tv stations—Stanley Warner operates WAST (ABC network affiliates), and Capital Cities Broadcasting Company (CBS affiliate) WTEN-TV, here —

Honolulu, Hawaii; John H. Stembler, Publix-Lucas Theatre Co., Atlanta, Ga.; Michael and Sumner Redstone, Redstone Mgt. Co., Boston, Mass.; J. Meyer Schine, Schine Circuit, Gloversville, N. Y.

Also, Sheldon Smerling, Smerling Enterprises, Newark, N. J.; Ernest Stellings, Stewart & Everett Theatres, Charlotte, N. C.; Albert M. Pickus, president, Theatre Owners of America, New York, N. Y.; Henry S. Griffing, Video Independent Theatres, Oklahoma City, Okla.; Bedford Amusement Co. and Weiss Amusement Co., Stamford, Conn.; Mitchell Wolfson, Wometco Enterprises, Miami, Fla.; Mr. and Mrs. Weis, Weis Theatre Co., Savannah, Ga., and Charles Moss, B. S. Moss Theatres, New York, N. Y.

outlets in Utica, Plattsburgh and Watertown are utilized.

Dates for three or four theatres, in as many towns, usually are listed in the "billboard" following the "trailer." These are sometimes changed, from day to day. Drive-ins, as well as hard-tops, receive spotlighting.

Radio is also widely used, when conditions dictate. A Schine-owned WPTR, 50,000-watt, with studios on the Albany-Schenectady radius, is among those to whom copy goes.

Exhibitors, in certain cases, have tieups with radio stations. These are effected under various arrangements.

Before, at, and after the premiere in May of the new Hellman (near the city's outskirts), that 1060-seater had a promotion deal with WGY, Schenectady. And to a lesser extent, with WRGB-TV.

## 'Warning' Mailed

The *Times-Union*, a Hearst publication and the only paper in this area with a Sunday edition, mailed a "warning," in the spring, to area theatres. The letter, signed by advertising manager Roger Coryell, set forth that film advertising codes had been promulgated by papers around the country—the latest, in Cincinnati. The *Times-Union* preferred that theatre managements be their own "censors," but made it clear that if they offended good taste and decency, the paper would do the "editing."

Coryell's epistle emphasized that the T-U is, and would continue to be, "a family paper" and that theatres logically belonged in the same category.

Since receipt of the letter, the procedure has been that if Mary Hastings, for long T-U acceptance editor on film copy, finds anything "objectionable," she notifies the theatre management. It is given the opportunity of deleting or of appealing through Coryell to publisher Gene Robb. Robb, a Variety Club member, is considered very friendly and sympathetic to the motion picture business.

## Forum Books 'Young'

Columbia's Hall Bartlett production, "All the Young Men," starring Alan Ladd and Sidney Poitier, is scheduled to open at the Forum Theatre here on Aug. 26.

# Report on Bowling Will Go to TOA

The potential profits to theatre owners of converting closed or inoperable theatre locations into bowling alleys, will be dramatized by the Brunswick Corporation in its exhibit at the motion picture industry trade show in Los Angeles, Sept. 13-16, according to Albert M. Pickus, TOA president.

Pickus said the Brunswick company will have several booths at the trade show, which will be staged in cooperation with the Theatre Equipment Dealers Association and Theatre Equipment Supply Manufacturers' Association, in conjunction with TOA's 13th annual convention at the Ambassador Hotel in Los Angeles.

Cliff Ellison, national dealer sales manager of Brunswick, who will man his company's display, said that not only will Brunswick attempt to show how theatre owners can capitalize on the growth of bowling, but that the conversion of a closed theatre property is relatively inexpensive due to the existence of the building shell. He said his company will also show how operating theatres and bowling alleys, physically located in the same neighborhood, have undertaken mutually profitable joint promotions of recreation away from home.

National Carbon Company will also exhibit at the trade show, to display its carbon products and projection services. Manning its booths will be V. J. Nolan, W. C. McCosh, J. W. Cosby, W. T. Brenner, P. H. Freeman, C. W. Handley, H. B. Hoynes and S. Morley, Jr.

## TOA Puts \$25,000 in ACE Production Kitty

Theatre Owners of America has subscribed \$25,000 to the ACE production program, it is announced by Albert M. Pickus, TOA president.

Describing the program as "one of the great things that is happening for exhibition because it promises to give our theatres more good product," Pickus said the \$25,000 check had been forwarded to S. H. Fabian, ACE chairman.

"We consider the ACE program worthy of TOA's fullest support," Pickus said. "We are not only happy to participate, as a member organization of ACE, but intend to give it our utmost assistance to the end that it will be successful."

## A COMPLETE LINE OF PROFESSIONAL CINE FILMS

Sales Offices and Warehouses

321 West 54th Street  
New York 19, N. Y.

6370 Santa Monica Blvd.  
Los Angeles 38, Calif.

6601 N. Lincoln Ave.  
Lincolnwood (Chicago), Ill.

1355 Conant Street  
Dallas 7, Texas

1925 Blake St.  
Denver 2, Colo.

Quality photographic materials . . . backed by more than half a century of experience.



THE GEVAERT COMPANY OF AMERICA, INC.

## Two-for-One Plan For Films, TV

By SAMUEL D. BERNIS

HOLLYWOOD, Aug. 16. — John Florea, producer-director, who formed an association with Frank Cleaver, (until recently with NBC's California National Film productions department), has found a two-for-one formula to attract independent finance to a crack at television by using motion pictures as a "crutch."

Florea will go to Japan following the typhoon season to film a feature version of "M.R." which he will trim to a 50-minute pilot for a TV film series. If the series, which has the interesting common denominator of international laws, and is planned for filming in various countries throughout the world, misses the boat for sponsor interest, then the backers have a good chance of recouping and profit by turning over the original feature version to a major distributor on an outright sale.

In an interview with Florea at Paramount studios, where he is currently directing a stanza of NBC-TV's popular "Bonanza" series, Florea revealed his source of story material for the potential "M.R." series would be furnished through an arrangement with the association of approximately 400 legal eagles actively engaged in international law.

## ACLU Proposes TV Changeover to UHF

The American Civil Liberties Union proposed at the weekend a gradual change-over of the nation's television system to an all-UHF, 70 channel system. The shift, to be made over a five- to ten-year period during which the present 13 channel VHF broadcasting system would be retained, would create greater diversity in television programming, the civil liberties group said.

The ACLU policy statement, adopted by its board of directors, was contained in a letter to Frederick W. Ford, chairman of the Federal Communications Commission, commending the FCC for initiating a year-long scientific study and improvement of UHF transmission and reception. The project is to be conducted in New York City.

## ABC Gets Interest in New Venezuelan Web

American Broadcasting Co.'s international division has bought a minority interest in Corporacion Venezolana de Television S.A., a new Venezuelan television network. The CVT network is composed of stations in Caracas, Valencia, and Barquisimeto. According to ABC, they will serve a population of more than three million when they go on the air Oct. 1.

Majority control of the network is held by a group of Venezuelan business men headed by Diego Cisneros;

## AROUND THE TV CIRCUIT

with PINKY HERMAN

FRANK EVANS, former teacher at Columbia U. and currently on the faculty at UCLA, has been named by Prexy Harry Maizlich as program director at KRHM-FM (Hollywood). Evans is rated one of the country's foremost jazz authorities and heard daily on his own series. . . . Former Yale All-American Basketball star (4 successive years) Tony Lavelli has become a terrific "one-man show." His varied talents rate the tall, good-looking artist a regular TV berth. . . . Shari Lewis now added to the list of guest stars on the U.S. Steel-Max Liebman Special to be televised on CBS-TV Oct. 19. She'll not only appear with her puppets but will also sing and dance. . . . Shirley Temple will act as hostess and will appear in several segs of a new full-hour program, "The Shirley Temple Show" which will be NBCColorcast Sundays starting this fall. . . . Harold ("I Wonder Who's Kissing Her Now") Orlob and Bill ("Every Day Is Mother's Day") Dillon, two founder members of ASCAP, have just come up with a new ditty which will make the youngsters sit up and take notice. Lawrence Welk has grabbed the song titled, "Bring Back the Old Hurdy-Gurdy" for his own music pubbery Harry Von Tilzer Music and will record it for Dot. And while on the ASCAP founder tack, the dean of American songwriters, Otto Harbach will be partied tomorrow on his 87th birthday. . . . Could be a record—we mean the fact that comic Jack Douglas will appear as guest on the "Jack Paar Show" tonight, making it his 35th time on this NBCCoast-to-coaster. Comes Friday and Charles Collingwood will descend on Jack's parlor with "the works" for the full "Person-To-Person" treatment TVia CBS. . . . Decca Recording star Earl Grant flew to Australia yesterday for p.a.'s, the triller's initial trek down under. . . . Writer-Producer Stuart Schulberg has been CBSigned to write and direct "The Berliner" for the "Twentieth Century" series which will start its fourth year and sponsored by Prudential Insurance Co. of America. Walter Cronkite narrates the series, produced by Burton Benjamin with Bill Shipley commercial announcer. . . .

☆ ☆ ☆

Meredith Willson, a top radio figure for years, scored a smashing success with his first Broadway musical and from what we heard, looks like another radio personality may very well duplicate the feat. Jim Lowe, NBC disk jockey, who composed the songhit, "The Green Door" has just completed the book, music and lyrics to a musical comedy, "Sister Ruthie" which, to this scribbler, sounds like the "Lowe-down" on a sure hit. . . . And wait till you hear the ballad "Afraid of Love," cleffed by another team of NBC producers, Lee Jones and Len Weinles! . . . The owner of the car, parked last week in the WISN (Milwaukee, Wisc.) parking lot listened to several radio stations weathercasts which for that Monday (Aug. 8) predicted sunny skies. WISN, however predicted lots of rain. When the owner of the car went to pick it up next morning (the windows were wide open) he thought he was in a leaky rowboat. (Imagine parking at WISN and listening to another station's weather?) . . . Russ Raycroft has been named special consultant for Official Films and will report directly to Prexy Seymour Reed. Incidentally, Officials "Greatest Headlines" telefilm series is now syndicated in about 40 markets. . . . After 12 years as record librarian at WMCA, Bob White has flown over to take over similar WMGMusical chores. . . . A new series of "Laramie" full-hour adult westerns, (started over NBC-TV Sept., 1959) bows in Tues., Sept. 20 with "Queen of Diamonds," co-starring John Smith, Robert Fuller and Robert Crawford, Jr. The telefilm series is produced at the Revue Studios with Richard Lewis, executive producer and John Champion, producer

U.S. investments in overseas television, which have risen sharply in recent months, are confined to minority shares to avoid charges of political interference.

Leonard Goldenson, president of ABC's parent company, American Broadcasting - Paramount Theatres, Inc., said there are approximately 350,000 television sets operating in Venezuela. "This country is vital to any major manufacturer who sells to Latin America," he asserted.

## Laffey Joins S.G.

W. P. (Bill) Laffey has joined the telescreen advertising division of Screen Gems as account executive in charge of service and control, it was announced by W. Barrett Mayer, general manager of Telescreen. Laffey has for the past five years been an account executive for WOR-TV, New York. During the previous five years he was with WOR (radio) and the Mutual Broadcasting System.

## Hudson's Plan

(Continued from page 1)

tor is committed to the company play in four of its own films.

Described as a comedy-adventure "Come September" will co-star G. Lollobrigida. Sandra Dee, Bob Darren and Walter Slezak will be featured. It is hoped major members of the cast will tour extensively on pre-sell.

Hudson has chosen Stanley Shapiro, Academy award-winning writer of "Pillow Talk," to prepare the screenplay for "Come September." Bob Thur will produce and Bob Mulligan will direct. The entire picture will be made in Rome and Portifino in Pa vision and color.

The president of Seven Pictures (the company's name will not restrict its operations to that number of films) said he has long been interested in the creative side of motion pictures.

### Now in the Overall Picture

"Eight or nine years ago, when an actor suggested a change to a producer or director, he was made to feel like a fool," Hudson said. "Now the industry's structure has changed sufficiently enough for an actor to take hand in the overall production."

Regarding his limited-to-date producing experience, Hudson is sitting in on a story conference. It has been the most rewarding aspect. Casting a picture with the people he works with runs a close second. With his international and American "in-depth" background, "across-the-audience-interest" background, Hudson feels the picture will be helped in Europe. He plans a personal tour of Germany, Paris and London once the eight-week shooting schedule is finished.

Seven Arts will co-produce a film whenever Hudson finds a property he likes and whenever he can find time to make it.

### 'The Spiral Road' His Next

His next picture as strictly a Universal contract player will be "The Spiral Road," adapted from Jan Strid's novel. Filming will commence in Malaya next April. Hudson recently finished work in "The Day of the Gun."

Because he regards the industry financial status and his own as more favorable than at any time in the past 10 years or so, Hudson is certain Seven Pictures, backed by Universal, will prosper. He admitted screen comedies interest him most at the present not that he deprecated other film genres. Apparently "Pillow Talk" is nobody as much as its leading man.

Hudson was joined at the press conference in his hotel suite by Charles F. Simonelli, assistant to Universal president Milton R. Rackmil.

### To Exhibit Mobile Unit

HOLLYWOOD, Aug. 16.—A preliminary demonstration of Red Skelton's new Red-Eo-Tape mobile TV unit will be held Thursday at the Skelton studios at which time plans and programs employing the television tape recording unit will be announced.

# MOTION PICTURE DAILY

Concise  
and  
to the  
Point



88, NO. 34

NEW YORK, U.S.A., THURSDAY, AUGUST 18, 1960

TEN CENTS

\$2,033,000

## Para. Second Quarter Net Shows Increase

Month Earnings  
Reported \$3,732,000

Paramount Pictures yesterday reported estimated total consolidated earnings for the second quarter of \$2,033,000 or \$1.22 per share, including special income of \$1,201,000 or 72 cents per share representing investments on sale of the pre-1948 library.

Comparative earnings for the same period in 1959 are: total earnings of \$5,000 or 94 cents per share, including special income of \$440,000 or 2 cents per share.

The first six months of 1960 total consolidated earnings are estimated at \$3,732,000 or \$2.23 per share, including special income of \$1,955,000 or 1.1 cents per share representing principal investments on sale of the pre-1948 library.

A company official attributed the decrease in earnings to the sale of the pre-1948 library. (Continued on page 2)

## Anti-Pay-TV Kits Go In Mail Next Week

National Screen Service will begin mailing the anti-pay-TV petition kits to the country's theatres next week, it was announced by Philip F. Harling, chairman of the Joint Committee on Anti-Pay TV.

Harling said that the assembling of the kits will begin next week. (Continued on page 7)

## V. Can Reacquire Theatre in Bristol

An order allowing Stanley Warner to reacquire the Bristol Theatre in Bristol, Conn., was signed here today by New York Federal Judge Edward Palmieri. A condition of the order is that the circuit dispose of the theatre in that city for theatrical or non-theatrical purposes.

Stanley Warner had petitioned the court for the order. (Continued on page 2)

TELEVISION TODAY—page 6

## Amended Wage Bill Meets Defeat; Kennedy Measure Seen Endangered

By E. H. KAHN

WASHINGTON, Aug. 17.—The Senate has defeated by a vote of 54 to 39 a proposal to adopt a corrected version of the minimum wage bill that passed the House. The measure offered by minority leader Dirksen (R., Ill.) would have increased the minimum wage to \$1.15 hourly and extended coverage at \$1.00 hourly to employees of retail chains with at least five stores in two or more states. It may complete work on the wage bill Thursday.

## Allied Joins with NAC Trade Show Nov. 6-9

Special to THE DAILY

CHICAGO, Aug. 17.—Allied States Ass'n. of Motion Picture Exhibitors will join with the National Association of Concessionaires trade show at the Conrad Hilton Hotel here Nov. 6-9, it was announced today by Jack Kirsch, president of Allied Theatres of Illinois and general chairman of the 1960 national Allied meeting.

This will be the first time in several years that the two groups have joined forces for a combined trade show and conventions.

The advance interest in the combined conventions and trade show assures a record attendance of more than 100,000. (Continued on page 7)

## Differences Ironed Out, Wald Busy at 20th-Fox

From THE DAILY Bureau

HOLLYWOOD, Aug. 17. — All existing differences between Jerry Wald and 20th Century-Fox studios were composed during a conference today. As a result of this agreement, Wald will fulfill his new contract for the next year. (Continued on page 2)

## A-P Downbeat Film Article Becomes Upbeat Series By Showman's Action

How an exhibitor turned a nationally syndicated "downbeat" Hollywood article into a constructive series in his local newspaper is related by Theatre Owners of America in its current issue of "TOA Business Builders."

R. L. Baker, Jr., owner of the Webb Theatre, Gastonia, N. C., the exhibitor in question, enlisted the help of the editor of the *Gastonia Daily Gazette* in presenting a more accurate picture of the economic status of the industry after the newspaper had published the Associated Press-distributed Bob Thomas downbeat Hollywood story in July.

The A-P Hollywood columnist asserted, among other things, that "America's most publicized industry is also its sickest. Motion picture

business is on a steady decline when all other industry is booming . . ." The article appeared about the time theatre attendance was experiencing a sharp upturn, which is still continuing, and which Sindlinger & Co., business analysts, recently reported was responsible for the highest mark in four years during the final week of July.

Baker told the *Gastonia Gazette's* editor some of the business facts of the industry. (Continued on page 6)

## Distributors See New Moss Bergen Mall House

Shopping centers and theatres, by combining forces, can greatly multiply the drawing power of each, James O'Grady, general manager of the Bergen Mall Shopping Center, told a group of foreign film distributors on an inspection tour of the new B. S. Moss Mall Theatre in the Jersey shopping center yesterday.

The theatre, which features the world's first all transistor sound system, has 550 seats and parking facilities for 8,600 cars.

Charles Moss, president of the circuit, said the theatre is a success. (Continued on page 7)

## Near Signing

## Terms Set on Fox Backlog Sale to NTA

27 Post-'48s in 81-Film  
Package for \$4,125,000

Terms of the deal for the purchase by National Telefilm Associates of a package of 81 features from 20th Century-Fox—27 of them of post-1948 vintage, reportedly have been agreed upon and the deal is ready for signing momentarily.

NTA will pay \$2,000,000 in cash on signing, and a balance of \$2,125,000 in payments over a long term, with a guarantee provided. The deferred payments call for \$1,000,000 in three years, \$500,000 in four years, and \$625,000 in five years. (Continued on page 6)

## America Corp. Forms Two Film Subsidiaries

America Corporation, formerly Chesapeake Industries, Inc., has announced the acquisition of Pricemetal Corporation of Belmont, Calif., and the creation of two new subsidiary companies. Gordon K. Greenfield, president of America Corporation, said the deal is a success. (Continued on page 7)

## Foresee MGM '61 Net Of Over \$5.50 a Share

The financial district, enamored of all motion picture stocks for the past several months, is now estimating M-G-M's 1961 earnings between \$5.50 and \$5.75 per share, or in the neighborhood of \$14,000,000. Estimates of earnings for the current fiscal year, ending Aug. 31, are about \$3.75 per share.

The Wall St. soothsayers envision \$50,000,000 to \$60,000,000 in M-G-M's post-1948 film library. Also anticipated is a diversification move of significance to be undertaken with the \$35,000,000 in cash or equivalent in the company's treasury.

M-G-M's stock, strong for some weeks past, closed at 38¼ yesterday.

## PERSONAL MENTION

IRVING MAAS, Motion Picture Export Association Far Eastern representative, left here for Tokyo yesterday following a three-week home office visit.

ROGER H. LEWIS, United Artists vice-president in charge of advertising, publicity and exploitation, and AL FISHER, assistant exploitation manager, will leave here today for San Antonio, Tex.

FRED STOREY, president of Storey Theatres, Atlanta, has returned there with his family from a vacation spent at Myrtle Beach, S. C.

BEN COHEN, of Holiday Enterprises, Cincinnati, has left there for St. Petersburg, Fla., where he will open his Garden-Auto Drive-in Theatre.

WILLIAM GRAHAM, Schine Enterprises vice-president in charge of special projects, has returned to his Gloversville, N. Y., headquarters from Albany.

RAY STARK, producer of "The World of Suzie Wong" for Paramount, has arrived in Hollywood from New York.

SOL HUOK will return to New York from London tomorrow via B.O.A.C.

CHARLES FELLEMAN, of Continental Distributing, Inc., will return to New York on Monday from a vacation in the Pocono Mountains.

FAY PHYLIN, of the Dixie Drive-in circuit, Atlanta, has returned there with her husband from Charleston, S. C.

### 70mm for 2 Theatres

The sale of Norelco 70/35mm projectors, as well as arc lamps and 6-channel stereophonic sound equipment, to the RKO Pantages Theatre in Hollywood and the RKO Grand Theatre in Cincinnati, Ohio, was announced by Todd-A Corp.



## Jerry Wald

(Continued from page 1)

making of a series of 12 pictures for 20th in the next three years.

Joint announcement of the amicable resolution of all points at issue was made by Spyros P. Skouras and Wald. Also participating in the parley were Deane Johnson, attorney for Wald, Joseph M. Moskowitz, 20th vice-president, and Robert Goldstein, executive production head of the studio.

Both Skouras and Wald stated that complete harmony now prevails and that complete understanding on issues had been reached.

Wald stated that he would complete arrangements for putting both "Return to Peyton Place" and "Wild in the Country" in production shortly.

### Fox Executives Go To Coast for Meets

A group of 20th Century-Fox home office executives, including Murray Silverstone, president of the International Corp.; Donald Henderson, treasurer; Charles Einfeld, 20th-Fox vice-president, and Glenn Norris, general sales manager, fly to the studio tomorrow for production conferences with president Spyros P. Skouras and production head Robert Goldstein.

The executives will discuss the company's \$60 million production schedule, which includes films shooting in this country and Europe, and will plan the global launching of "From the Terrace," "Sons and Lovers" and "The Lost World." In addition, the international release of "Let's Make Love," will be discussed at the conclave.

#### Films to Be Screened

While at the studio, the executives will see the first showings of three of the company's most important end-of-the-year releases, "High Time," "North to Alaska" and "Circle of Deception."

The New York executive group will end their policy, sales and merchandising discussions with the West Coast production heads late next week.

### Legion Rates Six Films; 'Eternity' in Class B

Six films were classified by the National Legion of Decency this week with one, "Between Time and Eternity," placed in Class B, morally objectionable in part for all. The Legion objection: "This film tends to create sympathy for adultery."

In Class A, Section 1 are "For the Love of Mike" and "Under Ten Flags"; Class A, Section 2, "Walking Target"; and Class A, Section 3, "The Angel Wore Red" and "Ocean's Eleven."

## Kenneth Mees Dead; Ex-Kodak Research Head

Special to THE DAILY

HONOLULU, Aug. 17.—Dr. C. E. Kenneth Mees, 78, retired vice president of the Eastman Kodak Co., died Monday of a heart attack at his home here.

He was a pioneer in the development of photographic processes, particularly those concerned with film, and it was under his direction of the Eastman Kodak research laboratories that the company brought out film for color transparencies and color prints.

Dr. Mees also was in the forefront of the development of infra-red photography. In 1931 he demonstrated the art of taking photographs in total darkness by means of infra-red light and photographic plates sensitive to it.

Dr. Mees, who retired five years ago, had been vice president in charge of research for Eastman Kodak. He had served forty-three years with the company in Rochester, N. Y.

## Union Vows to Picket 'World of Suzie Wong'

From THE DAILY Bureau

HOLLYWOOD, Aug. 17.—Implementing its demand for a definite move against "runaway production," the International Photographers of the Motion Picture Industry today declared its intention to picket theatres here and in New York which show "The World of Suzie Wong," a Paramount release which was filmed in London and Hong Kong. Hong Kong is the locale of the story.

Particular target of the union is William Holden, who is starred in the film, and who, the union feels, is a prime influence in the move to make pictures abroad.

### Awards Dinner of DGA Is Scheduled for Feb. 4

From THE DAILY Bureau

HOLLYWOOD, Aug. 17.—The annual Awards Dinner Dance of the Directors Guild of America will be held at the International Ballroom of the Beverly Hilton Hotel on Feb. 4, 1961, Frank Capra, guild president announced today.

Highlight of the event will be presentation of awards for outstanding directorial achievements for films released in 1960. For the first time, according to Capra, similar awards will be given for directorial achievement in "live television field."

Since Jan. 1, 1960, members of the former Radio-TV Directors Guild and the Screen Directors Guild have merged into one unit. All 2,200 members of the combined guilds will cast ballots for the awards for the first time this year.

## Para. Quarterly

(Continued from page 1)

cline from the corresponding 1959 half to disappointing results on figures released early in the year. It expressed the opinion that earnings would improve in the third quarter probably reaching between 75 cents and 90 cents per share.

Comparative earnings for the second period in 1959 are: total earnings, \$5,260,000 or \$3.07 per share, including special income of \$2,767,000, \$1.62 per share arising from the January 1959 sale of investment in Metropolitan Broadcasting Corporation.

The total number of shares outstanding at the end of the second quarter of 1960 were 1,673,231, compares with 1,714,116 shares outstanding at the end of the second quarter of 1959.

#### Dividend Declared

The board of directors of Paramount yesterday voted a quarterly dividend of 50 cents per share on common stock, payable Sept. 23, to holders of record Sept. 6.

### S-W Can Re-Acquire

(Continued from page 1)

court with government consent reacquire the Bristol, which it had disposed of under its consent decree. The circuit had leased the theatre to David Jacobson for 10 years, starting in 1954 but Jacobson closed the theatre early this year.

### Columbia Shares Rise

WASHINGTON, Aug. 17.—Columbia Pictures has reported an increase in the amount of its securities outstanding, according to a report filed with the Securities and Exchange Commission. As of July 31, Columbia had 1,319,287 shares outstanding compared with 1,270,350 shares that date a year ago.

### N. O. WOMPI Dines

NEW ORLEANS, Aug. 17.—A local chapter, Women of the Motion Picture Industry, held its August dinner-meeting and listened to an address by David Cash, New Orleans official of the American Red Cross, who took as his subject, "Disaster Relief." Mrs. Della Jean Favre was chairman of the program committee in charge of arrangements.

### Jerry Lewis Coming

HOLLYWOOD, Aug. 17.—Jerry Lewis, who returned this week from Honolulu, will leave here tomorrow by plane for New York with a package of "Cinderella" and a schedule of sneak previews for his forthcoming Christmas release on his Eastover agenda.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Felt, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood Bureau: Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOLLYWOOD 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London Bureau: Bear St, Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Circle 7-3333. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagher, 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 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, 15 cents.

## Continental Distributing Sales Meeting Today

Special to THE DAILY

AKHURST, N. J., Aug. 17.—The press of Continental Distributing, its branching out into co-producing the acquisition of 14 films which will be released in the next 10 months through the expansion of its sales policy throughout the U.S. will be the main topic of discussion at the company's annual sales meeting, starting tomorrow at the Walter Reade, home office.

Walter Reade, Jr., chairman of the board of Continental, will make the introductory address, discussing the position of the company in the past two years from distributing two pictures a year to the present 14 within a 12-month period.

Walter Wormser, president, will discuss about the problems inherent in the fast-growing organization which is now not only distributing pictures but also co-producing some of them.

### Presentation by Peppercorn

Carl Peppercorn, vice-president and general sales manager, will present the sales program. Sheldon Gunsberg, vice-president in charge of advertising and publicity, and William O'Brien, director of the department, will outline Continental's activities in the area. Special guest speakers will be Monroe Greenthal and Herbert Green, former of the Monroe Greenthal advertising agency, and Warren Cowan, former of the Cowan's public relations firm.

Peppercorn will also announce important fall releases. Three major films will have their American premieres in New York: "The Entertainer," at the Sutton following the present engagement of "School for Scoundrels"; "General della Rovere," winner of the Golden Lion Award at the Venice International Festival, at the Paris Theatre; "Modigliani of Montparnasse," at the Paris Theatre. "Angel Baby" will have its world premiere in Florida.

### Ad Drives on Agenda

Projected advertising and sales campaigns on forthcoming pictures in the 1960-61 release schedule will be discussed.

Continental's salesmen from Atlanta, Boston, Chicago, Cincinnati, Dallas, Los Angeles, San Francisco and Washington, D. C., are residing in the Embassy Park, which is adjacent to the Waldorf Astor, throughout the sales meeting.

## Song' Popularity Grows

Successes continue to build at the City Music Hall here for Wilbur Goetz' "Song Without End," the work of Franz Liszt. The theatre reports that the picture raked up \$28,711 on Tuesday of this week, the sixth day of its run. The figure surpassed the opening-day gross of \$28,547, which was the second biggest opening recorded at the house. The six-figure total for the film is now given as \$163,000.

## Strand (Albany) Remodeling Includes Lobby Change, New Marquee, Seats

Special to THE DAILY

ALBANY, Aug. 17. — A new, re-located lobby, V-shaped marquee (with signs on two streets at a corner) seats, and other refurbishings are planned for the Stanley Warner Strand here, as part of a modernization program cost-

made extensive surveys of the 39-year-old Strand Theatre Building, some months ago. Three different concepts of modernizing were considered. One, which would have stripped the house to the bare walls, carried an estimated cost of \$1,000,000. The present plan is the second one, in sequence of scope and expenditure.

### Part May Be Rented

Stanley Warner Corporation reportedly holds a 99-year lease on the site, from the Kramrath Estate. The Strand's stage was re-equipped, for the presentation of legitimate shows, about 1952. Alfred G. Swett is current manager.

The nearby Fabian-owned Palace — built for vaudeville and motion pictures, in 1931, and seating 3,660 — is undergoing modernization also at a reported cost of \$250,000. New type seats, requiring more space, will reduce the Palace's capacity by 600 to 700.

The work is under way while theatre operation continues. It is expected that the Palace will be closed for only a short time to permit completion of the project.

Similarly, the Strand will stay open while improvements and modernization is under way.

The premiere, in May, by Neil Hellman and his mother, Mrs. Nettie Hellman, of the 1060-seat Hellman, on Upper Washington Ave., near the city line, is believed to have accelerated decisions to revamp the Palace and the Strand.

## Seek Financing for New International Co.

Launching of the projected new International Productions, Inc., with whose Mexican affiliate former New York Mayor William O'Dwyer said he will be associated with largely as a consultant, were reported in the trade yesterday to be dependent on the raising of \$2,800,000 in financing for the new company.

Nucleus of the new company would be Albert C. Cannaway's production organization. A. W. Schwalberg, president of Citation Films, who was named as one of the officers of the projected new company, has been approached but has made no deal with the principals yet.

## Kim Novak Re-Signed

HOLLYWOOD, Aug. 17.—Kim Novak has signed a new contract with Columbia Pictures which cancels her present pact and substitutes a multiple-picture agreement, calling for one picture a year, a substantial salary increase, and participation in the gross receipts of the films in which she stars.

Business as Usual

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Completed were: "Dondi" Zugschmied Production for Allied Artists; "The Facts of Life," Parkwood Production and "Frontier Scout" Zenith Pictures, the latter two to be released by United Artists; Warner Bros. production of "Gold of the Seven Saints."

## Four Pictures Started On Coast; 33 Shooting

From THE DAILY Bureau

HOLLYWOOD, Aug. 17. — Four new pictures went into production this week, bringing the total to 33 shooting, while cameras finished turning on five.

Started were: "Atlas," Filmgroup Production; "Black Star," Clover Production for 20th Century-Fox; "The 6th Man," Universal - International Production; and "This Time Tomorrow" Genie Production.

Completed were: "Dondi" Zugschmied Production for Allied Artists; "The Facts of Life," Parkwood Production and "Frontier Scout" Zenith Pictures, the latter two to be released by United Artists; Warner Bros. production of "Gold of the Seven Saints."

## 'Innocence' to Paris

A film from Argentina, "End of Innocence," will have its American premiere at the Paris Theatre here on Monday, Aug. 29, it was announced by the distributor Kingsley International Pictures and the theatre.

# PEOPLE

Mrs. Frederick (Gerri) Teasley of Montrose, Cal., has been named motion picture chairman on the West Coast for the National Audience Board. Since 1954 she has been television chairman for the board, a non-profit organization comprised of civic leaders throughout the country.

Additionally, it has been announced that Molly Mignon, alumna of the University of Washington, is assuming the post of West Coast editor of the NAB Newsletter. She succeeds Vera Servi.

Dick Weaver, stage and film publicist who joined the staff of producer Kermit Bloomgarden three months ago, has been named general press representative for the producer, effective immediately. Currently, Weaver is handling the New York press campaign on "Spartacus," for Universal Pictures.

Lawrence C. Burris has been named manager of the Community Theatre, Hershey, Pa., by J. B. Sollenberger, president of the theatre company. He succeeds Harry Chubb, who will continue to work on special assignments.

Irwin Young has been elected president of Associated Screen Industries, Inc., Montreal, replacing his father, Al Young, deceased. Murray Briskin was elected vice-president and secretary, and Jack Fellers treasurer.

Clifford "Kip" Smiley, former sales manager for Paramount in Cincinnati and more recently sales head for the company in Pittsburgh, has returned to Cincinnati to resume his former post.

Carl Handsacker has been named representative for 20th Century-Fox in the Seattle territory.

Ray Grombacher, 75-year-old industry veteran in the Oregon area, has been appointed assistant to the manager of the St. Johns Theatre, Portland, a unit of the Jesse Jones circuit.

## Budd Rogers to Coast

Budd Rogers, executive vice-president of Embassy Pictures and member of the board of directors of Universal Pictures, will leave here on Saturday for Los Angeles for a week of conferences with M-G-M studio executives on plans for the forthcoming release of Joseph E. Levine's "Where the Hot Wind Blows."

While on the Coast, Rogers also will confer with Harry Joe Brown, Randolph Scott and Walter Lantz, whom he serves as producer's representative.

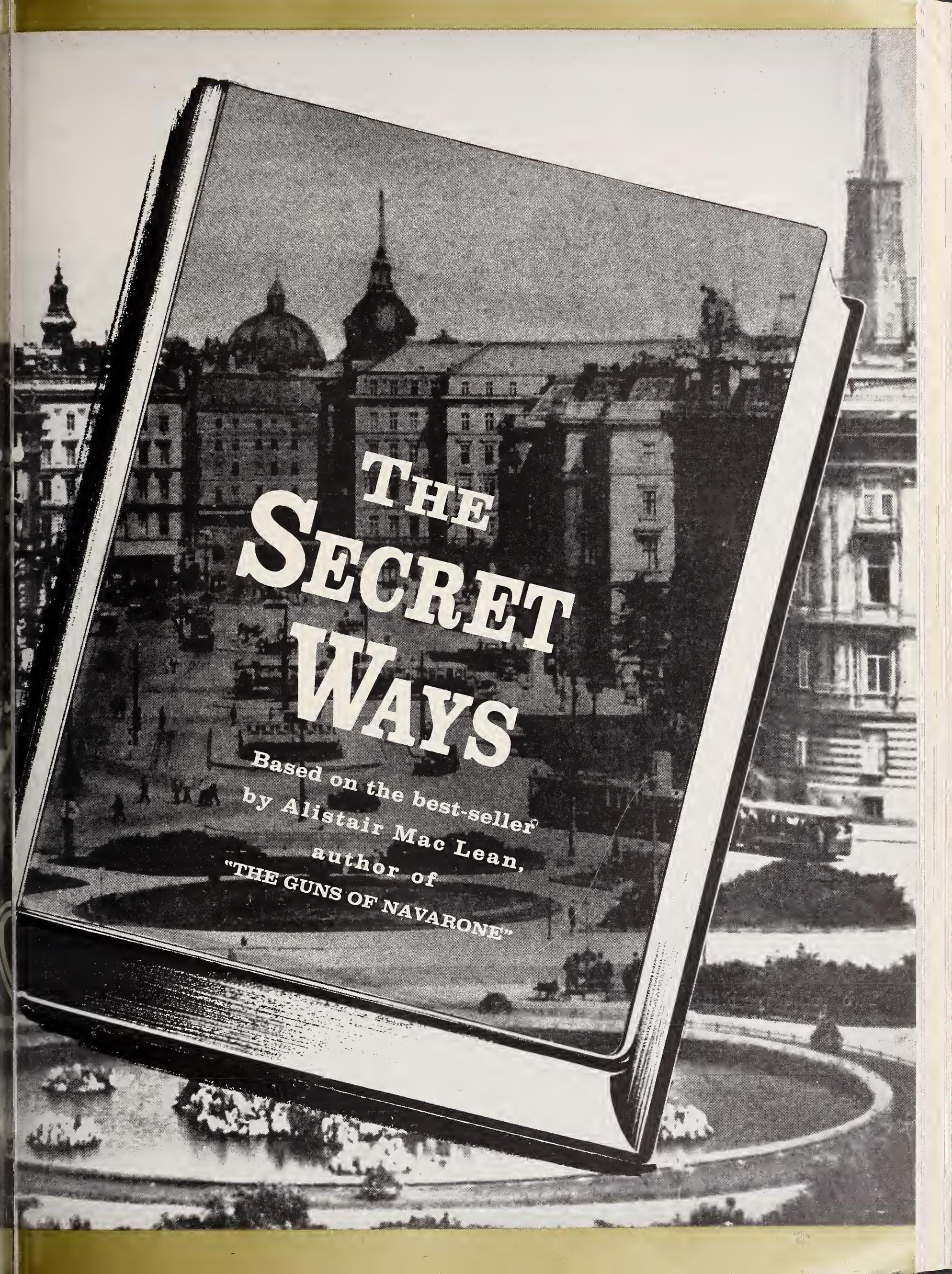
**Universal proudly announces production  
has started in Vienna:**

# **RICHARD WIDMARK**

**...with a cast of exciting new personalities,  
in an over-powering drama of mystery and  
international intrigue...“shooting” in the  
very shadow of The Iron Curtain!**

**Directed by PHIL KARLSON • Produced by RICHARD WIDMARK**

**A HEATH UNIVERSAL-INTERNATIONAL PICTURE**



# THE SECRET WAYS

Based on the best-seller  
by Alistair Mac Lean,  
author of  
"THE GUNS OF NAVARONE"

# Televisión Today

## NBC-TV to Salute Fox Backlog 35 Years Service

A panoramic history of network radio and television, planned as a major entertainment special highlighting the impact of broadcasting through the years, will be one of the giant shows of the 1961-62 season on the NBC Television Network, it was announced by David Levy, vice-president, programs and talent, NBC Television Network.

### Going Back to 1926

Tentatively titled, "35 Years of Broadcasting" the program—scheduled for two hours or longer—will trace network broadcasting from its stars in 1926 to the present. Every technique available — including radio recordings, still pictures, newsreel footage, film and tape—will be utilized to integrate the excitement of broadcasting's past into a live show, originating from a theatre with a full-size audience, Levy said.

### Lingroum Supervisor

The program will be under the supervision of Richard L. Lingroum, vice-president, NBC special programs, and will also draw on the talents of Donald Hyatt, director, NBC special projects.

## New Type of Western Series Set by C.N.P.

California National Productions is launching a new television film series, "The Lawless West—the Legend and the Men," which will "reveal the men themselves as distinct from the myths surrounding them."

Allen H. Miner, producer-director-writer for CNP's new half-hour segments, is concentrating on an original dramatic treatment in which famous western characters are examined through their history-making deeds. The series, going into production at the MGM studios in Culver City and on various locations will apply a "new look to what is now legendary material," he said.

## Two Bob Hope Films Acquired by C.N.P.

California National Productions has acquired television distribution rights to two Bob Hope features: "Road To Rio" and "My Favorite Brunette." Co-starring with Hope in "Road to Rio" are Bing Crosby, Dorothy Lamour and Gale Sondergaard, and in "My Favorite Brunette" are featured Dorothy Lamour, Peter Lorre and Lon Chaney.

The first sale of the new CNP package was made to CBS-TV stations in New York City, Los Angeles, Chicago, Philadelphia and St. Louis.

## Fox Backlog

(Continued from page 1)

and the balance of \$625,000 in five years.

The block of pictures is divided into two groups, one of 40 features consisting of 14 post-'48s and 26 pre-'48s, and the other of 41 pictures including 13 post-'48s and 28 pre-'48s.

In anticipation of the early closing of the deal, Columbia Broadcasting System-TV already has signed deals for three markets for a total of \$670,000. RKO General has made an offer of \$1,580,000 for four markets, with NTA's asking price for those markets being \$1,900,000. Indications are a compromise figure will be reached soon on that deal.

The agreement between NTA and 20th-Fox is a 10-year licensing arrangement.

NTA said there is no official confirmation of closing of the deal yet, but indicated it can be expected soon. Details holding up signatures might involve minor substitutions of pictures or other last-minute changes. Executives reached at 20th-Fox declined comment.

## Wide Use of Tape Is Planned for Olympics

From THE DAILY Bureau

LONDON, Aug. 15 (By Air Mail). —Television recording tape will be widely used in the worldwide TV coverage of the Olympic Games in Rome between Aug. 25 and Sept. 12.

European viewers will see the Olympics through the TV links of Eurovision. Ampex Video-tape recorders at each central point in the country covered by Eurovision will record the pictures coming to them over the medium and will play them back during the most important viewing hours.

The BBC will have a mobile tape recorder in Rome and will record signals from the cameras of Radiotelevisione Italiana, the official Italian network. The most important parts of the recordings will then be edited into half-hour summaries, which will be fed over the Eurovision link to British viewers.

A total of 14 Ampex recorders, produced by the TM Ampex Corporation, will be located in studios around Rome by networks and TV production companies from all over the world.

## Norman Kahn Named

Norman Kahn has been named program manager of the NBC-TV Network's "Today" show and Lester Colodny has been appointed an associate producer. Kahn replaces Robert (Shad) Northshield, who was made producer of the Monday-through-Friday program recently. Kahn was previously associate producer of "Today."

## Anti-Trust Suit Filed By Colonial Amusement

Special to THE DAILY

NASHVILLE, Aug. 17. — Suit was filed here yesterday with Federal Judge William E. Miller by Colonial Amusement Company, operators of a drive-in theatre at suburban Madison, against Crescent Amusement Company, Loew's Theatre and Realty Corporation, and six distributors—M-G-M, Warner Brothers, 20th Century-Fox, Columbia Pictures and United Artists. It charged monopoly of first run showings and seeks damages totaling \$336,000, plus attorney fees and costs.

Suit was filed by attorneys I. R. Schulman of Nashville, and Seymour F. Simon of Chicago. It alleges that Crescent and Loew's own more than 70 per cent of the theatres in Davidson County and that this "buying power" is being used to delay plaintiff from securing first runs as much as 60 days.

Attorney William Waller of Nashville is expected to represent Crescent.

## World Bow of 'Young' In Chicago Today

Special to THE DAILY

CHICAGO, Aug. 17. — Hall Bartlett's "All the Young Men," a Columbia Pictures release, will have its world premiere at the Roosevelt Theatre tomorrow following a big promotion campaign. On hand for the premiere activities are Hall Bartlett, who produced, directed the picture and co-stars Glenn Corbett, Mort Sahl, Ana St. Clair, and Joe Gallison.

Opening day festivities will include a theatre-front broadcast at noon today featuring interviews with all the visiting celebrities. Mort Sahl will emcee the proceedings, which will be followed by a press reception. Bartlett and the film's stars have been in Chicago for the past week, making a full round of press interviews and appearances.

## Casolaro Acquires 15

A contract for the importation and distribution in the U.S. and Canada of 15 Italian pictures has been closed by Salvatore Casolaro, president of Casolaro-Giglio Film Distributing Corp., it was announced by Casolaro on his return from Europe this week.

Some time ago, Casolaro-Giglio contracted with Titanus Films of Rome for a package of 28 features. Thus, his pact just signed brings to 43 the number of films acquired this year for distribution in the Western Hemisphere.

## Switches to 'Art'

HARTFORD, Aug. 17. — Sperie Perakos, general manager of Perakos Theatre Associates, has designated the first-run Beverly Theatre, Bridgeport, Conn., as an art situation. The move leaves Perakos with one first-run, conventional-type product outlet for Bridgeport—the Beverly's sister theatre, the Hi-Way.

## AP's Article

(Continued from page 1)

the industry and drove him to lotte to meet and visit with the ager of every major company's exchange there. He was given a down on current business and strong line-ups of future releases, all companies, pointing to sust attendance gains.

The result was a lead-off article by Garland Atkins, the Gazette's entertainment editor, which was headed in 48 pt. bold face type: "Dead Thomas—Movies Aren't Dead Yet"

There followed a solid, upbeat report on the industry and the lineups of product to come from company. The article concluded this: "If the motion picture industry is sick, then we should all be so."

In ensuing issues there were upbeat interviews by Atkins on the state of the industry with Dickman, M-G-M Charlotte branch manager; Robby Robinson, Buena Vista manager; Lawrence Terrell, RKO manager; Olin Mock, 20th Century-Fox manager; Jack Kirby, Warners, and Jack Greenleaf, Universal.

Al Floersheimer, TOA director of public relations, cites the experience as one which demonstrates that exhibitors need not remain in a state when injurious—and erroneous—statements about the industry are published in their local newspapers as a result of a feeling that because they did not originate at home and are syndicated, nothing can be done about them.

## Rogers Hospital Drive Strong in New Orleans

Special to THE DAILY

NEW ORLEANS, Aug. 17. — Campaign for the Will Rogers Memorial Hospital at Saranac Lake, N.Y., is receiving hearty cooperation of theatres in this area. Members of the local chapter, Women of the Motion Picture Industry, are taking up collections in the Joy Theatre, and offered their assistance to any run house that desires it.

Loew's State Theatre started collections tonight, and the Saenger began its drive with the opening of United Artists' "Elmer Gantry." RKO Orpheum has set Aug. 24 for the beginning of its solicitation.

Other theatres, and the starting dates for their collections, are: the Tudor, Aug. 19; the Globe, Aug. 20; Woolner's Drive-in and the Air-Drive, Aug. 25; the Drive-in Movies, Aug. 26, and the Carver and the Circle, Aug. 27.

Neighborhood theatres which have announced their intention to take up collections include the Avenue, the Peccum, Arabi, Fox, Lakeview, Alibi Drive-in, Gordon and Westwego.

## Form Theatre Company

NEW ORLEANS, Aug. 17.—Capitalized at \$5,000, C and B Theatres, Inc., of this city, has been granted a state charter to operate a motion picture theatre.

## ators Are 'Hostile' Hearing on Bicks

From THE DAILY Bureau  
WASHINGTON, Aug. 17. — Gen-hostile questioning was the rule Senate judiciary subcommittee hearing on the nomination of Robert Bicks to be assistant attorney general of anti-trust. No mention of pictures occurred. The subcommittee did not act on the nomination.

### Opposition Voiced

The nomination was opposed by Robert H. Hoffman, an attorney from Columbus, Ohio. He told the subcommittee that the anti-trust division had to live up to an agreement it made with a client of his in a price-fixing case. Bicks contended that the only thing involved only the anti-trust division's promise to recommend a contingent on a plea of no contest in U. S. vs. McDonogh, and this had been done.

## Pay-TV Kits

(Continued from page 1)

The kits were completed early this week and the kits were delivered to the National Screen warehouse here. The National Screen will immediately ship them to their exchanges, as advised that a kit will be delivered in the regular delivery of theatre beginning next week. Those theatres that either do not have a delivery during the week or do not subscribe currently to National Screen Service, the kits will be mailed to them by the National Screen Exchange.

### Harling Asks Signatures

Harling is asking all the nation's theatres around Sept. 1 to have their owners sign petitions in the theatre requesting their Congressmen to work for the passage of the Harris bill, HJR 130 and HR 6245, or similar legislation to outlaw pay TV by legislation.

Each kit contains petitions, instructions and mailing envelopes. It is Harling's hope that the nation's Congressmen will be flooded with 30,000 signatures requesting their help in outlawing pay-television in all its forms.

Harling said the assistance of National Screen Service was utilized as a means of quickly getting the kits to virtually all the nation's theatres. He advises in the kits that if window signs and petitions are needed, theatres should write or wire him directly to the Joint Committee Against Toll

### Part of National Drive

The petition effort is the first step in the current nation-wide campaign conducted by Harling's joint committee. It is his belief that Congressmen will advise the House Inter-American and Foreign Commerce Committee, of which Representative Orin Moody of Arkansas is Chairman, of receipt of the petitions from their constituents. Harris' two bills have been referred to his Committee and have not yet come up for action.

# Pay-Bill Change Defeated

(Continued from page 1)

limit the coverage of retail and service enterprises to those operating establishments in two or more states and grossing \$1,000,000 or more. It covers chains operating in two or more states, but exempts enterprises that do business only in a single state. It makes no other change in the committee bill.

The amendment does not affect specific exemptions contained in the committee bill nor specific inclusions of new employees other than those engaged in retail and service enterprises operating in one state.

It does not affect the \$1.25 per hour provisions of the Kennedy bill. It will provide total new coverage, according to the labor department, of 3,800,000 persons earlier, the Senate had indicated that some form of wage bill will clear the body by defeating, 56 to 39, an amendment by Senator Holland (D., Fla.) which would have added fewer than 300,000 workers to present coverage.

On Thursday the Senate will devote one hour to debating the 40-plus amendments offered by a number of Senators. It will give two hours each to the Monroney proposal and to another substitute bill offered by Senator Prouty (R., Vt.). Prouty's measure would specifically cut about 1,000,000 workers from the committee-approved Kennedy bill's scope, would

sharply restrict the definition of "interstate commerce" for wage-hour purposes; cut the proposed pay floor to \$1.10 hourly with limited overtime pay for newly-covered workers; and retain the Kennedy bill's gradual rise to \$1.25 hourly for presently covered employees.

Senator Monroney, who has been in "constant running contact" with Kennedy's line-backers on the minimum wage bill, says that there is little difference in economic impact between his measure and that which will be found agreeable to the Democratic nominee tomorrow.

It is understood that Senators Anderson (D., N.M.) and Smathers (D., Fla.) will offer a bill to exclude all employees of automobile dealers and all hotel and restaurant employees (including chains) for an additional 701,000 exempt employees.

Monroney sees the big difference between the proposals as "philosophical." He would leave the present interpretation of the meaning of "interstate commerce" unchanged while it would be radically broadened by the Kennedy measure. The Monroney proposal is apparently unacceptable to Kennedy. Nevertheless, Monroney believes that his proposal is "getting pretty close to the magic 50" votes that would be a working majority in the Senate.

## Coast and N. Y. Museums Considering Exchange Plan

From THE DAILY Bureau

HOLLYWOOD, Aug. 17. — Sidney Solow, chairman of the archives committee of the Hollywood Motion Picture and Television Museum Commission, will leave here Monday for New York, where he will confer with executives of the Museum of Modern Art on plans to exchange material between the two institutions.

## Bergen House

(Continued from page 1)

O'Grady, noted that in the first four weeks of operation 30,000 patrons have visited the deluxe house to see Columbia Pictures' "The Mouse That Roared," which has been holding over since the premiere.

O'Grady expressed great satisfaction on behalf of the center and the merchants with the presence of the theatre. He forecast that shopping centers of the future would definitely include provisions for theatres.

Among those in attendance were: Charles B. Moss, Larry Morris, Jerry Sager and Hal Royster of the B. S. Moss Circuit; Leon Brandt, Jack Ellis, George Roth, Ira Michaels, Lester Schoenfeld and Phil Levine, representing the foreign film distributors.

## America Corp.

(Continued from page 1)

All assets of Pricemetal Corporation were purchased, but the price was not disclosed.

The two new companies are Pathe Sound Services, Inc. of New York, a wholly-owned unit of Pathe Laboratories, Inc., another America subsidiary, and Pathe-DeLuxe of Canada Ltd., a jointly-owned company established in Montreal by Pathe with DeLuxe Laboratories, Inc., a subsidiary of Twentieth Century-Fox Film Corp.

### Purchased Shelly Films, Ltd.

Pathe-DeLuxe of Canada, which is 50 per cent owned by Pathe, purchased all assets of Shelly Films Ltd. of Montreal, a Canadian processor of motion picture and television film.

America Corporation is a diversified holding company with subsidiaries in the motion picture and TV film processing, metal products and gas utility fields.

## Allied Joins

(Continued from page 1)

more than 2500 members for the 1960 conclave, Kirsch said.

The program, currently in the formative stages, will include a series of distinguished speakers, forums, clinics and workshops. Specially planned entertainment features for the delegates and their wives will be added to the four-day schedule of events.

## CREST STUDIOS, INC.

is pleased to announce the  
appointment of

## JOSEPH G. AURRICHIO

as

## PRESIDENT

and the formation, under Mr. Aurrichio's direction,  
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# SEPTEMBER STORM

## Takes San Diego By Storm!

**"SEPTEMBER STORM at the California Theatre not only introduces a new film process, but takes the viewer on an idyllic three-dimensional voyage on the blue Mediterranean Sea!"**

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 AND  
**COLOR BY DELUXE**

SO LIFE-LIKE THAT IT COMES MIRACULOUSLY ALIVE ALL AROUND YOU... AND RIGHT BESIDE YOU... AND DIRECTLY IN FRONT OF YOU!

YOU SEE IT WITH SPECIAL VIEWERS... scientifically designed by master craftsmen!



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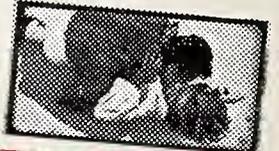
YOU have fun, relax as never before on the sunlit tropical beaches of fabulous Majorca!



YOU cringe in fear as a raging hurricane engulfs you!



YOU feel the lips of a beautiful girl brush your own!



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STARRING JOANNE DRU · MARK STEVENS · ROBERT STRAUSS · ASHER DANN · BYRON HASKIN · W. R. BURNETT  
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**Get set for a new box-office dimension with SEPTEMBER STORM!...**

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# MOTION PICTURE DAILY

88, NO. 35

NEW YORK, U.S.A., FRIDAY, AUGUST 19, 1960

TEN CENTS

## State Tally 52-34

### Pay Bill Voted; Film Theatres Still Exempt

#### House-Senate Committee Write Final Version

By E. H. KAHN

WASHINGTON, Aug. 18. — The late today adopted, by a vote of 52-34, a drastically modified version of the minimum wage bill sponsored by presidential candidate John F. Kennedy (D., Mass.).

The measure provides for an even increase in the pay floor to \$1.25 an hour. However, in its final version, as passed today, almost 2,000,000 fewer workers are brought under the measure's umbrella than was originally recommended by the Senate Labor Committee. Employees of motion picture theatres continue to be exempt from both the House and the Senate

versions. This means that the final version of the bill was written by a joint House-Senate committee. (Continued on page 4)

### Wimpis to Aid Dallas Blind Children Unit

Special to THE DAILY

DALLAS, Aug. 18. — The Dallas Motion Picture Industry will have as one of their projects this year the equipment of the kitchen in the building erected in memory of the late John O'Donnell by the Variety Club Home Services for Blind Children, announced by Miss Marie Powell, president. The kitchen, which will be completed by the end of the year. (Continued on page 4)

### Branch Managers Attend Coast Meet

The Twentieth Century-Fox, continuing its policy of inviting branch managers from all over the field to sit in on top-level management and sales discussions in New York and at the studio, has made arrangements for Ray Schmertz of the New York office, and Tom McCleaster of the Los Angeles office. (Continued on page 4)

VISION TODAY—page 4

### ACE to Shape Organization Plan For New Production Unit Next Week

The executive committee of the American Congress of Exhibitors is scheduled to meet within a week to begin drawing up plans for organizing and launching its projected new exhibitor-sponsored production company.

#### McWilliams to Handle 'Pepe' Adv.-Pub. Unit

Harry K. McWilliams has been named national director of advertising and publicity for the George Sidney International-Posa Films International Production, "Pepe," it was announced yesterday by Jonas Rosenfield, Jr., Columbia Pictures executive in charge of advertising, publicity and exploitation.



Harry McWilliams

McWilliams will head a special unit which is being set up to handle the world wide promotion of the film, which will be world premiered in New York and Los Angeles during Christmas week on a roadshow basis. McWilliams will work closely with Jerome Safran, who earlier this week was named national sales coordinator. (Continued on page 2)

### Red Skelton Plans Studio Expansion; Outlines Slate of 5 Theatrical Films

By SAMUEL D. BERNIS

HOLLYWOOD, Aug. 18. — Plans for a multi-million dollar reconstruction and expansion program for Skelton Studios in Hollywood were outlined today by Red Skelton at a large press conference at the studio.

Skelton also disclosed plans for the production of five motion pictures for theatrical release which will keep him occupied in addition to his television activity. The five films, based on Skelton's own original stories, the first of which will be "The Trunk," a show business story which rolls in November, will include "Kasa-San" (Mr. Umbrella), "The Great Wilburspoon," "Eight Pretty Girls" and "Cross-Country Spree."

Five television series will be produced, comprised of "Adventures of Marco Polo," "Society As I See It," "20 Years in Sing Sing," "Flight from

Justice" and "Adventures of Junior." Skelton disclosed further his plans for two special Christmas shows, one in which he plays Rip Van Winkle, the other "The Real Story of Christmas," with research material supplied by Father Bates and other experts of Vatican City.

In his newest role as studio head, the television and motion picture star stated that an overall sum of \$2,500,000 will have been expended by early October in the acquisition of the former Charles Chaplin studios plus

preliminary talks already have been held by ACE officials with interested banks with the result that assurances have been obtained that loans in the form of revolving funds up to three times the amount of cash which ACE succeeds in raising will be advanced by the banks, should the executive committee elect to adopt that method of financing.

Also to be considered is whether to oversubscribe by independent circuits of the third million dollars of financing for the new company. The first \$2,000,000 was subscribed by the five major circuits. (Continued on page 2)

### ABC Vending 6-Month Earnings Reported Up

ABC Vending Corporation's earnings for the first 26 weeks ending June 26 totalled \$906,582—an increase of \$25,857 over the first six months of 1959, Benjamin Sherman, chairman of the board, reported yesterday. Net income per share of common stock came to 79 cents this year compared with 77 cents for the same period in 1959.

Sales and other operating revenues totalled \$1,100,000. (Continued on page 4)

## TOA Bulletin View

### More Product Seen Building Attendance

#### Cited as Stressing Value Of Production by ACE

An adequate supply of pictures is reflected in good theatre attendance and, conversely, insufficient product results in a depressed box office.

This is the conclusion drawn by Theatre Owners of America's current membership Bulletin which relates the drop in attendance last spring to a shortage of releases and the July-August upturn to the availability of product in both quality and quantity.

The argument is employed to underline the exhibitors' need for the new production company sponsored by the American Congress of Exhibitors. (Continued on page 3)

### Graff, Tabakin Head New Divisions at NTA

Realignment of National Telefilm Associates sales operation into two main divisions was announced yesterday by Oliver A. Unger, NTA president. Under the new organizational structure, sales will be divided into Eastern and Western divisions with home offices in New York City and Beverly Hills.

Heading up the Eastern Division will be Robert Graff and Tabakin. (Continued on page 3)

### Sees IA's Post-'60 Demands Slowing Sales

Theatre Owners of America's current Bulletin to members holds out the hope that IATSE's announced demand for twice what the companies granted the Hollywood guilds from residuals on post-'60 film sales to television, could be a deterrent to the sale of those films.

IA, it points out, could ask for as much as 12 per cent of the gross sales amount received from post-'60 sales, since the guilds will get between four and six percent, after deduction of 40 per cent for distribution.

## PERSONAL MENTION

**ARNOLD M. PICKER**, United Artists vice-president in charge of foreign distribution, and **ALFRED KATZ**, foreign division manager, will leave New York today for the Far East, where they will confer with company sales and promotional officials on UA product for the coming year.

**JAMES V. FREW**, Southern district manager for Continental Distributing, Inc., Atlanta, left there early this week for the Oakhurst, N. J., sales meeting of the company.

**R. M. "DICK" KENNEDY**, operator of a theatre circuit in Alabama and Tennessee, has returned to his Birmingham headquarters following a business trip through those states.

**SANFORD GILLMAN**, son of **IRVING L. GILLMAN**, of the Columbia Pictures advertising-publicity department, will be married on Sunday to **ARLENE LORRAINE LAVIN** at the Rego Park Jewish Center.

**JOHN BOYD**, operator of the Dixie and Hiway 50-Drive-in, Lewisburg, Tenn., has entered a hospital in Nashville for surgery.

**MRS. AL KALBFELD** has given birth here to a son, **RICHARD MICHAEL**. Father is with the M-G-M special services staff.

### 'Psycho' Sets All-Time Record at Loew's Here

Alfred Hitchcock's "Psycho," in its opening on Wednesday, set a new all-time non-holiday record for a single day's gross for Loew's Theatres in the greater New York area, according to Eugene Picker, president. Reports from the 26 Loew's houses in Manhattan, Brooklyn, the Bronx, Queens and Westchester playing "Psycho" revealed that combined opening day receipts were \$72,453.

"This gross is the largest in the history of the 26 Loew's neighborhood theatres showing the picture," Picker said. "It is 23.5 per cent higher than the previous all-time, non-holiday record-holder, 'The Greatest Show on Earth'."

All Loew's theatres, as well as all other New York neighborhood theatres currently presenting "Psycho" are strictly enforcing the "no one admitted after the start of the picture" presentation policy.

## ACE to Shape

(Continued from page 1)

public financing, such as a stock issue, should be undertaken in preference to a bank loan. This, entailing registration with the Securities & Exchange Commission, would be the only method of soliciting the financial participation of exhibitors generally and individually. Like other decisions preliminary to formal organization, it is being left to the executive committee of the organization to decide.

ACE officials say they hope to see the new company in full operation early in the new year.

### Film Executives on Committee for Kennedy

From THE DAILY Bureau

WASHINGTON, Aug. 18.—A number of motion picture and related industry figures are members of the newly-formed national committee of business and professional men and women for John Kennedy and Lyndon Johnson.

The group includes Robert S. Benjamin, chairman of the board, United Artists Corp.; Frank M. Folsom, chairman of the executive committee, Radio Corp. of America; and John I. Snyder, Jr., director of M-G-M.

### Ringsdorff Names Cullen

EAST McKEESPORT, Pa., Aug. 18.—Ringsdorff Carbon Co., manufacturers of Diamond carbons, has appointed John Cullen, Jr., as sales engineer for the Southern and Midwestern states. He will make his headquarters in Memphis.

## Department of Commerce Statistics Show Gains for Film Industry in '59 Over '58

Total gross of the motion picture industry for 1959 was \$1,278,000,000, which was a substantial increase over the \$1,168,000,000 registered in 1958. The figures come from the Department of Commerce in its July "survey of current business" and are published in the current Theatre Owners of America's Bulletin.

Statistics in other categories are as follows:

ITEM	1956	1957	1958	1959
Gross Revenue	\$1,228,000,000	\$1,120,000,000	\$1,168,000,000	\$1,278,000,000
Pay of Employees	\$800,000,000	\$795,000,000	\$756,000,000	\$789,000,000
Full Time Employees	197,000	187,000	172,000	168,000
Average number of full and part-time Employees	224,000	213,000	196,000	191,000
Average earnings, full-time Employees	\$3,909	\$4,075	\$4,209	\$4,488
People engaged in production	206,000	196,000	181,000	171,000
Corporation profits before taxes	\$43,000,000	\$4,000,000	not avail.	not avail.
Federal & State Taxes	\$59,000,000	\$42,000,000	not avail.	not avail.
Corporation profits after taxes	\$16,000,000	\$38,000,000	not avail.	not avail.
Net Dividends Paid	\$34,000,000	\$28,000,000	not avail.	not avail.
Corporation depreciation charges	\$129,000,000	\$135,000,000	not avail.	not avail.

## N.T. Would Re-Acquire Boulder, Colo., Theatre

From THE DAILY Bureau

WASHINGTON, Aug. 18.—National Theatres and Television, Inc., has asked the Justice Department for permission to re-acquire a theatre in Boulder, Colo., of which it was divested in accordance with the terms of an anti-trust decree. A hearing on the question is likely to be held late in September before Judge Palmieri in New York City.

National Theatres formerly had two first-run houses in Boulder, one downtown and the other about a mile away near the University of Colorado campus. It disposed of the one near the campus, which is being used for non-theatrical purposes. The downtown house, which it retained, has burned. It seeks to re-acquire the building near the campus for its local first-run outlet.

### Not Now Used as Theatre

In the past, Justice Department attorneys have taken the position that a theatre, once divested, could not be re-acquired as a substantial equivalent to another theatre. There is some question, apparently, as to whether the Boulder case comes under this rule. It is not now in use as a theatre, and its reconversion to theatrical purposes may be considered, for practical purposes, to be virtually the same as establishing a new theatre.

### 'Electronic' Bow Set

Columbia Pictures' "The Electronic Monster" will have its New York opening on Wednesday at the Fabian Fox Theatre in Brooklyn. Also on the bill will be Columbia's "Battle in Outer Space."

## 'Song' Week Gross Is Record at Hall

William Goetz' "Song Without End," the story of Franz Liszt, grossed \$203,641 in its first week, the second-highest figure for an opening week in the 27-year history of the Radio City Music Hall, according to Russell V. Downing, president of the showcase.

The business for "Song Without End" is the largest single-week office figure for a Columbia picture.

## McWilliams

(Continued from page 1)

for "Pepe." McWilliams will also coordinate his activities with Robert S. Ferguson, Columbia's national director of advertising, publicity and exploitation and his staff.

Returning to Columbia, where he served as advertising and public relations director for Screen Gems as exploitation director for the parent company, McWilliams brings 25 years of experience in the entertainment field to his new post. He entered the business as a neighborhood theatre manager and later joined Paramount-Public Theatre circuit as theatre advertising manager in a number of cities. In 1935, he became a member of the Major Bowes Amateur Hour Staff.

His most recent affiliation with that organization was as president and general manager of the program in Mexico and South America in 1957.

McWilliams recently completed assignments as coordinator of advertising, publicity and promotion for Samuel Bronston's "King of Kings" and the 1960 Academy Awards presentation.

### Spero to Atlantis

Atlantis Films, Inc., has announced the appointment of Harold L. Spero as general sales manager. Spero, formerly associated with Presco Films, Inc. He will set the sales policy for the company and personally control the distribution of the new Atlantis package, "Prisoners of the Congo," "The Amazing Mr. Callaghan."

## NEW YORK THEATRES

**RADIO CITY MUSIC HALL**  
Rockefeller Center • CI 6-4600  
**"SONG WITHOUT END"**  
THE STORY OF FRANZ LISZT starring  
**DIRTY BOGARDE** as Franz Liszt  
A COLUMBIA PICTURE in CinemaScope & Eastman Color  
ON THE GREAT STAGE "FESTIVAL"

## Skelton Studio

(Continued from page 1)

Building of sound stages and development of additional physical facilities.

The three-acre plant in the heart of Hollywood contains three sound stages which provide 25,700 square feet of stage space. Sound Stage One is being converted into an audience seating 300 people, in addition housing an orchestra and production crews, according to Skelton.

## Gaff-Tabakin

(Continued from page 1)

Will be E. Jonny Graff, while Berne Tabakin will be in charge of the Western operation. Both executives are vice-presidents of NTA. Both Graff and Tabakin will report directly to the manager, who will continue to supervise all NTA sales activities.

The organizational change was prompted by the recent move of NTA's sales headquarters to New York City. Both divisions will handle the phases of programming sales. The change will not affect NTA regional offices or personnel.

"We will continue to maintain our offices in major television centers," Graff said. The Mississippi River will be a dividing line for the territories handled by the divisions.

The new sales structure will be put into operation with concurrent sales discussions today and tomorrow in New York City and Beverly Hills. Discussions of plans for the new selling season.

## 'Bounty' Starting Set

HOLLYWOOD, Aug. 18. — After more than two years of preparation, M-G-M studio head Sol C. Siegel, producer Aaron Rosenberg and director Carol Reed have set Nov. 1 as the official starting date for "Mutiny on the Bounty." With Marlon Brando leading a large international cast, the la Pictures production will go before the cameras in Tahiti. Almost the entire film will be made on that island in other South Sea locales.

## 'Miss Prowse for 'Athens'

HOLLYWOOD, Aug. 18. — Juliet Prowse has been assigned a co-starring role with Katrina Paxinou in the Robert Lippert-20th Century-Fox "It Happened in Athens," it was announced today by Robert Goldstein, executive producer at 20th-Fox. James S. Elliott, director, and Ames Marton, who will produce, leave this week for Athens and Rome to set location filming for the picture.

## Columbia Buys 'Warm'

HOLLYWOOD, Aug. 18.—Samuel Briskin, Columbia's vice-president in charge of West Coast activities, announced the studio has purchased screen rights to "The Warm Peninsula," play by Joe Masteroff. The property has been assigned to Robert Cohn Productions for filming next as one of the company's most important undertakings.

## REVIEW:

### As the Sea Rages

Szokoll—Columbia

THE USE OF international casts has assumed increasing importance on the global film level. In the case of this Carl Szokoll production, the presence of American and European players, against the symbolic background of Grecian Isles—vividly caught in black-and-white—brings a rousing romantic story to cinematic terms with poignancy, perception and pathos.

Given the proper exploitation approach—and there's a host of past like attractions spelling out ideas galore—the Columbia release may well emerge as one of the brightest vehicles of the late summer-early fall season.

First and foremost, the cast headed by Maria Schell, Cliff Robertson and Cameron Mitchell, goes a long, long way to convey a feeling of urgency, amid bitter isolation, in the Jeffrey Dell-Jo Eisinger screenplay, based on the original German of Walter Ulbrich, from the novel, "Raubfischer in Hellas," by Werner Helvig. Horscht Haechler's direction, starting slowly, builds vividly to the bittersweet ending, encompassing the full gamut of emotions.

Robertson, at loose ends, arrives in a small Greek seaport determined to spend his life peacefully fishing. He wants no more of commercial shipping and would like to dawdle along under cloudless skies, encountering no permanent entanglements. A girl (Miss Schell) arrives with a fishing crew headed by one-eyed brute (Mitchell), only to scuffle with women in the market-place.

GOOD-NATUREDLY, the now sodden Robertson plunges into the feminine fray, only to lose his wallet. To give chase, he must ship on a fishing trawler as engineer.

His quest for the elusive fishergirl takes him to lonely, barren wastes of a brooding island dominated by Mitchell. In the process Robertson learns that Mitchell harbors a deadly grudge against commercial trawlers because of their alleged invasion of his personal fishing grounds. To get even, Mitchell thinks little of tossing dynamite sticks at incoming motor-driven craft.

The girl and the newcomer soon fall in love, but their romance is cluttered by Mitchell's possessive treatment of Miss Schell. The latter finally resolves to break away from his domination and head for the open seas with Robertson.

Before this can happen, Robertson engages in a fatal knife battle with Mitchell in a deserted church yard. The victor Robertson is about to leave with Miss Schell when he learns of the plight of Fritz Tillman's commercial trawler (on which he had shipped out to the island initially). In the act of attempting to save Tillman, Robertson goes to his watery death.

At the fadeout, Miss Schell participates in a grim death dance with fellow island women; she realizes now that she never will leave this atmosphere, never find the long-sought-for peace with the man of her heart.

Photographic effects, by Kurt Hasse, are superb. Dubbing into English is adequate enough.

Running time, 75 minutes. Release, in September.

A.M.W.

## Ornstein, Widem Talks Set for Drive-in Meet

Special to THE DAILY

HARTFORD, Aug. 18. — Sperie Perakos, general manager of Perakos Theatre Associates and president of the Connecticut Drive-in Theatres Association, has added William Ornstein, industry publicist-writer, and Allen M. Widem, amusements editor of the *Hartford Times*, to the speakers program for the Connecticut drive-in meeting at Sanford Barn, Hamden, on Aug. 23.

Charles Kurtzman, of Loew's Theatres, Inc., New York, will discuss the campaign for the Will Rogers Hospital.

Through the courtesy of Columbia

## 'The Bellboy' Opens In 29 Detroit Houses

Special to THE DAILY

DETROIT, Aug. 18.—Paramount's release of Jerry Lewis' "The Bellboy" has opened here simultaneously at a downtown first-run theatre, 14 neighborhood houses and 14 drive-in operations in the area, a massive saturation such as has been recorded only once before in the history of the industry here. That was the Michigan premiere of "Duel in the Sun" on Aug. 17, 1950.

Pictures, "Song Without End," the story of Franz Liszt, will be screened, following the meeting, in the Stanley Warner screening room, New Haven.

## More Product

(Continued from page 1)

tors, and for other new sources of product.

The TOA Bulletin points to a Sindlinger & Co. report that June attendance dropped 21 per cent below June, 1959, and that the cumulative attendance for the first six months of 1960 was five per cent below the 1959 first half.

"A review of releases in the April through June period, which shows a scarcity in numbers as well as a paucity of big pictures, makes the fall-off understandable," the Bulletin asserts. "However, the summer releases—27 pictures in July and 19 in August—gave theatres a real shot in the arm," it adds.

### Looks to Next Year

On the production situation, TOA says major companies started only 87 pictures from the first of the year through mid-August, which it says is 27 fewer than for the same period last year, and is equivalent to a 20 per cent decrease. Projecting this production record into 1961 releases, it says the situation could mean a total of only 184 releases next year.

The bulletin says the major companies have scheduled "starting dates for only nine more pictures" at this juncture.

"The need for exhibitor effort to get more pictures made was never more apparent," the Bulletin concludes.

## Gould MPA Ad-Pub Coordinating Head

Joseph Gould, Paramount Pictures advertising manager, has been appointed chairman of the advertising coordinating group of the Motion Picture Association of America's advertising and publicity directors committee.

Announcement of the appointment was made by Martin S. Davis, chairman of the advertising and publicity directors committee, who had previously held the post now succeeded to by Gould. This is the first appointment made by Davis since being elected chairman of the committee earlier this month.

## Buy Theatre Interest

DETROIT, Aug. 18.—Edward Shuman of Chicago and William Flemion of this city have purchased the one-third interest of Al Dezel in the Studio Theatre here. Shuman operates art houses throughout the country and was also a partner with Flemion in the former World Theatre. Dezel is a former distributor. His wife operates the Coronet Theatre.

## 'Ben-Hur' Repeats

Just as it did at the recent Cannes Film Festival, Metro-Goldwyn-Mayer's "Ben-Hur" will open this year's Venice Film Festival. The Academy Award-winning production will be shown "out of competition" on Aug. 24. The film was exhibited in similar category at Cannes.

# Television Today

## Skelton Shows His Red-Eo-Tape Units

From THE DAILY Bureau

HOLLYWOOD, Aug. 18. — At a cost of \$1,000,000, completion of Red Skelton's new Red-Eo-Tape mobile television units was demonstrated by Skelton today at a large press conference held at the Skelton Studios, where the units were put on display for the first time.

Skelton stated best description of the Red-Eo-Tape mobile television units was "a complete and large-scale television studio on wheels, one which employs color and black and white tape and film."

### Can Travel Anywhere

Conceived by Skelton and engineered by Robert Cobler, Skelton Studios chief engineer, and Rupert Goodspeed, studio director of technical operations, the million-dollar units comprise probably the most modern and complete mobile TV units ever assembled. These will not only serve Skelton Studios, but can travel virtually anywhere for the purpose of location shooting.

## Jesse Sabin Dies at 53

Jesse Sabin, 53, cameraman for NBC News for the past 12 years, died yesterday at his home in Brooklyn following a protracted illness. A veteran in his field, Sabin had traveled with President Eisenhower on his recent South American good-will tour.

A native New Yorker, Sabin had been a cameraman and foreign editor for "News of the Day," from 1926 through 1942, when he entered military service, and from 1945 to 1947. He joined NBC News as assignment editor and photographer in 1948.

Sabin is survived by his wife, Charlotte, and daughter Margery, 14.

## Karp Joins ABC-TV

Marshall H. Karp has joined the ABC Television Network as an assistant daytime sales manager in a further expansion of the network's daytime sales department, it was announced by Edward Bleier, vice-president in charge of daytime TV network sales. Karp's appointment follows that of Peter Reinheimer, who was named an assistant daytime sales manager July 28.

## RCA Elects Watts

Election of W. Walter Watts as chairman of the board and president of the RCA Sales Corporation—posts he assumes in addition to his responsibilities as RCA group executive vice-president—was announced here following a meeting of the sales corporation's board of directors.

## 'New York Ledger' Set as NBC Entry

"The New York Ledger"—an hour-long series of "suspenseful stories about believable people caught in the drama and excitement of contemporary big city life"—will be produced by the NBC Television Network for presentation in prime evening time during the 1961-62 season. David Levy, vice-president, programs and talent, NBC Television Network, announced the new project.

Created within the NBC Program Development Department by Ross Donaldson, director of creative services for NBC, "The New York Ledger" will give an authentic but fictional treatment to the ever-changing stories and situations of cosmopolitan New York City as reflected on the pages of a mythical New York daily newspaper, The Ledger.

### Will Have Guests

The series will have two permanent stars—in the roles of a veteran columnist dedicated to chronicling the warm, human side of the city and its inhabitants and of a young, able general assignment reporter with the entire city on his feature beat. Each episode will have a major guest star, portraying a resident or transient in New York caught in a poignant or suspenseful situation.

## Abbot, Schneider Leave For Coast on 'Special'

Producer Mike Abbot and director Dick Schneider leave here today for the West Coast to begin shooting on "The Eleanor Roosevelt Special" for Talent Associates. The one hour "special," slated for NBC-TV Oct. 7, is a new version of last year's successful show and will again include many of the entertainment world's top talents.

### Two Weeks for Shooting

Shooting is expected to take two weeks and will include segments shot in Chicago and Washington, D. C., as well as Hollywood.

## B-V Group to Coast For Promotion Meet

A delegation of Buena Vista home office executives and department heads will leave here for the Coast over the weekend to discuss promotion plans for the company's three Christmas to Easter releases with Roy Disney and E. Cardon Walker.

## Burkett in Alpha Post

HOLLYWOOD, Aug. 18.—James S. (Sam) Burkett has been appointed general manager of Alpha Distributing Corp., it is announced by Gordon K. Greenfield, president of America Corp., Alpha's parent company.

## 'Stars' Capital Bow to Aid Army Distaff Foundation

From THE DAILY Bureau

WASHINGTON, Aug. 18.—Columbia Pictures' "I Aim at the Stars" will have its U.S. premiere at Loew's Palace Theatre here on Sept. 28. The film-biography of rocket expert Werner von Braun will be premiered as a benefit for the Army Distaff Foundation, a charity for widows of Army officers. President and Mrs. Eisenhower have high honorary posts with the foundation.

## Fox Managers

(Continued from page 1)

of the Dallas office to fly to Hollywood for the weekend sessions which begin tomorrow.

In another new arrangement, Hal Marshall, the company's regional advertising-publicity manager in the Philadelphia-Washington, D. C., district, will also attend the meetings. He is the first ad-pub manager to be invited to contribute his views at these executive planning meets.

### Spyros Skouras Chairman

Twentieth-Fox president Spyros P. Skouras will chair the discussions, attended by interim production head Robert Goldstein, International Corp. president Murray Silverstone, 20th-Fox vice-president Joseph Moskowitz, treasurer Donald Henderson, vice-president, Charles Einfeld, general sales manager C. Glenn Norris, assistant general sales manager Martin Moskowitz, and exploitation director Rodney Bush.

## ABC Vending

(Continued from page 1)

for the first 26 weeks of 1960 amounted to \$30,810,161, as compared with \$29,748,608, an increase of \$1,061,553 over the comparable period for 1959.

While weather conditions in many sections of the country adversely affected sales of food and beverages during the first half of 1960 Sherman said, "ABC Vending had successfully negotiated a number of promising new contracts in industrial plans which it is expected will show favorable results during the second six months of the year."

Included in net income after taxes for the 26 weeks ended June 26 are expenses involved in funding the employees pension and executive-retirement plans applicable to the period. There were no corresponding expenses in 1959. Stockholders had approved the plans at the annual meeting held on April 27 this year.

## 'Time' Has Big Day

"The Time Machine" broke the house record for opening day of a continuous run picture at the Warner Theatre here when it did \$7,275 on Wednesday, according to M-G-M.

## Pay Bill Vote

(Continued from page 1)

ate conference committee. Observer think that there is a good chance this group will not make any changes in the coverage approved by the Senate, but will reduce the statutory minimum wage to \$1.15 or \$1.20 hourly.

Prior to final passage, the Senate overwhelmingly (88 to 8) approved a proposal to exempt more workers from the bill—employees of hotels, restaurants, most car dealers, and implement dealers. It also agreed to accept the doing of \$1 million in business as a test of being in "interstate commerce" for the law's purpose. This had been strongly opposed by conservatives and will doubtless prove to be a sticky point in the conference committee.

### Kennedy Aggreable

Democratic presidential nominee John F. Kennedy had indicated in floor debate that he was willing to accept the additional exemptions, though he was against them.

Earlier, by a narrow vote of 50 to 48, the Senate rejected a proposal by Senator Monroney (D., Okla.) to accomplish virtually the same reduction in coverage while retaining the traditional "interstate commerce" test. Kennedy also rejected an amendment by Senator Prouty (R., Vt.) which would have narrowed coverage and defined "interstate commerce" in a manner less susceptible to variation in individual circumstances.

## WOMPI to Aid

(Continued from page 1)

be housed in a \$40,000 structure expected to cost around \$1,000. The equipment, color schemes, etc., will be personally selected by the WOMPI group.

The Dallas Services for Blind Children was founded 11 years ago by Alfred N. Sack, Dallas exhibitor, and his wife, who operated the school at their home the first year.

The staff and volunteer workers will counsel with families of blind youngsters, teach mobility to cope with blindness, produce text books for use by visually handicapped children while cooperating with other agencies serving blind children. At present the organization is working with 156 children involving blind children in the Dallas area. The new building will provide offices for the Services' director and classrooms for the children.

## WOMPI Chairman

TORONTO, Aug. 18. — Florence Long, who is associated with General Sound and Theatre Equipment, Inc. here, has been appointed chairman of the seventh annual convention of the Women of the Motion Picture Industry, which will be held at the Royal York Hotel here Sept. 9 to 11.

Mrs. Mabel Guinan, WOMPI president, in naming Miss Long, pointed to her long service to the local chapter of the organization as president-director and a charter member.

# MOTION PICTURE DAILY

All  
the News  
That  
is News

Concise  
and  
to the  
Point



88, NO. 36

NEW YORK, U.S.A., MONDAY, AUGUST 22, 1960

TEN CENTS

## Only Two Now NT&T Plans Expansion in Drive-in Field

### Sites Under Study Present, Says Cantor

From THE DAILY Bureau  
LOS ANGELES, Aug. 21. — National Theatres & Television, Inc., on Monday announced plans for expansion in the drive-in theatre business. Company president B. Gerald Cantor stated that six drive-in theatre sites, located in key U.S. population centers, are being surveyed from legal and operational viewpoints. He pointed out that NT&T now operates only two drive-in theatres: one located in Las Vegas, and the second in Salt Lake City, and that the decision to examine possibilities of adding to the company's drive-in business was a result of a reappraisal of motion picture business.

Cantor noted that properly located theatres, established in new and growing areas, are being surveyed.

## SG Members Approve Revision-Actors Pact

From THE DAILY Bureau  
HOLLYWOOD, Aug. 21. — Membership of the Screen Actors Guild voted by better than 96 per cent majority to approve terms of the new collective bargaining contract covering actors in television entertainment film. It was announced on Friday by SAG president George Chandler. The pact was negotiated in joint bargaining sessions between guild and the Association of Motion Picture Producers and the Alliance of Television Film Producers.

## Senate Unit Approves Broadcast-Rein Bill

From THE DAILY Bureau  
WASHINGTON, Aug. 21. — The Senate Commerce Committee has approved favorably reported a bill designed to curb malpractice in broadcasting. The measure modifies a House-passed bill to eliminate a fixed percentage of local personnel.

## Confirm Deal for NTA to Distribute First Group of Post-'48 Fox Films

An agreement—long rumored—whereby National Telefilm Associates will distribute the first group of post-'48 20th Century-Fox pictures made available to television was confirmed at the weekend by Spyros P. Skouras, president of 20th-Fox, and Oliver A. Unger, president of NTA.

### UAA Acquires 26 More Post-'48s from U.A.

United Artists Associated has acquired 26 new post-1948 releases of United Artists for distribution to TV, it was announced at the weekend by Erwin H. Ezzes, UAA executive vice-president.

The pictures, known as "Boxoffice 26," include such films as "The Barefoot Contessa," "King and Four Queens," "Attack," "Bandido," "St. Joan," "Comanche," and "The Monte Carlo Story."

Ezzes said his company anticipated favorable reaction to the new pictures on TV because promotion campaign.

## Three Are Promoted in Columbia Publicity Dept.

The advancement of three members publicity department was announced at the weekend by Robert S. Ferguson, national director of advertising, publicity and exploitation.

John Newfield, currently serving as New York newspaper and syndicate contact, has been named to handle national magazine publicity, re-

## Greece Plans Annual Cinema Week for Purpose Of Attracting More Producers To Film There

Special to THE DAILY

ATHENS, Aug. 18 (By Air Mail)—A permanent annual "Cinema Week," with the participation of foreign stars and motion picture leaders, will be instituted by the Government of Greece, as one of the features of the well-known annual Salonica (Greece) Fair. The annual event will aim at encouraging the local cinema industry and attracting more producers to shoot films locally.

According to a new bill to be tabled in Parliament soon, foreign producers will get 35 per cent of the gross income on each picture shot in Greece and customs duty on film equipment will be cut from 35 to 7 per cent ad valorem. Local (Greek) banks will be authorized to grant loans to producers; film personnel will get insured; new motion picture people will be trained; script-writers, directors and technicians will get awards; "red tape" will be erased; and no foreign producer shooting a film in Greece will be compelled to use a fixed percentage of local personnel.

### Compo Report

## Ticket Taxes In 70 Areas Ended in '59

### Tax Reductions Effected In 16 Other Localities

The Council of Motion Picture Organizations' annual survey of local admission taxes, made public at the weekend by Charles E. McCarthy, executive secretary, shows that 70 local taxes were repealed and 16 reduced during 1959.

As of January 1, 1960, there were approximately 331 such taxes still in effect, as compared with 538 in January 1, 1956, when Compo began its first survey.

At least 18 local admission taxes in Tennessee were dropped July 1, 1959, by an act of the Senate Legislature revoking the law which granted municipalities the privilege of imposing such taxes.

## 'Spartacus' Meetings Start Here Wednesday

Universal Pictures will hold a series of orientation meetings here this week on the road-show merchandising of "Spartacus," with field personnel assigned to early engagements joining East and West Coast executives, it was announced at the weekend by David A. Lipton, vice-president in charge of advertising and publicity, who will attend.

The meetings, to be held at the Ambassador Hotel, Los Angeles, Sept. 13-16, Albert M. Pickus, TOA president, reported. The companies are:

## More Firms Sign Up For TOA Trade Show

Six more firms have signed to exhibit in the trade show to be staged in conjunction with the annual convention of Theatre Owners of America at the Ambassador Hotel, Los Angeles, Sept. 13-16, Albert M. Pickus, TOA president, reported. The companies are:

Savon Co., Paterson, N.J., concessions.

TELEVISION TODAY—page 5

## PERSONAL MENTION

JACK M. LEVIN, president of Certified Reports, is scheduled to return to New York today following a tour of his Southern offices.

HERB STEINBERG, Paramount studio publicity manager, will return to Hollywood from New York today.

ROBERT ARTHUR, who will produce the Universal-Seven Pictures film, "Come September," left Hollywood on Friday via the Polar route for Rome.

HALL BARTLETT, producer-writer-director of "All the Young Men" for Columbia, and his wife, ANA ST. CLAIR, who co-stars in the film, have arrived in New York from the Coast.

SUZY PARKER will return to New York aboard the "Liberte" today from Europe.

GEORGE PAL, producer-director of M-G-M's "The Time Machine," has returned to the Coast from New York.

MELVIN COOK, of American International Pictures, Charlotte, has returned there from Atlanta.

EDWARD LEWIS, producer for Bryna Productions, left Hollywood on Saturday for the Far East.

### Krasner on 'Kings'

Because of the extended convalescence of Franz Planer, stricken during the filming in Madrid, Spain, of Samuel Bronston's "King of Kings," Milton Krasner has been assigned to complete the cinematography of the M-G-M release. Krasner was assigned to the filming in Madrid when Planer was taken ill early in July. He will remain in Spain until completion of production, now scheduled for October.

## Trade Show

(Continued from page 1)

sions equipment and food products; Rex Specialty Bag Co., Long Island City, N.Y., food and confection bags and containers; R. L. Grosh, Los Angeles, stage and screen equipment, Scotsman Refrigeration, Los Angeles, ice-making equipment, California Pizza Crust Corp., Los Angeles, and National Theatre Supply Co., New York.

### Big Reception Given 'Porgy' in Copenhagen

Special to THE DAILY

COPENHAGEN, Denmark, Aug. 19 (By Air Mail).—Samuel Goldwyn's "Porgy and Bess," which had its Danish premiere at the 3-Falke Cinema here today, achieved in its Todd-AO roadshow presentations one of the most outstanding theatrical receptions ever accorded a film in this country. The Danish Royal family was represented by Princess Caroline, who attended along with the Prime Minister, the Foreign Minister and the Minister of Justice, and their wives. The United States was represented by the American Ambassador to Denmark.

Considerable excitement was added to the opening night performance by the presence at the theatre of the most important opera singers from "Porgy and Bess," who appeared in the Gershwin classic when it was on the Royal stage here. Leading social figures as well as some of the finest actresses of the Danish theatre also attended.

### NT&T Receives Funds For K.C. Station Sale

B. Gerald Cantor, chairman of the board and president of National Theatres & Television, Inc., at the weekend received \$9,750,000 to close the agreement by which a subsidiary of NT&T sold its Kansas City radio and television station property to Transcontinent Television Corp. Payment was made by David C. Moore, president of Transcontinent, at the offices of Marine Midland Trust Co. of New York.

The NT&T subsidiary, National-Missouri, TV, Inc., disposed of WDAF radio station, WDAF-TV television, and a construction permit for WDAF-FM. Included are property in both Missouri and Kansas. The new owner, Transcontinent, makes its headquarters in Buffalo, N. Y.

### Robert White Dies

PORTLAND, Ore., Aug. 21.—Robert "Bob" White, 73, long a well-known exhibitor of this area and former director of Independent Theatres of Oregon, died here following a long illness. He is survived by his wife and two daughters.

## 'Esther' World Bow in Chicago Mid-December

"Esther and the King," 20th Century-Fox film now winding up production in Rome, will have its world premiere in Chicago in mid-December, preceded by a two-month publicity campaign which will include mid-Western tours by the film's stars, Richard Egan and Joan Collins and director Raoul Walsh. The latter will bring the print to the city for a four-week opinion-makers screening program.

Patterned after the "Story of Ruth" exploitation campaigns used in 15 cities recently, the "Esther" campaign will also employ intensive television and radio spot sales and normal newspaper and other media advertising. Beginning Oct. 15, the two stars will drop in on Chicago a week apart for interviews and exhibitor conferences. They will appear on TV and radio shows and visit women's groups and high schools, in connection with the film's debut.

Director Walsh will follow the stars with the print of the film and will show it to editors of religious publications, church groups, ministers, newspaper editors, high school representatives and Boy and Girl Scout groups in the most extensive screening program the film company has yet employed in a campaign of this type.

"Esther and the King" will open in selected engagements for Christmas.

### Two Elected Eastman Ass't. Vice-Presidents

Special to THE DAILY

ROCHESTER, N.Y., Aug. 21.—Directors of the Eastman Kodak Company have elected two assistant vice-presidents—Richard B. DeMallie, general manager of the company's international division, and Thomas E. McGrath, general manager of Kodak's distribution center here. Both will retain their present responsibilities.

DeMallie, who has been with Kodak since 1924, is in charge of sales of Kodak photographic products to Kodak sales companies and export dealers in other countries. He has held this position since 1957.

McGrath, who joined Kodak in 1926, has been in charge of its distribution center since 1948. This is where all Kodak photographic products made in Rochester are warehoused for shipment to U.S. regional sales divisions and to overseas markets.

### 75,000 to See 'Wind'

More than 75,000 persons will attend the 53 simultaneous previews of Stanley Kramer's "Inherit the Wind" in key cities around the world on the night of Aug. 29, according to United Artists.

## Ticket Tax

(Continued from page 1)

ing such taxes. Knoxville, which operates under a special privilege revenue act, which was not repealed, remains the only municipality in Tennessee with a local tax on motion picture admissions.

"One of the most encouraging aspects of the local tax situation," McCarthy said, "is that with the exception of two cities in Alaska, which raised their local sales taxes applicable to motion picture admissions from 2% to 3%, Compo's survey has failed to reveal any new or increased local taxes on motion picture admissions."

### Urges Continued Efforts

McCarthy urged local exhibitors to continue their efforts for outright repeal of all local taxes on motion picture admissions, which he characterized as discriminatory and a serious threat to the existence of many small theatres.

While city and town officials are reluctant to give up admission tax revenues in the face of rising operating costs of municipal government, he said, this is not an insurmountable obstacle, as is shown by the successful efforts for repeal in such cities as Philadelphia, Pa.; Columbus, Ga.; Binghamton, N. Y.; Bethlehem, Pa.; Lancaster and Wilkes-Barre, Pa.; San Diego, Cal.; Rock Island and Moline, Ill.; Everett, Wash., and many other cities and the substantial local tax concessions obtained in New York City, Richmond, Va.; Cincinnati, Ohio, and scores of other cities and towns.

### Pledges Full Cooperation

"Exhibitors should not be discouraged," McCarthy said, "if their first repeal campaign ends in failure, many battles have been won through persistent efforts of exhibitors." "Compo," he added, "will continue to make available to local exhibitors opposing such taxes all the material available in its files and furnish whatever assistance it can to local committees."

### Riffle Named Lorraine Engineer and Advisor

Edward Lachman, president of the Lorraine Carbon Company, Boonton, N. J., has appointed Frank H. Riffle technical engineer and advisor. Riffle has long been associated with motion picture projection, with Erpi at Altce service, then with Motiograph from which he resigned to form his own firm, the Riffle Electronics Company.

In his position with Lorraine Lachman will aid in organizing a Technical Information Service available. Lachman states, to all projectionists and exhibitors without charge.

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national screen service

for the best in SPECIAL TRAILERS

**BIGGEST "SATURATION" GROSSES OF ANY M-G-M PICTURE!**

IN LOS ANGELES ...  
19 THEATRES

TOPS EVERYTHING FROM M-G-M  
IN MULTIPLE RUN BOOKINGS!

IN CHICAGO ...  
49 THEATRES

BIGGEST M-G-M GROSS OF 1960!

IN PHILADELPHIA ...  
46 THEATRES

MATCHING "PLEASE DON'T EAT  
THE DAISIES" GROSSES!

**FLASH!**—NEW YORK...  
WARNER THEATRE

OPENING DAY SETS HOUSE  
RECORD FOR CONTINUOUS  
RUN ATTRACTION!



METRO · GOLDWYN · MAYER  
presents A GEORGE PAL PRODUCTION

H.G. WELLS  
**THE TIME  
MACHINE**

STARRING  
ROD TAYLOR  
ALAN YOUNG  
YVETTE MIMIEUX  
SEBASTIAN CABOT  
TOM HELMORE

in METROCOLOR Screen Play by DAVID DUNCAN • Based on the Novel by H. G. WELLS • Directed by GEORGE PAL

# PEOPLE

George F. Kinzinger, manager of the Eastman Kodak Stores, Inc., of Milwaukee, has announced his plans to retire on Jan. 1 after 33 years with the company. He will be succeeded by Phillip E. Weider, manager of Eastman Kodak Stores in Salt Lake City, taking the Milwaukee post on Sept. 1, at which time Kinzinger will become consultant to the management until his retirement.

Henry A. "Hank" Linet, who retired from the industry two years ago after a lifetime of work in advertising, has been selected by the New School of Social Research to conduct a 15-week seminar this fall on the sociological aspects of advertising, the first course of its kind at the school.

Don Murray and Walter Wood, now in St. Louis for the filming of their production, "The Hoodlum Priest" for United Artists release, will be guests of the Missouri-Illinois Theatre Owners at that organization's Presidents Dinner, to be held at the Chase Hotel on Aug. 29.

Arthur Herzog, Jr., Detroit publicist and composer, has written a song, "God Bless the Child," which is sung by Pearl Bailey in M-G-M's "All the Fine Young Cannibals."

## 'Spartacus' Meetings

(Continued from page 1)

home office Wednesday through Friday, will be conducted by Jeff Livingston, the company's executive coordinator of sales and advertising. Attending from Hollywood besides Lippert, will be Stan Margulies, Bryna Productions advertising and publicity director.

Philip Gerard, Universal Eastern advertising and publicity director, along with Herman Kass, executive in charge of national exploitation; Paul Kamey, Eastern publicity manager; Jerome M. Evans, Eastern promotion manager; and home office advertising, publicity and exploitation staff members will also participate.

Also participating from New York will be Howard Newman, national director of field activity for "Spartacus," and Dick Weaver, who is handling the New York campaign. Ben Katz, Universal's Midwest advertising and publicity executive, who will be supervising the Chicago campaign will attend.

Field personnel covering early engagements who will attend the meetings include A-Mike Vogel for San Francisco; Maurice A. "Bucky" Harris and Mel Basel for Boston; Duke Hickey for Cleveland and Cincinnati; Dave Pollard for Washington and Baltimore; Robert Zanger for Philadelphia, and William J. Cornell for Detroit.

## NT&T Plans

(Continued from page 1)

ing communities and designed to meet changing pattern of family recreation, can compete successfully in the leisure time market.

Cantor said the plans of the company are not limited to developing of new theatres in areas in which NT&T is now operating, but include developments in any area where profitable theatre operations can be established.

## Four New Bookings for 'Song Without End' Set

William Goetz' "Song Without End," the story of Franz Liszt, has been booked into four key market areas during late September, it was announced by Rube Jackter, Columbia Pictures vice-president and general sales manager. In each playdate, promotional campaigns, patterned after the \$100,000 New York launching of the film, will be in effect.

The film will open at the Trans Lux Theatre in Washington, D.C. on Sept. 21. On Sept. 27, it will play the Warner Beverly Theatre in Los Angeles. The following day the film will have dual openings in Boston, at the Kenmore Theatre, and in San Francisco, at the Stage Door.

## Disney Names Reddy Public Relations Head

From THE DAILY Bureau

HOLLYWOOD, Aug. 21. — Joe Reddy, veteran publicity director for Walt Disney Productions, has been promoted to public relations head for the company, with Dick McKay, assistant advertising head, taking over the publicity directorship.

Under the realignment move for closer overall supervision by Card Walker, Vince Jefferds, merchandising manager, will move his headquarters here from the East.

## Fire Destroys Drive-In

SCOTTSBORO, Ala., Aug. 21.—Fire of undetermined origin destroyed the Tawasentha Drive-In Theatre, located just outside Scottsboro on U.S. 72. Owner Robert Word said the loss was estimated at about \$15,000, a small portion of which was covered by insurance.

## 'Usher' Booked Here

American International's "The House of Usher" will open on a multiple first-run in the New York metropolitan area on Wednesday, Sept. 14, in 111 theatres, which will include the RKO circuit, Skouras, Century, Randforce, Brandt, J&J and Interboro, among others.

## McQueen Re-Signed

HOLLYWOOD, Aug. 21. — Steve McQueen has been optioned by the Mirisch Co. for two additional pictures, the first to be "The Great Escape," Paul Brickhill novel which John Sturges will produce and direct.

## 100 'Machine' Dates Set for Labor Day

With more than 100 key engagements of "The Time Machine" set for Labor Day playdates, Metro-Goldwyn-Mayer has ordered additional prints. The picture had a record-breaking opening at the Warner Theatre here, and reports from 46 theatres in the Philadelphia area revealed grosses matching the business scored by "Please Don't Eat the Daisies."

Earlier, "The Time Machine" set the all-time MGM record for a multiple run engagement in 19 Los Angeles theatres and its engagement in 47 Chicago theatres attracted the top business for any MGM release this year. Other saturation engagements in the Carolinas and in Florida have also rolled up impressive grosses.

## Three Promoted

(Continued from page 1)

placing Martin Goldblatt, who is resigning to take a similar post at 20th Century-Fox. Bud Rosenthal, Columbia's trade press contact and news writer, will succeed Newfield as newspaper and syndicate contact. Charles M. Powell, most recently a copywriter in the advertising department, and formerly a member of the publicity department, will take over the trade press assignment.

All will serve under the supervision of publicity manager Hortense Schorr. Changes will be effective Sept. 6.

Newfield joined Columbia in January, 1956, and specialized in developing and handling special premieres and national star tours. Since 1958, he has served as press contact in New York. A graduate of the Yale Drama School, he was head of the Drama Department at Howard College for seven years. He was also producer and director of the Pelican Players summer stock company.

## Rosenthal Former Journalist

Rosenthal has been with Columbia since March, 1959, when he was named trade press contact and news writer. Previously, he served as associate editor of *The Independent Film Journal*. A graduate of Brooklyn College, he has completed course work toward a Master of Arts Degree at the New York University Graduate School of Arts and Science.

Powell, a member of Columbia's management trainee program, joined the company in September, 1959. His previous experience included editorial posts with the *U.S. Tobacco Journal*, the public relations department of The W. L. Maxson Corp., and the New York City Transit Authority. He is a graduate of the New York University School of Journalism.

## Chicago Likes 'Young'

CHICAGO, Aug. 21. — Hall Bartlett's "All the Young Men," a Columbia Pictures release, grossed a big \$6,201 in its opening day at the Roosevelt Theatre here. The figure equals the highest opening-day gross this year at the theatre.

## Senate-Passed Wage Bill Is Hailed by Sen. Kennedy

From THE DAILY Bureau

WASHINGTON, Aug. 21. — The Senate-passed version of the minimum wage bill has been hailed with "strong satisfaction" by Presidential nominee John Kennedy (D., Mass.).

Sen. Henry Jackson (D., Wash.), chairman of the Democratic National Committee, said it is the "first major achievement" of the reconvened Congress.

## Southern Asi

(Continued from page 1)

grams to express his "gratitude for financial cooperation" he has received.

First, it shall be his policy to produce two 30-minute color documentaries in the culture and customs of any country in which he makes a full length feature.

Second, he shall contribute 50 percent of the earnings from each feature in the country of its origin to set up scholarships. He said 70 percent of the funds would be allotted to native students and 30 percent to American students who wish to study in that country.

The Ministries of Education in the countries concerned will administer the funds, he said, adding: "I believe that clear communication between countries is the best deterrent to Communism. Motion pictures can contribute toward a better understanding of the Asian nations' problems."

## Brown Now Producer At 20th Century-Fox

From THE DAILY Bureau

HOLLYWOOD, Aug. 21.—Roland Goldstein, 20th Century-Fox studio head, has advanced executive studio editor David Brown to the rank of producer, in line with his policy of increasing studio production.

Succeeding Brown, who will assume his new position on Sept. 1, will be Ted Strauss, the company's New York story editor for the past three years. Selection of Strauss was made by Goldstein and Joseph Moskowitz, 20th-Fox vice-president, before the latter's departure for the home office over the weekend.

A new eastern story editor will be named shortly.

## Poller Named Ass't. To Crest Studio Head

Norman Poller has been appointed assistant to the president of Crest Studios, it was announced by Joseph G. Aurichio, president of the organization. Poller, formerly with Buena Vista as publicity manager, will be in charge of Crest's publicity service to the clients and the supervision of the company's general administration.

In the past, Poller was associated with RKO Pictures, Rank Films, L. Alber Associates and Jan Murray in executive positions.

# CAA Gets 26

(Continued from page 1)

ans on the more recent theatrical uses are still familiar to the public. In addition, he said, there has been unusual public interest in the '48s since the recent strikes in Hollywood.

CAA is currently distributing to over 1900 feature films, of which more than 100 are post-'48s.

# Pay-TV No Panacea for Industry, Says Corman

Special to THE DAILY

PHENS, Aug. 18 (By Air Mail)—Addressing a group of Greek exhibitors visiting the set where he is making "Atlas" for the Filmgroup, Rogger Corman said in response to questions on television competition in the United States, "Pay-TV, the pie-in-the-sky of today's film business, is not the panacea for what ails the motion picture industry.

Pay TV will be as competitive as the entertainment dollar as any other form of show business," Corman told the group. "In addition, there will be the competition with television that can be had for nothing. It may have momentary local successes because of novelty but theatre men should not dread it as putting an end to their business.

## Sees Spur to Ad Men

Don't believe the advertisers who are providing free television will still. They will become more competitive than ever with free products of better quality. The advertiser's equity will reach new heights if pay-TV becomes operational. Theatrical motion picture production also will become more competitive to pay-TV in the effort to get audience off its ottoman and into theatres.

As a spectre, pay-TV can have the effect of stimulation to more effort, better film quality. If it becomes real, it will find its own row hard to beat in competition. The principle of pay-TV will not be suspended by pay-TV. People will shop for what is available at a given time. Then they will shop for the most for their dollars. Freedom of choice will produce hits and flops, just as it does at all times. More pay-TV opportunities, the necessity for choice is involved.

## Emphasizes Gambling Angle

The dramatic bonanza of a \$20,000,000 gross in a single night is as far away from hard-nosed reality as the odds on finding uranium, which, in one way, did not last so long as the millionaire-maker. The fact that it could happen once in a great while allure otherwise sensible people to a never-never land of shouting.

They believe theatrical exhibition has nothing to fear from pay-TV than it now has. Exhibitors used to competition with television that competition cannot be eliminated but must be met with

# AROUND THE TV CIRCUIT

with PINKY HERMAN

STANLEY KRAMER's "Inherit The Wind," which will be nationally released by United Artists in the fall, will be spotlighted TVia NBC Sept. 4 when the "Edwin Newman Reporting" program will feature highlights of the famous "Scopes Trial" which took place at Dayton, Tenn., back in 1925 with William Jennings Bryan opposing Clarence Darrow. This event inspired the original Broadway play by Jerome Lawrence and Robert E. Lee from which the screen adaptation was written by Nathan E. Douglas and Harold Jacob Smith. . . . Johnny Farrar, student at University of Virginia and son of the famous Washington, D.C. author, Larston D. (Washington Lowdown) Farrar, took a part-time job at the RKO Keith's Theatre in Washington, managed by Quigley Award Winner Jerry Baker. Johnny wanted to learn the theatre business and at the same time SEE Movies FREE. So, for the past few weeks biz on "The Apartment" has been SRO and Johnny'll be lucky if he gets to see the next booking, "Elmer Gantry." Writes Johnny, ". . . but I'm not really disappointed because Mr. Baker has been so swell that I'm happy that his box office is so busy." . . . Vice prexy and general manager Robert Leder, of RKO General has announced that installation of NBCColor equipment is already underway and some time this fall a minimum of 144 hours of color films will be skedded over WOR-TV's "Million Dollar Movie" series, making this the first time an indie station in the New York area has offered color TV programming. . . . Phil Clarke, for years "Mr. Keen" of the great radio CBSeries (which may soon be seen on TV) has just completed a featured role in Screen Gems' "Manhunt." Clarke is one of the most brilliant thespians on the coast and if the "Mr. Keen" series does get past the planning stage, he should be the star of the TV version. . . .



In his luncheon speech at Detroit, held to commemorate station WWJ's 40th year on the air and on NBC affiliate, Robert Sarnoff revealed that in the past decade the number of radios in use almost doubled—from 85 million to about 156 million. . . . Allen (Popeye) Swift is writing a book of original children stories which he'll personally illustrate. . . . Tina Robin has signed to thrush for six weeks at Silverman's Broadway bistro Nov. 24. . . . Hal Leyshon flew to Hollywood for a quick business trip and returns to Gotham Wednesday. . . . L. Wolfe Gilbert flew in from the coast to attend the funeral of Paul Cunningham, former president of ASCAP. . . . Of special interest to arid areas of the world, three documented radio programs, "Arizona Water Story," have been prepared, will be broadcast over KPHO, Phoenix, Ariz. and made available for rebroadcasting by the "Voice of America." A low bow to Program Director Larry Burroughs of KPHO who was responsible for this fine endeavor, instigated by John Wiggin of the U.S. Information office and assisted by Stephen Shadegg and local farmers. . . . Trude Adams, 20th Century-Fox recording artist and frequently seen on the Ed CBSullivan show, starts an indefinite engagement at the Copa in Gotham Sept. 8. . . . Hume Cronyn en route to the coast to co-star with Barbara Stanwyck in "Good Citizens," one of the segs of the upcoming "Barbara Stanwyck Theatre" program skedded for NBChannelling in the fall. . . . Alan King has a cute idea for a regular "report from the White House" to be called "Meet The Prez." Len Wayland, who will produce "The Fair Sex" for Broadway in Nov. and is seen regularly as an actor in "From These Roots" TVia NBC, has added another chore to his busy orbit; he edits "Takes & Retakes" for Screen Actors Guild. . . . Formerly on the production staff of "Do-Re-Mi," Ronnie Greenberg will become assistant to Producer Ed Pierce on the new "Jan Murray Show" over NBC-TV. . . .

every available weapon. The weapons are quality entertainment and penetrating promotion. The motion picture industry can meet its competition, free or pay. While doing so, it can bring another golden era to the screen and the box-office.

"One group sure to profit from pay-TV is the equipment manufacturers—if they don't sell their product on time payments."

## RCA Appoints Dunn

Appointment of Emmett B. Dunn as director of budgets and planning of the Radio Corp. of America was announced at the weekend by Howard L. Letts, vice-president and controller of RCA. Dunn has served during the past four years as manager, custom records, RCA Victor Record Division.

# Fox-NTA Deal

(Continued from page 1)

motion pictures. The new features will be available immediately, said NTA.

Unger said deals have not yet been concluded with either RKO Teleradio or CBS-TV. The former has offered \$1,580,000 for four markets, whereas NTA's asking price is \$1,900,000 for those markets. A compromise between the two figures is anticipated. CBS-TV reportedly already has signed deals for three markets for a total of \$670,000 in anticipation of an early closing with NTA.

The new 20th-Fox post-'48 films include such top-quality features as "All About Eve," "Come To The Stable," "The Gunfighter," "A Letter To Three Wives," "Mr. 880," "12 O'Clock High," "Panic In The Streets," "Pinky," "Down To The Seas In Ships" and "Father Was A Fullback."

Among the pre-1948s in the newly acquired group are "Berkeley Square," "Cavalcade," "Marie Galante," "The Power And The Glory" and "Caravan."

Starring in these full-length features are such top stars as Bette Davis, James Mason, Gregory Peck, Cary Grant, James Stewart, Maureen O'Hara, Spencer Tracy, Richard Widmark, Jeanne Crain, Paul Douglas, Fred MacMurray, Edward G. Robinson, Loretta Young, Tyrone Power, Burt Lancaster, Jack Palance, Susan Hayward, and Anne Baxter.

With the acquisition of the new 81 20th-Fox pictures, NTA now has 522 features from that studio available for television viewing.

# FCC Told UHF Bands Needed for Defense

From THE DAILY Bureau

WASHINGTON, Aug. 21. — The defense department and other national defense agencies have informed the Federal Communications Commission that they cannot spare any ultra-high-frequency TV channels for non-government use. The FCC had proposed two alternative plans for exchange of channels between 222 and 450 megacycles since the agency feels that TV bands should be contiguous.

The proposals were rejected by the Civil and Defense Mobilization in a letter to FCC chairman Ford. Neither of the FCC plans could be put into action without weakening national defense, said Leo Hoegh, head of the CDM office.

## Senate Unit OK's

(Continued from page 1)

inate the Federal Communications Commission's power to put stations off the air for brief period. It also allows FCC to punish (by a maximum forfeit of \$10,000) offenses that take place in the single year prior to proceedings before the commission concerning the alleged rule-breaking.

Stations accused of broadcasting malpractices will be heard by FCC before penalty is imposed.

**"ALL THE  
YOUNG MEN  
EQUALS  
BIGGEST  
OPENING DAY  
THIS YEAR AT  
ROOSEVELT THEATRE, CHICAGO**

*From Hall Bartlett and Columbia.*

All  
the News  
That  
Is News



# MOTION PICTURE DAILY

Concise  
and  
to the  
Point



OL. 88, NO. 37

NEW YORK, U.S.A., TUESDAY, AUGUST 23, 1960

TEN CENTS

EDITORIAL

## U.S. Image Abroad

By Sherwin Kane

IN a recent column for Scripps-Howard newspapers, Richard Starnes commented on a poll conducted among a group of Indian students on their attitudes toward the United States.

Starnes wrote: "Eight hundred students, presumably a valid cross-section of the class that will rule India's 400 million souls in the decades to come, were polled. More than 90 per cent gave Hollywood movies the principal source of their knowledge of the United States."

Secondary sources of information included magazines and newspapers, books, Voice of America radio and documentary films. Starnes reported at the poll disclosed among other things that the students thought the U.S. was giving India the most aid and the most advantageous aid, in comparison with the Soviet; that President Eisenhower was more popular with them than Premier Khrushchev, and so on, and yet a large percentage of them were unconvinced that the United States was doing all it should to promote peace.

Starnes notes that the favorable impressions of the U.S. could have been derived from films, which provided the largest number in the group with their impressions of America, but that the lack of conviction that we are not doing all we could to promote peace is something that comes within the province of official government agencies, such as the Voice, rather than theatrical motion pictures.

The columnist asks: "Why, for instance, is the Voice of America relatively ineffective among the students? VOA is (available) free and as its sole aim the promotion of United States interests. The flickers, solely motivated by profit and costly to see, seem a better propaganda vehicle."

Starnes' conclusion may seem somewhat naive to industry members who have repeatedly pointed out over the years the immensely valuable work the American motion picture does  
(Continued on page 2)

TELEVISION TODAY—page 5

## Censorship of Film Ads Could Spread To Other Fields, Editors Are Warned

Citing the provision in the Pennsylvania censorship law pertaining to the censorship of film advertising in newspapers, which the Dauphin County court held invalid, the 119th in the series of COMPO ads in *Editor & Publisher* again warns editors that censorship of newspapers is part of the program of those persons leading the film censorship drive.

## Special 'Midnight' Drive for Women

(Picture on page 3)

A "campaign within a campaign," designed as a major part of Universal's promotional effort on the Ross Hunter film, "Midnight Lace," and aimed specifically at women, was outlined to the trade press yesterday at the home office by Philip Gerard, Universal's Eastern advertising and publicity director.

The special campaign has been built around the elaborate wardrobe worn chiefly by Doris Day in the  
(Continued on page 3)

## Univ. Revamps Short Subjects '61 Program

Universal Pictures is revamping its 1960-1961 short subjects releasing program, it was announced yesterday by F. J. A. McCarthy, assistant general sales manager who supervises the company's short subjects distribution. He said this was being done because of increased emphasis in the industry on big box office pictures designed for extended run engagements.

With Walter Lantz increasing his  
(Continued on page 2)

## Editor Finds 'Air-Conditioned Movies' Far Preferable to Television 'Hot Air'

Special to THE DAILY

NILES, O., Aug. 22.—The reopening of the Robins Theatre, only one in this town of over 16,000, which had been closed for six months due to fire damage, inspired Walter Wick, editor of *The Niles Daily* to come out with an editorial in the August 1 issue headed "Movie Is Good Relief."

The editorial went on to say: "With all the hot air television viewers have had to endure during the national political conventions, the air conditioning found in a good movie is a welcome relief."

"After six months of doing without local movies, the films being shown

Newspaper editors and publishers, the ad points out, "should be the first to realize that if censorship is allowed to grow in one field, it will soon spread to others, including their own protected pastures."

Under the heading, "Film Censorship Law Hitting Press Ruled Unconstitutional," the ad says:

"In discussing film censorship in  
(Continued on page 5)

## Law on Policeman in Theatres Is Upheld

Special to THE DAILY

HARTFORD, Aug. 22.—The Connecticut State Supreme Court of Errors has ruled that an ordinance of the city of New Britain requiring a policeman to be present in all motion picture theatres is valid. The ordinance had been challenged in State Superior  
(Continued on page 4)

## Rivoli Books 'Alamo' Oct. 26 on Roadshow

John Wayne's Todd-AO production of "The Alamo" will have its New York premiere at the Rivoli Theatre Oct. 26, it was announced yesterday by Wayne, who produced and directed the picture for United Artists re-  
(Continued on page 4)

Marcus Action

## Allied to Fill New Executive Post Soon

At Salary Commensurate With Individual's Status

Special to THE DAILY

MILWAUKEE, Aug. 22.—Negotiations are scheduled to start soon for someone to fill the newly created post of executive director of Allied States. Ben Marcus, recently named interim board chairman of Allied, is scheduled to leave for New York to open talks with several persons sought for the position.

Despite recent reports that A. W. Schwalberg, head of Citation Films, was being sought for an executive position with International Films, a new company with which former New  
(Continued on page 4)

## Film Stocks Cited By 'Financial World'

Good earnings prospects for motion picture companies are indicated in an article in the current issue of *Financial World* under the heading "Prosperous Era for Movie Makers."

The financial magazine terms Universal's operations as "One of the most outstanding performances," and adds that U-I and M-G-M "appear to have found the magic touch and their  
(Continued on page 4)

## Report Goldstein Permanent 20th-Fox Production Head

From THE DAILY Bureau

HOLLYWOOD, Aug. 22.—Reports here that Robert Goldstein, who on July 15 was named temporary head of production at 20th Century-Fox, has been given permanent status in that capacity could not be confirmed tonight due to the fact that Spyros P. Skouras, head of the company, had left for New York.

Goldstein was named temporary head of the studios following the death of Buddy Adler.

## PERSONAL MENTION

**M**EYER M. HUTNER, vice-president of William Goetz Productions in charge of advertising-publicity, will leave here tomorrow for Philadelphia.

**DOUGLAS AMOS**, general manager of Lockwood & Gordon Enterprises, Boston, has returned there from Hartford.

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**MORRIS LEFKO**, in charge of domestic distribution for M-G-M's "Ben-Hur," and his assistant, **MEL MARON**, are in Dallas from New York for meetings with **JOHN S. ALLEN**, M-G-M Southwest division manager.

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**PANDRO S. BERMAN**, producer of "Butterfield 8" for M-G-M, has returned to Hollywood following a short vacation.

**JACK SILVERTHORNE**, manager of the Hippodrome, Cleveland, has left there with MRS. SILVERTHORNE for a fishing trip in Canada.

### Phoenix Film Studios Declares Dividend

*Special to THE DAILY*

**PHOENIX**, Aug. 22. — A five per cent cash dividend for the quarterly period ending Aug. 20 has been declared by Phoenix Film Studios, it was reported by Kenneth Altose, president, following a meeting of the board of directors. The dividend, Altose noted, is directly attributable to first net earnings from the company's motion picture, "Four Fast Guns," currently in its fifth month of domestic release by Universal-International. The distribution agreement with U-I has 79 more months to run. TV and foreign sales rights are retained by Phoenix Film Studios.

The picture has been sold to Ludgate Productions for United Kingdom distribution, and negotiations are un-

## EDITORIAL

(Continued from page 1)

by way of selling the U. S., its products and its way of life to people all over the world.

It does that job well because its mission is not to propagandize, but to entertain. The Voice of America and other government instrumentalities, no matter how good a propagandistic job they do, cannot hope to be as effective as the film for that very reason.

It remains only to refer the results of the Indian students' poll to those highly vocal critics, in Congress and out of it, who insist upon believing that the only images of America carried abroad by Hollywood films are damaging ones.

### Griffing Still Missing In Airplane Flight

*Special to THE DAILY*

**OKLAHOMA CITY**, Aug. 22.—No word had been received here yet today on the whereabouts of Henry S. Griffing, president of Video Independent Theatres, who has been missing for several days along with three members of his family. Griffing was piloting his private plane on a flight that left Teterboro, N.J., Airport last Tuesday morning. He had filed no flight plan, but associates said he planned to fly to Oklahoma.

Officials of Video Theatres have offered a \$5,000 reward for information leading to the discovery of the Griffing family and the airplane. Video operates theatres in Oklahoma and West Texas. Griffing is also secretary and a director of Oklahoma TV Corp., which owns television station KWTW here.

Griffing is well-known for his pioneer work in pay-TV, having conducted the famed Bartlesville experiment two years ago. In addition he was one of the first independent exhibitors to apply for a Telemeter franchise last spring.

### 'Young Men' Strong

**CHICAGO**, Aug. 22. — Columbia Pictures' release of Hall Bartlett's "All the Young Men" grossed \$28,672 in the first four days of its run at the Roosevelt Theatre here. The management reports this figure as the largest for any four-day period in more than two years.

### Jules Schwartz to N. Y.

**HOLLYWOOD**, Aug. 22. — Jules Schwartz, executive director and general business manager of Phoenix Film Studios, left here today for New York.

der way for sales to Scandinavia, Italy, Singapore, the Philippines and Malaya, as well as Latin America.

## New Hearing on Bicks Scheduled Wednesday

*From THE DAILY Bureau*

**WASHINGTON**, Aug. 22.—Efforts by Sen. Keating (R., N. Y.) to have the nomination of Robert A. Bicks reported out of the Senate judiciary committee were beaten back in a closed session of the group. In fact, another hearing on Bick's qualifications is scheduled for Wednesday.

The judiciary committee voted to report favorably a number of bills on war claims. It did not adopt the Keating proposal to permit the sale to U.S. citizens of General Aniline & Film Corp. This will be offered separately by Sen. Keating unless a meeting scheduled by the committee with representatives of the Departments of State and Justice results in a committee recommendation that it be added to the bill as reported.

Claims of motion picture companies for losses suffered as a result of Japanese confiscation of films would be allowable under the version of a war claims bill reported by the committee. This provision, sponsored by Sen. Dodd (D., Conn.) was not in the bill when it passed the House. The Senate committee also deleted the parts of the House-passed measure that provided for payment of claims. Under the bill sent to the Senate, claims can be made, but no funds are made available for payment. This bill will be handled in separate legislation.

## House for Labor Group As Pay-Bill Conferees

*From THE DAILY Bureau*

**WASHINGTON**, Aug. 22. — The House tomorrow will give the minimum wage bill one of its final testings. It will move, in accordance with custom, to obtain unanimous consent to appoint members of the Labor Committee as conferees with the Senate on the final version of the bill.

Speaker Rayburn (D., Tex.) said that he had spoken to labor committee chairman Barden (D., N. C.), who indicated that he knew of no reason why there should be any objection. If any member desires to obstruct the bill, however, he can object. In that case, the rules committee would have to act before conferees could be appointed.

Though there had been some fear that the rules group might try to block the wage bill, this has apparently diminished.

Senate conferees have already been appointed. They are: Kennedy (D., Mass.); McNamara (D., Mich.); Morse (D., Ore.); Randolph (D., W. Va.); Goldwater (R., Ariz.); Dirksen (R., Ill.); and Prouty, (R., Vt.).

In the normal course of events, the House will also send seven to the conference.

## Univ. Sho t

(Continued from page 1)

production by almost a third, Universal will distribute 19 new Lantz color cartoons instead of the previous 13 which have prevailed for many years. There will also be reissues of Lantz color cartoons, making available a total of 25 color cartoons, McCarthy now reissues new Walter Lantz cartoons being so produced that they can be projected with an anamorphic lens, making them adaptable to all theatre programs.

Continuing the company's emphasis on color subjects, there will be two new two-reel color specials and eight new one-reel color specials, McCarthy announced. Universal will again have a one-reel subject in winter titled "Football Highlights 1960."

The two, two-reel specials already been designated and announced are "Paradise" and "Jazz Oriental."

Completing the program of subjects for 1960-1961, McCarthy announced, will be 104 issues of Universal-International newsreels.

## Roach, Jr., Case In TV and Theatre Firm

*From THE DAILY Bureau*

**HOLLYWOOD**, Aug. 22. — Hal Roach, Jr., and Carrol Case have announced the formation of a new firm, Enterprises for the development and production of television and motion picture features.

Roach and Case produced "The Squad" and "Public Defender" and other TV series. Plans call for television pilots to begin immediately and four features to be made in the next 12 months. Headquarters will be at the Hal Roach Studios.

## Rank Egyptian Deal

**LONDON**, Aug. 22. — The Egyptian Organisation announced an agreement has been signed between Rank Overseas Film Distributors and Egyptian distributor Max Nakhoul for distribution by him of some 20 Egyptian productions in Egypt and neighboring territories. The arrangement covers most of the films lately made under the Rank banner.

## NEW YORK THEATRE

**RADIO CITY MUSIC HALL**  
Rockefeller Center • Ci 6-4646  
**"SONG WITHOUT WORDS"**  
THE STORY OF FRANZ LISZT starring  
**DIRK BOGARDE** as Franz Liszt  
A COLUMBIA PICTURE in CinemaScope & Eastmancolor  
ON THE GREAT STAGE "FESTIVAL"

## Trend to Suburb Shops Fought in Cleveland

Special to THE DAILY

CLEVELAND, Aug. 22. — The Cleveland Downtown Association is staging a "downtown festival" next Thursday through Saturday to combat the growing tendency to neighborhood shopping center patronage. Department stores and other downtown merchants will participate in a "treasure chest" from which some 1,500 prizes will be drawn, including air and sea tours, wardrobes for men and women, home furnishings, jewelry, furs, etc.

Restaurants and hotels will feature special 80-cent lunches and parking lots will offer 25-cent discount to motorists whose tickets have been validated by participating stores.

Loew's State Theatre will hold a special 35-cent bargain cartoon matinee on Thursday and the following day Loew's Ohio Theatre will offer a reduced rate youth admission price. Gala displays and promotions will occupy the entire downtown shopping area in an effort to reestablish it as the main shopping area of Greater Cleveland.

## Paramount Sets Seven for Sept.-Dec. Release

Paramount Pictures will release seven major productions in the period September through December, 1960, no more than at the same time last year, George Weltner, vice-president in charge of world sales, announced yesterday.

Paramount's September releases will be Dino DeLaurentiis' "Under Ten Lags," and "The Boy Who Stole a Million," George Brown production. In October-November, Paramount will release Maleno Malenotti's "The Savage Innocents." Hal Wallis' "G.I. Blues," will be Paramount's Thanksgiving holiday release.

In December, Paramount releases will include Ponti-Girosi's "A Breath of Scandal," and Jerry Lewis' "CinderFella."

Set for special engagements only in December is Ray Stark's "The World of Suzie Wong."

## Award for Stewart

PARIS, Aug. 20 (By Air Mail) — James Stewart has been named the best foreign actor of the year for his performance in Paramount's "Vertigo" in the French publications, Figaro and Cinemonde. The actor was presented with the award by Maurice Chevalier on the set of "Fanny" here which Chevalier stars. Stewart has been in Europe on vacation and returned to the U.S. at the weekend.

## W. A. Jackson Dies

ATLANTA, Aug. 22. — William Ashley Jackson, for many years associated with Storey Theatres in Decatur, Ga., as operator, died at a local hospital here following a short illness.



DISCUSSING "MIDNIGHT LACE": at the Universal home office yesterday, left to right, Paul Kamey, Eastern Publicity manager; Herman Kass, executive in charge of exploitation; Phil Gerard, Eastern advertising and publicity director; and Jerome M. Evans, Eastern promotional manager.

## 'Midnight' Drive for Women

(Continued from page 1)

film. It is a six-minute subject in color which is at once a fashion show and a trailer.

Hunter, who also produced "Portrait in Black" and "Imitation of Life," for Universal, knows how to make films for the feminine audience, Gerard emphasized. He said Hunter has insisted "there is no box office success without women."

Gerard said that according to the Sindlinger organization, in the first 26 weeks of 1960, on an average of seven out of ten pictures, more than 50 per cent of the audience was composed of women. With this in mind, and with the idea of attracting more women to see "Midnight Lace," Universal has undertaken an experiment with the short subject which features ten highly diversified changes and a running commentary by Irene, the fashion designer.

### Available Free

The short will be available without charge to all theatres which will show "Midnight Lace" and well in advance of the playdate. There will be a "Midnight Lace" hair color promo-

tion in beauty shops, a millinery promotion designed by Mr. John, a fashion award for the most best dressed women, and a national dress design contest with a prize of a trip to California.

### Stores to Get 16mm Version

The six-minute sequence will be made available in 16mm to department stores throughout the country. In each store one woman will receive an Irene suit. These stores will present "Midnight Lace" passes to customers. The short subject will be shown all day in stores throughout the country. The short will also be shown at women's clubs, and in schools to show the influence of good fashions.

Another promotional feature will be a pamphlet of "Midnight Lace" fashion and beauty tips prepared by Irene and Buddy Westmore.

The conference was also attended by Herman Kass, executive in charge of national exploitation, Paul Kamey, Eastern publicity manager, and Jerome Evans, Eastern promotion manager.

## TOA to Hear Fabian on ACE Production Plans

S. H. Fabian, chairman of the American Congress of Exhibitors, will report to the annual convention of Theatre Owners of America at the Ambassador Hotel, Los Angeles, Sept. 13-16, on the ACE production program, Albert M. Pickus, TOA president, announced yesterday.

ACE last week announced that independent circuits have contributed \$1,000,000 to its projected new exhibitors' production company to which the five major circuits had pledged \$2,000,000 previously.

The theatre association was among the contributors.

Pickus said that Fabian, who is also treasurer of TOA, will address the opening luncheon on Tuesday Sept. 13.

## Reduce Tax Values on Two Cinn. Theatres

Special to THE DAILY

CINCINNATI, Ohio, Aug. 22.—The county board of revision has reduced tax values on the buildings housing Cincinnati's two largest downtown theatres, it was made known by James R. Clark, Jr., who, as president of the board of county commissioners, heads the board of revision. Spencer Kuhn, as trustee of the Albee Theatre, was granted a reduction of \$30,000 on the theatre building, making its tax valuation \$270,000. The building had been tax valued at \$300,000.

The RKO Midwest Corp. was given a reduction of \$20,000 on its Palace Theatre Building, making the valuation \$180,000. The building had been listed for \$200,000 on land with a tax value of \$550,090.

# PEOPLE

Ralph Bellamy, president of Actors Equity Association, has been named chairman of the Committee of Arts and Sciences of the New York State Democratic Campaign, it has been announced by Harry Brandt, chairman of the drive.

B. B. Krcisler, president of International Film Associates Corp., independent producers representatives, will leave here tomorrow for Europe with a portfolio of 44 independently-produced post-1950 Hollywood features to be offered for theatrical or television showing in the Western European countries. On his itinerary are Paris, London, Munich, Rome and Madrid.

Vera Servi, for the past four years associated with Bernard F. Kamins public relations office in Hollywood, and former West Coast editor of the National Audience Board newsletter, has joined the public relations staff of Kennedy-Walker, Inc., Beverly Hills.

Howard Rose, who during his Navy service was active in motion picture theatre management, has been named assistant manager of the Plaza Theatre, Windsor, Conn., a unit of the Lockwood & Gordon circuit. He succeeds William Christensen, resigned.

## SMPTE Volume on Film Processing Published

"Control Techniques in Film Processing," prepared by a special subcommittee of the Laboratory Practice Committee of the Society of M. P. and Television Engineers, has been published by the latter to serve as a guide to improved film processing in the industry.

Designed for persons engaged in film processing in laboratories serving motion picture, television and the many specialized fields such as high-speed and instrumentation photography, the book as 181 pages and 73 illustrations.

Each of the 10 chapters of the book it written by a specialist in some definite phase of film processing. There is a foreword by E. H. Reichard, chairman of the SMPTE Laboratory Practice Committee. The book, which was edited by Walter I. Kisner, represents two years of effort on the part of the special subcommittee.

## Fire Cancels Premiere

HOLLYWOOD, Aug. 22. — Power lines downed in a raging fire near Reno Sunday, caused cancellation of the world premiere of 20th-Fox's "Let's Make Love" in that city that night. Junketeers to a charity premiere for Jerry Wald's production returned from an airfield illuminated by flares.

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## Phoenix Film Studios Declares Dividend

*Special to THE DAILY*

**PHOENIX**, Aug. 22. — A five per cent cash dividend for the quarterly period ending Aug. 20 has been declared by Phoenix Film Studios, it was reported by Kenneth Altose, president, following a meeting of the board of directors. The dividend, Altose noted, is directly attributable to first net earnings from the company's motion picture, "Four Fast Guns," currently in its fifth month of domestic release by Universal-International. The distribution agreement with U-I has 79 more months to run. TV and foreign sales rights are retained by Phoenix Film Studios.

The picture has been sold to Ludgate Productions for United Kingdom distribution, and negotiations are un-

## EDITORIAL

(Continued from page 1)

by way of selling the U. S., its products and its way of life to people all over the world.

It does that job well because its mission is not to propagandize, but to entertain. The Voice of America and other government instrumentalities, no matter how good a propagandistic job they do, cannot hope to be as effective as the film for that very reason.

It remains only to refer the results of the Indian students' poll to those highly vocal critics, in Congress and out of it, who insist upon believing that the only images of America carried abroad by Hollywood films are damaging ones.

## Griffing Still Missing In Airplane Flight

*Special to THE DAILY*

**OKLAHOMA CITY**, Aug. 22.—No word had been received here yet today on the whereabouts of Henry S. Griffing, president of Video Independent Theatres, who has been missing for several days along with three members of his family. Griffing was piloting his private plane on a flight that left Teterboro, N.J., Airport last Tuesday morning. He had filed no flight plan, but associates said he planned to fly to Oklahoma.

Officials of Video Theatres have offered a \$5,000 reward for information leading to the discovery of the Griffing family and the airplane. Video operates theatres in Oklahoma and West Texas. Griffing is also secretary and a director of Oklahoma TV Corp., which owns television station KWTW here.

Griffing is well-known for his pioneer work in pay-TV, having conducted the famed Bartlesville experiment two years ago. In addition he was one of the first independent exhibitors to apply for a Telemeter franchise last spring.

## 'Young Men' Strong

**CHICAGO**, Aug. 22. — Columbia Pictures' release of Hall Bartlett's "All the Young Men" grossed \$28,672 in the first four days of its run at the Roosevelt Theatre here. The management reports this figure as the largest for any four-day period in more than two years.

## Jules Schwartz to N. Y.

**HOLLYWOOD**, Aug. 22. — Jules Schwartz, executive director and general business manager of Phoenix Film Studios, left here today for New York.

der way for sales to Scandinavia, Italy, Singapore, the Philippines and Malaya, as well as Latin America.

## New Hearing on Bicks Scheduled Wednesday

*From THE DAILY Bureau*

**WASHINGTON**, Aug. 22.—Efforts by Sen. Keating (R., N. Y.) to have the nomination of Robert A. Bicks reported out of the Senate judiciary committee were beaten back in a closed session of the group. In fact, another hearing on Bick's qualifications is scheduled for Wednesday.

The judiciary committee voted to report favorably a number of bills on war claims. It did not adopt the Keating proposal to permit the sale to U.S. citizens of General Aniline & Film Corp. This will be offered separately by Sen. Keating unless a meeting scheduled by the committee with representatives of the Departments of State and Justice results in a committee recommendation that it be added to the bill as reported.

Claims of motion picture companies for losses suffered as a result of Japanese confiscation of films would be allowable under the version of a war claims bill reported by the committee. This provision, sponsored by Sen. Dodd (D., Conn.) was not in the bill when it passed the House. The Senate committee also deleted the parts of the House-passed measure that provided for payment of claims. Under the bill sent to the Senate, claims can be made, but no funds are made available for payment. This bill will be handled in separate legislation.

## House for Labor Group As Pay-Bill Conferees

*From THE DAILY Bureau*

**WASHINGTON**, Aug. 22. — The House tomorrow will give the minimum wage bill one of its final testings. It will move, in accordance with custom, to obtain unanimous consent to appoint members of the Labor Committee as conferees with the Senate on the final version of the bill.

Speaker Rayburn (D., Tex.) said that he had spoken to labor committee chairman Barden (D., N. C.), who indicated that he knew of no reason why there should be any objection. If any member desires to obstruct the bill, however, he can object. In that case, the rules committee would have to act before conferees could be appointed.

Though there had been some fear that the rules group might try to block the wage bill, this has apparently diminished.

Senate conferees have already been appointed. They are: Kennedy (D., Mass.); McNamara (D., Mich.); Morse (D., Ore.); Randolph (D., W. Va.); Goldwater (R., Ariz.); Dirksen (R., Ill.); and Prouty, (R., Vt.).

In the normal course of events, the House will also send seven to the conference.

## Univ. Short

(Continued from page 1)

production by almost a third, Universal will distribute 19 new Walter Lantz color cartoons instead of previous 13 which have prevailed many years. There will also be reissues of Lantz color cartoons, making available a total of 25 one-color cartoons, McCarthy noted. New Walter Lantz cartoons are being so produced that they can also be projected with an anamorphic lens, making them adaptable to all types of theatre programs.

Continuing the company's emphasis on color subjects, there will be two new two-reel color specials, eight new one-reel color specials, McCarthy announced. Universal will again have a one-reel subject for winter titled "Football Highlights 1960."

The two, two-reel specials have already been designated and are "Pacific Paradise" and "Jazz Oriental."

Completing the program of subjects for 1960-1961, McCarthy announced, will be 104 issues of Universal-International newsreel.

## Roach, Jr., Case Plan TV and Theatre Film

*From THE DAILY Bureau*

**HOLLYWOOD**, Aug. 22. — Roach, Jr., and Carrol Chase today announced the formation of Show Enterprises for the development and production of television and motion picture features.

Roach and Case produced "Raid Squad" and "Public Defender" and other TV series. Plans call for television pilots to begin immediately and four features to be made during the next 12 months. Headquarters will be at the Hal Roach Studios.

## Rank Egyptian Deal

**LONDON**, Aug. 22. — The International Organisation announced an agreement has been signed between J. Arthur Rank Overseas Film Distributors and Egyptian distributor Max Nasr for distribution by him of some 20 productions in Egypt and neighboring territories. The arrangement covers most of the films lately made under the Rank banner.

## NEW YORK THEATRES

**RADIO CITY MUSIC HALL**  
Rockefeller Center • Ci 6-4600

**"SONG WITHOUT END"**

THE STORY OF FRANZ LISZT starring

**DIRK BOGARDE** as Franz Liszt

A COLUMBIA PICTURE in CinemaScope & Eastman Color

ON THE GREAT STAGE "FESTIVAL"

## Trend to Suburb Shops Bought in Cleveland

Special to THE DAILY

CLEVELAND, Aug. 22. — The Cleveland Downtown Association is sponsoring a "downtown festival" next Thursday through Saturday to combat the growing tendency to neighborhood shopping center patronage. Department stores and other downtown merchants will participate in a "treasure chest" from which some 100 prizes will be drawn, including fur and sea tours, wardrobes for men and women, home furnishings, jewelry, furs, etc.

Restaurants and hotels will feature special 80-cent lunches and parking lots will offer 25-cent discount to motorists whose tickets have been validated by participating stores.

Loew's State Theatre will hold a special 35-cent bargain cartoon matinee on Thursday and the following day. Loew's Ohio Theatre will offer a reduced rate youth admission price. Glass displays and promotions will occupy the entire downtown shopping area in an effort to reestablish it as the main shopping area of Greater Cleveland.

## Paramount Sets Seven For Sept.-Dec. Release

Paramount Pictures will release seven major productions in the period September through December, 1960, more than at the same time last year, George Weltner, vice-president in charge of world sales, announced yesterday.

Paramount's September releases will be Dino DeLaurentiis' "Under Ten Fingers," and "The Boy Who Stole a Million," George Brown production. In October-November, Paramount will release Maleno Malenotti's "The Stage Innocents." Hal Wallis' "G.I. Blues," will be Paramount's Thanksgiving holiday release.

In December, Paramount releases will include Ponti-Girosi's "A Breath of Scandal," and Jerry Lewis' "Cinderella."

Let for special engagements only in December is Ray Stark's "The Wild of Suzie Wong."

## Award for Stewart

PARIS, Aug. 20 (By Air Mail) — James Stewart has been named the best foreign actor of the year for his performance in Paramount's "Vertigo" by the French publications, Figaro and Cinemonde. The actor was presented with the award by Maurice Chevalier on the set of "Fanny" here in which Chevalier stars. Stewart has been in Europe on vacation and returned to the U.S. at the weekend.

## A. Jackson Dies

ATLANTA, Aug. 22. — William Askey Jackson, for many years associated with Storey Theatres in Dalton, Ga., as operator, died at a local hospital here following a short illness.



DISCUSSING "MIDNIGHT LACE": at the Universal home office yesterday, left to right, Paul Kamey, Eastern publicity manager; Herman Kass, executive in charge of exploitation; Phil Gerard, Eastern advertising and publicity director; and Jerome M. Evans, Eastern promotional manager.

## 'Midnight' Drive for Women

(Continued from page 1)

film. It is a six-minute subject in color which is at once a fashion show and a trailer.

Hunter, who also produced "Portrait in Black" and "Imitation of Life," for Universal, knows how to make films for the feminine audience, Gerard emphasized. He said Hunter has insisted "there is no box office success without women."

Gerard said that according to the Sindlinger organization, in the first 26 weeks of 1960, on an average of seven out of ten pictures, more than 50 per cent of the audience was composed of women. With this in mind, and with the idea of attracting more women to see "Midnight Lace," Universal has undertaken an experiment with the short subject which features ten highly diversified changes and a running commentary by Irene, the fashion designer.

### Available Free

The short will be available without charge to all theatres which will show "Midnight Lace" and well in advance of the playdate. There will be a "Midnight Lace" hair color promo-

tion in beauty shops, a millinery promotion designed by Mr. John, a fashion award for the most best dressed women, and a national dress design contest with a prize of a trip to California.

### Stores to Get 16mm Version

The six-minute sequence will be made available in 16mm to department stores throughout the country. In each store one woman will receive an Irene suit. These stores will present "Midnight Lace" passes to customers. The short subject will be shown all day in stores throughout the country. The short will also be shown at women's clubs, and in schools to show the influence of good fashions.

Another promotional feature will be a pamphlet of "Midnight Lace" fashion and beauty tips prepared by Irene and Buddy Westmore.

The conference was also attended by Herman Kass, executive in charge of national exploitation, Paul Kamey, Eastern publicity manager, and Jerome Evans, Eastern promotion manager.

## TOA to Hear Fabian on ACE Production Plans

S. H. Fabian, chairman of the American Congress of Exhibitors, will report to the annual convention of Theatre Owners of America at the Ambassador Hotel, Los Angeles, Sept. 13-16, on the ACE production program, Albert M. Pickus, TOA president, announced yesterday.

ACE last week announced that independent circuits have contributed \$1,000,000 to its projected new exhibitors' production company to which the five major circuits had pledged \$2,000,000 previously.

The theatre association was among the contributors.

Pickus said that Fabian, who is also treasurer of TOA, will address the opening luncheon on Tuesday Sept. 13.

## Reduce Tax Values on Two Cinn. Theatres

Special to THE DAILY

CINCINNATI, Ohio, Aug. 22.—The county board of revision has reduced tax values on the buildings housing Cincinnati's two largest downtown theatres, it was made known by James R. Clark, Jr., who, as president of the board of county commissioners, heads the board of revision. Spencer Kuhn, as trustee of the Albee Theatre, was granted a reduction of \$30,000 on the theatre building, making its tax valuation \$270,000. The building had been tax valued at \$300,000.

The RKO Midwest Corp. was given a reduction of \$20,000 on its Palace Theatre Building, making the valuation \$180,000. The building had been listed for \$200,000 on land with a tax value of \$550,090.

# PEOPLE

Ralph Bellamy, president of Actors Equity Association, has been named chairman of the Committee of Arts and Sciences of the New York State Democratic Campaign, it has been announced by Harry Brandt, chairman of the drive.

B. B. Kreisler, president of International Film Associates Corp., independent producers representative, will leave here tomorrow for Europe with a portfolio of 44 independently-produced post-1950 Hollywood features to be offered for theatrical or television showing in the Western European countries. On his itinerary are Paris, London, Munich, Rome and Madrid.

Vera Servi, for the past four years associated with Bernard F. Kamins public relations office in Hollywood, and former West Coast editor of the National Audience Board newsletter, has joined the public relations staff of Kennedy-Walker, Inc., Beverly Hills.

Howard Rose, who during his Navy service was active in motion picture theatre management, has been named assistant manager of the Plaza Theatre, Windsor, Conn., a unit of the Lockwood & Gordon circuit. He succeeds William Christensen, resigned.

## SMPTE Volume on Film Processing Published

"Control Techniques in Film Processing," prepared by a special subcommittee of the Laboratory Practice Committee of the Society of M. P. and Television Engineers, has been published by the latter to serve as a guide to improved film processing in the industry.

Designed for persons engaged in film processing in laboratories serving motion picture, television and the many specialized fields such as high-speed and instrumentation photography, the book as 181 pages and 73 illustrations.

Each of the 10 chapters of the book is written by a specialist in some definite phase of film processing. There is a foreword by E. H. Reichard, chairman of the SMPTE Laboratory Practice Committee. The book, which was edited by Walter I. Kisner, represents two years of effort on the part of the special subcommittee.

## Fire Cancels Premiere

HOLLYWOOD, Aug. 22. — Power lines downed in a raging fire near Reno Sunday, caused cancellation of the world premiere of 20th-Fox's "Let's Make Love" in that city that night. Junketeers to a charity premiere for Jerry Wald's production returned from an airfield illuminated by flares.

## Allied to Name

(Continued from page 1)

York Mayor William O'Dwyer is to be associated in Mexico City, it was said that Schwalberg will be among those to whom Marcus will talk about the new Allied post. Schwalberg recently was described by Al Myrick, Allied president, as a logical choice for the position.

Salary for the new post was not fixed by the Allied board at the Chicago meeting at which the post was created. Comment has been that it will be "at least" \$25,000 annually, but that it also will be commensurate with the position and abilities of the man selected.

In addition to salary, it is understood provision will be made for income from incidental sources, such as participation in national convention revenue, insurance commissions and other incidental activities which may be allotted to the new officer. As stated by the national board, however, the executive director will be an employee of the board, which will retain policy-making functions.

### Financing Seen No Problem

If the right man is obtained, it is felt there will be no problem in obtaining adequate financing from the Allied member organizations for his salary, establishment and maintenance of office and other expenses in connection with the establishment of the new post.

The probability is that the new Allied national office will be established in New York; certainly so if the person chosen for the executive director is a resident of that city.

Abram F. Myers, whose resignation as chairman and general counsel of Allied after 31 years led to the establishment of the new post of executive director, is closing his Washington office this month. That office has served as Allied national headquarters. Myers reportedly has been voted a lifetime pension of \$12,000 annually, which is said to include retirement pay also for Myers' long-time Washington secretary, Miss Bertha Taylor.

Myers continues with Allied in an advisory and honorary capacity only. He would not be called upon for legal services to the organization, it is said, but would be consulted about whom to retain in the event Allied required legal services.

## Rivoli Books 'Alamo'

(Continued from page 1)

lease. "The Alamo" will play 10 performances weekly. The Rivoli management is expanding its staff to accept box office reservations for the road show engagement.



## New Cinerama Theatre In Ohio Discussed

Special to THE DAILY

COLUMBUS, O., Aug. 22. — First Cinerama installation in Central Ohio is scheduled for RKO Grand as soon as contract details are settled.

Everett C. Callow, international director of advertising and publicity for Cinerama, was here recently to confer with Ed McClone, RKO city manager. The Grand installation will use only one projection booth, which will be on the orchestra floor level. The Grand's 1,150 capacity will be reduced slightly.

"This Is Cinerama" will be the first presentation.

## Law on Policemen

(Continued from page 1)

Court by the Connecticut Theatrical Corporation, a Stanley Warner subsidiary, operators of two first-run New Britain theatres, the Strand and Embassy.

Superior Court Judge Louis Shapiro ruled that the main part of the ordinance was valid. However, a requirement that the theatre owner must pay a sum equal to a policeman's pay plus ten cents a day to the police benefit fund was ruled partly invalid. The lower court tossed out the ten cent charge, leaving the regular pay intact.

The Connecticut Theatrical Corporation then took the case to the higher court, but the justices were unanimous in deciding the ordinance—as amended by the Supreme Court decision—was within the scope of the state laws on the subject of regulation of theatres for safety purposes.

The door was left open for further argument on whether it is necessary, as the ordinance requires, that a policeman be present "during every performance." Whether present conditions require "the degree of regulation imposed by the ordinance," the State Supreme Court said, "is a matter for the judgment of the legislative body of the city."

## Film Stocks Cited

(Continued from page 1)

success in cutting overhead while turning out box office triumphs is being translated into improved earnings for their shareowners.

Other companies mentioned favorably include Paramount, 20th Century-Fox, Columbia, United Artists and Warners.

## 'Psycho' Sets Record

A record \$407,691, topping every holiday and non-holiday mark for a similar period in the history of Loew's Theatres in the greater New York area, was grossed by Alfred Hitchcock's "Psycho" in the five days ending Sunday. The record high, which was registered at 26 Loew's houses in Manhattan, Brooklyn, the Bronx, Queens and Westchester, tops all previous marks, including those set up Cecil B. DeMille's "The Greatest Show on Earth" and "The Ten Commandments."

## 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, Techirama; vv, VistaVision; rs, Regalscope.

### ► SEPTEMBER

AA—HELL TO ETERNITY: Jeffrey Hunter, Joan O'Brien  
 AA—CALTIKI, THE IMMORTAL MONSTER: John Merivale, Didi Sullivan  
 AA—THE TORMENTED: Richard Carlson, Susan Gordon  
 AIP—THE ROUGH AND THE SMOOTH: Nadja Tiller, Tony Britton  
 COL—AS THE SEA RAGES: Maria Schell, Clift Robertson  
 COL—FAST AND SEXY, c: Gina Lollobrigida, Dale Robertson  
 COL—ALL THE YOUNG MEN: Alan Ladd, Sidney Poitier  
 COL—THE ENEMY GENERAL: Van Johnson, Jean Pierre Aumont  
 MGM—ALL THE FINE YOUNG CANNIBALS, c, cs: Natalie Wood, Robert Wagner  
 MGM—THE ANGEL WORE RED: Ava Gardner, Dirk Bogarde  
 MGM—THE SUBTERRANEANS, c, cs: Leslie Caron, George Peppard  
 PAR—UNDER TEN FLAGS: Von Heflin, Mylene Demongeot  
 PAR—THE BOY WHO STOLE A MILLION: Virgilio Texera, Marianne Benet  
 20-FOX—LET'S MAKE LOVE, c, cs: Marilyn Monroe, Yves Montand  
 20-FOX—GODDESS OF LOVE, c, cs: Jacques Sernas, Claudio Gora  
 20-FOX—FRECKLES, c, cs: Martin West, Steven Peck  
 20-FOX—WALK TALL, cs: Willard Parker  
 UA—STUDS LONIGAN: Christopher Knight, Venetia Stevenson  
 UA—THE NIGHTFIGHTERS: Robert Mitchum, Anne Heyward  
 UNI—SEVEN WAYS FROM SUNDOWN, c: Audie Murphy, Barry Sullivan  
 UNI—BETWEEN TIME AND ETERNITY, c: Lilli Palmer, Carlos Thompson  
 WB—THE CROWDED SKY, c: Dana Andrews, Rhonda Fleming

### ► OCTOBER

AA—TIME BOMB: Curt Jurgens, Mylene Demongeot  
 AA—BLOODY BROOD: Barbara Lord, Jack Bett  
 AA—SEREGENTI SHALL NOT DIE, c: Documentary  
 BV—JUNGLE CAT, c: True-Life Adventure  
 COL—I AIM AT THE STARS: Curt Jurgens, Victoria Shaw  
 COL—LET NO MAN WRITE MY EPITAPH: Burl Ives, Shelley Winters  
 COL—I'M ALL RIGHT JACK: Peter Sellers  
 MGM—KEY WITNESS: Jeffrey Hunter, Pat Crowley  
 MGM—WHERE THE HOT WIND BLOWS: Gina Lollobrigida, Yves Montand  
 PAR—THE SAVAGE INNOCENTS, c, te: Anthony Quinn, Yoko Tani  
 20-FOX—HIGH TIME, c, cs: Bing Crosby, Fabian  
 20-FOX—THE BATTLE OF AUSTERLITZ, c, cs: Leslie Caron, Rossano Brazzi  
 20-FOX—DESIRE IN THE DUST, cs: Raymond Burr, Martha Hyer  
 UA—THE ALAMO, c, todd-AO: John Wayne, Richard Widmark  
 WB—SUNRISE AT CAMPOBELLO, c: Ralph Bellamy, Greer Carson  
 WB—GIRL OF THE NIGHT: Anne Francis, John Kerr

### ► NOVEMBER

AA—HEROES DIE YOUNG: Erika Peters, Robert Getz  
 AA—THE UNFAITHFULS: Gina Lollobrigida, May Britt  
 AA—THE PLUNDERERS: Jeff Chandler, John Saxon  
 AIP—KONGA, c: Michael Gough, Jess Conrad  
 COL—SURPRISE PACKAGE: Yul Brynner, Mitzi Gaynor  
 COL—HELL IS A CITY: Stanley Baker, Maxine Audley  
 MGM—BUTTERFIELD EIGHT, c, cs: Elizabeth Taylor, Laurence Harvey  
 MGM—GORGO, c: William Travers, William Sylvester  
 PAR—G.I. BLUES, c: Elvis Presley, Juliet Prowse  
 20-FOX—CIRCLE OF DESTRUCTION, cs: Bradford Dillman, Suzy Parker  
 20-FOX—NORTH TO ALASKA, cs, c: John Wayne, Capucine  
 20-FOX—THE SCHNOOKS, cs: Tommy Noonan, Peter Marshall  
 UA—INHERIT THE WIND: Spencer Tracy, Fredric March (special dates)  
 UA—THE MAGNIFICENT SEVEN, c: Yul Brynner, Eli Wallach  
 UNI—MIDNIGHT LACE, c: Doris Day, Rex Harrison  
 WB—THE SUNDOWNERS, c: Deborah Kerr, Robert Mitchum

## HPA to Dine Sandburg

HOLLYWOOD, Aug. 22. — The Hollywood Press Association will sponsor an industry-wide testimonial luncheon in honor of Carl Sandburg, poet, next month at the Beverly Hilton Hotel here. Bertil Unger, president of HPA, stated that the exact date of the affair will be designated this week following meetings between Sandburg and the studio publicity heads at 20th Century-Fox.

## Big 'Gorgo' Promotion

LONDON, Aug. 22. — Mance and Frank King of the King Brothers announced yesterday they will spend 100,000 pounds (\$280,000) on a mass promotion campaign for the English saturation openings of their new picture, "Gorgo." Filmed in color and a new process called Automat, "Gorgo" currently is being scored at MGM's London Studios, and will enter the British Isles this winter.

# Censorship

(Continued from page 1)

advertisements we have pointed several times that censorship of newspapers is part of the program of those persons leading the film censorship drive.

Several newspapers have agreed. Others have refused either to recognize the danger or appear indifferent. Fortunately for all of us, however, the courts do not share this indifference. A case in point is a recent decision by the full Court of Appeals of Dauphin County, Pennsylvania.

## Newspapers Directly Involved

Last summer the Pennsylvania legislature enacted into law a motion picture censorship bill which provided severe penalties for newspapers publishing advertisements of pictures approved by the board of censors if the bill established. We have no record of any serious newspaper opposition to the bill.

Two suits were promptly brought in the Dauphin County Court of Common Pleas to have the law declared unconstitutional. Both suits were successful, the court striking down practically all of the law's provisions as unconstitutional.

Among other provisions of the law which it struck down, the court included the passage pertaining to advertisements. Pointing out that large Philadelphia newspapers circulate outside the State, and could publish advertisements of pictures showing in places outside the State, the Court held that, for this reason, the act is invalid since it imposes an undue burden on interstate commerce."

## 'Undue Burden'

"It is inconceivable," the court held, "that Pennsylvania can validly exercise that merely because a state administrative agency, without any due process or formal proceedings of any kind, has disapproved a picture, that Philadelphia newspapers may no longer advertise this picture for showing in New Jersey and Delaware. It seems clear that the Act imposes an undue burden on interstate commerce."

"Newspaper editors and publishers, as to us, should be the first to recognize that if censorship is allowed to grow in one field, it will soon spread to others, including their own cherished pastures."

## Programs for 'Inherit'

A total of 100,000 special programs are being sent to United Artists representatives in 53 key cities here and there for distribution at the numerous previews for Stanley Kubrick's "Inherit The Wind" on the evening of Aug. 29. The field men are receiving detailed instructions on the handling of the preview showings. The UA release for maximum publicity of the event in their territory. The showings are being handled by radio and television arrangements and a heavy schedule of newspaper and magazine ads.

## REVIEW:

### The Crowded Sky

Warner Bros.

At the beginning of "The Crowded Sky," a tension-in-the-air melodrama from Warner Brothers, a Navy Jet takes off from San Diego bound for Washington, D. C., with only two occupants—the pilot and a sailor. At approximately the same time a commercial transport with 62 passengers leaves Washington headed for Los Angeles.

At the climax of the film these two planes collide head-on. The jet and its occupants are destroyed, while the crippled transport eventually makes an emergency landing, losing only two of its passengers in the process.

Out of this tragedy in the sky scriptwriter Charles Schnee, working from the novel by Hank Searls, has a point to make. This is a warning that traffic in the airlines is becoming increasingly crowded and dangerous today, especially when complicated by mechanical failure and pilot errors, the two major causes of the disaster in this film.

That "moral" aside, "The Crowded Sky" is a routine airplane adventure film which sets up the familiar situation of a commercial aircraft in danger and populates it with the usual character "types." There is the brave captain of the transport who has a problem at home with a son who doesn't understand him; there is the co-pilot who doesn't get along with the captain and who can't make up his mind whether to stick to flying or become a painter. There is also the pretty stewardess who loves the co-pilot in vain.

Among the passengers the usual crowd is present and accounted for—from the writer who is a "wolf" to the doctor who rises to the emergency with boldness and courage, and the female actor's agent who goes along to provide comic relief.

As is the custom in such pictures, salient episodes in the past lives of these characters are recounted in flashback. Thus the time in between the departures of the planes and the crash is devoted to a half dozen or so "soap operas" in which some trite, domestic trial and tribulations are put on view.

Both the acting and the direction by Joseph Pevney are perfunctory. The cast includes Dana Andrews, Rhonda Fleming, Efrem Zimbalist, Jr., John Kerr, Anne Francis, Keenan Wynn, Troy Donahue and Joe Mantell. Michael Garrison produced this picture, which is in Technicolor.

Running time, 105 minutes. Release, in September.

RICHARD GERTNER

## Glen Glenn, 52

HOLLYWOOD, Aug. 22. — Glen Glenn, 52, president of the Sound Services company bearing his name, and his wife, Mary, were killed by drowning in an auto accident yesterday near his birthplace in Chipman, New Brunswick, Canada. Funeral arrangements are pending. The couple, who were on vacation, leave four children.

# Television Today

## TV Code Office Set In Time, Life Bldg.

From THE DAILY Bureau

WASHINGTON, Aug. 22. — The National Association of Broadcasters announced today that the New York office of the Television Code Review Board will have permanent headquarters in the new Time & Life Building at 1271 Avenue of the Americas as soon as interior construction is completed in 30 to 45 days. It now is located temporarily in the Transcontinental Television Corporation offices at 380 Madison Avenue.

Selection of the permanent headquarters opposite Radio City was announced by Clair R. McCullough, chairman of NAB's Policy Committee, and E. K. Hartenbower, chairman of the Television Code Review Board.

## Broadcast Malpractice Bill Formally Reported

From THE DAILY Bureau

WASHINGTON, Aug. 22. — The Senate interstate commerce committee has formally reported an amended bill to enable the Federal Communications Commission to take action against broadcasters who engage in malpractices.

The measure modifies a House-passed bill by limiting FCC's power to impose money forfeits and eliminates the agency's power to make stations suspend operations for short periods. The Senate may take up the bill this week.

## AFTRA Rescinds Plea For TV-Commercial Role

From THE DAILY Bureau

WASHINGTON, Aug. 22.—The National Labor Relations Board has acceded to a request by the American Federation of Television and Radio Artists that it be allowed to withdraw its demand to be considered the only union eligible to represent performers in all kinds of television commercials—filmed, taped, and live. The board granted the request and virtually precluded the union from filing a similar request for another six months.

The AFTRA withdrawal stems from its agreement with the Screen Actors Guild to work together in the television commercial field.

## AB-PT Gets Interest In Lebanon Network

Extending its overseas operations in the Near East, American Broadcasting-Paramount Theatres, Inc., has taken a minority interest in a new television network in Lebanon, it was announced here.

The overseas station, Television du Liban et du Proche-Orient, has been granted licenses for four channels;

## 'Million Dollar Movie' To Go Color in Fall

Color television will be introduced to WOR-TV this fall, it was announced by Robert J. Leder, vice-president and general manager of the WOR division of RKO General, Inc.

Leder said the color telecasts would premiere on Million Dollar Movie, Channel 9's motion picture showcase. Viewing dates will be announced following completion of installation of RCA color transmission equipment already under way.

Leder said that WOR-TV color telecasts mark the first time that an independent station in the New York metropolitan area offers viewers regularly scheduled color television programming. A minimum of 144 hours of color broadcasts have already been scheduled for the first 13-week cycle of Million Dollar Movie this fall. Color telecasts are also being planned for other broadcast areas within the station's programming, he declared.

In making the announcement, Leder pointed out that each color telecast on Million Dollar Movie represents 24 hours of color TV in a week. Million Dollar Movie features are broadcast in multiple showings 16 times weekly, a format originated by the RKO General station.

## RCA Consolidates Sales Promotion, Advertising

A consolidation of the institutional and staff advertising and sales promotion activities of the Radio Corporation of America under R. H. Coffin as staff vice-president, advertising and sales promotion, was announced today.

In his new post, Coffin will have responsibility for coordinating policy on both product and institutional advertising, and will report to Kenneth W. Bilby, vice-president, public affairs.

An advertising executive for more than two decades, Coffin joined RCA in 1949 and served as director of advertising of the former RCA Victor Division until 1954. He then became director, advertising and sales promotion of RCA, and in 1955 a vice-president of the corporation.

## Honor Hall Bartlett

The Coordinating Council for Negro Performers will honor Hall Bartlett, writer-producer-director of Columbia Pictures' "All the Young Men," to be held at the Playbill Restaurant here on Thursday.

AB-PT will begin operations in the next nine months on the new station.

AB-PT, which has held interests in Central American and Australian television for some time, announced their purchase last week of a network in Venezuela.

# THE 3 BIG ONES

## AROUND THE WORLD NOW ARE 20TH'S

JOHN O'HARA'S  
**FROM THE  
TERRACE**

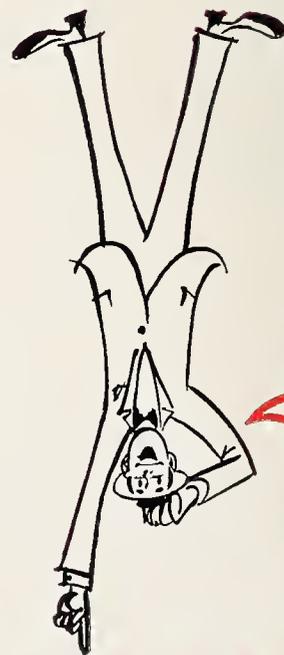
CINEMASCOPE  
COLOR by DE LUXE

JERRY WALD'S production of  
D.H. Lawrence's  
**sons &  
lovers**

CINEMASCOPE

Sir ARTHUR  
CONAN DOYLE'S **THE  
LOST  
WORLD**

An IRWIN ALLEN production  
CINEMASCOPE  
COLOR by DE LUXE



Everyone  
will flip  
over  
MARILYN  
and YVES  
together!

and keep your holdover time available next for **LET'S MAKE LOVE**

# MOTION PICTURE DAILY

All  
the News  
That  
is News

Concise  
and  
to the  
Point



88, NO. 38

NEW YORK, U.S.A., WEDNESDAY, AUGUST 24, 1960

TEN CENTS

**Sindlinger**  
**All-Time High**  
**Theatre Gross**  
**Seen Likely**  
**Cent Average Admission**  
**Could Better 1946 Record**

*Special to THE DAILY*  
HOLLYWOOD, Pa., Aug. 23.—“Total motion picture theatre gross may reach an all-time high for the year 1960,” Albert E. Sindlinger, president of Sindlinger & Company, market analysts, said in an interview here today. “Despite the fact that attendance at motion picture theatres in the first seven months of this year ran 10 per cent behind the same period of 1959,” Sindlinger said, “the nationwide theatre gross has already exceeded the 1946 level, the motion picture industry’s peak year. This applies to the entire industry.”  
(Continued on page 2)

**Anti-Pay-TV Drive Kits**  
Theatre Owners of America and  
(Continued on page 5)

**Griffing Plane Search**  
**Hampered By Storms**  
*Special to THE DAILY*  
CHARLESTON, W. Va., Aug. 23. West Virginia Air Patrol search for the missing plane carrying the Griffing family of Oklahoma which has centered near here was hampered again today by bad weather. Heavy foliage in the area being searched also could completely obscure the single engine Cessna 182.  
(Continued on page 2)

## TOA Resuming Talks with Producers Guild in Hollywood on September 9

Liaison committees of the Screen Producers Guild and the Theatre Owners of America will resume their discussions Sept. 9 at the Ambassador Hotel in Los Angeles, it was announced yesterday.

## N. J. Group Buys Into 3 Conn. Drive-Ins

Charles Lane’s interests in the New Haven, Summit and Post drive-in theatres in Connecticut, have been acquired by Louis Baurer, Sidney Stern, Irving Dollinger and Wilbur Snaper. They are joined with Arthur Howard in the operation of the drive-ins.

Snaper and Dollinger head up Triangle-Liggett Theatre Service in New York City, and Howard heads Affiliates.  
(Continued on page 4)

## IFIDA Petitions Court In Times Film Suit

The Independent Film Importers and Distributors of America has petitioned the U.S. Supreme Court for permission to file a brief as *amicus curiae* in the censorship suit of Times Film Corp. against the city of Chicago.

The IFIDA action was made known yesterday by Michael F. Mayer, attorney for the organization. The brief states IFIDA is concerned because  
(Continued on page 4)

### REVIEW:

## Let's Make Love

Jerry Wald Prod.—20th Century-Fox—CinemaScope

JERRY WALD’s production “Let’s Make Love” is money in the till—important money—for all situations. Brimming with good humor and songs with class, sung by Marilyn Monroe at high temperature, and introducing the French star, Yves Montand for the first time in a Hollywood production, this picture has as many marketable assets as an old line motion picture company with excess real estate enveloping oil and mineral deposits.

The fact that the rather slender plot—that of how-to-marry-a-billionaire without half trying—becomes stretched rather thin toward the end of the second hour is of little consequence. The lavish and eye-commanding musical numbers, attractive costumes and imaginative lighting, in color by De Luxe, and the generous helpings of wit and fun erase most of the awareness of the passage of time.

Solid comedy sequences are built around separate appearances of  
(Continued on page 5)

## Answers AFM Warners Asks Dismissal of Post-'48 Suit

### Contends Union Contract Not Binding in TV Deal

Contending that its contract with the American Federation of Musicians no longer is binding, Warner Bros. has filed a counter-action in U. S. District Court here asking for dismissal of the A. F. of M. suit to bar the sale of its post-1948 films to Seven Arts Corp.

The Warner Bros. argument asserts that its contract with A. F. of M. was terminated in 1958 when the Federation lost jurisdiction over Hollywood musicians to the Musicians Guild of America.

The court yesterday adjourned the scheduled hearing on A. F. of M.’s application for temporary and permanent injunctions to prohibit the  
(Continued on page 5)

## Warner Bros. 9-Month Net at \$4,577,000

Warner Bros. yesterday reported consolidated net profit for the nine months ending May 28, 1960, of \$4,577,000, after a provision of \$4,500,000 for federal income taxes.

The net profit (not including the net profit of \$6,500,000 on the sale of the company’s ranch) for the corresponding period last year amounted to \$7,249,000 after a provision of \$4,650,000 for federal income taxes.

Film rentals including television,  
(Continued on page 5)

## Moskowitz to Report On Fox Studio Changes

A report on progress to date of reorganization at 20th Century-Fox studios will be made to the executive board by Joseph Moskowitz, vice president, later this week. Spyros Skouras, president, will attend the meeting also.

Moskowitz returned here yesterday from a six-week visit to the studio.

## PERSONAL MENTION

**CHARLES EINFELD**, 20th Century-Fox vice-president, and **C. GLENN NORRIS**, general sales manager, will return to New York today from Hollywood.

**SOL C. SIEGEL**, M-G-M studio head, and **BERNARD SMITH**, his executive assistant, have arrived in Madrid from here.

**MARION JORDAN**, Columbia Pictures International continental manager, will arrive in New York today from Paris for conferences with **MO ROTHMAN**, vice-president of C.P.I. Both will leave here for Paris on Aug. 30, with **ROTHMAN** going to London on Sept. 5 for the opening there of "Song Without End."

**PRICHARD HOBSON**, booker for Warner Brothers, and president of the Atlanta local, **IATSE**, and **VIRGIL HOPKINS**, business agent for the union, have returned to the Georgia capital from Memphis.

**HENRY WILLSON**, producer and treasurer of Rock Hudson's Seven Pictures Corp., has arrived in New York from the Coast. He will leave here shortly for Rome.

**HAROLD LEWIS**, treasurer of ATA Trading Corp., will be married on Sunday to **SUSAN LOWENTHAL** at Temple B'nai Sholom, Rockville Center, L. I.

### McCarthy Re-Signed

**HOLLYWOOD**, Aug. 23.—Renewal of the contract for Frank McCarthy as public relations head of 20th Century-Fox was announced today by studio production head Robert Goldstein.

**gems of showmanship!...**

**SPECIAL TRAILERS**

by **national screen service**

## All-Time-High Gross Seen

(Continued from page 1)

parent paradox has been caused by the fact that the average admission price in 1960 is averaging 69 cents. In 1959 it was 60 cents, when 224 films brought in a theatre gross of \$1,361-million, only 12 per cent less than 1946's record, \$1,499.5-million.

"Theatre attendance is again on the upswing," Sindlinger went on to say. "In the last week of July, the nation's motion picture theatres played to more people than at any time in the last four years. Early August attendance is ahead of the same period in 1959. These circumstances, coupled

with the fact there will be at least five more advanced admission pictures released before the end of the year, leads us to estimate that the nationwide theatre gross could reach \$1,500-million or more in 1960.

"Since the motion picture public is coming more and more selective each year," Sindlinger stated, "it will readily pay advanced prices to see the motion pictures it wants to see the most. Individual motion pictures today can bring in more money to the nation's box office and return more film rental to the producer than ever before."

### Two New Sales Offices Planned by Continental

Plans for the opening of two new sales offices for Continental Distributing, Inc., were announced by **Carl Peppercorn**, vice-president in charge of sales. They are to be opened before the end of the year.

Continental last week completed a five-day sales meeting on expansion plans and upcoming releases, including "The Entertainer," "Modigliani of Montparnasse" and "General della Rovere."

### Private Rites Today for Oscar Hammerstein, II

Private funeral services will be conducted today at Ferncliff Cemetery, Hartsdale, N. Y., for **Oscar Hammerstein, II**, the Broadway librettist and producer, who died early Tuesday of stomach cancer at his home in Highland Farms, Pa. His age was 65.

Hammerstein had a long career as a librettist, lyricist and producer, and many of the Broadway musicals on which he worked were subsequently made into successful motion pictures. These included "Showboat," "Oklahoma," "Carousel," "The King and I" and "South Pacific." Still running on Broadway is his "The Sound of Music," for which 20th Century-Fox paid over \$1,000,000 for film rights.

### Web for 'Oscar' Show To Be Chosen Monday

From THE DAILY Bureau

**HOLLYWOOD**, Aug. 23. — Decision on the choice of NBC or ABC as the network which will carry future telecasts of the Academy Awards event will be made next Monday night, Academy president **B. B. Kahane** disclosed following the Academy planning committee's preliminary meeting held here late yesterday.

The network selected will have exclusive right to telecast for a number of years, and will provide a commercial sponsor for the event, Kahane said.

### Griffing Search

(Continued from page 1)

which was piloted by **Griffing**, head of Video Independent Theatres of Oklahoma City.

The family took off from the Teterboro, N. J., airport a week ago en route to Oklahoma. Nothing has been seen of them since.

### L. of D. Condemnation For 'Wasted Lives'

The National Legion of Decency yesterday condemned the film, "Wasted Lives and the Birth of Twins," asserting the hygienic film to be "completely unacceptable for general motion picture entertainment purposes."

The Legion added that the **K. Gordon Murray Productions'** film, originally entitled "Children of Love," has been sensationally exploited by the producer and has been "falsely represented, either explicitly or in effect, as having been approved by the National Legion of Decency."

### 'Song Without End' at Beverly Hills Sept. 27

From THE DAILY Bureau

**HOLLYWOOD**, Aug. 23. — **William Goetz'** production for Columbia, "Song Without End," will have its West Coast invitational premiere Tuesday evening Sept. 27, at the Stanley Warner Beverly Hills Theatre.

The premiere will be followed by the regular engagement, beginning the following day.

### Rites for Mrs. Winikus

**NORTH MIAMI**, Fla., Aug. 23.—Funeral services were held at Southern Memorial Park here for **Mrs. Evelyn Winikus**, mother of **Francis Winikus**, European assistant to **United Artists** vice-president **Max E. Youngstein**. **Mrs. Winikus** is also survived by another son, **Thomas**.

### Monroe's Emissary Brings Kisses of 'Love'

The working trade press yesterday was interrupted at its daily task by the appearance of a luseuise headed gal clad in leotards to pace with the high humidity, boldly announced: "I have kissed you all from Marilyn Monroe."

The press was lavishly "kissed" by **Miss Martha McQuown** who, as Monroe's "stand-in," handed out chocolate kisses in packages that bore the legend, "Here are some kisses from Marilyn Monroe—Let's Make Love."

This was the "subtle" way the Century-Fox publicists were advising the press of news about the forthcoming **Jerry Wald** production, "Make Love," which stars **Miss Monroe** and **Yves Montand**.

### Financial Group Buys General Artists Corp.

A deal for **Herbert J. Siegel**, Philadelphia financier, and associate purchase **General Artists Corp.**, a theatrical, television and motion picture talent agency, was announced yesterday. The company will be a "new subsidiary of a publicly owned company and develop a new approach to selected basic areas of the entertainment industry," according to **Lawrence W. Kanaga**, president of **General Artists**.

**Kanaga** will continue to make headquarters here. **Milton W. Kravitz**, executive vice-president of **G.A.C.**, will headquarter in **Beverly Hills**.

A joint announcement said: **Siegel** and his associates, through their company, have signed agreements to purchase all the outstanding stock of **General Artists**, for an undisclosed sum in cash and stock. The move more rapidly accelerate planned expansion programs in selected parts of the entertainment field, including the eventuality of pay-television, its specific requirements, and rapidly growing areas of show business for industry, and to make possible a far greater scope of action on behalf of its major roster of acting creative and performing clients.

### Growth Potential Emphasized

"This step has been taken as a result of careful studies which demonstrated far greater growth opportunities in certain entertainment industry areas than are generally recognized. The clearly defined trend toward broadened distribution, of higher discretionary spending power, and greater abundance of available leisure time, means that more people are interested in the output of the creative and performing talents represented by **General Artists**."

**PARAMOUNT'S EXPLOSIVE BOXOFFICE IMPACT**

**IN THE STORY OF THE SENSATIONAL 665-DAY  
PURSUIT OF THE KILLER-SHIP ATLANTIS!**



**VAN HEFLIN CHARLES LAUGHTON** in

The Captain who sailed her ...

The Admiral who vowed to sink her ...

A DINO DE LAURENTIIS  
PRODUCTION

... and the beautiful prisoner-of-war

# UNDER TEN FLAGS

Tremendous conflict at sea...  
Tremendous personal drama!

co-starring MYLENE DEMONGEOT JOHN ERICSON · FOLCO LULLI · CECIL PARKER · ALEX NICOL · ELEONORA ROSSI DRAGO  
also co-starring  
Directed by DUILIO COLETTI Associate Director SILVIO NARIZZANO Screenplay by DUILIO COLETTI ULRICH MOHR Additional Dialogue by WILLIAM DOUGLAS HOME · A PARAMOUNT RELEASE

**CALL PARAMOUNT NOW!**

## IFIDA Petition

(Continued from page 1)

its members "are intimately concerned with the problems of regulation and censorship of motion pictures which are posed on this appeal."

Meanwhile Times Film will announce at a press conference here today filing with the Supreme Court of its own brief in the action which involves the Austrian film, "Don Juan." Times Film paid a license fee to Chicago but refused to submit the picture for censorship as required under a city ordinance. The police department denied the license, and the court fight to get the picture shown without pre-censorship began.

### No Early Ruling Expected

The Supreme Court is not expected to rule in the case until next winter. Also planning to participate in the appeal are the American Civil Liberties Union and its affiliate, the Illinois Division of ACLU.

In its suit Times Film contends that the provisions of the Chicago licensing ordinance which provide for censorship of all motion pictures prior to their exhibition are an unconstitutional infringement of rights guaranteed under the First and Fourteenth Amendments. It argues that punishment should be meted out after a film has been shown if it is then found to be obscene.

In its brief IFIDA also brings up the constitutional question as one of two points it makes, calling pre-censorship "prior restraint of a most arbitrary character."

### Customs Controls Cited

The second point made by IFIDA is not dealt with by Times Film in its brief in the court of appeals but concerns the relationship between federal customs regulation of imported motion pictures and local censorship under the constitution. IFIDA argues since foreign pictures have been previously adjusted for obscenity by the U.S. Customs before entry into the U.S. there can be no constitutional justification for a further requirement of municipal pre-censorship.

Several actions were involved in the Times Film case following the refusal of the Chicago police commissioner to grant a permit for the picture. The distributor first appealed to Mayor Richard J. Daley. Then it sued in Federal District Court to have the law struck down.

### No Jurisdiction, Says Judge

Federal District Judge William J. Campbell ruled he had no jurisdiction for several reasons. He was upheld by the Appeals Court on the ground that no one could tell what the film was like when it was not part of the record in the case. The Supreme Court agreed in March of this year to hear the case.

Still pending in Chicago is a second censorship suit, this one involving the French film, "The Lovers." Unlike the Times Film Corp., however, which refused to submit "Don Juan" for pre-censorship, Zenith International Pictures showed "The Lovers"

## Theatres Hurt by Boston Transit Strike

Special to THE DAILY

BOSTON, Aug. 23. — The general strike of motormen on the Metropolitan Transit Authority, the pulse of the transportation system into and out of Boston proper, which began yesterday at 5 P.M. was settled at 3:35 P.M. today. But the damage done to business in theatres, department stores, and business offices was severe.

Downtown theatres reported that last evening business was off by 30 per cent and this afternoon by 60 per cent, with little hope of back to normal attendance until tomorrow.

## SBC in Move to Ease The Impact of Imports

From THE DAILY Bureau

WASHINGTON, Aug. 23. — The Senate Small Business Committee has made a number of recommendations for softening the impact of imports on American industry. The committee cannot directly recommend legislation.

The group urged American trade agreement negotiators to "press with vigor" for concessions on U.S. exports at least equal to those granted for imports. It suggested that tariff concessions be granted in a manner and to an extent that will avoid sudden, sharp increases in imports.

The committee urged that the government take additional action to protect U.S. designs, etc., particularly during the period when patents are pending. It says the government "should continue efforts to secure . . . international cooperation to protect patents and designs" against competition by foreign "pirates" of ideas and designs.

### Tariff Act Quoted

"Congressional committees might usefully study the history and application (of section 337 of the Tariff Act, prohibiting unfair competition in foreign trade) with a view to possible simplification of its procedures, strengthening of its substance, or both," the committee declared.

## Chakeres Helps ACE

In releasing the names of original subscribers to the ACE productions fund last week, ACE inadvertently omitted the name of Phil Chakeres, president of Chakeres Theatres, Springfield, Ohio. Upon being informed that the fund had been started, Chakeres forwarded his check in the amount of \$25,000, asking that his circuit be listed among the first to subscribe.

to the police department, which then refused to license it.

At the present time Zenith is appealing a ruling by Judge Campbell that the Chicago censorship is legal because it does not interfere with motion picture production.

## 'Spartacus'

(Continued from page 1)

sal's vice-president in charge of advertising and publicity, arrives here from Hollywood via Chicago this morning to participate in the sessions along with Stan Margulies, advertising and publicity head of Bryna Productions, who arrived in New York from Hollywood yesterday.

Harry Mandel, vice-president in charge of advertising and publicity for RKO Theatres and his associates; Harry Goldberg, head of advertising and publicity for Stanley Warner Theatres, and his associate, Arthur Manson; Sheldon Gunsberg, vice-president of Walter Reade Theatres, and other circuit advertising and publicity representatives, are expected to participate in some of the sessions.

Maurice A. Bergman, who is planning key city tours to speak before women's groups and civic organizations on the importance of motion pictures in community life, will attend some of the sessions on "Spartacus." The meetings will cover every phase of roadshow presentation with particular emphasis on group selling.

Philip Gerard, Universal Eastern advertising and publicity director, along with Herman Kass, executive in charge of national exploitation; Paul Kamey, Eastern publicity manager; Jerome M. Evans, Eastern promotion manager; and home advertising, publicity, and exploitation staff members will also participate.

## TOA Confabs

(Continued from page 1)

continue the discussions in the afternoon.

The sessions, in which the two groups are seeking common ground for mutual help, were initiated last winter, but interrupted by the Screen Actors strike. Resumption was postponed until September, in order that the meeting could be tied in to the arrival of TOA officers in Los Angeles for the 13th annual TOA convention, which opens Sept. 13 at the Ambassador.

TOA's committee consists of Sidney M. Markley, S. H. Fabian, George G. Kerasotes, and Roy Cooper, with Pickus serving ex-officio. The SPG committee consists of Arthur Freed, Jerry Wald, Frank Rosenberg and Jerry Bresler, with Mirisch ex-officio. Julian Blaustein, SPG first vice-president and member of the committee, will be in Europe at the time of the September meeting.

Mirisch will be the principal speaker at TOA's convention luncheon on Sept. 15. It is expected he will report on the meeting, from the producers' point of view, at that time.

## N. J. Group Buys

(Continued from page 1)

ated Theatres in Boston, and they operate a buying and booking service in Connecticut.

Baurer, Stern and Dollinger operate the Columbia Amusement Circuit in New Jersey. Snaper also is operating head of Snaper Theatre Circuit in New Jersey.

## New Deadlock Looms Joint Minimum Pay Bill

From THE DAILY Bureau

WASHINGTON, Aug. 23.—Arrested by Rep. Johansen (R., M.), forced rejection of a move by H. Labor Committee Chairman Baughman (D., N.C.) to permit House conference on the minimum wage bill to be appointed without prior clearance by rules committee. The rules committee meets tomorrow to approve the listing of a Senate-House conference to reconcile differences between wage bills passed by the two bodies.

A deadlock is conceivable if Senate conferees are unwilling to make concessions. Members of conference do not vote by a simple majority. They vote as representatives of each house in separate groups, a majority of each is needed to reach an agreement.

Four liberal Democrats will represent the Senate at the conference, with them will be three Republicans, including two conservatives. House conferees will not be named until rules committee acts. It is believed that this conservative group will vote only if it is assured that the House conferees will be predominantly conservative.

If there should be irreconcilable differences in conference, it would be the minimum wage bill for this Congress. New bills would undoubtedly be introduced next January, and would have to be handled under new administration.

## Decision Reserved in 'Exodus' Title Dispute

Decision was reserved here yesterday by New York Supreme Court Judge Henry Epstein in the battle over the title "Exodus" by film distributors. United Artists Corp. and Carlyle-Al Pina, S. A., a Swiss corporation, are seeking an injunction against the Exodus Motion Picture Co. and Bernard K. Hoffer to prevent them from using the name "Exodus" on an Italian picture they are planning to re-issue.

The Italian film, produced in 1951, was called "The Earth Cries Out" when it was first released in the U.S. in 1953.

Attorneys for U.A. told Judge Epstein of the history of the Otto Minger production which that company will distribute beginning in December. They described the costs of the production, including price of the original property, which is a novel by Leon Uris. Judge Epstein said that he had read the book.

Defense attorneys claimed the plaintiffs don't have exclusive rights to the name "Exodus" and cited an alleged resemblance between the book and the story told in the Italian film.

## Boston Likes 'School'

Continental's "School for Scoundrels" had a strong first week of \$8,250 at the Exeter Street Theatre in Boston, the distributor reported.

# ATONJ Report

(Continued from page 1)

tors are reported to have made specific concessions or changes equivalent to about one-third the relief sought.

A statement was issued following yesterday's meeting but it was noted that Rome is of the opinion that further talks should be held with negotiators before litigation such as considered some months ago is undertaken.

Walter Stern, president of New York Allied, presided at the meeting. On its adjournment, Stern began a session scheduled to last several days.

## Anti-Pay-TV Kits

(Continued from page 1)

Metropolitan Motion Picture Theatre Association have arranged for a number of the additional petitions to theatre managers.

Mr. Erling, who is also chairman of the anti-pay TV committee, is gathering 30,000,000 signatures nationwide to flood Congressmen with opposition to pay-TV. The petition specifically asks for passage of S. Bills, HJR #130 and HR #6245, which would legislatively outlaw pay-TV.

Letters are being sent to every theatre in the country. They are now in the mail, so that theatres will begin receiving them later this week, with distribution to be completed about September 1. Theatre managers will collect signatures in their theatres for at least 10 days, and will solicit petitions from outside organizations.

## Stars' Opens Big at Premiere in Munich

Special to THE DAILY

MUNICH, Aug. 23.—Charles H. Schneer's "I Aim at the Stars," the story of rocket expert Dr. Werner von Braun, grossed a big 20,679 dollars in its first two days at the Kaiser Filmpalast here, following a high-packed invitational premiere over the weekend. Business was the best here since "Bridge on the River Kwai," also a Columbia Pictures release.

More than 15,000 people lined the streets to see the proceedings. Over 100 senior officers of the U.S. Army were on hand at the theatre which was decorated with elaborate missile displays in keeping with the theme of the picture.

Meanwhile, "Stars" also opened the well-known Edinburgh Film Festival at the New Victoria Theatre there last night to an enthusiastic capacity audience.

## Rogers Drive Starts

NEW ORLEANS, Aug. 23.—Loew's Theatre here has started collecting for the Will Rogers Hospital for the opening of United Artists' "The Saenger Theatre." The Saenger Theatre is making its contribution to the drive with the opening of 20th Century Fox's "Let's Make Love."

## Let's Make Love

(CONTINUED FROM PAGE 1)

Bing Crosby, Gene Kelly and Milton Berle as themselves. Montand, too, shows a fine comedic technique throughout, especially in individual vignettes such as his device for retrieving a diamond bracelet, given to a chorine inadvertently, by hinting to her that it was radioactive.

The Norman Krasna script, with additional material by Hal Kanter, is a familiar but cleverly put together bit of fluff. Played earnestly and engagingly by Miss Monroe and Montand, with a most capable supporting cast headed by such knowledgeable performers as Tony Randall, Wilfrid White, Frankie Vaughan, David Burns and others, and skillfully directed by George Cukor, it plays for laughs in abundance while offering a Cinderella romance between a suave, "new-face" foreigner and a torrid-as-usual and revealingly costumed Monroe. Incidentally, the two team well together and Montand is sure to leave his impressive equivalent to command return performances—on the American motion picture audience. He also leaves a plus impression, one that his talents have by no means been fully utilized in his initial Hollywood role. His sophistication, nevertheless, is far from out of place in this frame of primarily adult material.

Montand is introduced as the present day descendant of a long line of French industrial and financial barons as renowned for their romantic misadventures as for their accumulation of wealth. He is about to be lampooned in a skit in an off-Broadway musical and attends a rehearsal out of curiosity, meeting and being stricken immediately with Miss Monroe who, however, is most interested in her fellow performer, Vaughan.

THE pursuit begins, with the determined Montand consenting to play himself in the skit, although posing as a stage-struck jewelry salesman. He endeavors to conceal his true identity from Miss Monroe, wanting to win her without an assist from his bankroll. Believing Vaughan's professional talents are the secret to his romantic success, Montand employs first, Berle to make a comedian of him, then Crosby to teach him to sing and, finally, Kelly, to show him how to dance.

Naturally, such persistence pays off in the end.

Among the strong supporting cast, Randall is excellent as a public relations counsellor to Montand; White is just right as the latter's business counsel, and Burns makes a fine producer. Wald has provided quality production accompaniments. The Sammy Cahn and James Van Heusen songs are augmented by Cole Porter's "My Heart Belongs to Daddy." Best of the originals are the title song and "Specialization." Jack Cole's staging of the musical numbers is visually arresting. There is an amusing prologue in old-fashioned lithograph style depicting the highlights in the careers of Montand's ancestors.

This one is comparable in box office strength and entertainment quotient to the best of the recent Monroe vehicles.

Running time, 118 minutes. Release, in September.

SHERWIN KANE



Marilyn Monroe and Yves Montand in a scene from "Let's Make Love"

## Warners Asks

(Continued from page 1)

Warner post-'48 backlog sale until next Tuesday.

In opposing the A. F. of M. action, Warners also charged that it had been filed for political purposes to influence an election between A. F. of M. and M. G. A. which has been scheduled by the National Labor Relations Board for Sept. 7 and 8 in Hollywood.

Meanwhile, Herman Kenin, president of the AFM, said that the musicians union will exercise its full legal rights against sellers and purchasers of post-'48 films made under contractual agreement with the union wherein their transfer to television without prior consultation with the federation is contemplated.

### Warns All Sellers, Buyers

"We have recently advised NBC and CBS of our determination to protect our rights under law, and I wish now to inform any and all prospective or actual sellers or purchasers of these post-'48 films that we will proceed promptly against them as we have against Warner Brothers in this matter," Kenin said.

"We have notified NBC and CBS, and I now extend this public notification to all other parties that we shall immediately enter legal claims to support our contractual rights for prior consultation before these properties are sold, leased or otherwise used for broadcast exhibition," he asserted.

## Warner Bros. Net

(Continued from page 1)

sales, etc. amounted to \$66,392,000, dividends from foreign subsidiaries not consolidated were \$881,000 and profit on sales of capital assets was \$430,000 for the nine months ending May 28, 1960, as compared with \$62,084,000, \$1,126,000 and \$797,000, respectively, for the nine months ending May 30, 1959.

### Current Assets \$43,718,000

Net current assets at May 28, 1960 were \$43,718,000 (including \$18,154,000 cash and U. S. Government Securities) and debt maturing after one year was \$4,754,000, compared with \$43,071,000 (including \$15,814,000 cash and U. S. Government Securities) and \$4,663,000 respectively at February 27, 1960.

During the three months ending May 28, 1960, the company purchased 21,600 shares of its common stock at a cost of \$924,000 and three employees exercised options to purchase 17,500 shares of the company's common stock.

### 1,530,500 Shares Outstanding

Subsequent to May 28, 1960, an additional 29,400 shares were acquired at a cost of \$1,352,000 and four employees exercised options to purchase 60,000 shares of the common stock of the company. There are presently 1,530,500 shares of stock outstanding after deducting shares held in treasury.



WALT DISNEY'S  
**Jungle Cat**

THE NEWEST, MOST EXCITING  
TRUE-LIFE ADVENTURE FEATURE

TECHNICOLOR®

written and directed by  
JAMES ALGAR released by BUENA VISTA distribution Co. Inc.  
© WALT DISNEY PRODUCTIONS

And don't forget the  
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# MOTION PICTURE DAILY



88, NO. 39

NEW YORK, U.S.A., THURSDAY, AUGUST 25, 1960

TEN CENTS

## TUTORIAL

### One for All

By Sherwin Kane

CORES of small theatre owners in recent months have sent checks and pledges in small amounts to American Congress of Exhibitors in evidence of their belief in the projected ACE production company and their desire to contribute to its realization.

Since ACE has restricted initial participation to corporations and organizations, and has not undertaken solicit individuals, amounts of less than \$25,000 have been declined at outset.

However, once the ACE executive committee has decided on a third phase of financing the projected company the first phase was limited to five national circuits, and the appeal to the independent regional exhibitors—it is expected there will be opportunity for the small individual exhibitor, and others, to partici-

As anticipated, the third phase financing entails the sale of stock, after registration with the Securities and Exchange Commission, and will be in a position to make it possible for the smaller contributors to acquire an interest in the com-

Most of the unsolicited checks received by ACE were for a few thousand dollars or less, evidence of the interest that even exhibitors of small means have in the ACE production venture. It is apparent that they look upon it as a means of protecting their business and, while they do not have large sums to pledge, they are anxious to give the company whatever backing their means

At the third financing phase of the projected company will be one that will make it possible for every exhibitor who wishes to do so to participate. It seems a certainty inasmuch as exhibitors are particularly desirous that the new production company be exhibitor-owned in every sense of the word.

Obviously, this aim cannot be achieved if the owners of the new company are restricted to the larger exhibitors. Means of admitting the hundreds of exhibitors who do not have large sums to pledge are certain to be found.



Setting the Thanksgiving holiday debut of "The World of Suzie Wong" at Radio City Music Hall are, left to right: George Weltner, Paramount Pictures vice-president in charge of world sales; Russell V. Downing, president of the Music Hall, and producer Ray Stark. (Adv.)

### 'Concept of Years' for 'Spartacus' Campaign

(Picture on page 8)

While advertising and publicity campaigns on most pictures are normally developed in terms of weeks and months, the campaign on "Spartacus," the Bryna production being released by Universal-International, has been developed along the concept of years. This theme was stressed yesterday at the opening session of the three-day "Spartacus" orientation. (Continued on page 8)

### 'Suzie Wong' Is Booked At Music Hall in Nov.

"The World of Suzie Wong," starring William Holden and Nancy Kwan, has been booked at the Radio City Music Hall as its Thanksgiving holiday film, Russell V. Downing, president of the theatre announced yesterday.

The Ray Stark film production of his stage play, a Paramount release filmed in Technicolor largely on location in Hong Kong, also co-stars Sylvia. (Continued on page 8)

### See Precedent for All Studios in Edict On Warner-A. F. M. Post-'48 Sale Suit

The ultimate Federal court decision on Warner Bros. contention that its contract with the American Federation of Musicians was invalidated in 1958 when the Musicians Guild of America was certified as bargaining representative for studio musicians, is expected to establish a precedent for all companies on sale of their post-1948 films to television without prior negotiation with and consent of the Federation. Warner Bros. set up that defense

this week in answering the action for temporary and permanent injunctions brought by the Federation in U. S. District Court here to prevent consummation of the deal by which Sev-

### In Times Suit

## Hope for End To All Prior Censorship

High Court to Hear Case During Week of October 17

High hopes that the U.S. Supreme Court will at long last rule out all prior censorship of motion pictures when it hands down its ruling in the "Don Juan" case were expressed here yesterday by officials of Times Film Corp.

"It may well be difficult for the court to duck the issue this time," Felix J. Bilgrey, general counsel of Times Film, who will argue the case for the company, said at a press conference to announce filing of the legal brief. The court is expected to hear the case the week of Oct. 17, he said, and a decision is hoped for by the first of the year.

Defendants in the suit are the City of Chicago, its mayor, Richard J. Daley, and police commissioner, Timothy J. O'Connor. In a deliberate test (Continued on page 3)

### Louis Chesler Chairman Of Seven Arts Prods.

Special to THE DAILY

TORONTO, Aug. 24.—The annual meeting of Creative Telefilms and Artists, Ltd.—recent purchasers of 110 films from the post-'48 Warner Brothers film library—approved a change of name to Seven Arts Productions, Ltd. Shareholders also gave the nod to trebling the size of the board of directors—from five to 15—and creation (Continued on page 2)

### State, Justice Budgets To Eisenhower for OK

From THE DAILY Bureau

WASHINGTON, Aug. 24. — The House and Senate have sent to the President a compromise appropriation for the State and Justice departments. No reduction was made in the budget for the anti-trust division.

The Informational Media Guarantec Fund was given \$3,691,680 for the (Continued on page 2)

## PERSONAL MENTION

MILTON R. RACKMIL, president of Universal Pictures, has left New York for Hollywood.

HENRI MICHAUD, Paramount's assistant general manager for Continental Europe, has left here for the Coast.

HARRY GOLDSTONE, general sales manager of Astor Pictures and Atlantic Television, will leave here today for Los Angeles and Miami.

HARRY ROGOVIN, Columbia Pictures district manager in Boston, became a grandfather this week with the birth of twins, CAROL and MARTHA, to his daughter-in-law, MRS GERALD ROGOVIN.

DANIEL P. SKOURAS, of the United Artists foreign department, will be married to ESTELLE JIAVIS on Sept. 4 at All Saints Greek Orthodox Church, Joliet, Ill.

W. GORDON BUGIE, Paramount manager in Cleveland, has returned there from Albany, N. Y.

SAM M. BERRY, of National Theatre Supply Co., Dallas, has returned there from Atlanta.

ED PRINSEN, owner of the Palace Theatre, Youngstown, O., has returned there from Sheboygan, Mich.

## Deal Being Discussed For 'Perfect World'

A deal for distribution of "The Perfect World of Rodney Brewster," is being discussed here with a major motion picture organization by Jules Schwartz, executive director and general business manager of Phoenix Film Studios. Schwartz declined to identify the organization.

The film, a comedy now being cast, is scheduled for release next summer, Schwartz said. Shooting is scheduled to start October 15 in Phoenix, Ariz., and Hollywood.

Previous films made by Schwartz include "Four Fast Guns," which is being distributed by Universal, and "Night Tide," written and directed by newcomer Curtis Harrington, now being edited.

Plans are now being made by Schwartz for a \$500,000 sound studio in Phoenix, which will feature a "new" old-Western street. The project, to be built on a 20-acre lot is expected to be completed by the end of the year.

## W. B. - A. F. M.

(Continued from page 1)

en Arts Productions is to take over \$11,000,000 of Warner post-'48 films.

With all major studios similarly involved, the court's ruling on whether the A. F. of M. contract's provisions covering sale of post-'48 films have become inoperative, obviously would be applicable to all.

An A. F. of M. spokesman yesterday said its rejoinder will be filed by the return date next week.

"The Federation can say only at this time that it will exert every legal right against Warner and any other producer to protect the interests and those of the musicians who performed for the films in question," he said.

### 'Propaganda' Charge Denied

Commenting on the further Warner contention in its reply to the Federation suit that the action had been brought by A. F. of M. for N.L.R.B. election propaganda reasons, the spokesman said, "It should be noted that our warning to obtain 'prior consent' to Warner and other producers was issued officially by the A. F. of M. long before an election was ordered by the N.L.R.B.

"In short, we deny it is a propaganda effort and reassert the A. F. of M.'s determination to prosecute our rights vigorously in the courts and to a successful conclusion."

## State, Justice Budgets

(Continued from page 1)

current fiscal year—\$1 million less than the Senate had recommended. Turner Shelton, chief of the U.S.I.A.'s international films division, is hopeful that there will not be any reduction in the amount to be allocated to films. The House action, however, would appear to preclude expansion of the program at this time.

## Amusement Tax Hike In Maryland Rescinded

Special to THE DAILY

BALTIMORE, Aug. 24. — City authorities of Havre de Grace, Md., an incorporated township in Harford county, have rescinded an amusement tax ruling scheduled to become effective Sept. 1 which would have boosted the rate for the county in general as well as Havre de Grace proper. A protest led by Durkee Theatres interests to the City Council explained the hardships which would result.

Cecil County, Md., amusement tax has been increased from one-half of one per cent to five per cent but the move does not include incorporated cities of the county, mainly affecting drive-ins. These taxes are to be the target of protest during the next meeting of the Maryland State Legislature.

## Doubts Action in 1960 On Bicks Appointment

From THE DAILY Bureau

WASHINGTON, Aug. 24.—Chairman Eastland (D., Miss.) of the Senate Judiciary Committee has indicated that no action can be expected this year on the nomination of Robert A. Bicks to be chief of the Justice Department's anti-trust division. He said he thought Congress might adjourn at the weekend.

At a subcommittee hearing, a witness for a company that had entered into a consent agreement with the anti-trust division questioned the manner in which it had been honored. Bicks noted that this ground had been covered earlier, and noted that he had already answered the allegations that had been made.

A number of statements in favor of Bicks were placed in the record, including one in which Whitney North Seymour, president-elect of the American Bar Association, urged Senator Eastland to press for quick confirmation of the anti-trust chief.

## Wage Bill Action Today By House Rules Group

From THE DAILY Bureau

WASHINGTON, Aug. 24. — The House Rules Committee has deferred action until tomorrow on approving a House-Senate conference on the minimum wage bills passed by the two bodies.

Chairman Howard Smith (D., Va.) said, "I rather think so," when asked if he thought affirmative action would be taken. His statement came after Chairman Barden (D., N. C.) had made it clear that he would stand as firmly as possible on the wage-hour bill passed by the House.

### Exhibitors Excluded

This provides for a minimum wage of \$1.15 and extension of coverage to employees of certain retail chain stores that operate in two or more states. The Senate's bill is broader, and calls for a pay floor of \$1.25 hourly in 1963. Neither bill would cover motion picture exhibition.

If the conservative-dominated House group refuses to accept any changes in the House-passed bill, it is possible that no compromise bill will be approved. In that case, observers think that pressure for another—and far broader—wage bill would be far stronger next year.

## 'Time' Gross Is Record

MGM's "The Time Machine" has zoomed past a new box-office record at the Warner Theatre here with a gross of \$42,346 in its first full week. The business is the best for any continuous run attraction at the theatre, according to MGM.

## Seven Arts

(Continued from page 1)

of the post of chairman of the company. At a meeting of directors after the close of the year, the former financier Louis Chesler was elected chairman.

A wholly-owned U.S. subsidiary has been formed, Seven Arts Associated Corp., to market the films of the company in the United States. The parent company will handle Canadian distribution.

President David B. Stillman said the company is "on the lookout for further film libraries. Proposed acquisition of the company into the hotel and land business in the Bahamas is in the negotiation stage, he said.

The annual report reveals that Eliot Hyman will receive \$500,000, a good-faith deposit on \$1,637,000, to be paid him for his rights and interests. These include a piece of the Marilyn Monroe film, "Let's Love," and a share of "West Side Story."

## Criterion Film Expands

Criterion Film Laboratories has expanded its facilities to the extent that it is now using the entire second floor of 33 West 60th Street here. Todaro, president, explained they have added 7,000 feet to their production floor space and have purchased additional laboratory equipment to process 35mm and 16mm color and black and white positives as well as reverse addition several new cutting tables which have been constructed for the benefit of their clients.

## 'Naples' Here Sept.

Shavelson-Rose's "It Started in Naples" will open its New York premiere engagement on Sept. 2 at the Victoria and Murray Hill theatres. The film is a Paramount release.

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**Goetz' Set to End Edinburgh Festival**

Special to THE DAILY

EDINBURGH, Scotland, Aug. 24. William Goetz' "Song Without a Name" the story of Franz Liszt, has been selected as the final picture to be shown at the Edinburgh Film Festival here. Another Columbia release, Charles H. Schneer's "I Aim at the Stars," opened the festival. The distinction of having both the first and the last film to be exhibited at the festival is an honor accorded to the picture since before at Edinburgh. Copies of the releases were also the subject of that distinction when "On the Waterfront" and "The Caine Mutiny," were so honored.

**Part of W. R. Hospital Campaign 'Encouraging'**

Participation of circuit and independent theatres in opening weeks of the year's campaign to raise funds for the Will Rogers Hospital has been "encouraging," Eugene Picker, fund-raising chairman, said here yesterday. Monday, 1544 theatres had agreed to take up audience collections and conduct the annual Christmas salute among their employees. Most of the collections are scheduled for the latter part of August and first part of September, although some are for October and November. While the picture is encouraging, Picker said, "it represents only about 22% of the ultimate goal of participating units—7,000 theatres. If the rate of response continues to step-up as it has in the past few days, we can probably expect to again accomplish the kind of job our industry is famous for when it comes to helping another man."

**71 Circuits Pledged**

Seventy-one circuits are particularly responsive, with 71 already pledged. Significant of the industry's endorsement of the hospital's project to build the Will Rogers-O'Donnell Memorial Research Laboratories and to expand the work is the fact that most of the circuits signed up for the Christmas collections immediately after the campaign was launched, Picker pointed out. Among these are: AB-PT, Mann & Katz-Publix Great States, Paramount, Florida States, Termountain, Interstate & Texas, United, Monroe Amusement, Mount Gulf-Tenarken, Tri-States, United, Armstrong, Arthur Enter-prises, Associated Drive-Ins, Atlantic, Atoz, Basil, Bloomer, John C. Brandt, Century, Chakeres, Cinerama, City Entertainment, Commonwealth, Dickinson, Durwood, Delft, Frisina, Harris, Illinois Interboro, Iowa, J. J. Theatres, Jamestown, Kerasotes, E. M. Loew, Malco, Manos, B. S. Moss, J. Farland, Nal-Pac, Fox-Midwest, Neighborhood, RKO, Randforce, Wal-lade, Robins Amusement, Row-

**Hope for End to All Prior Censorship**

(Continued from page 1)

case, Times Film refused to submit the film "Don Juan" for censorship when it applied for a license to exhibit in Chicago in December, 1957. When the police department denied the license, the court fight to get the picture shown without pre-censorship began.

Bilgrey said yesterday he is optimistic for a clear-cut ruling against all prior-censorship because the present case is the first motion picture suit to come before the high court in which the content of the film is not an issue. In previous cases the issue was generally "obscenity."

At points in the "Don Juan" case as it traveled through the lower courts there was "some speculation" that the picture might be "obscene," Bilgrey noted. Yet one judge, in stating that he had no jurisdiction in the case, said no one could tell what the film was like when it was not part of the record.

**Other Decisions Recalled**

Prior Supreme Court decisions in film censorship cases were "broader," Bilgrey said, "and voided censorship standards. But they never made prior-censorship itself an issue."

In his 38-page printed brief Times counsel argues that the existing provisions in the Chicago censorship ordinance should be voided "as standing

**Goldstein OK's Draft Of 'Goodbye, Charlie'**

From THE DAILY Bureau

HOLLYWOOD, Aug. 24.—Robert Goldstein, interim production head of 20th Century-Fox, has approved the first draft of "Goodbye, Charlie" from the screenplay by I. A. Diamond. The picture, taken from the Broadway play by George Axelrod, will star Marilyn Monroe as soon as she completes "The Misfits." Goldstein set production plans for a November start.

Goldstein also announced the purchase of "Miracle of Guadalupe" by James O'Hanlon and assigned Henry Hathaway to handle direction.

ley United, Rugoff and Becker, Schine, Skirball, Skouras, Smith Management, Springer, Stanley Warner, Steinberg, Steifel, Switow, Trans-Lux, Tri-City Drive-Ins, United Artists, Wehrenberg, Wolfberg. Others are coming in daily.

Exchange area distributor and exhibitor committees are working on developing an increased enrollment of independents. This segment is also expected to far exceed its last year's ratio.

A. Montague, hospital president, warned against any "letting down of our efforts because of the good response we are meeting. We're off to a good start, it is true. But we've got to stay there. We must keep the pressure on. We still need some 5,500 more theatre-pledges before we can relax and consider the mission accomplished."

**'Don Juan' No Longer Distributed by Times**

"Don Juan," the Austrian film at issue in the censorship case to be heard by the U.S. Supreme Court this fall, is no longer the property of Times Film Corp., plaintiff in the suit against the City of Chicago.

U.S. distribution rights to the picture have reverted to Wien Films. The picture is described as an adaptation of Mozart's opera, "Don Giovanni."

in the way of the freedom of expression guaranteed by the First and Fourteenth Amendments." The brief calls upon the high court to reverse the decisions of the United States District Court for the Northern District of Illinois, Eastern Division, which upheld the city's original refusal to grant the license, and the United States District Court of Appeals for the Seventh Circuit, which upheld the ruling of the District Court.

Bilgrey's arguments take issue with the Court of Appeals contention that "it is common knowledge" that the motion picture industry does not "exercise a wholesome, voluntary censorship" over its product as do "the responsible owners of newspapers and

**Mooring Is Leaving For European Visit**

From THE DAILY Bureau

HOLLYWOOD, Aug. 24.—William H. Mooring, syndicated Catholic movie-TV columnist and reviewer, will leave by Air France, Aug. 30 for Paris, London, Madrid, Rome and other European centers of production. He is scheduled to return about Oct. 10.

In Rome he will be received by Archbishop Martin J. O'Connor, rector of the North American College, who was recently appointed president of a new Vatican Secretariat to study trends and influences in all communications media. The Archbishop for the past 12 years has been president of the Pontifical Commission for Motion Pictures, Radio and Television.

Mooring will file from Europe, column and feature material, for the 50 Catholic weeklies and Extension, national monthly which subscribe for his service. Robert F. Nichols of "The Tidings" reviewing staff will cover current previews.

**More 'Wind' Previews**

Fourteen additional previews, making a total of 77 simultaneous showings, have been set for Stanley Kramer's "Inherit the Wind" on the evening of Aug. 29. The United Artists release will be shown in principal cities in the United States, Canada and overseas on the same evening. Some 125,000 movie-goers are expected to attend the performances.

television broadcasting systems" over their respective product.

"The alleged dangers which the lower court suggests as a justification for prior censorship of motion pictures," the brief points out, "exists no less in the vast majority of our states and cities where no prior censorship of motion pictures is present. In addition to Chicago, only a handful of cities and four states (New York, Virginia, Kansas and Maryland) impose prior censorship on motion pictures. . . . The court may take judicial notice that the standard of morality is at least as high in the vast numbers of states and cities which have no motion picture censors, as it is in Chicago."

**Goldwurm Hits 'Throttling'**

In a statement cabled from Europe yesterday, Jean Goldwurm, president of Times Film, attacked "throttling screen restrictions" and said he hoped the present action would "lead to the eradication of the infantile practice" of prior censorship.

"I acknowledge only one censor—the American public. Moviegoers are not captive audiences. They have the intelligence to accept or reject motion pictures as they deem fit—and they most certainly should have the right to do so."

In the action now before the Supreme Court, the American Civil Liberties Union, the Motion Picture Association and the Independent Film Importers and Distributors of America are filing briefs as friends of the court on behalf of Times Film.

**Ordinances Listed**

In the *amicus* brief submitted by MPAA there is an appendix furnished for the information of the court, which contains a compilation of all of the active and dormant municipal ordinances in the United States.

The MPA brief is being submitted today in Washington by Sidney Schreiber, general counsel for the Association, and Miss Barbara Scott of the MPA legal staff.

**Film Licensing Fees Could Be on Way Out**

Should the U.S. Supreme Court rule against all prior censorship of motion pictures, as is hoped for in the Times Film Corp.'s "Don Juan" suit, it could also mean the end to the the imposition of license fees on films by municipalities, Felix Bilgrey, counsel for Times Film, said here yesterday. They could "fall by the wayside," as he put it.

On the other hand, Bilgrey noted, the court has in the past upheld fees even on newspapers, though strictly on a licensing basis with no control allowed the local government on what is going to be said in the newspaper.

The same might possibly apply for films, Bilgrey said, pointing out that a city could tax film on the basis of examining it to be sure the celluloid is fireproof. Any such excuse would probably be upheld in the courts, in his view.

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SHE LIVING TWO  
LIVES... WITHOUT  
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Directed by **ROSS HUNTER and MARTIN MELCHER** · A Universal-International Release

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## PEOPLE

Freddie Field has resigned as vice-president and a director of Music Corp. of America after 12 years with the organization.

Aleck Papayanakos, owner of the American Theatre, Canton, N. Y., since 1923, and the Ideal Drive-in Theatre, outside Canton, since 1950, has sold both operations and will leave on Sept. 25, with Mrs. Papayanakos for his native Greece, where they will make their home in Sparta.

Spurgeon Dunn has taken over from Mrs. J. C. Camp the Cairo Theatre, Cairo, Ga.

Harry Foster, Columbia Pictures producer, has offered leading roles in his forthcoming "Mr. Wonderful" to Marty Allen and Steve Rossi, comedy team now appearing at the Pigalle in London. Contract is expected to be signed upon the return of the team from London.

Phil Conway has been transferred from MCA-TV's Cleveland office to New York, effective Sept. 6.

Clayton Hill, formerly of Detroit, has joined the Warner Brothers exchange in Cleveland as salesman, taking over the territory formerly covered by Bob Blitz, who resigned to join Paramount there.

### 70mm Equipment to Be Feature at Trade Show

Seventy millimeter motion picture projection equipment will be displayed at the motion picture industry trade show at the Ambassador Hotel in Los Angeles, Sept. 13-16, in conjunction with the 13th annual convention of the Theatre Owners of America.

Albert M. Pickus, TOA president, said that the Strong Electric Corporation of Toledo, will show its 35/70mm projectors, in addition to its jet arc, UHT and magnarc carbon arc lamps, in its booths in the show.

The Strong Electric booths will be manned by Arthur J. Hatch, Bill White and C. Callender.

Another trade show exhibitor will be the National Vendors, Inc., of St. Louis, Missouri, which will exhibit its series 222 cigarette merchandiser, its services CC-deluxe candy merchandisers, and its closed and open common fronts for the machines.

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OPENING THE Universal meetings on "Spartacus" here yesterday was Jeff Livingston, executive coordinator of sales and advertising (third from left) flanked by Stan Margulies, advertising and publicity head of Bryna Productions, producer of the film; Philip Gerard, Eastern advertising and publicity director of Universal; and David A. Lipton, Universal vice-president in charge of advertising and publicity.

## 'Spartacus' Campaign Set

(Continued from page 1)

entation meetings presided over by Jeff Livingston, executive coordinator of sales and advertising.

Participants at the meetings included David A. Lipton, Universal vice-president in charge of advertising and publicity; Stan Margulies, Bryna advertising and publicity head; Philip Gerard, Universal's Eastern advertising and publicity director; circuit advertising and publicity representatives; advertising, publicity and exploitation staff members as well as special "Spartacus" personnel and field representatives from the initial cities where "Spartacus" will open.

This "concept of years," Livingston said, not only has applied to the national advertising, publicity and promotional campaign on "Spartacus," but to the local level campaigns since all initial engagements of "Spartacus" have been geared to run one, two of more years. Where local campaigns on the usual picture in key cities are generally started several weeks in advance of opening, the campaigns on "Spartacus" in these same cities are being started as much as six months in advance by the use of such promo-

booth will be H. J. "Pete" Foster, M. L. Pierson and Charles Kaplan.

TOA has been joined in co-sponsorship of the trade show by the Theatre Equipment Dealers Association, and the Theatre Equipment Supply Manufacturers Association. The trade show will be opened at 2 P.M. Tuesday, Sept. 13, to operate Tuesday afternoon, Wednesday morning and Thursday and Friday afternoons. There are no convention meetings scheduled at the same time, to compete.

Pickus also disclosed that a "treasure chest" will be established in the trade show, with major prizes, including a color television set, to be awarded during trade show hours. To encourage trade show attendance the chest will be placed at the innermost section of the trade show arcas, and conventioners will have to be in the trade show area at the time the prizes are awarded to win them.

tional devices as trailers, lobby displays, cross-trailers, display material and the soliciting of group sales through special mailings.

Further, Livingston stressed, where field exploitation representatives are normally sent in two or three weeks in advance of openings in key cities, "Spartacus" field personnel are being sent in not less than eight weeks in advance and in some instances as many as 12 weeks in advance of the premiere.

The local campaigns on "Spartacus," Livingston reminded the participants, must be paced. Not only must they be started 10 to 12 weeks in advance and built to a peak at the time of opening but the campaign must then be sustained for 20, 30, 40 or more weeks as the picture continues its engagement.

On the promotional aids on "Spartacus," Livingston predicted that the field personnel "will find that they are being provided with the finest tools ever assembled for local media."

The meetings continue today with the emphasis on group selling techniques and certain specifics or road-show theatre operation.

## 'Suzie Wong'

(Continued from page 1)

Syms, the British actress and Michael Wilding. It was directed by Richard Quine from a screenplay prepared by John Patrick, author of "The Tea-house of the August Moon." The Patrick screenplay is based on the novel by Richard Mason and the play by Paul Osborn.

With the booking of "Suzie Wong," the Music Hall has completed its future schedule through the month of November. In sequence, the films which will follow "Song Without End," its current attraction, will be Warner Brothers' "The Dark at the Top of the Stairs," starring Robert Preston and Dorothy McGuire; Universal's "Midnight Lace," starring Doris Day, Rex Harrison and John Gavin, and "Suzie Wong."

## Art Will Be Stressed In 'Greatest Story'

From THE DAILY Bureau

HOLLYWOOD, Aug. 24. — "Great-Artist Concept" will be employed by George Stevens in all roles in his production of "Greatest Story Ever Told" for Century-Fox.

Some of the world's greatest temporary painters will be commissioned to draft the likenesses of screen personalities into the character roles and background situations which played an integral part in life of Jesus, into paintings of major piece significance. It is expected approximately 50 international known stars will be selected for paintings as an adjunct to this concept casting for the film.

### Ancient Glorification Cited

"For centuries, the world's most painters, sculptors, musicians and poets have glorified the story of Jesus and left their imprints for all mankind to enjoy," Stevens states, adds, "In keeping with this, it is our aim to create a motion picture which can depict the story of Jesus for many years and so become the cinema's definitive contribution to the subject. We hope it will rank as the greatest achievements of all art."

This policy will extend even to the briefest of roles.

In order to make sure the large number of stars necessary will be available when the \$15,000,000 production goes before cameras early in 1961, first of these personalities or specific roles will be announced within next two weeks.

Stevens says that this "great-art concept" in casting is being used in every phase of the picture's making.

## Membership of MGA Ratifies AFTP Contract

From THE DAILY Bureau

HOLLYWOOD, Aug. 24. — The Musicians Guild of America membership, in a secret ballot, ratified by near unanimous approval a new contract with the Alliance of Television Film Producers, which calls for a 10 per cent increase in the use of music for TV films, giving music a basic scale of \$55 for each one-hour or one-half hour of live scoring in each half hour film of a TV series.

## Franklin Resignation Accepted by the WGA

From THE DAILY Bureau

HOLLYWOOD, Aug. 24. — The council of the Writers Guild of America, West, has announced the resignation of its executive director, Michael H. Franklin, which was submitted two weeks ago.

Franklin will continue in his present post until a replacement has been found. A committee of top guild officers has been formed to find a successor.

# MOTION PICTURE DAILY

All  
the News  
That  
s News



Concise  
and  
to the  
Point



88, NO. 40

NEW YORK, U.S.A., FRIDAY, AUGUST 26, 1960

TEN CENTS

## **Y. Group to Fight Little Hope for House Bill to End 'Legit' Tax**

### **Lindsay Defends Limiting Act to 'Living Theatre'**

By E. H. KAHN

WASHINGTON, Aug. 25.—A bill to provide that the tax on admissions shall not apply to admissions to any dramatic (including musical) performance is conceded by the sponsor of the measure, Rep. John V. Lindsay (R., N. Y.) to have no chance of passage this year.

The bill is of direct interest to the motion picture industry because it would provide a tax benefit to the class of entertainment—live—denying it to motion pictures. It admittedly constitutes a discrim-

(Continued on page 6)

## **Abandons Search Griffing, Family**

Special to THE DAILY

OKLAHOMA CITY, Aug. 25. — A late search by the Civil Air Patrol for the missing plane which carried Henry Griffing, Video Theatres president, his wife, son and daughter, was called off today when hope of finding the family alive was abandoned.

The Griffings disappeared after taking off in their private plane from Teterboro, N.J., on Aug. 16 for their home

(Continued on page 7)

## **Will Tour for Spartacus' Meetings**

Universal-International is setting behind-the-scenes personalities to all the cities in which "Spartacus" the Bryna production, will open on Oct. 10 and November, it was

(Continued on page 6)

## **Greater Union Theatres Has Set Aside \$1,702,400 As TV Contingency Fund**

Special to THE DAILY

SYDNEY, Australia, Aug. 25.—Greater Union Theatres Pty., Ltd., over the past six years has set aside from its annual profits £760,000 (\$1,702,400) as provision for television contingencies, stockholders were advised at the annual meeting here today.

Norman B. Rydge, chairman, explained that the continuing increases in the fund were necessary because of the effect of television on theatre business. In 1959 it was especially severe in Sydney and Melbourne for the circuit.

"As in 1958, however," he added, "operations in other states continued to provide adequate returns and results therefrom were not markedly affected by television until late in the year." The amount set aside for tv contingencies in 1959 was £50,000 (\$112,000). Consolidated net profit in 1959 was £227,785 (\$510,238) as compared to £225,390 (\$504,873) in 1958.

Rydge also told stockholders that changed economic conditions in the business have called for various modifications, including closing of some theatres, new screening policies for others, and extensive remodeling of two city theatres to provide for Todd-AO. "The future trend appears to indicate that more theatres will close and that it will still be some time before a position of stability is reached."

## **'Blank-Check' Policy For 'Pepe' Promotion**

Columbia Pictures has authorized a "blank-check" policy for the promotion and merchandising of George Sidney International-Posa Films International's "Pepe," it was announced by Jonas Rosenfield, Jr., Columbia executive in charge of advertising, publicity and exploitation. The program backing the film which stars Cantinflas, will have no less than a minimum budget of \$1,000,000, Rosenfield de-

(Continued on page 7)

## **Gold to Head NSS Advertising, Publicity**

Melvin L. Gold Enterprises has been retained, by National Screen Service as advertising and publicity consultants, it was announced by Burton E. Robbins, NSS vice-president in charge of sales.

Melvin L. Gold, president of the consulting firm, will function as National Screen's advertising, publicity director.

From 1943 to 1954 Gold was em-

(Continued on page 7)

## **No Agreement on Minimum Wages Reached by House-Senate Conferees**

From THE DAILY Bureau

WASHINGTON, Aug. 25.—The first meeting of the House-Senate conferees on the minimum wage bill led to no concrete agreement. In fact, as the meeting broke up, there were indications that some effort will be made to deadlock the conference and prevent enactment of any changes in minimum wage law. Some observers think, however, that in a case like this intransigent attitudes may be based more on a knowledge of political horse-trading techniques than on a genuine inflexibility.

At the meeting's conclusion, Rep. Kearns (R., Pa.) commented that it had been just a preliminary session. Senator Goldwater (R., Ariz.), a leader of the group that opposes new wage legislation, said that the conference would either produce nothing or adopt the House-passed bill which

raises the pay floor to \$1.15 hourly and covers certain retail employees. Democratic presidential nominee John Kennedy (D., Mass.), whose prestige is bound up with the passing of a new law, was confident that it would be possible to reach a compromise.

In the absence of a deadlock, it would appear reasonable to assume that the bill to emerge from conference will bring about 3,000,000 more employees under the wage law's umbrella, but will cut the pay floor from the Senate-approved \$1.25 hourly to the House-passed \$1.15 hourly.

## **Partnership**

# **Alcoa to Join Zeckendorf in Fox Studio Buy**

## **Seen As Assuring Closing Of \$43 Millions Deal**

Plans for Aluminum Company of America to join with William Zeckendorf's Webb & Knapp company in the purchase of 20th Century-Fox's 265-acre studio property for \$43 millions as the site for the projected Century City development were announced here yesterday by Zeckendorf & Frank L. Magee, president of Alcoa.

Under the arrangement, Alcoa will purchase a substantial interest in 91091 Corp., a Webb & Knapp sub-

(Continued on page 2)

## **Zeckendorf a TOA Convention Speaker**

William Zeckendorf, well known realtor and financier, will address the convention of Theatre Owners of America in Los Angeles, Sept. 13-16, it was announced by Albert M. Pickus, TOA president.

Zeckendorf, who is a director of the America Corp., parent company of Pathe Laboratories, will speak at the luncheon

session Sept. 14 on the film produc-

(Continued on page 2)

## **Senate Changes OK'd In Foreign Trade Bill**

From THE DAILY Bureau

WASHINGTON, Aug. 25.—A conference committee has agreed on changes in a bill to permit firms doing business abroad to elect an "over-all" limitation on the foreign tax credit as an alternative to the existing "per country" limitation. A number of

(Continued on page 7)



S. Griffing



W. Zeckendorf

## PERSONAL MENTION

**HUGH OWEN**, Paramount vice-president, is in Philadelphia from New York.

**EDDIE SOLOMON**, Embassy Pictures vice-president, will leave New York today for Chicago.

**ED HEIBER**, Eastern regional manager of International Pictures, and **RUTH POLOGE**, Eastern advertising-publicity manager, are in Philadelphia from here.

**BUD CHALMAN**, of the Gulf-to-Bay Drive-in Theatre, Clearwater, Fla., has returned there from Atlanta.

**BOB LANDRY**, photographer assigned to Carl Foreman's "The Guns of Navarone" in England, was married at St. George's Presbyterian Church, London, to **DOREEN WOOD**, British film publicist.

**MRS. GERALD ADLER**, the former **HELEN BELDOCK**, secretary in the New York office of Hecht-Hill-Lancaster, has given birth to a daughter, **JANE**.

**HARRY ROSE**, manager of Loew's Majestic Theatre, Bridgeport, Conn., and **MRS. ROSE** are marking their 40th wedding anniversary.

**PATRICIA GARDY** and **PATRICIA TASSINARI**, both of the 20th Century-Fox branch in Albany, N. Y., will be married, the former on Saturday to **FRANCIS J. PORCARO**, and the latter on Sept. 10 to **JACOB C. FAUBEL, Jr.**

### 'Song' Gross \$393,387

William Goetz' "Song Without End," the story of Franz Liszt, has grossed \$393,387 in its first two weeks at the Radio City Music Hall here, Columbia Pictures has reported. Figure for the second week, just ended, was \$189,746.

## NEW YORK THEATRES

**RADIO CITY MUSIC HALL**  
Rockefeller Center • Ci 6-4600  
**"SONG WITHOUT END"**  
THE STORY OF FRANZ LISZT starring  
**DIR. BOGARDE** as Franz Liszt  
A COLUMBIA PICTURE in CinemaScope & Eastman Color  
ON THE GREAT STAGE "FESTIVAL"

## Alcoa to Join in Studio Buy

(Continued from page 1)

subsidiary established to acquire the land from 20th-Fox and to develop Century City. Details of the Alcoa acquisition were not disclosed.

Financial circles regarded the development as insuring consummation of the \$43 million purchase from 20th-Fox. A special meeting of 20th-Fox stockholders called for Oct. 17 must first approve the all-cash sale to Zeckendorf.

### Approved by the Board

While approval of the transaction is regarded as a foregone conclusion, should there be an upset of such expectations, Zeckendorf's company still could purchase the studio acreage on a long-term basis for \$56 millions. Directors of 20th-Fox already have approved the all-cash and recommend its approval by the stockholders.

The Zeckendorf company on Aug. 1 completed payment to 20th-Fox of

a total of \$5 millions as a down payment on the \$54 millions purchase. The balance of \$38 millions will be paid in cash within six months after approval of the deal by 20th - Fox stockholders at their special meeting.

It was stated that Alcoa's primary interest in the Century City venture lies in its opportunity to develop new uses for aluminum in apartment housing and other structures planned for the \$250,000,000 Century City development of apartments, offices, stores, a hotel and other structures to be erected during the next decade. Present plans call for ground to be broken next spring for the first buildings.

### Lease-Back Provided

Twentieth-Fox would lease back on a 50-year term with renewal rights that portion of the studio property containing its stage, offices and other production facilities.

## Zeckendorf Speaks

(Continued from page 1)

tion program being undertaken by Pathe. The luncheon will be sponsored by Pathe.

Pathe has proposed to TOA that Pathe completely finance the production of additional motion pictures if TOA will secure play date pledges for the films from its members. Pathe would benefit from laboratory work as well as from distribution profits. Zeckendorf is expected to outline details of Pathe's production plans and may disclose some of the first film packages Pathe would undertake. Pathe has set up separate production and distribution companies to undertake the program.

Zeckendorf is president of Webb & Knapp, real estate developing company, which plans to buy 20th Century-Fox's studio property for development as Century City.

### 'Showmanship' Stressed

Pickus said Zeckendorf was invited by TOA not only because of his association with America Corp. and the Pathe program, but also because his real estate and financial ventures have so often displayed such a degree of showmanship that it was felt he could counsel theatre owners in that area, too.

## D. C. Mulholland Dies

ST. AUGUSTINE, Que., Aug. 25. —Donald C. Mulholland, 50, head of planning and operations for the National Film Board of Canada, died at his home here. He had been active for many years in the film industry of the Dominion, both as writer and director. He was a member of the film board for 14 years. Surviving are his wife, a daughter and two sisters.

## New Suburban Dates Slated for Cinemiracle

Cinemiracle, Inc., will continue to open "Windjammer" in suburban engagements throughout the fall and winter, it was announced by Samuel P. Norton, vice-president. Having already opened in most key cities, the film had its first suburban date at the Bellevue Theatre, in Upper Montclair, N. J., where it is now in its 33rd week. The film is also in its eighth week at Skouras' Syosset Theatre, where it has grossed \$143,000 to date.

Upcoming suburban engagements already set include the Apex Theatre in Washington, October; Keswick Theatre, Philadelphia, Oct. 12; King Theatre, Lancaster, Pa., also October. More are to be announced, according to Norton.

## Carey Heads for Coast To Complete 'Sinner'

Timothy Carey, producer, director and star of "The World's Greatest Sinner," will leave here for Hollywood on Wednesday to complete filming of the picture, half of which has already been shot in Vancouver, B. C. Carey, who is head of Frenzy Productions, plans several other films for the independent market when he completes "Sinner."

George E. Nahas is associate producer of "Sinner," which is being shot in both black-and-white and Technicolor. Second picture for Frenzy will be "Detour L.A."

## 'Men' Does \$38,000

Columbia's "All the Young Men" grossed a big \$38,000 in its first week at the Roosevelt Theatre in Chicago, the company reported.

## Skouras Theatres Meet Monday to Fight Pay-TV

Managers of the approximately 100 theatres in New York and New Jersey of the Skouras Theatres organization will meet Monday morning in the Rivoli Theatre here to map their participation in the Joint Committee Against Pay-TV's campaign to outlaw pay-tv by legislation.

The meeting was called by S. S. Hassanein, Skouras Theatres president. Philip F. Harling, chairman of the Joint Committee Against Pay-TV will address the group.

George P. Skouras, chairman of the board of Skouras Theatres, has long been active in the anti-pay-tv effort, has pledged the full support of the Skouras organization to the petition campaign currently being undertaken by the Joint Committee. Harling is asking the nation's theatres to collect 30,000,000 signatures to petitions asking Congress to pass legislation outlawing pay-tv as being contrary to the public interest. Skouras theatres will all take part.

Harling said the Skouras meeting is the first to be undertaken in the New York metropolitan area, although similar meetings are being held by theatre circuits all over the country. He said he expected additional New York meetings would be held shortly.

Campaign kits, containing instructions and petitions, are being distributed to all the nation's theatres pointing toward a 10-day period of managerial signature solicitation around Sept. 1.

## Code Seal for 'Suzie' Follows Para. Appeal

From THE DAILY Bureau

HOLLYWOOD, Aug. 25. — "The World of Suzie Wong," Ray Stark's Paramount production, denied a Production Code Seal by Geoffrey Searlock's office here last Friday was approved in whole four days later following an appeal by Paramount to the Motion Picture Association of America board in New York, it was reported here today. Denial by the office here was based on the ground that the film deals in detail with the life of a prostitute.

The code stipulates: "The methods and techniques of prostitution and white slavery shall never be presented in detail, nor shall the subject be presented unless shown in contrast to right standards of behavior. Brothel in any clear identification as such shall not be shown."

The difference of interpretation of the code ruling by the MPA board following an appeal by Stark and Paramount executives, resulted in grant of seal for the film without a cut.

**MARVELOUS  
AUDIENCE  
REACTION!**

**G-I  
BLUES**

**PRESLEY  
IS A NEW  
PERSONALITY!**

**G-I  
BLUES**

**CLASS OF SERVICE**  
This is a fast message  
unless its deferred char-  
acter is indicated by the  
proper symbol

**WESTERN UNION  
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SI-1201 (4-60)

W. P. MARSHALL, PRESIDENT

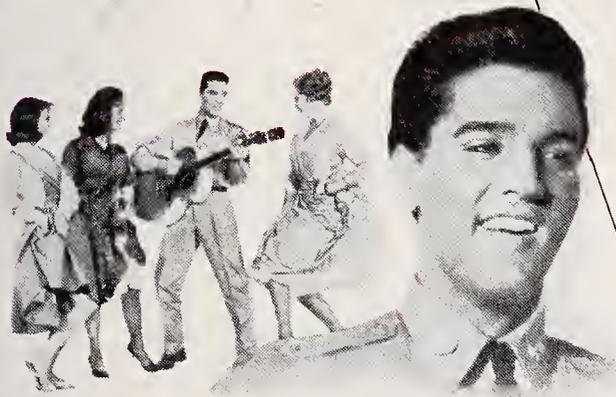
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GEORGE WELTNER, PARAMOUNT PICTURES CORP.

PACKED HOUSE AT OUR MAJESTIC THEATRE. DALLAS GAVE G.I.  
BLUES A ROUSING RECEPTION AT SNEAK PREVIEW. WE HAVE  
NEVER WITNESSED SUCH MARVELOUS AUDIENCE REACTION TO  
ANY PICTURE. COMMENT CARDS EXCELLENT. PRESLEY IS A NEW  
PERSONALITY AND WILL ADD MANY FANS TO THE GREAT NUMBER  
HE HAS ALWAYS HAD. HAL WALLIS HAS COME UP WITH ANOTHER  
REAL WINNER.

RAYMOND WILLIE, VICE-PRESIDENT AND  
GENERAL MANAGER, INTERSTATE CIRCUIT, INC.

**ANOTHER  
REAL WINNER!**



**ELVIS PRESLEY  
IN  
G-I  
BLUES**

**A HAL  
WALLIS  
PRODUCTION**

for  
*Thanksgiving*  
release  
from  
*Paramount!*

**TECHNICOLOR®**

0-STARRING

**ULIET PROWSE**

Directed by NORMAN TAUROG • Written by EDMUND BELOIN and HENRY GARSON

**UNIVERSAL** proudly announces

# **TONY CURTIS**

CO-STARRING

**Harry Guardino · James Francisc**

**Produced by Sy Bartlett · Directed**

**Production has started:**

**THE**



**th**

**MAN**

**From a story  
by William Bradford Huie**

**Delbert Mann. Screenplay by Stewart Stern**

# PEOPLE

Mort Sunshine, editor of *The Independent*, has been appointed vice-chairman of the Democratic State Campaign Committee for Kennedy-Johnson.

□

Sarah Keller, former president of the Jacksonville chapter, Women of the Motion Picture Industry, has returned to Film Row there as booker on Byron Adams' staff at United Artists.

□

Irving Stern has been named manager of the 16mm division of Warner Bros. Pictures Distributing Co., Ltd., of Canada. He was formerly Toronto branch manager for Rank Film Distributors of Canada, Ltd.

□

Robert S. Parnell, formerly with Allied Artists in Seattle, has been appointed manager of the Seattle-Portland exchange of Favorite Films, succeeding Chilton Robinette, who has resigned.

□

Ralph Dale has joined CFTO-TV, Toronto, as film buyer. He formerly was with Sovereign Film Distributors Co., Ltd.

## Push Fight to Free French Film Here

Films-Around-the-World, Inc., will go to the Supreme Court if necessary in its fight to force U.S. Customs to release "Les Jeux de l'amour" ("The Games of Love"), a French film. This was made known here yesterday by Ephraim London, legal representative of Irvin Shapiro, head of the distribution firm.

First step in the fight to release the picture will be to ask an injunction against D. B. Strubinger, acting Commissioner of Customs in Washington, who has held it up since July 16. This may be done on Monday in New York Federal Court. London said he may also file a damage suit against Customs.

The film has been detained by Customs because of the questionable nature of two sequences which might be construed as "obscene," it is understood. A special customs consultant is expected to view the picture after Labor Day.

## Drive-in Corp. to Open Bowling Center Today

Special to THE DAILY

BOSTON, Aug. 25.—General Drive-in Corp., Philip Smith, president, opens its first 40-lane bowling center tomorrow in Felsway Plaza, Medford, Mass., the first of 15 such deluxe bowling operations now being built in the New England area.

The second, to be situated in the Veterans of Foreign Wars Parkway, West Roxbury, will open soon afterwards.

## Lindsay Bill

(Continued from page 1)

ination. It is not, however, the sort of discrimination which could lead to a court ruling that the law is void, according to Rep. Lindsay, who told MOTION PICTURE DAILY that "Congress can do whatever it wants" on taxes.

Queried as to the reason for excluding the tax on motion picture admissions from his bill, Lindsay observed that one of them, at least, is the revenue problem. He noted that in removing taxes, the Treasury's opposition to the bill tends to increase in proportion to the amount that would be lost.

### 'Crash Program,' He Says

Lindsay noted that when specific relief is given to an industry, it is part of a "crash program" to help "make life a little easier to an area in distress." He added that the "living theatre" (much of which is located in the district he represents) is "in as bad trouble as any depressed area."

The Congressman also commented that he felt sure that if his proposal were to come to the floor for action, there would be no dearth of legislators who would come forward and urge tax relief for buyers of motion picture tickets, too.

To a certain extent, Lindsay's tax proposal ties in with a plan being worked out in the Senate by Sen. Javits (R., N. Y.), who plans to ask a group of Broadway and out-of-town producers to make recommendations concerning the proper disposition of the funds that would be available if the ticket excise tax were to be removed.

### Javits Wants Theatre to Benefit

Javits apparently is not thinking so much in terms of simply repealing the excise tax as in terms of sequestering the funds and making sure that they are used to benefit the theatre. Javits' proposals may be embodied in suggested legislation after the producers' group has made its recommendations.

Meanwhile, in New York, James F. Reilly, executive director of the League of N. Y. Theatres, said: "It should be borne in mind that the repeal of the New York City five per cent tax is our most immediate necessity and we shall concentrate on that, although laying the groundwork at the same time for the effort to eliminate the Federal tax. To this end, surveys are being made which will be used for both purposes."

### Agents and Guild Contribute

At the same time, Reilly acknowledged a contribution of \$2,500 from the Association of Theatre Benefit Agents and the Play of the Month Guild to a fund being raised to finance the legitimate theatre's tax repeal fight. Contributions from other sources are in prospect.

The tax repeal drive is an outgrowth of the Actors Equity strike which closed Manhattan's legitimate theatres last June. Producers contended they could better withstand increasing costs resulting from the

## Big WOMPI Delegation Anticipated at Toronto

Special to THE DAILY

TORONTO, Aug. 25.—A large delegation is expected to converge here for the seventh annual WOMPI convention to be held at the Royal York Hotel, September 9, 10 and 11. Miss Florence Long, convention chairman, states that advance registration indicate attendance at the convention will probably exceed any previous WOMPI conclave.

Mrs. Mable Guinan, WOMPI association president, will preside at the business meetings, assisted by association vice-president Helene Spears, recording secretary Myrtle Cain, corresponding secretary Rosa Browning, treasurer Viola Wister and immediate past president Gene Barnett.

One of the highlights of the convention will be the presentation of the annual awards for service, attendance, publicity and public relations.

The following official delegates will represent the 11 member WOMPI clubs:

Atlanta — Mrs. Jean Mullis-Mrs. Johnnie Barnes. Alternates—Mrs. Nell Middleton-Miss Martha Chandler.

Charlotte — Mrs. Rebecca Hunter-Mrs. Mack Wess. Alternates—Mrs. Hazel Greer and Miss Clarinda Craig.

Dallas — Miss Marie Powers-Miss Thelma Jo Bailey. Alternates—Miss Sue Benningfield-Mrs. Ora Dell Lorenz.

Denver — Mrs. Toni Dyksterhuis-Mrs. Bernice Gilmore. Alternates—Miss Anna Belle Miller-Mrs. Ivy Tullos.

Des Moines — Miss Leone Matthews-Miss Nola Bishop. Alternates—Jovee Brain-Mrs. Pauline Mosier.

Jacksonville — Mrs. Philomena Eckert-Mrs. Mary Hart. Alternates—Mrs. Ida Belle Levey-Miss Flora Walden.

Kansas City — Mrs. Gladys Melson-Miss Phyllis Whitescarver. Alternates—Mrs. Bessie Buehnhorn-Mrs. Alna Nee.

Memphis — Miss Lois Evans-Mrs. Genevieve Lovell. Alternates — Mrs. Mary Katherine Baker-Mrs. Katherine Keifer.

New Orleans — Mrs. Carmen Smith-Miss Jane Ella Moriarty. Alternates—Miss Audrey Hall-Mrs. Bernice Chauvin.

St. Louis — Miss Marcella DeVinney-Miss Jane Smoller. Alternates—Mrs. Catherine Foy-Miss Theresa Boheim.

Toronto — Mrs. Ruth Frankson-Miss Florence Long. Alternates—Miss Olive Copleston-Miss Mary Sasaki.

strike settlement if the city and Federal government would eliminate their ticket taxes, the theatres to retain the tax portion of the admission cost rather than passing the saving on to the public.

Afterward, Compo and other film industry sources said if a serious effort to repeal the admission taxes is undertaken by the legitimate theatre, proper steps will be taken either to see that the exemptions apply equally to motion picture theatres or to challenge the legality of the legislation on grounds that it was discriminatory.

## 'Spartacus'

(Continued from page 1)

reported here yesterday by Jeff Livingston, the company's executive coordinator of sales and advertising. Livingston is conducting a series of orientation meetings on the marketing of the picture being released by Universal.

The personalities will visit each with the aim being to reach as many sections of the newspapers as possible since each will be drawn from a specialized field, Livingston explained. He pointed out that this is only the beginning of a constant march of personalities into the cities which will be opening "Spartacus" during the next three months. This is separate and apart from the premiere activities in each of the cities.

The tours will start immediately and continue through October. "Spartacus" has its world premiere at the DeMille Theatre in New York Oct. 6, followed by openings in Chicago, Los Angeles, Boston, Philadelphia and Detroit.

### Producer Included

The personalities include Ed Lewis, producer of the film; Westmore, who supervised makeup; John Day, who trained the gladiators; Alex North, who composed the musical score; and Stan Margulies, production and advertising and publicity head of Bryna.

With this group of five personalities the press activity will be directed to the sports pages, the financial section, the women's pages in addition to the regular entertainment columns of newspapers. They will become involved in all forms of local promotional activity.

Formal sessions of the three-day series of orientation meetings "Spartacus" concluded last night with special workshops being scheduled today on specific problems relating to each individual city. Besides the Universal executives, headed by David A. Lipton and Margulies of Bryna, participants also included Charles Schlaifer, head of the Schlaifer advertising agency; Harry Mandel, vice president of RKO Theatres and associates, and Harry Goldberg, advertising and publicity head of Star Warner Theatres, and his associate Arthur Manson.

## 'Alamo' L.A. Premiere To Benefit Share, Inc.

Share, Inc., Los Angeles' charitable organization, and Batjae Productions yesterday jointly announced an international premiere of John Wayne's "The Alamo" will be held at the Carlyle Circle Theatre on Oct. 26. Proceeds from the \$50-a-ticket event are given to Share.

Proceeds from the premiere are expected to fulfill the \$500,000 goal of Share, which sponsors the Educational Children's Foundation Child Guidance Center for the mentally retarded. The organization has sponsored seven previous fund-raising affairs, but this is its first motion picture premiere.

## ENT TALK

### Variety Club News

BANY, N. Y.—Tent No. 9 has raised from \$10,500 to \$16,500 its commitment for the financing of free week vacations at Camp Thacher. The club still will be shy by some \$3,000 of the total pledged for the camp. A benefit performance—possibly “Ben-Louis”—is being considered as a means of making up the difference.

△

PHILADELPHIA—Tent No. 13 will hold its annual golf tournament and dance on Sept. 16 at the Phil-Country Club.

### Foreign Trade Bill

(Continued from page 1)

The amendments were accepted after a substantial change. One requires taxpayers who wish to switch from the over-all to the per-country limitation to obtain the Treasury's permission. Another prohibits the carry-over or carry-over of unused foreign tax credits from a per-country limitation overall year or vice versa.

The conferees adopted—but proposed more liberal rules for certain income—a Senate amendment which denies the use of any excess foreign tax credit of a Western Hemisphere trade corporation (to the extent of their 14 percentage point differential tax rate) which is a member of an affiliated group filing a consolidated tax return and electing the over-limitation.

### Penalty Provided

The final version of the bill also provides a penalty of the loss of 10 percent of the foreign tax credit for corporations which fail to file certain required reports concerning their foreign subsidiaries. The bill now spells out in greater detail the type of information to be supplied.

### D. Durwood Estate Valued at \$789,195

Special to THE DAILY

KANSAS CITY, Aug. 25.—The estate of Edward Dubinsky Durwood, a theatre owner, who died Aug. 23 at the age of 74, has been valued at \$789,195 in an inventory appraisal filed in Jackson County Probate Court. Durwood was president of Durwood Theatres, Inc., which operates 11 theatres in Kansas City, St. Joseph, Jefferson City and Lenora. At one time the circuit included 40 theatres.

A will dated Feb. 12, 1954, Durwood appointed his three children executors of his estate and left the remainder of his estate to them.

### 'Windjammer' Record

In its 36th week at the Bellevue Theatre, Upper Montclair, N. J., the miracle production, “Windjammer” grossed \$237,433, which represents a house record for the Bellevue.

# Abandon Griffing Search

(Continued from page 1)

here. Griffing, who conducted the pay television experiment in his circuit's Bartlesville, Okla., theatre in 1957, piloted the plane. He had taken up flying about a year ago, and had flown the single engine, four-place Cessna 182 Skylane, painted black with red and white trim to Teterboro from here to meet his wife, Josephine; their son, Phillip, 24, and daughter, Linda, 20, on their return from a six-week tour of Africa.

### No Flight Plan Filed

The family was last seen when the plane took off from Teterboro at 7:27 A.M., EDT, on the return trip. Griffing had purchased seven gallons of gas, apparently filling the tank, at Teterboro airport shortly before taking off. He neglected to file a flight plan, which is not an FAA requirement, and the family wasn't missed until last Friday. The plane's range is about 600 miles under normal flying conditions, and the FAA was unable to find any airfield where Griffing may have landed and refueled.

For that reason the search for the plane by the CAP, and the search and rescue center at Mitchel Air Force Base, New York, concentrated on an area taking in parts of New York, New Jersey, Pennsylvania and West Virginia, although CAP search planes covered sections of 15 states from the Atlantic Coast to Oklahoma during the past six days. Bad weather over the area hampered the search.

Canadian planes also joined in the search, and the Coast Guard checked

Lakes Huron, Erie and Ontario in addition to sections of the Atlantic coast. Last weekend alone, CAP flew 115 search missions, using 56 light planes, for a total of 177 hours aloft.

Claude Fulgham, vice-president of Video Independent Theatres; Edgar Bell, manager of KWTW, which is partially owned by Video; attorneys V. P. Crowe and Luther Bohanon, and Oklahoma County Bar Ass'n. president Bruce McClelland, associates of Griffing's, who was an attorney, sent wires to either the sheriff or county attorney in 331 counties of Pennsylvania, Maryland, Virginia, West Virginia and Ohio asking them to organize search parties and informing them that Video had offered a \$5,000 reward for information about the plane and its passengers.

In re-checking the weather of Aug. 16 the FAA said it found that clouds covered the mountains between Harrisburg and Pittsburgh, and the weather had deteriorated at Teterboro after Griffing took off, which would have caused him trouble if he had attempted to return.

Griffing was 53 years old. Last spring he applied for a Telemeter franchise, explaining that he was anxious to inaugurate pay-tv over the theatre company's community antenna setup in several states in this area and the south. He was of the opinion that the Telemeter method of permitting viewers to pay only for what they see would succeed where his Bartlesville system of charging a flat sum monthly had failed.

## Gold Will Head

(Continued from page 1)

played by National Screen, first as editor of their publication, “Mister Showman,” and subsequently as director of advertising, publicity and television. In 1954 he ended his 11-year stint to enter his own film-producing business.

According to Robbins, the acquisition of Gold's services is in line with National Screen's stepped-up showmanship policy in support of the industry's augmented efforts toward bigger box office receipts.

### 'Jungle' Sets Record

“Jungle Cat,” Walt Disney's latest “True-Life Adventure” feature, established a record first week gross at the Trans-Lux Normandie Theatre here, taking in \$22,976. The figure surpassed any previous attraction at the theatre.

### 'Butterfield' Coming

M-G-M's “Butterfield 8” will have its New York premiere at Loew's Capitol Theatre here in the fall, it has been disclosed by Eugene Picker, president of Loew's Theatre, and Robert Mochrie, M-G-M general sales manager.

## New Orleans Circuit To Do Own Booking

Special to THE DAILY

NEW ORLEANS, Aug. 25.—United Theatres Corp., headed by Edward Ludman, president, and C. Clair Woods, vice-president and general manager, operating a dozen neighborhood theatres in New Orleans will henceforth handle the buying and booking of pictures themselves. Concurrently they appointed Earl Kroeper to take over the newly created department.

Kroeper was formerly with Theatres Service Company, who hitherto did the buying and booking for the circuit, with Kroeper doing the booking only. Theatres included are the Beacon, Carrollton, Clabon, Dreamland, Folly, Grand, Napoleon, Nola, Poplar, Prytania, Tivoli and National.

### To Reopen Theatre

HARTFORD, Aug. 25.—The Zoning Board of Appeals at Sound View, Old Lyme, Conn., has approved a petition by Thomas Grasso and Irving Jaffee to reopen the long-shuttered Cinema Theatre there. Selectman Maurice McCarthy, attending a board meeting, said that the facility would provide entertainment for the town's young people, “many of whom have too much time on their hands.”

## Senate Votes Bill Opposing Broadcasting Malpractices

From THE DAILY Bureau

WASHINGTON, Aug. 25.—The Senate today passed by a voice vote a modified bill setting penalties for broadcasting malpractices. The House is expected to agree to amendments made by the Senate which limit the punitive authority of the Federal Communications Commission.

## 'Blank Check'

(Continued from page 1)

clared. In setting the policy, Rosenfield observed that Columbia had set no budget limit to restrict George Sidney in the filming of “Pepe.” Even after filming had started, the producer was adding some of the top names in show business to the cast of his color and CinemaScope production.

Columbia is setting up the “blank-check” policy on an international basis. Special departments have already been established to handle the film.

### Jerome Safron Named

In the domestic organization, Jerome Safron, circuit sales executive of Columbia, has been appointed national sales coordinator for the special unit. Harry K. McWilliams was also named last week to head up a special unit as national director of advertising and publicity. McWilliams will coordinate his activities with Robert S. Ferguson, Columbia's national director of advertising, publicity and exploitation.

“Pepe” will world premiere in New York and Los Angeles during Christmas week on a hard-ticket basis. Pre-release promotion for the film is one of the most extensive ever undertaken by Columbia.

## Desilu Reports a Loss For the First Quarter

From THE DAILY Bureau

HOLLYWOOD, Aug. 25.—The Desilu Productions, Inc., quarterly report for 13 weeks ended July 30, 1960, showed a net loss of operations for first quarter of the current fiscal year, it was announced by president Desi Arnaz in the company's interim report to stockholders for the period.

“The late start in production due to the writers strike, resulted in reporting a net loss of \$201,397 on operations for first quarter as compared with net income of \$265,050 for the same period last year. It is anticipated that the net income for the second and third quarters will be greater than for same period last year,” Arnaz stated.

Also included in the report was a quarterly dividend check representing 15 cents per share on the common stock, payable Aug. 26, 1960, to holders of record on Aug. 12.

The board did not declare any dividends on the Class B common stock, held by Lucille Ball Arnaz and Arnaz.

# "Give 'em HELL!"

says **Morey 'Razz' Goldstein**

General Sales Manager of Allied Artists

To every exhibitor looking for a blockbuster, and one that's ready right now, I say *give 'em HELL*...and I mean **'HELL TO ETERNITY!'**

In 25 pre-release test engagements across the nation from New Orleans to Portland, Ore., this true, terrific epic of the Marines has rung up grosses that can only be classified as *sensational!* Many are 'best of the year'...many are record-breakers!

When top showmen such as Edward Hyman and Sidney Markley of AB-PT, Matty Polon of RKO, John Murphy of Loew's, Nat Fellman of Stanley-Warner and Walter Reade, Jr. tab **'HELL TO ETERNITY'** as a big money picture, you know that HELL is HOT! So get your Allied Artists exchange on the phone and ask them to GIVE YOU 'HELL' for your top playing time!

Sincerely,



M. R. Goldstein

# MOTION PICTURE DAILY

All  
the News  
That  
Is News



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and  
to the  
Point



V.L. 88, NO. 41

NEW YORK, U.S.A., MONDAY, AUGUST 29, 1960

TEN CENTS

## Next Session

### Compo Would Light Stage Tax Measure

#### Presees Amendments to Include Film Theatres

Confident that the measures to eliminate the legitimate theatre from the Federal admissions tax have no chance of passage at this session of Congress, no organized opposition to them is contemplated by the Council of Motion Picture Organizations.

However, if such measures are re-introduced in the new Congress next January, they will be vigorously opposed, said Charles E. McCarthy, Compo executive secretary.

Bill to exempt legitimate theatres from the Federal 10 per cent tax on admissions over \$1 was introduced by Rep. John V. Lindsay, Manhattan Republican, and is expected to die when Congress adjourns in the next day or two.

Lindsay conceded his bill is discarded.  
(Continued on page 2)

### Sellings Chairman of NDA Nominating Unit

Ernest G. Sellings of Charlotte, N.C., former national president, will chair the nominating committee for the Theatre Owners of America's 13th annual convention at the Ambassador Hotel in Los Angeles, it was announced by Albert M. Pickus, chairman.

The nominating committee will meet Sunday, Sept. 11, to draw up.  
(Continued on page 4)

### Pick 'Cat' for Pitt.

#### Merchandising Drive

Special to THE DAILY

PITTSBURGH, Aug. 28.—Exhibitors of this exchange area have chosen "Single Cat," a Walt Disney picture, as the first attraction to be handled in the Pittsburgh test of the Compo-mercis merchandising plan.

The picture, backed by the special.  
(Continued on page 4)

TELEVISION TODAY—page 5

### Fox Six-Month Net Up to \$2,628,576; Second Half Seen Topping That Figure

Consolidated earnings of \$2,628,576 are reported by 20th Century-Fox for the first half of the current year, the period ended June 25. No earnings from the studio land sale contract are included in this figure, the company stated.

### 'New Hollywood Image' Plan Rejected by SPG

From THE DAILY Bureau

HOLLYWOOD, Aug. 28.—Recent proposal that the Screen Producers Guild adopt a plan to create "A New Hollywood Image" under the guidance of ex-Democratic Party National Chairman Paul Butler, with a public relations program geared toward bringing independent producers into prominence has been given a negative reaction by a five man SPG committee which examined the program.

The committee, reportedly, will recommend to the SPG board that the Guild not sponsor the project.

### MPA Asks to Intervene In Chicago Censor Case

From THE DAILY Bureau

WASHINGTON, Aug. 28.—There is no justifiable basis for a distinction in treatment of motion pictures and other media of communication which are not subjected to prior censorship by state and municipal authorities, the Motion Picture Association asserts in a.  
(Continued on page 4)

### Rank to Have 26-Week 'Help Yourself' Sales Drive Keyed to Most Successful Pictures of the Past

From THE DAILY Bureau

LONDON, Aug. 27. (By Air Mail)—Rank Film Distributors will hold an all-out 26 week "help yourself" sales drive, keyed to the most successful films handled by the company in the past. R.F.D.'s managing director Fred L. Thomas said, "We know that many films have not played to their full earning capacity and the drive is therefore designed to get at the immense residue still there for both exhibitors and ourselves.

"Experience has shown that there is a golden harvest in our older programmes and in these days of product shortage I am certain that we are performing a service to the trade in reissuing these outstanding subjects. Undoubtedly they include some of the finest quality entertainment from Britain and America—and, indeed, the world."

Thomas cited a number of his highly successful package reissue programmes now on offer.

Throughout the nationwide drive, each R.F.D. branch manager will be allowed to nominate a reissue programme for his own territory. Big cash prizes are being offered to the most successful branch which will be shared among all members of a winning branch's staff.

## Reorganization

### B. E. Robbins Is Elected to Head N.S.S.

#### Herman Robbins to Keep Chairman, Executive Posts

Herman Robbins, president and chairman of the board of National Screen Service, announced at the weekend his decision to relinquish the



Herman Robbins Burton Robbins

post of president and to henceforth function only as chairman of the board of directors and chief executive officer.

In keeping with the reorganization of these top-level executive posts, Robbins revealed the Aug. 17 action of the NSS board of directors, which elected as president and chief ad.  
(Continued on page 3)

### Deadline Reached for Gov't Filing of Appeal in S.G. Case

From THE DAILY Bureau

WASHINGTON, Aug. 28.—Midnight tonight marks the termination of time for the filing of a government appeal in the Screen Gems anti-trust case, which was dismissed in Federal District Court, New York, on June 28. The company had been charged with price-fixing in the sale of films to television. If no appeal is filed tomorrow, then no appeal is possible.

Though signs have pointed to the filing of an appeal, Justice Department officials reached here have declined to comment.

## PERSONAL MENTION

**HENRY H. MARTIN**, Universal Pictures vice-president and general sales manager, left here for Chicago at the weekend and will be at the studio today to spend the remainder of the week there.

**JAMES H. NICHOLSON**, president of American International Pictures, is in New York from the Coast.

**EUGENE LOURIE**, director of King Brothers' "Gorgo" for M-G-M, has left Hollywood for London.

**MARILYN REISS**, of the Rogers & Cowan New York office, underwent minor oral surgery at the weekend.

**ELI ARENBERG**, bidding supervisor in the Columbia Pictures home office sales department, was married yesterday to **LILY TUGENDER**, of Levittown, L. I. The ceremony was held in the home of the bride.

**HALL BARTLETT**, writer-producer-director of "All the Young Men" for Columbia, returned to the Coast over the weekend from New York.

**BENJAMIN BLOOM**, vice-president of Movielab Film Laboratories, was married yesterday in Welch, West Va., to **ESTELLE KATZEN** of that city.

**ANTHONY QUINN** returned to New York yesterday from London.

### 'Deadly Companions' Set

**HOLLYWOOD, Aug. 28.** — General manager **James S. Burkett**, of Alpha Distributing Co., has set "The Deadly Companions," wide-screen color drama with **Maureen O'Hara** starring, for the new production company's 12-pictures-in-12-months program. The story is based on **A. S. Fleischman's** post-Civil War novel. **Charles FitzSimons** will produce for Carousel Productions.

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## Calif. Women Reaffirm Stand Against Pay-TV

The California Federation of Women's Clubs, one of the largest women's organizations in that state, has reaffirmed its opposition to pay-tv, **Philip F. Harling**, chairman of the Joint Committee Against Pay-TV, announced at the weekend.

**Harling** said that **Mrs. G. W. Jorres** of Glendale, Calif., state chairman of radio and television for the Federation, had written to him advising that the Federation has, officially, restated its opposition to pay-tv in all its forms. The Federation has 80,000 members.

He said that at the request of the Federation, he had sent a supply of petitions to California, so that the women could register their opposition with their Congressmen. The petitions are also being used in a nation-wide campaign in which all theatres are being asked to obtain patron and outside signatures asking Congress to pass legislation outlawing pay-tv.

### Kits on the Way

Anti-pay-tv campaign kits, containing the petitions, will begin arriving this week at the nation's theatres. **Harling**, who is also chairman of the Anti-Pay-TV Committee of Theatre Owners of America, is asking theatres to solicit signatures for a period of at least 10 days, in an effort to inundate Congress with upwards of 30,000,000 protests by the public against pay-tv.

The California group has been one of the leading non-industry critics of pay-tv, and participated in hearings, several years ago, against pay-tv before Congress and the FCC.

## Favorably Report Bill To Sell Gen. Aniline

From THE DAILY Bureau

**WASHINGTON, Aug. 28.** — The House commerce committee has ordered favorably reported a bill to permit the sale to U.S. citizens of General Aniline & Film Corp. even though the ownership of the firm is still in litigation. A similar provision will be offered in the Senate if that body debates a pending House-passed alien property bill before adjournment.

## No Theatre Loans

**Washington, Aug. 28.**—No loans to motion picture theatres were included in the 233 (worth \$11,365,000) that were approved by the Small Business Administration during July. This was a rise of over 7 per cent from a year ago in total. During the month the agency also approved 90 loans, totaling \$5.4 million, to aid victims of natural disasters in rebuilding or rehabilitating their businesses.

## Corwin Acquires S.W. Los Angeles Theatres

From THE DAILY Bureau

**HOLLYWOOD, Aug. 28.**—Solidifying his position in the Los Angeles downtown area, **Sherrill Corwin**, president of B & B Amusement Corp., has taken over operation of Stanley Warner's Downtown Theatre on a 10-year lease, it was disclosed jointly by **Corwin** and **Pat Notaro**, S.W. zone manager.

The deal was consummated following sessions in which **Harry Kalmine**, S.W. theatres' vice-president, participated.

**Corwin's** other first-run downtown theatres include the Orpheum and Hillstreet.

## TESMA, TEDA Set Plans For Convention Sessions

Theatre Equipment & Supply Manufacturers Ass'n. and Theatre Equipment Dealers Ass'n. announced at the weekend final plans for business sessions to take place immediately preceding the motion picture industry trade show at the Hotel Ambassador in Los Angeles.

Both organizations will hold meetings of their respective boards of directors Sunday, September 11 at 11 A.M. and there will be a joint business session of the group memberships on Monday, Sept. 12 at 9:30 A.M.

Social events of the two organizations will be held jointly, it was announced, with no charge to be made for organization members and their ladies. Details of these events will be announced to registrants at the two conventions.

The trade show will also be held at the Ambassador, Sept. 13 through 16 in cooperation with the Theatre Owners of America.

## Fox To Release Seven Pictures in September

Twentieth Century-Fox will release seven films in September. They are "Let's Make Love," "High Time," "Freckles," "Walk Tall," "Squad Car," "Goddess of Love" and "September Storm."

## 'Song' Date on Coast

**William Goetz's** production for Columbia, "Song Without End," the story of **Franz Liszt**, will have its West Coast invitational premiere Tuesday evening, Sept. 27 at the Stanley Warner Beverly Hills Theatre. The premiere will be followed by the regular engagement beginning the next day.

## Tax Measure

(Continued from page 1)

eriminatory but defended it on ground that economically the theatre is in as bad trouble as an "oppressed area" and requires special consideration.

**McCarthy** countered that it is defensible to eliminate the tax on admissions that run as high as \$14 while continuing them on motion picture theatre whose average admission is 67 cents.

"I am confident," he added, "if a new bill, restricted to legitimate theatres is introduced in the new Congress next year, it would be amended to include motion picture theatre else it would be defeated."

**McCarthy** recalled that Committee has a standing commitment from its previous committee to work for the elimination of the remaining general admission tax. He recalled the legitimate theatre did nothing to aid the motion picture theatre their past successful efforts at having the tax reduced.

The League of New York Theatre and Broadway producers organization also is endeavoring to have the drop its five per cent admission tax. **McCarthy** said Compo would have no part in a municipal campaign believing local exhibitor organizations are better qualified to do so.

## U.A. Vancouver Head Wins Billings Contest

**Harry Woolfe**, United Artists branch manager in Vancouver and staff of sales men and bookers, won the United Artists contest for most billings and bookings registered during the two-week period of 26 through July 9, it was announced by **James R. Velde**, vice president in charge of domestic sales. The office of sales personnel in UA's 33 domestic branches in the U.S. and Canada enabled the company to amass a total of 28,404 shipments during the two-week period, he said.

Second and third place winners were **Harry Goldman**, Chicago branch manager, and his staff, and **Russell Carnegie**, Los Angeles branch manager, and his staff. **Charles S. Clifton**, Canadian district manager, led the Canadian district standings. The winners in each of the other branches were selected on the basis of the highest percentage of assigned billings and greatest number of bookings against assigned booking quotas achieved during the two-week period designated United Artists Weeks.

## L.A. Theatre Closing

**HOLLYWOOD, Aug. 28.**—Paramount Downtown Theatre scheduled to close its doors as of Sept. 6 and to be reconstructed as an office building.

## Wage Bill Conferees Reject Kennedy Pleas

From THE DAILY Bureau

WASHINGTON, Aug. 28. — The hand held by conservatives in joint Senate-House group that is trying to work out a compromise on minimum wage bill became clearer in a fruitless three-hour meeting of the conferees. Motion picture exhibitors continue exempt. In the course of the meeting, Sen. Kennedy twice tried to persuade group to adopt the Senate language raising the minimum wage to \$1.15 hourly over a three-year period. The group rejected this, he suggested that it be stretched over four years. This, too, was defeated.

## Wage Decrease Companies Covered

Sen. Kennedy also suggested that the coverage be changed so as to include only businesses which do \$1 million in interstate commerce. The \$1 million voted by the conferees. This was voted down.

Sen. Kennedy rejected a compromise amendment offered by Senator Prouty (Vt.). He would have restricted the Senate's definition of "interstate commerce" and set a minimum wage of \$1.15 with newly covered employees to reach this level over three years. The Prouty amendment would have covered another 3.1 million employees (of which 2.7 million would be in retail trade).

## Conferees 'They'll Be Reasonable'

After the closed-door meeting, Sen. Kennedy indicated—but did not say unequivocally—that he would not go along with a new wage bill that embodies only the provisions of the House-passed bill, which provides for limited new coverage of employees and a new wage of \$1.15 hourly. He stated, in the course of the other conferees, "I think they'll be reasonable." Sen. Kennedy added that he is "ready to go along with anything that is reasonable."

## McHugh Names Cunningham's Post

Myrtle McHugh, composer, has been appointed by the board of directors of the American Society of Music Composers, Authors and Publishers to fill the unexpired term of the late Paul Cunningham as director of the society's affairs until the new elections in December or January.

McHugh was a partner in Mills Music Co. from 1921 to 1930, since which time he has been writing songs for motion pictures.

## World's Big on Circuits

In Allen's "The Lost World" is the top business at New York City theatres, with \$145,000 for its first week at the RKO, Skouras, Brandt, National, Randforce, Century, Inland and J. J. theatres. The 66-week engagement throughout the metropolitan area will gross more than \$1,000,000 for the week, according to reports of the circuits.

# Burton Robbins Heads NSS

(Continued from page 1)

administrative officer, Burton E. Robbins, who since April, 1955, has filled the post of vice president in charge of sales.

The announcement was contained in Herman Robbins' address before a weekend meeting of National Screen Service's branch managers at Edgewater Motel, Schroon Lake, N.Y., during which Robbins pointed out the conditions of the NSS corporate by-laws, which places in the hands of the board chairman all the policy-making decisions of the chief executive officer and provides that the president, as chief administrative officer, directs and executes the corporation's activities in behalf of these policies.

He further revealed that in the past few years Burton Robbins has been performing many presidential functions in addition to his activities as vice president in charge of sales and is already familiar and experienced in meeting the demands of his new post as president. He vigorously

asserted his enthusiastic approval of the new president's modern approach to today's new concepts in merchandising, which he emphasized as the primary objective in the NSS plans for intensified showmanship under its new, young leader.

Burton Robbins has been associated with National Screen Service since 1940, with time out for military service. Announcement of a new sales department head to succeed him will follow.

## NSS Trade Showing

National Screen Service has set a trade press screening here Wednesday of its first seven trailers on Columbia Pictures product created and produced by NSS without the use of Columbia's copyrighted scenes from feature negatives. Following the screening at 4:30 P.M. there will be a trade press interview and cocktail party.

## 40% Alcoa Interest in 20th-Fox Studio Sale

Aluminum Co. of America was reported in financial circles at the weekend to have a 40 per cent interest in Webb & Knapp's \$43,000,000 cash purchase of 20th Century-Fox's studio property. The sale may be consummated within six months of the special meeting of 20th-Fox stockholders on Oct. 17 if approval of the deal is voted then.

If it is not approved, Webb & Knapp could still buy the property for approximately \$54,000,000 on a deferred payment basis. A \$250,000,000 building program over a 10-year period is planned for the tract, presumably with Alcoa having a 40 per cent participation therein, also.

The Alcoa participation in the deal, on which Webb & Knapp already has paid \$5,000,000, is regarded as guaranteeing completion of the sale of the 265 acres of Beverly Hills land. In response to the announcement, 20th-Fox stock rose two points, to reach 41, a new 1960 high, before selling off to close the week at 40½.

## Capucine on Tour

Capucine, co-star of William Goetz' "Song Without End," the story of Franz Liszt, a Columbia release, left Hollywood over the weekend for a two-week, six-city European personal appearance tour in connection with the London and continental premieres of the picture.

## Filmmaking Courses

A total of 15 evening session courses in film-making for amateurs and professionals will be offered during the fall term by City College's Institute of Film Techniques, it was announced by Yael Woll, director of the Institute.

## UA Wins Injunction In 'Exodus' Dispute

Justice Henry Epstein in New York State Supreme Court granted a temporary injunction at the weekend restraining Bernard K. Hoffer and Exodus Motion Picture Corporation from using "Exodus" as the title for an Italian film produced in 1949 under the name of "Il Grido Della Terra" and released in the United States as "The Earth Cries Out."

Suit for the injunction had been filed by United Artists and the producing company, Carlye-Alpina S.A. "Exodus" is the title of Otto Preminger's recently completed film version of the Leon Uris novel.

In granting the injunction pending trial, Judge Epstein declared that the use of the title ("Exodus") by the defendants would cause "irreparable injury" to the producer and distributor of the Preminger film.

The plaintiffs were represented by Walter S. Beck of the law firm of Phillips, Nizer, Benjamin, Krim and Ballou.

## 'Wind' Previews Tonight

Approximately 130,000 movie-goers in the United States, Canada and overseas will attend simultaneous sneak previews of Stanley Kramer's "Inherit The Wind" in 82 theatres tonight. Kramer, who produced and directed "Inherit The Wind," and United Artists, distributor, hope to stimulate word-of-mouth publicity for the picture.

## 'Men' Sets Forum Mark

Columbia's "All the Young Men" in its opening day at the Forum Theatre here on Friday was running 60 per cent ahead of the all-time record at the house for a first day. The gross up to 5 P.M. was \$3,000 with \$7,000 anticipated as the final figure.

# PEOPLE

Dore Schary, Kirk Douglas, Martin Melcher and Anatole De Grunwald have joined the Screen Producers Guild in Hollywood. Schary is a former member of the organization; the others are joining the group for the first time.

Laurenee A. Tisch, chairman of the executive committee and a member of the board of directors of Loew's Theatres, Inc., has been elected a director of Sun Chemical Corp. He will succeed Frederiek H. Farnsworth, retiring president of the General Printing Ink division of S.C.C.

Edward H. Cann, manager of dealer sales for Recordak Corp., subsidiary of Eastman Kodak Co., has been named manager of the photo reproduction products sales division of the parent company, with headquarters in Rochester, N. Y., reporting to Alvin W. Streitmatter, general manager of Kodak's professional goods sales division.

Arthur Silber, president of the theatre company operating the Lawrence Park in suburban Philadelphia, and partner in Abel and Silber Theatres, has announced the engagement of his daughter, Barbara Joy, to Ronald Bennett. She is the granddaughter of Norman Lewis, veteran Philadelphia exhibitor.

## 'Hercules' Still Going Strong in Great Britain

From THE DAILY Bureau

LONDON, Aug. 26. (By Air Mail) — Joe Levine's saturation distribution policy for "Hercules Unchained" continues to make industry history here. The picture was given a blanket release in the first week in August, but the 90 prints processed for the campaign were forthwith booked for the following seven weeks. It is estimated that in that time the film will have played off no fewer than 600 weekly bookings with many more to come.

## 'End' Fete Tonight

The Consul General of Argentina in New York, Ramon Casanova, and Edward L. Kingsley, president of Kingsley International Pictures, will be hosts at a supper reception at the Argentine Consulate here tonight following the American premiere of the Argentine film "End of Innocence" at the Paris Theatre. Among those expected to attend are Governor and Mrs. Rockefeller and Mayor and Mrs. Wagner.

## Change 'Wilde' Title

Warwick Film's "The Trials of Oscar Wilde" will be released nationally in the fall under a new title, "The Green Carnation," due to a conflict with another film of a similar title.

## National Pre-Selling

"SONS AND LOVERS," the 20th-Fox film based on D. H. Lawrence's autobiographical novel, is reviewed in the Aug. 22 issue of "Life."

It is the reviewer's opinion that "Sons and Lovers" is tame compared to Lawrence's tumultuous novel. But it benefits by superior acting. Dean Stockwell is good as the artistic young prototype of D. H. Lawrence. Trevor Howard delivers a knockout performance as his coal-mining father, whose joy in living has been smudged and smothered by black coal dust.

"The Time Machine," H. G. Wells' imaginative tale of adventure in the Fourth Dimension, is reviewed in the August issue of "Seventeen."

This MGM film moves backward and forward in time, and has been turned into a startling, sometimes quaintly old-fashioned fantasy.

"From The Terrace" benefits greatly from its performances, according to Richard Marek's review in the August issue of "McCall's."

Paul Newman, Joanne Woodward and Ina Balin are starred in this 20th-Fox film. Newman gives a controlled, intense, entirely sympathetic performance; Miss Woodward, smolderingly attractive, is convincing; and Miss Balin, saddled with a very difficult part, is refreshingly believable.

"What Is a Good Wife?" is the question answered by 10 male stars in the September issue of "Photoplay." Among the 10 questioned are Rock Hudson, Elvis Presley and Andy Williams.

"The Crowded Sky" is the story of a mid-air plane collision, reviewed by Ruth Harbert in the August issue of "Good Housekeeping." According to the reviewer, it is a big-screen, big-name production that builds to a tremendous nail-biting climax.

One plane piloted by Dana Andrews with 62 passengers aboard is plagued by bad weather as it fights its way west from Washington, D.C. The other—a Navy jet with Efram Zimbalist, Jr. at the controls—is headed toward the capital, its radio periodically dead. As the planes head for their fateful rendezvous, a series of flashbacks tells of the hatred between Andrews and his co-pilot (John Kerr) and Zimbalist's unhappy marriage to Rhonda Fleming.

"The Ice Palace," based on Edna Ferber's novel, according to "Parent's" August issue is a stirring introduction to our 49th state. It tells of the conflict between those who exploited her resources and those who worked to develop the territory. Robert Ryan typifies the latter while Richard Burton is a ruthless cannery tycoon.

WALTER HAAS

## MPAA Asks

(Continued from page 1)

brief accompanying its motion for permission to file as *amicus curiae* in the Times Film Corp. action in the U.S. Supreme Court against Chicago's censorship ordinance.

The application and brief were filed late last week by Sidney A. Schreiber, MPAA counsel.

An appendix to the brief discloses that 15 cities or towns require a license or permit issued by a censor board for exhibition of a film; six communities require advance notice of an exhibition be given to a censoring authority, but do not require a permit or license, and that 19 cities or towns, while not requiring advance notice of an exhibition, have censoring bodies authorized to review films during a regular performance.

### Separate from State Bodies

These municipal censoring activities are apart from censorship bodies established by a number of states.

Some of the censorship bodies review all pictures, others review on complaint only, or review only those pictures which do not have a Production Code seal or the approval of other reviewing organizations. Some municipal ordinances empower the censor to revoke a theatre's license for violations and others provide for the issuance of a license weekly for the purpose of exhibiting motion pictures in general, and not for a particular motion picture, but such license may be refused if a motion picture to be exhibited is deemed objectionable.

### Points to Other Media

The brief points out that the examination of and restrictions on the content of speech prior to dissemination have not been tolerated by the high court with respect to any other media of communication, and concludes, therefore, that there is no justifiable basis for making an exception of motion pictures.

MPA observes that it believes its brief "contains a more complete survey of the scope and effect of censorship regulation of motion pictures in the United States, similar to the Chicago ordinance under review, than the parties (to the suit) plan to present for the information of the court."

## Stellings Chairman

(Continued from page 1)

the slate of officers to lead TOA during the 1960-61 12-month period. Its recommendations will be presented the following day for approval to TOA's board. Both meetings will be held at the Ambassador.

Other members of the nominating committee are Samuel Pinanski of Boston, a past-president; George G. Kerasotes of Springfield, Ill., immediate past president and chairman of TOA's board; Sidney M. Markley of New York, an executive committee member; C. E. Cook of Maryville, Mo., a vice-president; J. J. Rosenfield of Spokane, Wash., an assistant to the president; and John H. Stembler, of Atlanta, assistant to the president.

## Chicago Police Approve Film After Three Years

Special to THE DAILY

CHICAGO, Aug. 28. — After being banned here for three years "Street of Shame," a Japanese film, has been approved by Police Commissioner O. W. Wilson and will open Friday, Sept. 2 at the Carnegie Theatre. Edward Harrison is American distributor of the picture.

"Street of Shame" deals with legalized prostitution in Japan which was subsequently outlawed by the Japanese Diet. The film had twice previously been rejected by the censor unit of the Chicago Police Department, which declared it to be "immoral and obscene, in total violation of City Ordinance, 155-4 C.C."

Assistant Corporation Counsel E. R. Hartigan of Chicago, who reviewed "Street of Shame" just prior to the current approval, found nothing legally censorable in it.

Mitsuo Tanaka, Consul General of Japan in New York City, joined in the appeal to Police Commissioner Wilson of Chicago to repeal the ban on the picture.

"My country," Tanaka stated in a letter to Commissioner Wilson, "would find it very difficult to understand the rejection because 'Street of Shame' was regarded in Japan as a very moral film which exposed a then current evil."

## Fox 6-Month Net

(Continued from page 1)

estimates that its earnings for the last half of 1960 will exceed the first half.

Income for the 1960 half amounted to \$56,370,992, compared with \$55,103,921 in 1959. Expenses were \$53,742,416, against \$53,333,051 a year earlier.

## Duke of Edinburgh Will Attend Film Dinner

From THE DAILY Bureau

LONDON, Aug. 27. (By Air Mail) —An announcement from Buckingham Palace states that the Duke of Edinburgh will attend a dinner to be given by the Kinematograph Renters' Society to the Board of Admiralty and the Royal Naval Film Corporation. The dinner will take place at the Pinewood Studios on Nov. 7.

Tradition attaches to the annual get-together between the Naval authorities and the film industry, which originated in a banquet several years ago given to industry chiefs by the Admiralty Staff. This was a gesture of gratitude for the supply of films to all ships in the Navy no matter how small. During the post-war years, the custom has arisen of each side acting as hosts in alternate years.

## AIP at Republic

HOLLYWOOD, Aug. 28.—American-International Pictures has leased space at the Republic studios here for filming its million-dollar budgeted version of Jules Verne's "Master of the World."

## 'Cat' Is Chosen

(Continued from page 1)

advertising campaign that the merchandising plan calls for, will have 25 key runs starting Oct. These dates will be immediately followed by the picture's showing in additional 18 key runs. Prints for two waves of bookings have been promised to the exhibitors' Merchandising Committee by the Buena Vista exchange here.

The exhibitors' plan commended its unanimous approval over the weekend to "Jungle Cat" as the picture to inaugurate the special merchandising project. Carried out in numerous pictures over the last year in the Milwaukee exchange area, Marcus merchandising plan, was initiated by Ben Marcus, Wisconsin circuit theatre operator and member of the Compo governing committee, has been set for a month test in the Pittsburgh exchange area by agreement of the area's exhibitors and the general sales managers and advertising heads of MPAA company members. All MPAA company members have promised to make pictures available for test.

### Outlined by Alec Moss

Alec Moss, Compo coordinator of the Pittsburgh project, said here over the weekend that the following to be made in the first playing of the picture:

In Western Pennsylvania, I Meadville, Oil City, Franklin, Beaver Falls, Newcastle, Sharkey, Rochester, Aliquippa, Greensburg, Vandergrift, Washington, Uniontown, Charleroi, Altoona, State College, Johnstown, Indiana, Bradford, Warren; in West Virginia, Clarksburg, Wheeling, Morgantown and Fairmont.

In addition to "Jungle Cat," which runs for 70 minutes, the bookings include a 48-minute live action Disney feature entitled "The Hound That Thought He Was a Raccoon," providing a two-hour program for each theatre.

### All Media to Be Used

Moss said that all media—news papers, tv and radio—will be used in the promotion. The cost above and beyond the theatre's normal budget will be shared 50-50 by exhibitor and distributor.

"Jungle Cat" was the unanimous choice of the Central Exhibitors' Committee as the first picture to inaugurate the test. Other pictures, made available for the promotion, are being screened daily so that selections may be made to insure the uninterrupted continuity of the plan.

## Miske Acquires 'Earth'

"Heaven on Earth," an American-Italian co-production filmed entirely in Rome and the Vatican in Eastmancolor, has been acquired for worldwide distribution by Fae R. Miskin. A JB Film Enterprises release, it will have its world premiere at the 50th Street Playhouse here this fall.

# Who's Where

Elrod has been appointed west-division manager of United Artists, and Carl Miller has named an account executive for western division's Seattle area, announced by Erwin H. Ezzes, vice-president.

Appointment of John J. McCrory as account executive in the New York office of CBS Television Spot Sales was announced by Ted O'Connell, eastern sales manager, CBS Television Spot Sales. Appointment becomes effective on Sept. 1.

Appointment of Walter P. [Name] as program and production director of the Metropolitan Broadcasting Corporation's station in Peoria, WTVH-TV, was announced by [Name] Colee, vice-president and general manager of the station. Appointment is effective Sept. 1.

Appointment of Armand A. Lartigue as business manager of WCBS-TV was announced by Frank J. [Name] Jr., vice-president and general manager of the station. Lartigue joined the office services department of CBS, Inc. in 1957.

## Jackie Gleason to Star in His 'Gigot' for Fox

From THE DAILY BUREAU  
HOLLYWOOD, Aug. 28. — Purloined from Jackie Gleason of an original comedy entitled "Gigot" in which the comedian also will star, has been announced by 20th-Fox executive producer Robert Goldstein. Frank [Name] will adapt the story for the screen, and also will produce and

"Gigot" tells story of a French con-man who is both deaf and mute, and will take advantage of Gleason's mimic gifts in both comedy and

## Towards Will Tour

HOLLYWOOD, Aug. 28. — Ralph [Name]s, accompanied by press representative Jim Chadwick, leaves here on Sept. 15, for a series of one-day stops in major cities to publicize the new comedy night at 10:30 time-slot for "Is Your Life," when it starts this season, Sept. 25. Show, heard on ABC, is moving from its regular Tuesday night spot to Sundays.

## Man's TV Promotion

A special 16mm, five-minute tele-featurette, available to exhibit, has been prepared on Hall [Name]'s "All the Young Men," a Columbia Pictures release. Entitled "The Man's Triple Threat," the featurette highlights the three aspects of [Name]'s career—prize-winning acting and singing.

# AROUND THE TV CIRCUIT

with PINKY HERMAN

THE multi-talented Anne Bancroft, who revealed her comic and dramatic talents on Broadway in "Two for the See-Saw" and "Miracle Worker," will show another facet of her make-up when she sings two songs on the "Perry NBCome Show" November 30. . . . "NBCConcentration," produced by Jack Farren, emceed by Hugh Downs with Art James, announcer, starts its third consecutive year on the net next Tuesday. . . . This year's "Miss America" Beauty Parade Pageant, which will be NBCast Sept. 10 (10-12 midnight) will feature a "Cinderella" motif. . . . NT&T Corporation has sold its wholly-owned subsidiary, radio and TV stations WDAF and WDAF-TV, Kansas City, Mo. to the Transcontinental Television Corp. for \$9,750,000 cash. Approved by the FCC, the deal was finalized this week. Broker was Howard E. Stark of New York. . . . Steve Allen has been signed by Producer Peter Kortner to star in Meyer Dolinsky's original teleplay, "Play Acting" which will be seen as part of June Allyson's anthologies for Four Star Productions. Roger Kay will direct with DuPont picking up the tab. . . . Dimitri Tiomkin has been signed to compose an original score for "Home For Christmas," by Lloyd C. Douglas one-hour tv special being adapted by Prosper Buranelly and slated for holiday beaming. . . . Composer Vic Mizzy's original background music for "Moment of Fear" tv series heard Fridays (10-11 P.M.) proves highly effective as fare a la NBChillerdiller. . . . Harry Belafonte will be CBSseen in two one-hour specials for Revlon. First will take place Sunday, Nov. 13 (10-11 P.M.) and the second one scheduled for early Spring, 1961. Norman Jewison will direct for Belafonte Productions. . . .



At the age of five, Martin Walker, whose father was shot down and killed while flying with the Royal Air Force during the Battle of Britain, left his native Dundee, Scotland to live with his aunt in America. When



Martin Walker

he was nine, Martin was featured as "Little Patrick" in the Broadway stage success, "Three Wishes For Jamie" co-starring John Raitt, Ann Jeffreys and Bert Wheeler. Since then he's been studying voice, has developed a great style and his latest waxing of the standard, "Where Can You Be?" (Pinky Records) promises to zoom the handsome youngster to the musical heights. Walker will appear as guestar next Tuesday morning on the "Joe Franklin Show" TVia Channel 7. . . . With Herb Sheldon, emceeding, WOR-TV will launch starting September 19 (5-5:30 P.M.) a new series of old-time Mack Sennett Keystone Comedies, including the hilarious Keystone

Kops, Bathing Beauties and "Our Gang." . . . Last week we reported that the luscious Betti Andrews had returned from a visit to the coast where she was offered three different contracts. She returns westward next week to become a regularly featured TVenus on the "Tom Duggan Show" at KCOP, Hollywood. . . .



Just back from a month in England where his "For Love Or Money" is currently a daily tv feature, Walt Framer has conceived a new tv package "How To Swim" and "How To Be Well-Dressed," in fact a complete series of "How To . . ." programs with Buster Crabbe as emcee, interviewing guests and experts from all over the world. Intended to bring network quality programs to local stations, the initial telefficker will be filmed in the fall. . . . Handsome WINSpieler Bruce Morrow, last week broke an all-time attendance record when his "Palisades Amusement Park" show (7-9 P.M.) attracted almost 24,000 patrons. Clay Cole, idol of the teen-agers with the "Jersey Bounce" of WNTA (Newark) was Morrow's guest. Incidentally Bruce is the lad who discovered and latched onto young Anastasia's "Time Bomb" disk which is zooming the youngster skyward. . . . tv Actress Sheila Copland, currently featured in the summer road show of "Two For The See-Saw" opposite Jeffrey Lynn, will return to Gotham on Sept. 13. . . . George Avakian flew to the coast to supervise waxing of Bob Newhart's second LPAlbum for Warner Bros. He'll return to New York right after Labor Day. . . . ABC-TVveep John Daly presented with Veterans of Foreign Wars Gold Medal Award "for outstanding achievement in the field of newcasting."

# Combines TV And Film Activity

By SAMUEL D. BERNIS

HOLLYWOOD, Aug. 28.—Motion picture producers who can make the transition to television, and face up to the challenge of turning out a film program of merit every week will find this a boon to their future opportunities in theatrical feature production.

This theory, offered by Harry Tatelman, currently tied to CBS-Television as an executive producer through his Hampshire Productions company, is being put into practical motion by him for proof.

We interviewed Tatelman at Paramount Studios where he is supervising the filming of the new CBS teleseries, "Mr. Garlund," which will be produced by Barney Girard, and learned of his plan to make one or two feature films annually to dovetail with his television interests.

Was RKO Producer

Tatelman produced films at RKO before entering television and has brought an impressive list of tv production credits with him from Warner Brothers to CBS.

To effect his marriage of interests in both mediums, Tatelman said he will develop one or two feature projects, the first one being "The Lone Wolf Of The Pacific," which will be ready for production at the conclusion of his present two-year contract with CBS. Tatelman has already commissioned Harold Medford to write a novel to herald the initial film, which will be based on the true story of Cooper Adams and Roger Aston, two novices that pioneered the activities of the first LST vessel in the Pacific.

## TelePrompter Acquires TV System in Oregon

TelePrompter Corp. announced at the weekend that it has concluded negotiations for purchase of the Eugene, Ore., community antenna television system, Abar TV Cable Company. The system, purchased for an undisclosed amount of cash and TelePrompter common stock, serves more than 4,700 subscribers.

William D. Elkins and Ray F. Siegenthaler, who originated Abar TV Cable in 1955, will continue to manage the system, according to Irving B. Kahn, TelePrompter president.

TelePrompter owns other systems at Liberal, Kans.; Farmington and Silver City, N. M., and Rawlins, Wyo., with more than 8,000 subscribers.

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Pay TV wants and *must have first run* movies as the bulk of its programs — *IF* it gets a foothold in this country.

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We will provide your theatre with petitions to Congress, asking your lawmakers to ban PAY TV in any form.

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L. 88, NO. 42

NEW YORK, U.S.A., TUESDAY, AUGUST 30, 1960

TEN CENTS

## Urban Growth

### Attendance Up in Fr. Africa, Johnston Says

#### First Report from Tour Shows Healthy Business

From THE DAILY Bureau  
WASHINGTON, Aug. 29.—Motion picture attendance is increasing in French Equatorial Africa, says Eric Johnston, Motion Picture Export Assn. president, in a report from there received at his headquarters here. Johnston, accompanied by MPEA vice-president Ralph Hetzel, is surveying the market for American films in the continent of Africa. He has already visited the Mali Federation, Liberia, Ghana, Nigeria and South Africa. He returns to New York in mid-September after traveling up the West Coast of Africa.

Hollywood films are popular with French Equatorial African audiences, accounting for perhaps 60 per cent of playing time, despite heavy competition from other countries.

Africans are migrating in large numbers to the continent.

(Continued on page 4)

## Re-Name Members

### of Code Review Board

From THE DAILY Bureau  
WASHINGTON, Aug. 29. — The so-called "outside" members of the Production Code Review Board will be asked by Eric Johnston, Motion Picture Association president, to serve another one year term starting Oct. 17 when he returns from his present African trip in mid-September.

The 20-man board consists of 10 producers and 10 exhibitors.

(Continued on page 5)

## Misfits' Suspended by Illness of M. Monroe

From THE DAILY Bureau  
HOLLYWOOD, Aug. 29. — On the advice of her physician, Marilyn Monroe, overcome with exhaustion, entered a Los Angeles hospital today, and the picture on which she was working in Reno, United Artists' "The Misfits" will be suspended.

(Continued on page 5)

Hall Bartlett's  
**ALL THE  
YOUNG MEN**  
SETS NEW ALL-TIME OPENING  
DAY AND WEEKEND RECORD!  
FORUM THEATRE, N. Y.  
**SMASH SECOND WEEK!**  
ROOSEVELT THEATRE, Chicago  
... from COLUMBIA!

(Adv.)

## 'Seven' to Get Release On Saturation Basis

United Artists will release "The Magnificent Seven," a top-budgeted Western in color starring Yul Brynner, in key areas of the domestic market on a saturation booking basis.

Unique aspect of the plan, according to officials of U.A. and the Mirisch Company, producers of the picture, is that such bookings heretofore have usually been limited to spectacle films made abroad and lacking star value. In contrast "The Magnificent Seven" is a major "quality" production.

(Continued on page 5)

## 'Living Screen' Combines Films And Stage Action

Development of a "new entertainment form" to be known as "Living Screen," which combines motion pictures and live stage action was announced here by Arthur Twitchell president of the Living Screen Corp. The new process, which had a grant from the Ford Foundation, was created by Ralph Alswang, Broadway producer and scenic designer.

The initial production in "Living Screen" will be "The Emperor's New Clothes," in a musical version adapted from Hans Christian Andersen.

(Continued on page 4)

## Shopping Center Theatres Eligible For Loans in New Program of SBA

By E. H. KAHN

WASHINGTON, Aug. 29.—Motion picture theatres that qualify as small businesses can share in a new program that is being launched by the Small Business Administration.

The small firms' lending agency has begun a program of lending to local development companies — there are some 3,200 in the U.S.—for construction of shopping centers to be occupied exclusively by small businesses. Both drive-in and indoor theatres are understood to be eligible to participate in the loans.

Since the program has just started —in fact, SBA has not completed drafting the loan regulations yet—it will doubtless be some time before the program is fully operational.

(Continued on page 6)

## Product Spurt

### Para. Sets 9 By Year End at \$30,000,000

#### Six Pictures to Start Simultaneously in Nov.

From THE DAILY Bureau  
HOLLYWOOD, Aug. 29. — Paramount Pictures will launch a \$30,000,000, nine picture production program by the end of the year, it was announced today by Jack Karp, vice-president in charge of production. He called it one of the heaviest three-month filming schedules in recent Hollywood history.

All sound stages at the Paramount studio will be operating at capacity as a result of this production spurt, with six pictures in simultaneous production in November, he said.

Spearheading the program, on Oct. 3, will be two pictures being photographed on opposite sides of the world. Filming in New York and Hollywood will be the Jurow-Shepherd production, "Breakfast at Tiffany's." In Tanganyika, Africa, production will be "The Sandlot."

(Continued on page 2)

## No Government Appeal In Screen Gems Case

From THE DAILY Bureau  
WASHINGTON, Aug. 29. — The time for filing an appeal from Judge William C. Herlands' decision in the Screen Gems case has lapsed, and none has been filed. This means that the decision holding in favor of the companies will be allowed to stand.

Robert A. Bicks, chief of the anti-trust division, would not comment on the decision not to appeal, pointing out that the time for appeal has expired.

(Continued on page 5)

## Skouras Theatres Vow Anti-Pay-TV Drive Aid

Tens of thousands of patrons' signatures to the petitions calling upon Congress to outlaw legislatively all forms of pay-television were promised yesterday by managers of the approximately 50 houses of the Skouras Theatres organization located in New York City.

(Continued on page 4)

## Para. Sets 9

(Continued from page 1)

ducer Howard Hawks will start "The African Story."

October will also see the start in Hollywood of Shavelson-Rose's "On the Double." In the same month, Perlberg-Seaton's "The Counterfeit Traitor," will be before the cameras in Copenhagen and Stockholm.

Resumption of production on Perlberg-Seaton's "The Pleasure of His Company," which was halted by the actors' strike, is scheduled for early November.

Producer Hal Wallis will send two features to the sound stages in November, when he begins filming of Tennessee Williams' "Summer and Smoke." Wallis will follow with "Girls of Summer."

The schedule for November also features Jerry Lewis' "The Ladies' Man." "Ladies of the Big House," drama produced by Bryan Foy, will round out the production program.

## Technical Bulletin on 'Spartacus' Published

Universal Pictures has issued a technical informational bulletin for exhibitors compiled to aid in the 70mm release of "Spartacus." It contains information on all aspects of 70mm installation, including projectors, screens, screen masking and sound considerations.

An outstanding feature of the bulletin is a screen chart to facilitate the selection of proper focal length lenses for the screen size, all computed for the new 70mm projector aperture. Attached to the bulletin is an actual 70mm film strip to illustrate the actual projector aperture.

## Big 'Windjammer' Sales

SALT LAKE CITY, Aug. 29.—John Denman, manager here for Fox Intermountain Theatres, announced that the advance sale for the forthcoming engagement of Cinemiracle's "Windjammer" has broken all previous road show records in this city with a total advance to date of \$27,300. The Sept. 1 opening at the Villa Theatre will mark the first three camera installations here. The advance figure includes the opening night sell-out to C.A.R.E. for Chilean relief.

## NEW YORK THEATRES

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THE STORY OF FRANZ LISZT starring

DIR. BOGARDE as Franz Liszt

A COLUMBIA PICTURE in CinemaScope & Eastman Color

ON THE GREAT STAGE "FESTIVAL"

## PERSONAL MENTION

JACK L. WARNER, president of Warner Brothers, has returned to New York from Europe.

CHARLES OKUN, head of theatre sales for Coca-Cola, left here yesterday on a six-week cross-country trip, which will include attendance at the TOA convention in Los Angeles next month and will bring him back to New York about Oct. 10.

JOHN G. BROUMAS, president of the Maryland Theatre Owners Association and owner of Broumas Theatres, has returned there from two weeks of service with the U.S. Army Reserve, in which he ranks as major.

SIDNEY COOPER, United Artists Southern and Central division manager, and FRED GOLDBERG, national director of advertising-publicity, will leave New York today for Charlotte, Atlanta, New Orleans and Dallas.

LOU COHEN, of Loew's Poli, Hartford, and MRS. COHEN have returned from a vacation visit with Cohen's former assistant, NORM LEVINSON, now general manager and advertising director, Trans-Texas Theatres, Dallas.

FRANK MASEK, former branch manager in Cleveland for National Theatre Supply, is visiting there from Tucson, Ariz., his home in retirement.

MRS. HARRY CLARK has given birth in Jacksonville to a daughter, PAMELA GAY. Father is booker for Allied Artists in the Florida city.

ALFRED NEWMAN, composer-conductor, has arrived in Hamburg, Germany, from Hollywood.

## Services Today for C. F. Haring, Exhibitor

Funeral services will be held this morning for Charles Frederick Haring, a pioneer theatre operator in New Jersey and New York, who died last Friday at the age of 78, following a lengthy illness. The services will be at the William H. Graham Funeral Home on Boston Post Road, Rye, N. Y., at 11 A.M. Burial will be at Kensico Cemetery, Valhalla, N. Y.

Haring had been a partner in the extensive Haring & Blumenthal Theatres in the 1920s and earlier. He also engaged in film production and distribution in the course of a lengthy industry career.

He is survived by his wife Jeanelle Walker Haring, a daughter, Elizabeth Ensler, and a son, Charles F. Haring, Jr., and three sisters and a brother.

MO ROTHMAN, executive vice-president of Columbia Pictures International, and MARION JORDAN, Continental manager, will leave here today for Paris, where the latter will take over his newly-assigned duties.

F. J. A. MCCARTHY, Universal Pictures assistant general sales manager, is in Montreal from New York.

ERNEST EMERLING, vice-president and national advertising director of Loew's Theatres, is in Miami from New York.

STANLEY HOLLOWAY will arrive in New York from London today via B.O.A.C.

TIMOTHY CAREY, president of Frenzy Productions, will leave here tomorrow for the Coast.

PETER GEIGER, entertainment financing division officer of the Bank of America, has arrived in New York from the West Coast.

DELMER DAVES, producer-director, has returned to Hollywood from New York.

FRED KENT, owner of Kent Enterprises, Jacksonville, has returned there with his family from Europe.

ANDREW and VIRGINIA STONE, who will produce "So Young, So Dangerous" for M-G-M, have returned to New York from Oregon and Washington.

STANLEY MARGULIES, advertising publicity director of Bryna Productions, will return to Hollywood today from New York.

## Cinema Lodge to Hold Luncheon on Sept. 29

New York's Cinema Lodge of B'nai B'rith will hold its first luncheon get-together of the fall season at the Hotel Astor, Thursday, Sept. 29, as a "welcome back" tribute to its past president, Max E. Youngstein, vice-president of United Artists, who has returned to New York after headquarters for an extended period in Hollywood.

Abe Dickstein, president of Cinema Lodge, also announced the appointment of Robert K. Shapiro, a past president of the Lodge, as chairman of the luncheon, and Joseph B. Rosen, also a past president, Leonard Rubin and Alex Arnsvalder, as co-chairman.

Dickstein said the luncheon will be open to Lodge members, their guests and Youngstein's industry friends.

## Pitt. Hospital Campaign Seen Topping Last Year

Special to THE DAILY

PITTSBURGH, Aug. 29. — Early returns from the field indicate that the Pittsburgh branch area for the 1960 Will Rogers Memorial Hospital Drive will exceed last year's campaign.

With 107 drive-ins pledged and currently conducting audience collections, and more than \$7,600 collected to date, Ralph Pielow, distributor chairman for the Pittsburgh area stated that "the Pittsburgh formula for successful collection handling will again lead the way."

Indoor theatres are being organized and their collections will coincide with the entire run of current top attractions, including "Ocean's 11," "Psycho," "From the Terrace" and "Let's Make Love."

Harry Feinstein, newly appointed Stanley Warner zone manager, and Ernest Stern, of Associated Circuits, are serving as exhibitor co-chairmen. Again this year the aid of volunteer firemen, police service clubs and other local groups are being enlisted.

## Distribution Changes Seen More Pronounced

Special to THE DAILY

ALBANY, N.Y., Aug. 29. — The trend toward re-analysis of distributing patterns and methods is becoming more pronounced, Clayton C. Pantages, branch manager for 20th-Fox, reported on his return here, following his second swing around the company's exchanges in east, south, southwest and midwest. The tour was to stimulate bookings and sales during the current drive.

One of the areas where the re-analysis of distributing formats has become most noticeable is in the southwest. Pantages predicted the trend will grow.

He also heard additional reports in the south, of theatres being built at shopping centers. Three are under way in the territory served by the 20th-Fox Jacksonville exchange which includes the state of Florida.

## 'Pepe' Consultant

HOLLYWOOD, Aug. 29.—Armando Del Moral, editor and publisher of *Grafica*, Spanish-language magazine and columnist for *La Opinion*, local Spanish-language newspaper, has been engaged by producer-director George Sidney as a special consultant for advertising, publicity and exploitation on behalf of "Pepe," Sidney International-Posa Films Internacional production, which stars Cantinflas in the title role. Del Moral will concentrate his activities in the Spanish-speaking market where Cantinflas is a top box office star.



MOST PEOPLE  
SIT WIDE-EYED  
WHEN A TRAILER  
FLASHES  
ON THE SCREEN...  
I KNOW, I DO...  
BUT  
MORE IMPORTANT,  
I ENJOY BEING SOLD  
BY TRAILERS!  
SO BE SURE  
TO USE TRAILERS  
IN YOUR THEATRE...  
ESPECIALLY  
THE TRAILER FOR  
"LET'S MAKE LOVE".

**MARILYN  
MONROE**

*starring with*

**YVES  
MONTAND**

*in JERRY WALD'S production of*

**LET'S  
MAKE  
LOVE**

20<sup>th</sup>  
CENTURY FOX



**NATIONAL SCREEN SERVICE**

# PEOPLE

**L. Harrison Robinson**, formerly manager of marketing of the Surface Communications division of RCA, has joined Westrex Corp. as director of marketing.

**Louis J. Finske**, president of Florida State Theatres, has been named by the Florida State Chamber of Commerce to serve as treasurer of the Florida Fair, an exhibition which will be on display at the Coliseum in New York City the week of Feb. 4-12, 1961.

**Dennis J. Rich**, formerly manager of the Cameo Theatre, Bristol, Conn., has been named Stanley Warner resident manager at the Bristol Theatre there, which was closed earlier this year by David Jacobson, but which was reopened later by S-W.

**Lawrence J. Lipskin**, for several years active in publicity for Columbia Pictures, has joined the Roy Barnard Co., public relations organization here, as director of exploitation.

**Tim Tyler**, manager of the downtown Miami Theatre for the Wometco circuit, has been appointed managing director of that organization's new 163rd Street Theatre in the Florida resort. **Howard Debold**, now manager of the Town Theatre there, will be house manager of the 163rd Street.

**Mrs. L. L. Shealey** plans a Sept. 1 reopening of Pug's Drive-in Theatre, which was closed on July 18 by the former owner, G. W. Read.

## Benefit for 'Entertainer'

The American premiere of Sir Laurence Olivier's "The Entertainer," will be held at the Sutton Theatre here on Sunday, Sept. 25, for the benefit of the New York Shakespeare Festival, it was announced by Irving I. Wormser, president of Continental Distributing, Inc., distributors of the British film in the U.S.

## Reopening After 5 Years

TAFTVILLE, Conn., Aug. 29.—Extensive remodeling and a January reopening are planned for the Hillcrest Theatre here by Esther L. Brown and Ann M. Hanan, both of Norwich, Conn., who have purchased the 35-year-old theatre from Rose Cooper of Norwich. The house has been shuttered since 1955.



## Attendance Up Map Campaign for 'Alamo' Bow At Rivoli

(Continued from page 1)

numbers from the hills and the countryside to towns and cities where earnings are higher. There is thus a need for more theatres. This affords new opportunities for U.S. films in the future. Johnston's report says:

"Nearly all the theatres in Senegal, the Sudan, Guinea, the Cameroons, the Ivory Coast and the French Congo are open-air theatres. The rear portion of the wall enclosure has a tin roof. This area has seats, perhaps discarded ones from Europe. The roofless portion, filled with benches, has a CinemaScope screen.

### Ticket Tariff Varies

"Admission prices vary greatly, ranging from the equivalent of 10 cents to \$1. The audience likes action pictures but wants them dubbed in French, the official language. Very few non-action pictures are successful. "The Ten Commandments" was an exception.

"Recently, the Federation of Mali, comprising the old French colonies of Senegal and Sudan, which are quarreling, decreed that all future theatres should be four-walled enclosed. This is far more expensive construction, but theatre owners greet it with joy. Open-air theatres, starting at dark, or about 9:00 P.M., can have just one show. Enclosed theatres, cooled by forced-air fans, can give multiple performances throughout the day.

"The policy here is double features. A Dakar audience almost burned the theatre when an exhibitor recently put on a single bill.

"Two chains control nearly all the theatres in French Equatorial Africa. The buyers usually go to Paris for their pictures, buying them for a flat fee on a five-year contract.

### Few Russian Films

"Only three or four Russian pictures have been shown in French Equatorial Africa in the last year. The picture is different in leftish Guinea, which requires theatres to show large numbers of Russian pictures. Audiences are even forced to attend these Russian showings in Guinea. The rest of French Equatorial Africa considers Russian pictures slow, talky and monotonous.

"There are some 16mm portable open-air theatres in the bush.

"But practically all of the pictures for French Equatorial Africa are still purchased by two theatre chains, which act as distributors for this vast area. One chain of 100 theatres took in more than \$15,000,000 in admissions last year. From all appearances these operations seem to be profitable. And profits in French Equatorial Africa are usually much higher than in the United States."

## Kantor on 'Boy' Script

HOLLYWOOD, Aug. 29. — Hal Kantor has been signed to write the screenplay of Hal Wallis' "Hawaiian Beach Boy," Elvis Presley starrer which will start in production next February for Paramount.

## Map Campaign for 'Alamo' Bow At Rivoli

Campaign plans for the road-show engagement of John Wayne's "The Alamo," beginning Oct. 26 at the Rivoli Theatre here, were outlined yesterday at a meeting of 60 Skouras Theatre managers, who will assist in the advance ticket sale for the United Artists release in the Greater New York area.

Salah M. Hassanein, president of Skouras Theatres, presided at the conference at the Rivoli. Participating in the meeting were Roger H. Lewis, UA vice-president in charge of advertising, publicity and exploitation; Russell Birdwell, John Wayne's representative; David Chasman, UA advertising manager, and Herb Piekman, UA co-ordinator of road-show campaigns and special projects.

### Trailers Prepared

Hassanein pointed out that all Skouras Theatres will run a series of four special trailers throughout September and October. Mail order blanks will be made available at box offices and in lobbies of the theatre chain throughout the New York area. Streamers, posters and lobby displays will feature the "Alamo" trademark.

## Skouras Theatres

(Continued from page 1)

New York and New Jersey at a meeting held in the Rivoli Theatre here. Salah M. Hassanein, president of the circuit; George P. Skouras, chairman of the board, and Philip F. Harling, chairman of the Joint Committee Against Pay-TV, were among the speakers at the conclave.

The full cooperation of all Skouras theatres was promised to the nation-wide campaign.

Harling announced that theatres in Connecticut, Maryland and New Jersey have been the first ones on record to have forwarded to their Congressmen signed petitions urging the legislative proscription against pay-tv.

## Newsreel Cameramen To Be Honored in S.F.

Special to THE DAILY

SAN FRANCISCO, Aug. 29.—Outstanding newsreel cameramen will be honored for the best film footage of 1959 in special ceremonies Thursday, Sept. 1, coincident with the 21st anniversary of the Telenews Theatre here. New York editors and managers of the major reels are selecting best general news, feature, and sports newsfilm for the year made in the United States and overseas for a total of six awards.

### Special Award to Pechner

At the presentation ceremonies, which will be attended by San Francisco mayor George C. Christopher and other dignitaries, a special award will be presented to Warren Pechner of the Telenews Theatre by Weibel Champagne Vineyards "for 21 years of news programming to inform the public and promote international awareness and understanding."

## 'Living Screen'

(Continued from page 1)

especially for the new technique Dean Fuller and Marshall Barer, who have written book, music and lyrics. Fuller and Barer were contributors to the books and lyrics of the Broadway musical, "Once Upon a Mattress."

The sponsors do not plan an immediate Broadway showing, but expect to launch the musical in January on a road show basis in such a house as New York's Palace Theatre or Chicago Theatre in Chicago, they said.

The process is described as employing several new devices involving motion picture screen, projector and camera, for which patents are pending. The technique is not to be confused with the "trick effects" previously used in Broadway shows, Tyche says, whereby stage action was interrupted for two to three minutes of motion picture. "The interweaving of stage and screen action in 'Living Screen' is synchronized perfectly and is continuous throughout the performance, he said.

### Special Quality Outlined

A unique facet of the new screen he added, is that a dissolve to a translucent stage drop from a motion picture matches exactly the last frame of the picture. Such synchronization makes it possible to use full light rather than follow lighting, enabling actors to walk through the screen as a dancing chorus to perform in front of a drop or motion picture without casting shadows, he pointed out.

In addition to "The Emperor Clothes," the Living Screen Corporation also has under option A. Dunn's book, "Is There Intelligent Life on Earth?", on the company agenda for a full-scale musical treatment in the new process.

### Industrial Shows Mounted

Living Screen is sublicensed at the present time to Transfilm-Caravans which is making full use of the technique in mounting Chrysler and Studebaker-Packard industrial shows now in rehearsal.

## 'Ben-Hur' to Arcade

SPRINGFIELD, Mass., Aug. 29.—M-G-M's "Ben-Hur" will have Western Massachusetts premiere Sept. 29 at the Arcade Theatre, the attraction to be screened twice daily. Seats will be reserved. Price structure has not yet been announced. The Arcade, a downtown, first-run house recently equipped for Todd-AO and other big-screen properties.

## Permit for Cinerama

COLUMBUS, O., Aug. 29. — City building inspectors said they will issue a permit for installation of Cinerama equipment at RKO Grand here after the Grand reduced the number of seats in the orchestra to meet safety requirements. It is expected that the first attraction under the new policy "This Is Cinerama," will open Oct. 1.

# No Government Appeal in Screen Gems Case

(Continued from page 1)

out that the department's rules forbid disclosure of reasons behind such an action. The U.S. Solicitor General, who has final responsibility in deciding whether to appeal, also declined any comment.

## Several Factors Involved

There are a number of factors, however, which are evident in the record of the case. The officials handling it for the government must have been aware of them. There is also the important fact that government officials must think more in terms of the growth and development of the anti-trust law than in terms of any single case. It does not seem unreasonable to speculate that both of these influenced the decision to let the Screen

Gems case stand at the lower-court level.

Defendants in the action, along with Screen Gems, were Columbia Pictures, its parent company, and Universal Pictures, which had made a deal with Screen Gems for it to distribute part of the pre-1949 Universal library to television. The Government action was brought in April, 1958.

Still pending in the courts is a similar suit filed in September, 1959, against United Artists and its subsidiary, United Artists Associated, involving UA's acquisition of the assets of Associated Artists Prods. and C & C Films. UA gained control of the pre-1949 libraries of both Warner Brothers and RKO Radio from AAP and C & C, respectively.

Judge Herlands' decision was about

188 pages long. It incorporated some material which appeared to have been taken virtually verbatim from the defendants' briefs. It gave detailed findings with respect to the facts of the case and the law. In summary, it held that the acquisition of Universal's library by Screen Gems did not violate Section 7 of the Clayton Act, and that there was no price-fixing in violation of Section 1 of the Sherman Act.

Buried in this long document, however, are some conclusions which may prove to be valuable to the Justice Department as it tries to judge similar cases.

## Holds Copyright an Asset

For example, Judge Herlands has held (as the government had contended) that the sale of a copyright is an asset within the meaning of the applicable laws. Similarly, the judge agreed with the government that a city is an area sufficient to be covered by Section 7 of the Clayton Act.

The further development of Section 77 of the Clayton Act has long been a project of the anti-trust division. It is a key to applying the anti-trust laws. Because of its significance, it is customary for issues involving Section 7 to be brought, eventually, to the Supreme Court. The high bench speaks with finality; its interpretations of the law are binding on all other Federal courts.

## Legal Precedents Sought

Thus, from the government's institutional viewpoint, the cases that go to the Supreme Court are the truly significant ones. Obviously, the government wants to bring up the cases that show its position in the best light, since they may set legal precedents which will influence future decisions.

From the government's standpoint, it would be hard to argue that the Screen Gems case would be ideal for the purposes of appeal. News reports of the trial proceedings show, for example, that the judge on a number of occasions declined to permit the Justice Department's attorneys to proceed in the manner which they desired. If the prosecution in such a case believed that it had not been able to put its best foot forward, there would be some incentive to refrain from pressing further a situation in which future success would depend in a substantial degree upon the record made during the first trial.

## Several Cases Pending

It must be remembered that the Justice Department has a number of important anti-trust cases, involving many millions of dollars, that are now in the courts. Some of the companies involved are General Motors, DuPont, Brown Shoe Co., and Continental Can. If the Screen Gems case were to precede these potential legal landmarks to the Supreme Court, their outcome might be jeopardized by precedent set in connection with appealing a decision strongly adverse to the Justice Department.

## Expect House Action Today

### Broadcasting-Rein Bill

From THE DAILY Bureau

WASHINGTON, Aug. 29. — The House probably will be asked Tuesday to approve the Senate-passed bill to curb malpractices in broadcasting. Oren Harris (D., Ark.) will propose adoption of the Senate-imposed limitations on the power of the Federal Communications Commission to punish offending broadcasters.

## Code Board

(Continued from page 1)

Members of the MPAA board of directors, six exhibitors and four independent producers. Reappointment of the 10 outsiders will constitute their fourth term. They heard no appeals in their first two terms and none in the past year.

The non-MPAA members of the new board are: Russell V. Downing, Leopold Friedman, Leonard Gelenson, George Kerasotes, Ben Meus, Sol A. Schwartz, John Ford, William Goetz, Stanley Kramer and George Sidney.

They were first appointed in response to complaints, particularly the increasing ranks of independent producers, that it was unfair the code seal appeals involving their films should be decided exclusively in heads of companies with whose pictures the films in question would be in competition.

## 'Sifits' Suspended

(Continued from page 1)

"Sifits," was suspended temporarily. A second unit remains at Reno. Producer Hyman Engelberg of Beverly Hills, California, who consulted with Monroe over the weekend, said the actress, "suffered from acute exhaustion and needed rest, and more so." The extent of the shutdown on the film was not determined. Charter flights were booked out of Reno today to return the cast and crew to Los Angeles. Producer Frank E. Taylor said he hopes the company will be back at work "in a short time."

## Sparkman Lauds 'Stars'

WASHINGTON, D. C., Aug. 29.—Senator John Sparkman (D., Ala.) read into the Aug. 23 Congressional Record a two-page account of the importance of Charles H. Sehneer's "I Shot at the Stars," the film biography of rocket scientist Dr. Wernher von Braun. Sparkman referred to the Columbia release as "one of the most fright stories ever brought to the screen about a living person."

## Texas Drive-in Meet Set

DALLAS, Aug. 29.—The ninth annual convention of the Texas Drive-in Owners Association will be held here from Feb. 7 to 9. Al Reynolds, of this city, will serve as convention chairman.

## 'Seven' Release Plans Set

(Continued from page 1)

ity" release for U.A. this year made at a cost of \$2,700,000.

Booking and merchandising plans for the film were spelled out at a press conference here yesterday by James R. Velde, U.A. vice-president in charge of domestic sales; Roger H. Lewis, U.A. vice-president in charge of advertising, publicity and exploitation; and David E. "Skip" Weshner, producer's representative for Mirisch.

Velde reported that the first wave of saturation bookings will take place on Oct. 12 in the South and Southwest (Atlanta, Charlotte, Dallas and New Orleans areas) utilizing from 250 to 300 prints. Major situations in that area will be out of the way in six weeks, he said, and 200 prints will then be moved to the Midwest (Chicago, Des Moines, Omaha, etc.) on Nov. 4 for a three-week period. The third wave will take place on the West Coast and in New England and Eastern areas starting Nov. 23. The same number of prints will be employed in these territories.

### In All Areas by Jan. 1

In addition Velde said from 50 to 60 prints will be set aside for important keys in the rest of the country early in November. Under the releasing program 80 per cent of all important situations will be played off during the first three months of the film's release. By the first of the year "Seven" will have played saturation engagements in the majority of key regional areas in the U.S. and Canada.

Weshner said the southern areas had been selected for the first dates of the picture because Westerns have been found to do better there than in the east. "We wanted to put it in the territory where it could get off on its best foot," he pointed out.

Weshner said "Seven" is to get the same kind of merchandising budget given three previous Mirisch pictures—"Some Like It Hot," "Horse Soldiers," and "The Apartment." The sum spent on these three together

was \$2,400,000 or about \$800,000 each.

Key elements of the promotion campaign were described by Lewis as a saturation television and radio drive involving thousands of spot announcements to be aired on an around-the-clock schedule two weeks before the mass bookings in each territory.

Another important element includes national tours planned for Brynner and Steve McQueen, co-star in the film. The actors will promote openings in a number of key cities and will participate in an extensive promotion schedule.

Other aspects of the drive, Lewis said, are a large scale display campaign, a major movie-book tie-in, a disk jockey and music promotion based on the film's soundtrack album, local level exploitation and street bally linked to the number seven and a vast network of merchandising tie-ups with stores nationally.

Also participating in the conference were Fred Goldberg, UA national director of advertising, publicity and exploitation; Burt Sloane, UA publicity manager; David Chasman, UA advertising manager, and Guy Biondi, Mirisch Eastern advertising and publicity director.

## 'Men' Sets Two Records

Hall Bartlett's "All the Young Men," a Columbia release, broke two all-time house records at the Forum Theatre in its opening here over the weekend. The three-day total of \$25,082, and the opening day gross of \$8,683 both represent new records for the 800-seat Forum.

## 'End' Continues Big

William Goetz' "Song Without End" grossed a big \$107,771 in the first four days of this third week at the Radio City Music Hall. The Columbia release has grossed over \$500,000 in the first two-and-a-half weeks of its run.

## Shop-Center

(Continued from page 1)

theatres can expect to get any actual aid.

SBA will lend to local development companies for construction, conversion, or expansion of shopping centers. Loans will be made for acquisition of land as well. SBA will "welcome" the participation of banks and other conventional lending agencies. But where they can not participate, SBA will make direct loans. The local interest must, however, be prepared to put up 20 per cent of the costs. Application for loans goes through the local development firm.

Under the new SBA program, loans of up to \$250,000 for each small business to be assisted may be made to local development companies for shopping centers. The number of loans to a local development company would be limited only by the number of small businesses to be assisted, and by the amount of its own funds which the local development company can put into the project.

### Ten-Year Limit Set

Loans to local development companies for shopping center projects may be made for a period not to exceed 10 years on a monthly amortization basis. No penalty will be exacted for pre-payment, and time will be allowed for construction.

Interest charges on loans to local development companies under this program will be 5½ per cent a year for direct loans by SBA. Where bank participation is involved, the rate of interest may be fixed by the bank. But the interest on SBA's share of the loan in such cases will not exceed 5½ per cent, nor will it be less than 5 per cent if the participating bank charges a lower rate.

After regulations to govern the granting of these loans are completed, they will be available at SBA regional offices in Boston, New York, Philadelphia, Richmond, Atlanta, Cleveland, Chicago, Minneapolis, Kansas City, Detroit, Dallas, Denver, San Francisco, Seattle, and Los Angeles.

## Many Moscow Theatres Showing U.S. Films

From THE DAILY Bureau

WASHINGTON, Aug. 29.—Turner Shelton, chief of the U.S. Information Agency's international film division, reports that 61 of the 102 motion picture theatres in Moscow were playing U.S. films during the week of Aug. 15. Shelton states that this shows the high degree of interest that the Soviet people have in American motion pictures.

Shelton noted that the U.S.-Soviet cultural exchange agreement still has more than a year to run, indicating that the film aspects of the exchange are not likely to lapse into disuse during the period.

Negotiations on U.S.-Soviet film deals are going on almost constantly, and it is understood that additional contracts have been signed though they have not yet been announced by the companies involved.

## Three IATSE Chairmen Are Named To Draw Up Basic Union Demands

From THE DAILY Bureau

HOLLYWOOD, Aug. 29.—George Flaherty, IATSE Hollywood representative, met today with heads of the IATSE studio locals and appointed three committees to draw up proposals on overall demands for new basic and union contracts to become effective in 1961.

Day and night sessions will be held to prepare proposals for submission to Charles Boren and his producers committee by Oct. 15, although Nov. 1 is considered the due date for such proposals.

Twenty-three individual locals are involved in the overall agreements, but are completely autonomous in reaching agreements governing their respective operational demands.

### Lehners, Peckham, Haggerty

Named as chairman to head committees were: John Lehners, general proposals committee; Ralph Peckham, health and welfare committee, and Don Haggerty, pension plan committee.

## Closings, Reopenings Reported in Cleveland

Special to THE DAILY

CLEVELAND, Aug. 29. — The new fall season starting Labor Day, will see several area operational changes including re-openings, permanent closings and managerial shifts.

In Cleveland, the 600-seat subrun Lorain Theatre, one of the few film houses in the city not affiliated with a circuit, changed hands this week when Albert Panajothé took it over from Frank Bozic. In Caldwell, the 400-seat Noble Theatre of Chris Velas of Bellaire, O., which was closed all summer, is now about to be dismantled. Gerald Anderson is still undecided whether or not to dismantle his now closed Union Theatre in Plain City.

### Re-Lighting Bluffton House

In Bluffton, George Carnack is turning on the lights of his Cama Theatre on Sept. 4, and Irving Reinhart of the Town Theatre, Canton, is reportedly taking over the 1200-Park Theatre, Mansfield, O. operated at various times by Interstate Circuit, Nate Schultz' Selected Circuit and Skirball Brothers.

## Maryland TOA Board To Meet Sept. 28

Special to THE DAILY

BALTIMORE, Aug. 29.—A meeting of the board of directors of the Maryland Theatre Owners Association is to be held Sept. 28 at noon at the Park Plaza here. The board members will be luncheon guests of the association; however, the meeting is open to the entire membership.

### Censorship on Agenda

There will be a report on the national convention; discussions covering the local tax problem; state minimum wage; state censorship and the M.T.O.A. 1961 state convention plans. John G. Broumas is president.

## Wage Bill Conferees Continue Talks Today

From THE DAILY Bureau

WASHINGTON, Aug. 29. — House and Senate conferees on the minimum wage law today met fruitlessly and plan to meet again tomorrow. Majority leader Dirksen (R., Ill.) commented that "we did exactly nothing except vote down a portion of a proposed compromise offered by Prouty (R., Vt.)."

Indications are that the proposal of a new wage law, headed by Democratic presidential nominee Kennedy (Mass.), are increasingly ready to pare down their demands. Kennedy and the two House "liberals" on the conference committee—Roosevelt (D., Calif.) and Dent (Pa.) who sponsored the exemption motion picture exhibitors in the House labor committee—have repeatedly refused to compromise, provided they can get something more than offered by the House-passed wage bill.

### Many Insist on \$1.15

Other members of the conference committee, however, are adamant in their insistence upon the House-proposed \$1.15 minimum wage extension of the law only to multi-retail chains. Sen. Goldwater (R., Ariz.) and Rep. Ayres (R., Ohio) both stated flatly that they believe that nothing more extensive than the House bill is acceptable.

Rep. Dent noted after the conference committee meeting ended that it might well be that if Congress fails to pass a wage bill this year, the chances for a broader bill next year would be much stronger. If that proves to be so, then it would appear that motion picture exhibition, one of a diminished number of empty industries in the wage measure, reported to both Senate and House would have to work with redoubled vigor to retain their exemption in future legislation.

## George LeWitt, Conn Theatre Pioneer, Dies

Special to THE DAILY

HARTFORD, Aug. 29.—George LeWitt, Connecticut film industry pioneer and an attorney prominent in the real estate field, is dead here following a short illness, at the age of 70. A native of New York, he operated the old Russwin Lyceum Theatre, now the Embassy, New Britain many years ago. He subsequently owned the Strand, Old Lyme, Liberty, Hartford, and the Strand Plainville.

### Was Glackin Partner

LeWitt was a partner with the late John S. P. Glackin in the Arch Theatre, New Britain. In recent years he was listed as president of the Interstate Realty Co., owner and operator of the Berlin (Conn.) Drive-in Theatre. He held considerable property in Hartford County.

Survivors include a son, Baruch "Brookie," who is active in the management of the Berlin.

## 'Psycho' Gross Over \$1,000,000 Here

Alfred Hitchcock's "Psycho" has grossed in excess of \$1,000,000 in the ten-day period ending last Friday during its New York multiple engagement encompassing 74 theatres in five boroughs, Long Island, Westchester and New Jersey, according to Paramount. Of the total, \$625,000 was contributed by 26 Loew's theatres, the remainder by theatres of the Century, Skouras, RKO, Randforce, Brandt, Prudential and other circuits.

Additionally, since opening in mid-June at the DeMille and Baronet Theatres here, where it still continues, the film has grossed more than \$575,000 at these two theatres alone. The gross has been further swelled by a three-week gross of \$175,000 at the Brooklyn Paramount Theatre.

Consolidated theatre reports add up to a total box office gross in excess of \$1,750,000 in the greater New York area.

### Los Angeles Record Predicted For Run of Hitchcock's 'Psycho'

LOS ANGELES, Aug. 29. — Alfred Hitchcock's "Psycho," for Paramount will break all Los Angeles area records for extended engagements in its multiple run with the announcement today that the shocker has been booked for fourth and fifth week stands in L. A. hard-tops and drive-ins. Twenty-four theatres have been set for the fourth stanza.

The "Psycho" fifth week stand beginning Sept. 7, will encompass 22 theatres, including approximately eight Pacific drive-ins.

Film row distributors consider the marathon "Psycho" booking as unique in local distribution annals.

## P. Aurrichio Joins Crest

Pat Aurrichio has been elected secretary and production manager of Crest Studios, Inc., effectively immediately, it was announced by Joseph Aurrichio, president of the organization. Pat, a top photo technician with 20 years of experience in handling motion picture stills and commercial photographs, resigned his position with Franklin Photos to assume his new duties at Crest.

## Plan WOMPI 'Timetable'

JACKSONVILLE, Aug. 29. — A "Timetable" for conducting the monthly philanthropic works of the local chapter, Women of the Motion Picture Industry, has been prepared under the chairmanship of Wilma Murphy. The schedule covers the period from September, 1960, to June, 1961.

# MOTION PICTURE DAILY

All  
the News  
That  
s News



Concise  
and  
to the  
Point



V. L. 88, NO. 43

NEW YORK, U.S.A., WEDNESDAY, AUGUST 31, 1960

TEN CENTS

## Reserve Decision

### AFM Contends TV Pacts in Force to '58

#### Anters W.B. Claim It Can't Halt Post-'48 Sale

The American Federation of Musicians contended that it is the only legal representative of the interests of musicians who contributed to film scores from 1948 to 1958 in arguments before U.S. District Judge Wilbur B. Herlands here yesterday for a temporary and permanent injunction to restrain Warner Brothers from consummating a deal for the sale of some of its post-1948 films to television. Judge Herlands reserved decision. (Continued on page 4)

### A Deal for 20th-Fox Post-'48s Held Up

From THE DAILY Bureau  
HOLLYWOOD, Aug. 30. — Continuation of the \$4,000,000 contract between National Telefilm Associates and 20th Century-Fox for the buying of 27 post-'48 films as part of an 81 feature films package deal has been stalled indefinitely, it was learned here.

Similarly, negotiations between

### M-I T.O. Officers Elected at Meet

Special to THE DAILY  
ST. LOUIS, Aug. 30.—Ray Parker of the Broadway Drive-In of this city continues as head of the Missouri Theatre Owners, an affiliate of Theatre Owners of America, following his reelection at the unit's annual meeting. (Continued on page 3)

TELEVISION TODAY—page 5

### Col. Sells Undeveloped Studio Land; Buyer Will Turn into Residential Site

From THE DAILY Bureau

HOLLYWOOD, Aug. 30.—Samuel J. Briskin, Columbia Pictures vice-president in charge of West Coast activities, announced today that the studio has sold thirty-four-and-one-half acres of undeveloped land, located directly behind the Columbia Ranch property in Burbank to the Barclay-Hollander Company, a well-known Southern California developer. Columbia will receive \$50,000 per acre for the land, or \$1,725,000 which it purchased for \$2,500 an acre, or \$86,250.

### Doris Day TOA's 'Star of Year'

Doris Day has been selected by the Theatre Owners of America to receive its 1960 "Star of the Year" award, it was announced yesterday by Albert M. Pickus, TOA president.



Doris Day

Miss Day will accept the trophy in the Coconut Grove of the Ambassador Hotel, Los Angeles, Friday evening, Sept. 16, before an audience of more than 1,000 of the nation's leading theatre owners at the president's banquet which will conclude. (Continued on page 2)

### Columbia Will Start 5, Maybe 7, by Year-End

From THE DAILY Bureau

HOLLYWOOD, Aug. 30.—Samuel J. Briskin, Columbia Pictures vice-president in charge of West Coast activities, has approved the start of filming of five major pictures before the end of the year, with the possibility of two more also being added to the schedule. An important facet of the upcoming pictures, it was pointed out, is that although four of the features will be filmed at least partially on location, all will be

## Starts in '61

### 'Oscar' Awards Show Rights Go to ABC

#### 5-Year Deal with Academy At \$561,000 Annually

ABC-TV has secured exclusive television and radio rights to the Academy of Motion Picture Arts and Sciences' annual "Oscar" presentations for the next five years, it was announced yesterday by Thomas W. Moore, ABC-TV vice president in charge of programming, and B. B. Kahane, president of the Academy.

The ABC bid of \$561,000 a year for five years for the U. S. and Canadian rights was accepted by the Academy after receipt of proposals from all three major U. S. networks.

The first presentation of the "Oscar" (Continued on page 4)

### Wage Talks Collapse; Kennedy Looks to '61

By E. H. KAHN

WASHINGTON, Aug. 30. — The House-Senate conference on a new minimum wage law finally broke up in complete disagreement after two meetings today. After the second meeting ended, Democratic presidential nominee John Kennedy (Mass.) asserted that it was the refusal of (Continued on page 2)

### J. Bellfort & N. Robbins In New Posts at NSS

The appointments of Joseph Bellfort to the post of general sales manager of National Screen Service, and Norman Robbins to the post of general operations manager, were announced yesterday by Burton E. Robbins, NSS president. The appointments, announced (Continued on page 3)

### Rank Organization Annual Gross Trading Profits Show Increase to \$18,107,608; Dividend 15%

From THE DAILY Bureau

LONDON, Aug. 30.—The Rank Organisation, in preliminary financial figures released here today, reported annual gross trading profits for the year ended June 25, 1960, of £6,467,003 (\$18,107,608) as compared with £5,634,989 (\$15,777,969) for the previous year.

A dividend on ordinary stock of 15 per cent this year compares with ten per cent last. A free bonus issue has been given shareholders of one "A" ordinary share for every ten ordinaries or "A" ordinary shares held.

The Rank statement today was careful to point out that this free issue does not affect the company's control. It recalls that the majority voting shares are held by the trustees under charitable trusts created by Lord Rank with the object of ensuring that control of the company remains in British hands.

Among the subsidiary companies Gaumont British, Ltd. announced a trading profit of £3,124,732 (\$8,749,249) compared with £2,833,291 (\$7,933,214) in 1959. Dividends on ordinary shares were increased from 12½ per cent to 17½.

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## PERSONAL MENTION

**RUSSELL V. DOWNING**, Radio City Music Hall president, and **Mrs. Downing** will leave New York tomorrow aboard the "United States" for Europe.

**BERNARD WOOLNER**, president of Woolner Bros. Enterprises, New Orleans, has left there on a business trip through the Western states.

**GEORGE R. BORDEN**, president of Parallel Film Distributors, and **RAY WEST**, member of the board of directors, have arrived in Hollywood from Blaine, Wash.

**R. H. RILEY**, director of R.H.R. Productions, Ltd., London, will arrive in New York from England today via B.O.A.C.

**W. B. HAMAKER, Jr.**, of the Starline Drive-in Theatre, Atlanta, has returned there from Cleveland.

**CAROL JOY LEVENSON**, of Broadlawn Harbor, Kings Point, L. I., has become engaged to **ALAN ARTHUR BENJAMIN**, nephew of **ROBERT S. BENJAMIN**, chairman of the board of United Artists.

### Baker Acquires Full Booking Firm Interest

Special to THE DAILY

**NEW ORLEANS, Aug. 30.**—Page M. Baker, until recently general manager of Theatres Service Co., a buying and booking firm, has acquired complete control of the company and changed its name to Theatre Owners Service. Baker acquired full interest from heirs of the late E. V. Richards, who founded the company and operated and controlled it to the time of his death.

Baker will move the home office of the firm to 1034 Carondelet Street here.

**gems of showmanship!...**

**SPECIAL TRAILERS**

by **national screen service**

## Wage Bill Talks Suspended

(Continued from page 1)

conservative House members in the group to make any compromise on coverage that forced the meeting to recess subject to the call of its chairmen. He added that he has no present plans for calling another meeting. The wage bill passed by the House, he stated, "would not be progress" and was therefore completely unacceptable.

### 'Nothing We Can do'

Kennedy stated that there is "nothing we can do in the Senate" about breaking the deadlock. He said that the Senate conferees "would rather come back and try again" next year "when there would be a better chance" to accomplish something constructive. With obvious understatement, he noted that "it would be very difficult now to get a bill."

It seems clear that the motion picture industry will also have to be back next year to make known its

interest. Some observers think that no matter which party wins the November election, the minimum wage issue will be pushed with greater vigor in 1961. If this is so, then even greater effort and political finesse will be required to retain in the law the specific exemption which is now enjoyed by motion picture exhibition.

In a formal statement issued two hours after the conferees recessed, Senator Kennedy announced "with regret" the "failure of the House and Senate conferees to agree upon a reasonable minimum wage improvement program," and added:

### Calls \$1.25 His Goal

"I intend to take this fight to the American people. I am sure that they will support me in November in my goal of a minimum living standard of \$1.25 an hour for millions of Americans who work in the large enterprises of our country."

## Cite Doris Day

(Continued from page 1)

clude TOA's annual convention there.

Each year for the past seven years, TOA has selected the actor or actress who, in its opinion, has not only starred in successful pictures, but has brought credit to the entire industry. Miss Day will be the second actress to receive the award; the only other actress recipient was Deborah Kerr in 1958.

Other previous winners have been Jerry Lewis in 1959, Rock Hudson in 1957, William Holden in 1956, James Stewart in 1955, and Danny Kaye in 1954.

Miss Day's selection was made by a special TOA committee chaired by M. Spencer Leve of National Theatres and Television Company, Los Angeles, and including Roy Cooper of West Side-Valley Theatres of San Francisco; George G. Kerasotes of Kerasotes Theatres, Springfield, Ill.; Arthur H. Lockwood of Lockwood and Gordon Theatres, Boston; Sidney M. Markley of AB-Paramount Theatres of New York, and E. D. Martin of Martin Theatres, Columbus, Ga.

### Cincinnati Meetings on 'Village' Start Today

Special to THE DAILY

**CINCINNATI, Aug. 30.**—A series of meetings begins here tomorrow to plan a special saturation of MGM's "The Village of the Damned" in more than 200 theatres in the Cincinnati and Indianapolis area beginning in late October. MGM sales representatives, led by general sales manager Robert Mochrie, promotion

### Offer NT&T Holders Debenture Exchange

From THE DAILY Bureau

**HOLLYWOOD, Aug. 30.**—Holders of National Theatres & Television, Inc.'s 5½ per cent sinking fund subordinated debentures (due March 1, 1974) will be given an opportunity to exchange their debentures for a new 6 per cent convertible debenture, according to an announcement today by company president B. Gerald Cantor.

The offer will be made, Cantor said, as soon as the necessary documents can be prepared and after compliance with applicable securities laws.

New debentures will carry an interest rate of 6 per cent and will be convertible into NT&T common at approximately 5 per cent above the current selling price of common, or 5 per cent above the selling price of common at the time the offer is made, which ever is lower, Cantor said.

Each holder of present 5½ per cent non-convertible debentures will be given an opportunity to exchange no more than 50 per cent of his present debentures for the new 6 per cent convertibles, on the basis of \$100 in the non-convertibles for \$80 in the new debentures, he said. Those holders accepting the offer will be given the right, on a pro-rata basis with other holders, to exchange on the same basis any of the new debentures not taken on the original offer.

Present 5½ per cent sinking fund subordinated debentures total approximately \$13,000,000 principal amount, according to Cantor.

men, exhibitors, and representatives of the area's radio and tv stations will gather to discuss the campaign for the science-fiction release.

## Trade Show to Feature New Advances in Sound

Exhibitors will get their first opportunity to see two new major technical advances in motion picture sound at the motion picture industry trade show at the Ambassador Hotel, Angeles, Sept. 13-16, according to the trade show management.

The new transistor sound system manufactured by Century Projection Corporation, which its makers could revolutionize booth sound equipment, will be displayed at two theater supply dealers booths.

Pembrex Theatre Supply Company, Los Angeles, will exhibit 35mm transistorized sound equipment. The unit of this equipment is now working at the B. S. Moss Mall Theatre, Bergen Mall, Paramus, N. J.

### May Show Filbert System

If manufacturing processing progressed sufficiently by the time trade show opens, there will be displayed a working model of the new and as yet unseen, transistor model 70-35mm projection-sound equipment in the booth of the J. P. Filbert Company of Los Angeles.

The motion picture industry trade show is jointly sponsored by Theatre Owners of America, Theatre Equipment and Supply Manufacturers Association and the Theatre Equipment Dealers Association.

### Dual 'Wind' Booking

Stanley Kramer's "Inherit Wind" will have a dual premiere at the Astor Theatre on Broadway and Trans-Lux 85th Street Theatre. The film will be the next attraction at Astor, where it will follow "The Apartment," also a United Artists lease and now in its 12th week the

**More light + slower burn = lower costs**

**NATIONAL PROJECTOR CARBONS**

## Columbia Sells

(Continued from page 1)

represented Columbia in the transaction. Richard Barclay represented the purchaser. The deal, which has gone into effect, will become final on Sept. 15. The new owners planning to develop the property as a multiple residential site. A small part of the property will be devoted to commercial use. A master development plan has already been filed with the city of New York for its review and approval. The property, which has been owned through the years originally as "The Back 40 Acres," has not been used for motion picture production. Columbia will continue full use of its technical facilities, which include five stages as well as numerous dressing sets, permanent streets, a swimming pool, park and other out-facilities.

## Columbia Plans Five

(Continued from page 1)

led from top to bottom by Hollywood-based crews. The first of the films to go into production will be the Mervyn LeRoy-Kohlmar production "The Devil in the O'Clock," which will be filmed in black and white and color on the island of Maui in the Hawaiian Islands. Two other Hawaiian location films will be the Jerry Bresler Productions, "Get Goes Hawaiian" and "Diamond Head."

The fourth of the productions to be filmed, in part, on location, is the Ford production, "Two Rode Together," which will be produced by John Sheptner and directed by Ford. Sheptner and Sheptner have already scouted possible location sites in Texas.

The fifth picture definitely set for filming this year is William Castle's "The Haunted."

## Foreign Trade Bill

Passed by Senate

From THE DAILY Bureau

WASHINGTON, Aug. 30. — The Senate has passed an amended version of a bill to permit U.S. firms that do business abroad to choose between "over-all" and "per-country" allocations on the credit granted by the Federal government for taxes abroad.

By adopting the conference report on the measure by voice vote, the Senate cleared the way for further action by the House. This is expected to be the next order.

## Ub Iwerks to Receive SMPTE Kalmus Award

Ub Iwerks has been named this year's recipient of the Herbert T. Kalmus Gold Medal Award of the Society of Motion Picture and Television Engineers for his outstanding contributions to the technology in equipment and processes for the making of color motion pictures. Iwerks is director of technical research at the Walt Disney Studio in Burbank, Cal.



Ub Iwerks

Iwerks was first associated with Walt Disney in 1920 during the pioneering days of cartoon films. After operating his own studio for 16 years, he rejoined Disney and became head of the special photographic effects department there. During his long association with Disney he has worked particularly on color photographic problems at the studio and at Disneyland.

Presentation of the Kalmus award will take place during the fifth international congress on high-speed photography which the SMPTE will sponsor Oct. 16-22 at the Sheraton Park Hotel in Washington, D. C.

## Drawing for 'Hot'

Symeon Shimin, New York and Paris artist, has been commissioned by Joseph E. Levine, president of Embassy Pictures, to do a life-size painting of Gina Lollobrigida and Yves Montand which will be incorporated into the advertising and posters on "Where the Hot Wind Blows." Shimin has been working for the past six weeks on the painting which also will be exhibited throughout the country in conjunction with the November openings of the M-G-M release.

## Music Hall Display

Radio City Music Hall and its stagecraft will be the subjects for the next display in the window galleries of the East River Savings Bank branch at Rockefeller Plaza and 50th Street here. The display, which will be on view during the month of September, will be highlighted by a window showing some of the robes seen in the theatre's annual Christmas pageant of "The Nativity."

## M-ITO Elects

(Continued from page 1)

convention at the Hotel Chase here.

The more than 100 theatremen attending from the two-state area re-elected the entire slate of officers. Tommy James continues as chairman of the board; Wesley Bloomer as vice-president; Carson Rodgers, Philip Manos and John Meinardi as regional vice-presidents; James Damos as treasurer; Jimmy James as secretary; and F. Peter Gloriod as sergeant-at-arms.

Miss Dorothy Drexel, who works at the MGM exchange here, was elected "Miss Film Row of 1960" and will be the unit's guest on an all-expense paid trip to the TOA annual convention at the Ambassador Hotel, Los Angeles, Sept. 13-16.

Speakers included George G. Kerasotes, chairman of the board of TOA, who reviewed the state of the industry and spoke about the production financing activities of the American Congress of Exhibitors; George Roscoe, national TOA director of exhibitor relations; and Gloriod, who was keynote.

Parker announced that a contingent of nearly 50 exhibitors from the Missouri and Illinois areas will attend the national TOA convention.

## Bellfort-Robbins

(Continued from page 1)

According to Burton, are in keeping with National Screen's current shifting of executive personnel in a move to strengthen the company's management-team.

Bellfort, for 20 years with RKO, prior to his association with NSS in November, 1959, was RKO continental manager, headquartered in Paris. Since coming to National Screen, less than a year ago, he has served as a home office sales executive.

Norman Robbins has been with the company for 20 years and during the past two years he has directly supervised operations of the New York branch and, additionally, has functioned in behalf of the company's home office and exchanges operations.

## Mrs. Will H. Hays

CRAWFORDSVILLE, Ind., Aug. 30.—Mrs. Jessie Herron Stutesman Hays, 84, widow of Will H. Hays, former president of the Motion Picture Producers & Distributors of America, died at her home here. She leaves a stepson, Will H. Hays, Jr., a sister and four brothers, among them Frederick L. Herron, former head of MPPDA foreign department.

# PEOPLE

Edward E. Sullivan, 20th Century-Fox publicity director, has accepted the appointment as chairman of the motion picture division for the 55th annual fund drive of the Travelers Aid Society, which is seeking \$423,846 to maintain its services during the coming year.

Lawrence Milly, a field representative in the Pittsburgh area for the American Society of Composers, Authors and Publishers, has been named manager of the society's New Orleans office.

Art Moger, former exploitation representative in Boston for Warner Brothers and who left the film industry for another commercial activity, has returned to the promotional field with Allied Artists.

Rocky Segar has been named manager of the American Theatre, Canton, N. Y. He is an associate of Anthony Scalise, who recently purchased the 700-seater from Aleck Papayannakos, who is sailing on Sept. 3 for Greece to make his home in his native Sparta.

John Rossi has purchased the Skyline Drive-in Theatre, Crown Point, N. Y., from Joseph Mirasola, who also operates drive-ins in Lake George Village and Pottersville. Rossi also operates the Essex in Port Henry and the Strand at Schroon Lake.

## Drutman Will Handle N.Y. Press for 'Pepe'

Irving Drutman has been appointed New York press representative in the special advertising and publicity unit formed for "Pepe," it has been announced by Jonas Rosenfield, Jr., executive in charge of advertising and publicity for Columbia Pictures. Drutman will report to Harry McWilliams, national director of advertising and publicity for the George Sidney International-Posa Films International production.

On leave from his regular post as general press representative for Louis de Rochemont Associates, Drutman will concentrate on publicity activities leading to the reserved seat engagement of the Cantinflas film which will begin in New York in late December. He formerly worked on special assignments for Columbia.

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Quality photographic materials... backed by more than half a century of experience.



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## AFM Contends

(Continued from page 1)

on the AF of M petition and on Warners' motion for dismissal of the action.

Warners had argued that since the AF of M is no longer the bargaining agent for Hollywood musicians, agreements made with it by the studio no longer are binding.

Warners has contracted to sell 122 post-'48 films for \$11,000,000 to Seven Arts Prods., the deal presumably to be consummated tomorrow.

Judge Herlands took no action on an AF of M request for a stay to halt consummation of the deal despite the Federation's contention that once the deal is consummated it would be powerless to bargain further with Warners. Its action is based on agreements contained in all studios' contracts with the AF of M not to sell rights to their post-'48 films without first negotiating with the Federation for payments for re-use of the scores on television.

### 'Politics' Charged

In addition to contending that the AF of M contracts are void since the Musicians Guild of America won jurisdiction over Hollywood musicians in 1958, Warners alleged that the Federation had brought its action for political purposes to influence the new NLRB Hollywood musicians election set for Sept. 7 and 8.

This the Federation denied, saying that its warning to Warners and other producers to obtain prior consent of the Federation before making deals for their post-'48 films had been issued before the NLRB had ordered the election.

The AF of M argued that it represented those having a property right in the films made between 1948 and 1958, and that it was the only logical representative for that period.

Warners contended the deal with Seven Arts Prods. should not be interfered with and asserted that the Federation would have recourse to suitable relief in the form of damages if it was injured by the deal.

Because of the similarity of all studios' contracts with the Federation, the Warner case is looked upon as a precedent.

### Kenin Predicts Victory

HOLLYWOOD, Aug. 30.—Herman Kenin, president of the American Federation of Musicians, today predicted victory in the New York federal court action aimed at forcing major producers to negotiate re-use payments for individual musicians on post-'48 theatrical motion pictures sold to tv.

Kenin said he based his hopes for victory on a "prior consent" clause in AFM contracts with majors during the period from 1948 to 1958. The contracts, he said, specifically called for negotiations with AFM, and the consent of the Federation before the films could be exhibited on television.

Kenin reiterated that if the suit is successful, AFM intends to "negotiate re-use payments to the men who played for the sound tracks of the films."

## REVIEW:

### The Angel Wore Red

Titanus—Spectator—MGM

FAMED SCRIPT-WRITER Nunnally Johnson ("The Grapes of Wrath" and "Three Faces of Eve") has come up with a rather startling and unusual theme for "The Angel Wore Red," a frankly fictional melodrama he has set in Spain in the early days of the Civil War.

Johnson has conceived the notion that a young Spanish priest would have become disillusioned with the church for not taking what he regards as a sufficiently strong stand in the conflict between the Loyalist and Falangist (Franco) forces in 1936. Johnson then has his priest forsake his vows and go out into the world where he joins the Loyalist group in one of its strongholds, propagandizes for the "socialists" and has an affair with a beautiful prostitute.

Toward the end the priest achieves a measure of redemption when he saves a holy relic of the church from the atheistic Loyalists and restores it to an altar.

On the level of melodrama "The Angel Wore Red" is not without merits that exhibitors can exploit: Its story is "off-beat" with an intriguing premise; its love affair is nothing if not out of the ordinary; it has a shocking scene in which a cathedral is pillaged by a Loyalist mob and several priests murdered. There are also some realistically staged battle scenes pointing up the strangeness of the Spanish war in a graphic way.

In addition most of the leading roles have been well-cast. Dirk Bogarde is forceful as the renegade priest; Ava Gardner looks appropriately shopworn as the floozy who befriends him; and Aldo Fabrizi and Finlay Currie are good as two faithful priests. Best of all is Enrico Maria Salerno as a dedicated Loyalist soldier.

Less successful are Joseph Cotten in the hackneyed role of a cynical American newspaperman and Vittorio De Sica, who seems mis-cast as a brusque Loyalist general. Nor is de Sica aided by what appears to be another actor's voice dubbed on the sound track for his.

"The Angel Wore Red" is obviously intended, however, as more than melodrama. It takes up a powerful and controversial theme—the rejection of religious faith—but it does not develop it convincingly. While the reasons the protagonist gives for leaving the church appear valid (at least to him) the adoption of a "socialist" viewpoint is too abrupt for credibility. It rings no more true than does the pallid love affair, which is conventionally resolved by having the girl shot. Indeed the whole last part of the picture descends to crude and contrived melodrama overshadowing any plausibility the redemption of the priest might have had.

Johnson also directed this picture, which was produced by Goffredo Lombardo in Rome as a Titanus-Spectator Production for MGM release. Running time, 99 minutes. Release, in September.

RICHARD GERTNER

### Fox Appoints Klinger N.Y. Story Editor

The appointment of Henry Klinger as New York story editor for 20th Century-Fox was announced yesterday by Joseph H. Moskowitz, vice-president and studio representative. Klinger succeeds Ted Strauss, who has been appointed story editor at the Fox studios in Beverly Hills.

Klinger, formerly associate Eastern story editor, has been with the film company since 1936 in various executive story posts. He formerly was president of the Booklovers Guild; associate editor of the national magazine *Chatterbox* and free-lance story consultant for RKO Pictures and *Cosmopolitan Magazine*.

In his new post, Klinger will be responsible for the expansion and development of increased story properties in line with the recently-announced enlarged production schedule at the studio.

Klinger, whose appointment is effective immediately, will report to Joseph Moskowitz.

### NTA-Fox Deal

(Continued from page 1)

CBS-TV and NTA that had reached the signing stage for the transfer of 40 post-'48 features at \$20,000 each, in the words of a high CBS official, "Are cold and dead."

Also, RKO General had been dickering with NTA for post-'48 films but broke off the talks, apparently on the basis of the AFM action against Warners.

### To Withdraw 'Psycho' One Week in September

Special to THE DAILY

ALBANY, N. Y., Aug. 30.—"Psycho" is being withdrawn by Paramount from national release the week of Sept. 6-13, while the back-to-school movement is at its peak, it was learned here. The Alfred Hitchcock thriller, with its policy of no admission after screening begins, has proved an outstanding grosser on some 35 conventional and drive-in dates in the exchange district, at \$1 admission.

## 'Oscar' Show

(Continued from page 1)

awards on ABC-TV will take place the Spring of 1961.

NBC held the telecast and broadcast rights to the annual Academy Awards presentations previously. For the several years sponsorship was sold Oldsmobile, and for the last three years to the Motion Picture Association of America, which paid about \$575,000 annually and produced own show.

The MPAA dropped the Awards presentation last spring because of lack of unanimity among its members on the question of a renewal. In 1960 two member companies objected to the costs in relation to the appraisal returns to the industry, and this year one company declined to participate.

ABC now will seek a sponsor for show. Industry officials said there little likelihood that MPAA members would reconsider and bid for it.

### Moore Pledges Cooperation

"We are highly gratified to have the opportunity to present the finest creative talents of the motion picture industry on the ABC television and radio networks," said Moore. "I will work very closely with the Academy awards committee with the aim of providing the nationwide television and radio audiences with the finest 'Oscar' show ever broadcast."

The "Oscar" broadcast annually attracts a huge viewing audience. This year's show was seen by the largest audience of any tv special; it was viewed by over 75 million people, which was over 80% of the total viewing audience.

Cost of the 33rd annual 90-minute Awards ceremony next April and the subsequent ones will come out of the \$561,000 annual fees, with the Academy having "reasonable" sponsor approval, Kahane stated.

There will be no station-break local commercials, and the show will be flexible as to length, he added.

ABC, it is reported, will participate in certain production costs, such as lighting, and will contribute to the cost of publicity. ABC's bid now provides a profit margin for the Academy with the sponsor, to be determined now obligated to pay all line charges.

NBC held exclusive rights to the annual show for the past eight years.

### Canadian Pioneers Go

QUEBEC, Aug. 30. — The local branch of the Canadian Motion Picture Pioneers held its seventh annual golf tournament at the Wentworth Golf Club, with 102 members and friends in attendance. Low net present to George Panos; low gross to Bob Johnson.

### Vicki Baum Dies

HOLLYWOOD, Aug. 30. — Vicki Baum, 64, author of "Grand Hotel" and other novels, as well as several motion pictures, died here yesterday at Presbyterian Hospital following a short illness. She is survived by her husband and two sons.

# Malpractices' Bill Sent to President

From THE DAILY Bureau

WASHINGTON, Aug. 30. — Congressional action has been completed on the bill to curb malpractices in broadcasting. Passage sends the bill to the president, who is expected to sign it to law.

The bill as passed permits the Federal Communications Commission to fine broadcasters for "willful or repeated" failure to live up to the duties of a licensee. Maximum fine is \$10,000 which can be imposed only if the licensee has had a chance to present his side of the case to FCC.

## Some Transactions Excluded

In the course of debate on the measure in both the House and the Senate, it was made clear that the "payola" provisions which the bill contains are not intended to apply to certain types of transactions which are described as "customary" in the industry. For example, the loan—without charge—of an automobile to a film producer on the understanding that the car would be used when pictures requiring the use of such a vehicle were made would not be considered "payola" and require a statement of free availability on the screen credits.

Senator Pastore (D., R. I.) explained, however, that if such a car were kept (free) by a producer for his personal use, then it would have to be acknowledged with a screen credit, since it would then be a "use of payola." He added, however, that he hoped the FCC "would not use the new law in order to harass or to embarrass anybody."

## Reasonable Diligence' Urged

Pastore also pointed out that the new law "only refers to those films intended for broadcasting," and that networks are required only to use "reasonable diligence" in assuring themselves that no prohibited activity takes place in the course of their production. He hopes that "FCC will adopt a sensible set of rules under which this industry can live, and by which we can catch the rascals and not torment the good people."

In the course of House debate, a colloquy took place between Rep. Harter (R., Calif.) and Chairman Harter (D., Ark.) of the Interstate Commerce Committee.

The next step after the bill is signed will be for the FCC to call an informal conference of representatives of producers. At this time, the agency will be told of the problems that the industry sees in complying with the law.

## FCC to Spell Out Rules

Similarly, the industry will be told what the FCC expects of it. Later on, it probably will be a formal hearing when the industry will present comments on the regulations which the FCC will propose in order to spell out the ground rules under which producers will operate.

# AROUND THE TV CIRCUIT

with PINKY HERMAN

ON MURRAY and Walter Wood, currently shooting "The Hoodlum Priest" for United Artists release in St. Louis, have signed Jack Eigen to portray the role of a jail inmate in the flicker. Eigen, who recently moved to St. Louis from Chicago, conducts his own radio program from the Chase Hotel's Steeplechase Lounge. . . . Producer Robert Herdridge, responsible for CBS shows including "Studio One," "Camera Three" (which he created) and "Seven Lively Arts," has just signed a new 3-year pact with CBS-TV where he'll develop specials in the dramatic music fields. . . . Hit songwriter Jimmy McHugh, who was appointed by Stanley Adams to succeed the late Paul Cunningham on the ASCAP board of directors, might prove a valuable link in Washington where he has many influential friends. . . . After completing several months of one-ners, Columbia Recording stars Les Paul & Mary Ford will open a new room in Buffalo, N.Y., "The Town Casino" Sept. 10. How come this great "Mister & Missus Music" team are not on their own net show? . . . Red Benson, former emcee of the "Take A Number" quizzer and currently one of Philadelphia's most listened-to-deejays, just became the daddy of his third child, a 7 lb. baby boy. . . . "Music For A Summer Evening," produced by Fred Heider will present a "Tribute To A Poet," Wednesday, Sept. 7. A fitting eulogy for Oscar Hammerstein, whose lyrics were surpassed only by the songwriter's gentle manner, sincere humility and great love for his fellow man. . . . Maestro Paul Taubman signed to conduct the orchestra for a new musical quiz show set to NBC commence early in November. . . .

☆ ☆ ☆

Ruth Nagy's fine "ABC College News Conference" will continue to be seen Sundays but beginning Sept. 11 it'll be moved up a half hour earlier (1:30-2 P.M.) The radio version stays in the 9:30-9:55 P.M. slot. . . . Recommended: Joe Given's morning newscasts every day over WNEW. Fine voice—great guy. . . . Harry Belafonte's press rep, Mike Merrick arrives home Monday, Sept. 6, following a three-month advance campaign tour for Belafonte's Far Eastern concert trip. . . . TV Department at Doherty, Clifford, Steers & Shenfield augmented by two asst. producers, Charles D. Hyman and Jane Haerberley. . . . Station KSON (San Diego, Cal.) has signed up the hottest newscaster in that area which means that Jonathon Kirby brings his great experience and talents to the NAFI outlet Sept. 5 and will be featured daily from 7-9 a.m. and 4-5:30 P.M. His news commentary and digest of current events will also be high-lighted each evening from 10:30-11 P.M. TV Channel 6. . . . Harry (Rio Rita) Tierney writes us from the Hotel Hermitage in Monte Carlo that he's almost finished his Ballet, "A Prelude to a Holiday in Hong Kong" which will be presented next Spring in New York. . . .

## Forthcoming Series On NTA Meet Agenda

From THE DAILY Bureau

HOLLYWOOD, Aug. 30.—National Telefilm Associates' semi-annual sales and programming conference will be held this week at NTA headquarters here, conducted by Berne Tabakin, vice-president in charge of West Coast activities.

Listed on the agenda are upcoming plans for such new NTA half-hour tv film series as "Assignment: Underwater," starring Bill Williams; "The Third Man," starring Michael Rennie, and "The Man from Cochise," starring John Bromfield.

## Duff Now Producer

Warren Duff has joined the CBS Television Network in Hollywood as a staff producer. He was co-producer of the "Markham" series, over the CBS Television Network this season.

## A.A. Plans TV Show On Life of Einstein

From THE DAILY Bureau

HOLLYWOOD, Aug. 30. — Allied Artists' new informational films division will launch its production activities with a television spectacular based on life of one of world's great scientists, Albert Einstein.

Jack Copeland, executive producer of the division, said he now is outlining the story and shortly will assign a writer to work with him on the script for a 90-minute presentation, with the possibility of changing it to two one-hour programs.

The film will be photographed at Princeton, N.J., and on Allied Artists' lot, with the story now scheduled to be put before the cameras on Dec. 1. It will be titled "He Reached for Eternity."

The film will be distributed through the informational films sales organization of Allied Artists, headed by Roy Brewer.

# Total of Television Sets Still Rising

From THE DAILY Bureau

WASHINGTON, Aug. 30.—A continuing rise in the percentage of U.S. households with tv sets is reported by the Census Bureau after a sample survey. In May 1960, Census says 88 per cent of all households had television sets, compared with 86 per cent in May, 1959, and 83 per cent in January, 1958. The increase of 2 percentage points since May, 1959, is at substantially the same annual rate as the increase during the preceding 16 months, although below earlier rates of increase.

Another item of interest to the motion picture industry is the increase in the proportion of households with more than one set from the year earlier figure of eight per cent to 11 per cent in the current survey. One household out of eight with television had two sets or more.

## 'Second Sets' on Increase

For the first time since Census started this series of tv samplings, there was some evidence that households acquiring an additional set exceeded the number that obtained their first set, although this might reasonably be expected for a product whose potential market for first sets has declined to 12 per cent of all households.

The concentration of tv households—91 per cent—was unchanged in "standard metropolitan statistical areas"—those surrounding a city of at least 50,000. A slight increase, from 30 to 32 per cent was recorded outside such areas. This has reduced the difference in television coverage between these two area classifications from 28 percentage points in June, 1955, to 9 percentage points in May, 1960.

By geographic areas, the northeast has the highest proportion of households with at least one set, 92 per cent. The north central region and the west were next with 89 per cent and 87 per cent, respectively. Although the South had the lowest proportion of TV households—82 per cent—it recorded the largest annual gain—3 percentage points.

## Lowenstein to NTA

Larry Lowenstein joins National Telefilm Associates as director of public relations tomorrow, it was announced yesterday by Oliver A. Unger, NTA president. Lowenstein, who recently was executive director of the New York office of Rogers & Cowan, will be responsible for the public relations and publicity activities of the company's various divisions.

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**BING CROSBY  
FABIAN**

**TUESDAY WELD  
NICOLE MAUREY**

**"HIGH"  
TIME**

CINEMASCOPE  
COLOR by DE LUXE

PRODUCED BY  
**CHARLES BRACKETT**

DIRECTED BY  
**BLAKE EDWARDS**

SCREENPLAY BY  
**TOM WALDMAN**

AND  
**FRANK WALDMAN**

BASED ON A STORY BY  
**GARSON KANIN**



**Get ready for the HIGH TIME  
of the year!**

**C'MON  
ALONG  
FOR A REAL  
FUN-FLING  
WITH CAMPUS CO-EDS  
AND CREW-CUT CUT-UPS  
AS BING BOUNCES  
INTO COLLEGE!  
AS A FRESHMAN!**



*He made a million in high finance... but wait'll you see!  
He made a million in high finance... but wait'll you see!  
He made a million in high finance... but wait'll you see!*

*Dig That Cool Cast!*

All  
the News  
That  
s News



# MOTION PICTURE DAILY

Concise  
and  
to the  
Point



88, NO. 44

NEW YORK, U.S.A., THURSDAY, SEPTEMBER 1, 1960

TEN CENTS

## Britain Bank Profits Four Hopes for K. Industry

avorable Annual Report  
Bngs Widespread Praise

By WILLIAM PAY

LONDON, Aug. 31. — The highly available annual financial report of the Bank Organisation issued yesterday was viewed by informed industry and stock exchange circles today as pointing to the general prosperity of the motion picture industry, as well as the bank empire, and as sufficient to warrant a confident approach to the future.

This sentiment was echoed in editorials in national newspapers praising the bank report. It was also reflected in the stock market where the value of the Bank five-shillings ordinary has pushed up ten pence to 15 (Continued on page 8)

## VA-Fox Post-'48 Deal Closed: Unger

From THE DAILY Bureau

HOLLYWOOD, Aug. 31. — Oliver Unger, president of National Telefilm Associates, said today his company's \$4,000,000 deal for 81 20th Century-Fox features, including 27 post-1948 releases, is signed, sealed and delivered.

Unger unequivocally denied local (Continued on page 6)

## Herman Hopes Legion Eye Own Conduct

An article in the September American Legion Magazine by Howard Benson, attacking Hollywood for presenting "characters who are in greatest detail all the details" prompted Maurice Berg-Industry public relations counsel to make this rejoinder:

"Perhaps now the Legion will study its own conduct at its annual national convention. It is so notoriously bad in many cities and most hotels don't want to play host to them any more."

## Sen. Kennedy Spells Out Objections To Wage Bill; Will Try Again in 1961

By E. H. KAHN

WASHINGTON, Aug. 31.—As the Senate moved toward adjournment, a protracted debate on the failure of the minimum wage bill made it clear that motion pictures and other industries will be faced next year with a determined effort to pass a new and more far-reaching wage law.

## Griffing Plane Found In Pa., All 4 Died

Special to THE DAILY

JOHNSTOWN, Pa., Aug. 31.—The identification number of a wrecked plane with four bodies inside found near here yesterday was verified today as that of Henry S. Griffing, president of Video Independent Theatres, Oklahoma City, which disappeared Aug. 16.

The plane was sighted in a densely wooded area (Continued on page 8)

## 'Sundowners' Booked: Christmas at Music Hall

Warner Bros. "The Sundowners," starring Deborah Kerr, Robert Mitchum, and Peter Ustinov, will have its world premiere as the Christmas film at the Radio City Music Hall, it was jointly announced by Jack L. Warner, president of W. B., and Russell V. Downing, president of the Music Hall.

Filmed in Technicolor largely on location in Australia, the setting of the story, "The Sundowners" was directed by Fred Zinnemann.

## America, Alpha Heads To Be on TOA Dais

Gordon K. Greenfield, president of America Corp., will be on the dais on Wednesday, Sept. 14, when the new production program of its subsidiary, Alpha Distributing Co., is outlined to the 13th annual convention of Theatre Owners of America at the (Continued on page 2)

## NSS Holds Preview of First Trailers For Columbia Films Under New Policy

National Screen Service "previewed" for trade press representatives yesterday its first seven trailers on Columbia Pictures releases to be serviced to its customers following the expiration of its contract with Columbia today.

Two additional trailers have been completed but were not available for yesterday's screening and, in all, they cover the nine releases announced by Columbia for September and October.

The releases for which trailers were shown are: "I Aim at the Stars," "All the Young Men," "Let No Man Write My Epitaph," "The Enemy General" and "Fast and Sexy," and for the two reissues, "On the Waterfront" and "The Wild One."

An eighth trailer has been completed for "As the Sea Rages" and is being shipped here from the Coast. Ninth is for "I'm All Right Jack."

Herman Robbins, chairman of the

board and chief executive officer of National Screen, explained that the "preview" was designed to "show what we're doing and what we can do" to serve NSS customers on weekly service basis contracts following expiration of the NSS agreement with Columbia, which deprives the former of the right to use actual footage from Columbia releases. Columbia will make and sell its own trailers starting today.

The seven trailers screened yesterday showed a remarkable variety of material and techniques, from the (Continued on page 8)

## Next Year Compo Sees New Wage Bill Fight Needed

Will Have to Inform New  
Congress of Industry's Case

The industry must be prepared to conduct another minimum wage campaign at the next session of Congress, it was asserted yesterday by Charles E. McCarthy, executive secretary of COMPO.

Failure of Congress to enact minimum wage legislation at the bobtail session now closing makes it virtually certain that new minimum wage bills will be introduced at the (Continued on page 7)



Charles McCarthy

## Col. Trailer Service Hailed by Texas Group

Drive-in theatre owners are urged to use the new service offered by Columbia Pictures in manufacturing and distributing its own trailers in a bulletin issued by the Texas Drive-In Theatre Owners Ass'n. over the signature of its president Tim Ferguson (Continued on page 8)

## AIP to Release 5 Films From Oct. 5 to Dec. 21

From THE DAILY Bureau

HOLLYWOOD, Aug. 31. — American International Pictures will release five films within the three-month period from Oct. 5 through Dec. 21, it has been announced by Leon P. Blender, vice-president in charge of distribution.

In the order of their release, the (Continued on page 8)

TELEVISION TODAY—page 6

## PERSONAL MENTION

**WOLFE COHEN**, president of Warner Brothers International, has left New York for England and the Continent.

**WILLIAM GOETZ**, president of William Goetz Productions, will return to New York tomorrow aboard the "Cristoforo Colombo" from Cannes.

**FORTUNAT BARONAT**, Universal Pictures foreign publicity director, has returned to New York following a series of meetings in England and on the Continent.

**W. O. WILLIAMSON**, Warner Brothers district manager in Atlanta, has returned there from New Orleans.

**JAMES REYNOLDS**, owner of the Madison Theatre, Madison, Ga., and the Union Point, in Union Point, Ga., has returned there from Florida.

**TOM WOODS**, unit publicity man for United Artists' "Time on Her Hands," will leave New York tomorrow for Paris, where the film will be made.

**DR. VLADIMIR KOSMA ZWORYKIN**, official of RCA Laboratories, Princeton, N. J., and **MRS. ZWORYKIN** will return to New York tomorrow from Europe aboard the "Cristoforo Colombo."

**J. S. LAIRD**, son of the head of Aldun Amusement Co., West Point, Ga., was married to **DEANNE CLAIR**, of Culpepper, Ga.

**MRS. MARY BROCKETT**, for many years head booker for Crescent Amusement Co., Nashville, has returned there from Atlanta.

**DINAH SHORE** will return to New York tomorrow from Europe.

**STEVE PABST**, of the 20th Century-Fox office in New Orleans, has returned there with **MRS. PABST** following a vacation in North Carolina.

**NEIL HELLMAN**, exhibitor of Al-



## Will Be on the Dais at TOA Meet



Gordon Greenfield



O. W. Murray



James Burkett

## To Outline Alpha's Program

(Continued from page 1)

Ambassador Hotel in Los Angeles, it was announced by Albert M. Pickus, TOA president.

Presentation of Alpha's program will be made by William Zeckendorf, realtor and financier, who is a director of America Corp. Also on the dais will be O. W. Murray, president of the Pathe Laboratories organization of New York and Hollywood, another America subsidiary, and James S. Burkett, Alpha's general manager, who is supervising the production end of the program.

Marshalling of the executive corps of Alpha and America Corp. assures a full presentation of the program under which Alpha proposes to completely finance, produce and distribute additional pictures for exhibition, in return for TOA's cooperation in securing playdates, Pickus said.

### Had Been Active in Retailing

Greenfield came to the America Corp., a diversified holding company with subsidiaries in the motion picture and tv film processing, metal products and public utilities from the department store field. In 1945, after active duty in the U.S. Naval Reserve, he joined City Stores Company, serving as treasurer, vice-president, and then president of Oppenheim Collins and Company. From 1955 to February, 1960, he directed the operation of 47 Oppenheim Collins, Franklin Simon,

bany, N. Y., has returned there from Saratoga Springs.

**DOLORES WORKMAN**, of the Warner Brothers office in Cleveland, was married there to **JAMES MAZZEO**.

**GEORGE BREHM**, of the Edmonton Drive-in Theatre, Baltimore, will leave there shortly with **MRS. BREHM** for the West Coast.

**MARSHALL MADDOX**, owner of the Jasper Theatre, Jasper, Ga., has returned there from Lansing, Mich.

Kline's and Hearns Department Stores. He resigned to become president and a director of America Corp. Widely active in charitable organizations, he is also a director of the Bankers Securities Corp., the Loft Candy Corp., Bonwit Teller of Philadelphia, and the Oz Publishing Co.

The Alpha program will be presented to the convention at a luncheon session in the Cocoanut Grove of the Ambassador.

### Executives of AIP Will Play Host To Delegates at TOA Convention

HOLLYWOOD, Aug. 31. — American International Pictures executives James Nicholson and Samuel Arkoff will host Theatre Owners of America convention members and their wives at a gala garden cocktail party at the Sheraton-West Hotel here on Sept. 13.

A fashion show featuring Hollywood starlets wearing costumes from AIP films will be a highlight of affair, which is expected to be attended by close to 1,000, including personalities from the film and television industries.

Scale models of the flying ship and balloon seen in the Jules Verne classic, "Master of the World," which starts production on Sept. 7 will be on display.

### Fox Openings Set

Definite dates for New York openings of two 20th-Fox bookings previously announced have been set.

"Let's Make Love" goes into the Paramount and Trans-Lux 52nd Street Theatres on Thursday, Sept. 8. "High Time" will bow at the Warner Theatre on Friday, Sept. 16.

### New Eichmann Title

HOLLYWOOD, Aug. 31. — "Six Million Murders" replaces "The Supreme Executioner" as the title of the Samuel Bischoff-David Diamond production of the Eichmann story at Allied Artists.

## Imports of Raw Stock Off in 6-Month Period

From THE DAILY Bureau

WASHINGTON, Aug. 31.—Imports of motion picture raw stock on or more in width declined from million feet in the first half of to 55.6 million feet in the first of this year.

The biggest supplier was Belgium with 44.3 million feet compared with 69 million in the comparable period. Italy was second with 10.9 million feet last year and 10.9 million this year.

### Belgium Principal Supplier

Raw stock imports less than an inch in width rose sharply, going to 18.7 million feet in the first half last year to 45 million this year. Belgium was the largest single supplier followed by Italy and Japan. Belgium supplied 77.4 per cent of the total of 7.4 million feet of unexposed motion picture film imported.

## King Manager, Publicist For Museum Association

From THE DAILY Bureau

HOLLYWOOD, Aug. 31. — King, veteran newspaperman and publicist, has been named to the posts of director of public relations and manager of Hollywood Museum Associates, it was announced by Sol Lesser, president of the organization. Hollywood Museum Associates is a non-profit corporation formed to further the interests of the Hollywood Motion Picture and Television Museum.

Lesser is also chairman of the Los Angeles County Commission whose aegis the film and television museum was created.

## Expect Eisenhower Of Foreign Trade Bill

From THE DAILY Bureau

WASHINGTON, Aug. 31. — Congressional action has been expected on a bill to permit U.S. firms to operate abroad to choose between the "overall" and the "per-country" limitations to the foreign tax credit.

Though the Administration has shown little enthusiasm for the bill, it is expected to receive presidential approval.

## Kubrick Due Here

Stanley Kubrick, who directed "Spartacus," Bryna production, will arrive here from Hollywood the weekend for several days of advance promotional activity on Thursday. He will be here Tuesday, Wednesday and Thursday for newspaper, magazine, syndicate and press activity.

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AND TV

GET SET FOR THE KIND OF  
MALE-FEMALE EXPLOSION OF EXCITEMENT  
YOU HAVEN'T SEEN IN YEARS WITH

seeking ticket-buying audience

**TEASER TRAILERS-  
GRATIS**

**FOR THE THEATRE AUDIENCE**

Available at the Metro-Goldwyn-  
Mayer office serving  
your theatre

**HIT TITLE TUNE**  
THE AMES BROTHERS SING  
"WHERE THE HOT WIND BLOWS"  
by  
Jimmy McHugh and Buddy Kaye

**BEST SELLING  
BANTAM  
BOOK**

by Roger Vailland  
Book-of-the-Month Club  
selection "THE LAW"

**ANOTHER**

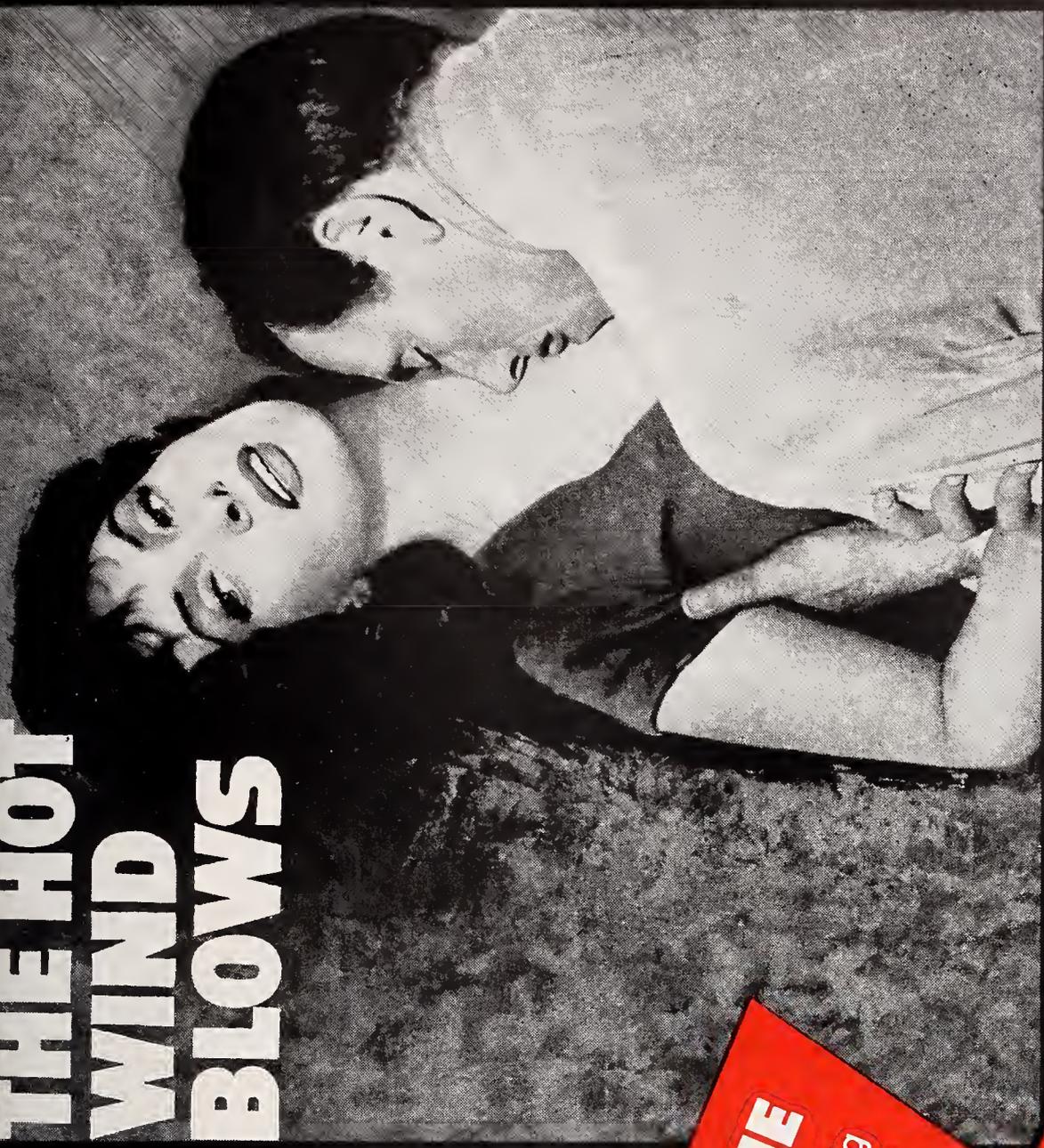
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NOW!**

# THE HOT WIND BLOWS



Where The Hot Wind  
Blows... where no  
passion is too  
dangerous...  
where no  
excess  
is too  
violent!



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PIERRE MARCELLO MELINA YVES  
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**WHERE THE HOT WIND BLOWS!**

with PAOLO  
ROGER VAILLAND · **STOPPA · JULES DASSIN**  
Directed by

HEAR THE AMES BROTHERS SING  
"WHERE THE HOT WIND BLOWS"  
Music by Jimmy McHugh · Lyric by Buddy Kaye

# Television Today

## \$2,631,071 Gross For TelePrompTer

Gross revenues for TelePrompTer Corp. in the six months ended June 30, 1960, reached \$2,631,071, it was announced by Irving B. Krim, chairman and president, in the semi-annual report mailed to shareholders. This was the highest figure for any similar period in the company's history, and represented an increase of 37 per cent over the \$1,910,194 reported for the first half of 1959, the report stated.

Net income for the period was \$107,821, equal to 18 cents a share on the 599,794 shares outstanding at June 30. In the six months ended June 30, 1959, net earnings were \$132,135, or 37 cents a share on the 356,591 shares then outstanding.

### Expenses Heavy

The report pointed out that the 1960 first half was characterized by exceptionally heavy expenses because of the company's entry into new areas of activity. "While tending to reduce current earnings, such expenditures are considered vital to the future expansion and stability of the company," Kahn said.

One of the new areas referred to is the development of key-tv, participation television system. The new system combines pay tv features with a feed-back of information from the receiver to the broadcaster, and will be installed on a test basis this year at Liberal, Kan., where the company has a community antenna system.

### Antenna System Expanded

During the six-month period the company also expanded its community antenna television activities. It now owns and operates five such systems, through which high quality signals are picked up from distant cities, then amplified and carried by cable or microwave relay to the community served.

## Hy Gardner to Have Series on WOR-TV

Hy Gardner, newspaper columnist and editor, will begin his new television series on WOR-TV, starting Saturday, Sept. 24, at 12:00 midnight on Channel 9 here. The series will feature outstanding personalities of the theatre and entertainment world, as well as people of news interest.

Gardner, who has been interviewing personalities on the air for many years, will once again present his "split-screen" technique, whereby the interviews will show the guests at their place of work, or play as they chat with him.

## Television Revenues up 13% in 1959; Industry Profits Increased 29%

From THE DAILY Bureau

WASHINGTON, Aug. 31.—Television revenues in 1959 totaled \$1,163.9 million, a rise of 13 per cent above 1958's \$1,030 million. This comprises sale of time, talent, and program material to advertisers. The industry's total broadcast expenses increased 9.7 per cent from \$858.1 million in 1958 to \$941.6 million in 1959. The industry's broadcast profits (before Federal income tax) rose to \$222.3 million, an increase of 29.3 per cent over the profits of \$171.9 million in 1958.

The three television networks, including their 17 owned and operated stations, reported total broadcast revenues of \$576.1 million, an increase of 11.5 per cent over 1958. Broadcast expenses rose 11.0 per cent to \$488.2 million and profits (before tax) were \$87.9 million, 14.2 per cent above 1958. Networks and their 17 owned and operated stations received 49.5 per cent of total industry revenues.

### 25% of Total Revenue

The total broadcast revenues of 93 pre-freeze VHF stations were \$291.2 million as compared to the \$263.6 million reported in 1958. Expenses for this group rose from \$187.8 million in 1958 to \$196.1 million in 1959 with profits increasing from \$75.8 million to \$95.1 million. These 93 pre-freeze stations accounted for 25.0 per cent of total industry revenues.

Total revenues of the 411 post-freeze stations amounted to \$296.6 million in 1959, 25.5 per cent of total industry revenues. Of these 411 post-freeze stations, 334 VHF stations reported total revenues of \$268.6 million, 20.1 per cent greater than the \$223.6 million reported by 322 VHF stations in 1958. Profits for this group amounted to \$39.8 million as compared with \$21.3 million in 1958.

### UHF Stations Show Loss

Total broadcast revenues in 1959 of 77 UHF stations were \$28.0 million, up from the \$26.1 million reported by 79 UHF stations in 1958. The loss for these 77 UHF stations amounted to \$.5 million as compared to a loss of \$2.2 million for 79 UHF stations in 1958 and a loss of \$3.5 million for 88 UHF stations in 1957.

In 1959 there were 496 television stations which reported data for full year operations. Some 370 (74.6 per cent) reported a profit and 126 (25.4 per cent) reported a loss. Among the 107 pre-freeze stations 98 (91.6 per cent) reported a profit and 9 (8.4 per cent) reported a loss. Among the 320 post-freeze VHF stations, 237 (74.1 per cent) reported a profit and 83 (25.9 per cent) reported a loss. As a group, 78.5 per cent of the VHF stations reported profits while 21.5 per cent reported losses.

Of the \$1,163.9 million revenues for the television broadcasting indus-

## Radio Code Board Authorizes Director

From THE DAILY Bureau

WASHINGTON, Aug. 31. — The radio code board of the National Association of Broadcasters has authorized employment of a full-time director to administer the code under the supervision of the NAB's vice-president for radio and has mapped a campaign to step up subscription to the Code.

The radio code board, at its initial meeting at NAB headquarters here, was told by John F. Meagher, NAB vice-president for radio, that subscription to the code is now well past the 600 mark.

The code superseded the Radio Standards of Good Practice on July 1. At that time participation in the industry's self-regulatory activities was opened to non-members of NAB and plans were begun to enforce provisions of the document which previously had been adhered to under the honor system.

### Discount for NAB Members

The annual subscription fee for the code is ten times a station's highest one-minute rate with a ceiling of \$360 a year. Subscription stations are billed monthly and active members of NAB receive a 40 per cent discount.

The code board, which is headed by Cliff Gill, president and general manager of KEZY, Anaheim, Calif., approved plans to step up the NAB's campaign to explain the benefits of the code through state broadcasters association meetings, through sales efforts of the NAB station relations staff, and through a complete presentation at the eight NAB fall conferences.

The new director will be employed by Meagher and, among other duties, will assist in preparing a monitoring program to insure code compliance by subscribers.

The code board also empowered Gill and Meagher to arrange for the creation of an audio symbol for broadcast by subscribers. A visual symbol already has been approved.

try, \$890.4 million (77 per cent) were derived from the sale of time and \$273.5 million (23 per cent) from sales of talent and program material to advertisers. In 1957 and 1958 the division of total revenues as between the sale of time and sale of talent and program material was also 77 and 23 per cent, respectively.

## NTA-Fox Deal

(Continued from page 1)

reports that consummation of the deal had been delayed indefinitely.

While confirming additional reports that initial negotiations with CE and RKO General for large block of the new 20th-Fox package had been terminated, Unger said "Those companies are customers of ours. We are now negotiating with both on a different from the first."

## Broadcast Dates Slated For Nixon vs. Kennedy

Representatives of Vice-President Richard M. Nixon and Sen. John F. Kennedy met yesterday with representatives of ABC, CBS, Mutual and NBC. It was agreed that the two candidates will appear jointly on all-vision and radio networks on Sept. 13 and Oct. 21. Tentative consideration is being given to Oct. 21 as a fourth date.

### First Round in Chicago

The Sept. 26 face-to-face meeting will originate in Chicago from 10:30 P.M., EDT. The subject will be "Domestic Policy."

On Oct. 21, "Foreign Policy" will be discussed by the two candidates in New York from 10:00 to 11:00 P.M., EDT.

The remaining two programs will be in a news panel discussion format.

It was agreed that the programs will have no sponsoring organization. They will originate in network studios with no studio audience.

### Represented by Five Officials

Representing Vice-President Nixon at the meeting were Fred Scribner Jr.; Herbert A. Klein and Rogers. Representing Senator Kennedy were J. Leonard Reinsch and Ted Sorenson.

Attending for ABC was John D. Hines; for CBS, Sig Mickelson; for Mutual, Steven McCormick, and for NBC, William R. McAndrew.

## ASCAP West Coast Branch Meets Sept. 28

A meeting of the West Coast membership of the American Society of Composers, Authors and Publishers will be held on Wednesday, Sept. 28, at the Beverly Hills Hotel in Beverly Hills, it was announced here by Stanley Adams, ASCAP president.

The meeting is scheduled to begin at 4 P.M.

## Herridge CBS Deal

Producer Robert Herridge has signed a new three-year contract with the CBS Television Network, it was announced by Oscar Katz, vice-president, network programs. Herridge's primary responsibility will be to develop specials in the dramatic and music fields. He will report to Michael Dann, vice-president, network programs, New York.

# 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; s, CinemaScope, te, Techirama; vv, VistaVision; rs, Regalscope.

## SEPTEMBER

- A—HELL TO ETERNITY: Jeffrey Hunter, Joan O'Brien
- A—CALTIKI, THE IMMORTAL MONSTER: John Merivale, Didi Sullivan
- A—THE TORMENTED: Richard Carlson, Susan Gordon
- A—THE ROUGH AND THE SMOOTH: Nadja Tiller, Tony Britton
- C—AS THE SEA RAGES: Maria Schell, Cliff Robertson
- C—FAST AND SEXY, c: Gina Lollobrigida, Dale Robertson
- C—ALL THE YOUNG MEN: Alan Ladd, Sidney Poitier
- C—THE ENEMY GENERAL: Van Johnson, Jean Pierre Aumont
- A—ALL THE FINE YOUNG CANNIBALS, c, cs: Natalie Wood, Robert Wagner
- A—THE ANGEL WORE RED: Ava Gardner, Dirk Bogarde
- A—THE SUBTERRANEANS, c, cs: Leslie Caron, George Peppard
- P—UNDER TEN FLAGS: Van Heflin, Mylene Demongeot
- P—THE BOY WHO STOLE A MILLION: Virgilio Texera, Marianne Benet
- 20—OX—LET'S MAKE LOVE, c, cs: Marilyn Monroe, Yves Montand
- 20—OX—GODDESS OF LOVE, c, cs: Jacques Sernas, Claudio Gora
- 20—OX—FRECKLES, c, cs: Martin West, Steven Peck
- 20—OX—WALK TALL, cs: Willard Parker
- U—STUDS LONIGAN: Christopher Knight, Venetia Stevenson
- U—THE NIGHTFIGHTERS: Robert Mitchum, Anne Heyward
- U—SEVEN WAYS FROM SUNDOWN, c: Audie Murphy, Barry Sullivan
- U—BETWEEN TIME AND ETERNITY, c: Lilli Palmer, Carlos Thompson
- U—THE CROWDED SKY, c: Dana Andrews, Rhonda Fleming

## OCTOBER

- TIME BOMB: Curt Jurgens, Mylene Demongeot
- BLOODY BROOD: Barbara Lord, Jack Bett
- SEREGENTI SHALL NOT DIE, c: Documentary
- JUNGLE CAT, c: True-Life Adventure
- I AIM AT THE STARS: Curt Jurgens, Victoria Shaw
- LET NO MAN WRITE MY EPITAPH: Burl Ives, Shelley Winters
- I'M ALL RIGHT JACK: Peter Sellers
- M—KEY WITNESS: Jeffrey Hunter, Pat Crowley
- M—WHERE THE HOT WIND BLOWS: Gina Lollobrigida, Yves Montand
- THE SAVAGE INNOCENTS, c, te: Anthony Quinn, Yoko Tani
- FOX—HIGH TIME, c, cs: Bing Crosby, Fabian
- FOX—THE BATTLE OF AUSTERLITZ, c, cs: Leslie Caron, Rossano Brazzi
- FOX—DESIRE IN THE DUST, cs: Raymond Burr, Martha Hyer
- THE ALAMO, c, todd-AO: John Wayne, Richard Widmark
- SUNRISE AT CAMPOBELLO, c: Ralph Bellamy, Greer Carson
- GIRL OF THE NIGHT: Anne Francis, John Kerr

## NOVEMBER

- HEROES DIE YOUNG: Erika Peters, Robert Getz
- THE UNFAITHFULS: Gina Lollobrigida, May Britt
- THE PLUNDERERS: Jeff Chandler, John Saxon
- P—KONGA, c: Michael Gough, Jess Conrad
- IL—SURPRISE PACKAGE: Yul Brynner, Mitzi Gaynor
- IL—HELL IS A CITY: Stanley Baker, Maxine Audley
- GM—BUTTERFIELD EIGHT, c, cs: Elizabeth Taylor, Laurence Harvey
- GM—GORG0, c: William Travers, William Sylvester
- IR—G.I. BLUES, c: Elvis Presley, Juliet Prowse
- FOX—CIRCLE OF DESTRUCTION, cs: Bradford Dillman, Suzy Parker
- FOX—NORTH TO ALASKA, cs, c: John Wayne, Capucine
- FOX—THE SCHNOOKS, cs: Tommy Noonan, Peter Marshall
- A—INHERIT THE WIND: Spencer Tracy, Fredric March (special dates)
- A—THE MAGNIFICENT SEVEN, c: Yul Brynner, Eli Wallach
- MI—MIDNIGHT LACE, c: Doris Day, Rex Harrison
- B—THE SUNDOWNERS, c: Deborah Kerr, Robert Mitchum

# Compo Sees

(Continued from page 1)

next session, McCarthy pointed out. It is the opinion of the COMPO National Minimum Wage Campaign Committee, he declared, that exhibitors in all of the nation's 50 states must renew their arguments next year to all members of the Senate and House for a continuance of theatre employed exemption.

### Wants Legislators Thanked

"The task of winning continuance of theatre employees' exemption," McCarthy said, "will be made considerably easier if exhibitors give evidence of their gratitude for what their Senators and Congressmen did for them in the session now closing. Both the House and Senate adopted separate measures that exempted motion picture theatre employees. Our people should be especially grateful to the subcommittee of the House Labor and Education Committee and to the members of the full Senate Labor and Public Welfare Committee, for it was these two groups that wrote exemptions for picture theatre employees into the measures that were reported to the floor of their respective chambers."

McCarthy said a report on the whole campaign would probably be made shortly by the national campaign committee.

### Kennedy Clarifies

(Continued from page 1)

this year, we will get one next year." Kennedy added that "if the members of the Democratic party are successful, they will come back with the support of a President and a vice-president in the field of minimum wages, not a position of opposition."

### Praises Barden

The Democratic standard-bearer also stated that the chairman of the House members of the conference committee, Rep. Barden (D., N.C.) "was completely frank and honest" throughout. "From the beginning, there was never any doubt" of the House members' intention not to budge from the House-passed bill, he said.

Kennedy praised Senator Prouty (R., Vt.), who had offered five amendments as compromises on the bill. He "did everything that any single person could do to try to achieve a compromise," Kennedy said, noting that the attempted compromises all had failed despite the support of three of the five by Senate Democrats on the committee.

### Bill 'Unclear,' Says Dirksen

Minority leader Dirksen (R., Ill.), stating that he would have supported the House-passed bill, asserted that the measure approved by the Senate was not clear: "I did not know what it meant . . . I did not know what its impact was going to be." As Dirksen sees it, "if anyone is to blame for failure here, . . . it is a collective failure, with particular emphasis on those who sponsored the bill in the first place."

## REVIEW:

### Beyond the Time Barrier

American International

HARTFORD, Aug. 31

Robert Clarke and Darlene Tompkins top the east of this briskly-moving attraction concerned all the way down the line with the fantastic dream world of tomorrow. It can be sold to the action houses and promotional pitches are seemingly endless.

John Miler and Robert L. Madden were executive producers and Robert Clarke (the leading man, apparently) the producer and Edgar G. Ulmer the director, all working from an original story and screenplay by Arthur G. Pierce.

Clarke is seen as a U.S. Air Force research pilot who crashes (while flying a hypersonic speed test in a new experimental rocket plane 80) through an unknown barrier of space, and into a strange world of the future, the world of 2024 A.D.

He's promptly captured by a people of this future time, the remnants of the earth's civilization who have been forced to build and live in underground citadels in order to escape a destructive plague which has ravaged the earth since the year 1971.

He's threatened with death when unable to convince the authorities of the citadel that he is not their enemy, that he is from another age, some 65 years before. Princess Darlene Tompkins, gifted with powers of telepathy (thus able to find truth in the stranger's thoughts), saves him from immediate doom. Shortly thereafter the major gets back to earth.

There's a feeling of immediacy, as the Pierce script explains, in that Clarke encounters frighteningly realistic results of nuclear war.

Lester D. Guthrie served as production supervisor, and Roger George provided special effects. Running time, 80 minutes. Release, in August. A.M.W.

## GENERAL MANAGER WANTED

For a theatre circuit consisting of more than 50 theatres and rapidly expanding. The man we want must now be employed in an executive capacity and experienced in both indoor and drive-in theatre operation, with a proven record in every phase of operation—including maintenance — policy — advertising — labor relations — personnel — and concessions. He must be willing to travel. Salary and other incentives open. Replies confidential. Send résumé to

**MELVIN R. WINTMAN**  
General Drive-In Corporation  
480 Boylston Street  
Boston 16, Massachusetts

## 'Hell' Bests 'Circus'

Allied Artists "Hell to Eternity" in initial pre-release engagements is outgrossing the company's "The Circus," Morey R. Goldstein, vice-president and general sales manager, yesterday. The engagements thus far added, bear out earlier prediction that "Hell to Eternity" would be one of the top grossers of the year. It is scheduled for general release on Sept. 21.

## Anniversary Celebrated

CLEVELAND, Aug. 31. — The 1300-seat first-run suburban Beach Cliff Theatre last week celebrated its 23rd birthday with an anniversary week program of events that included free imprinted pencils to children attending the Saturday and Sunday matinees, roses to the ladies at either matinee or night performances and free soft drinks all patrons at the evening performance.

## NSS Trailers

(Continued from page 1)

"live" presentation, to animation and cartoon effects in color. In virtually every instance they were alive, arresting and convincing.

### 'Live' Material Featured

A particularly impressive job has been done with the trailer for "I Aim at the Stars," which features General John B. Medaris of the U. S. space agency, in a narrative describing the career of the picture's subject, Werner Von Braun. This "live" material opens with actual photos of the launching of an Explorer I and leads into the Gen. Medaris narration of key phases of the Von Braun career. Library footage of Nazi military scenes, London under attack by Von Braun's V-2 rockets in World War II and his start in the U. S. after the war illustrate the Medaris narrative.

The trailer concludes with excellent line drawn portraits of the picture's stars. This same device of presenting the stars in original portraits is employed in all the trailers.

"We had no wish to impose on either the distributor's or the stars' rights in the individual pictures," Robbins explained.

### Epilogues Included

Naturally, no stills or other footage from the releases themselves are employed. Disavowing any desire to create the impression that such is not the case, each trailer carries a brief epilogue stating that art and existing library footage have been used to capture the theme of the picture and narrative and illustrations to heighten the viewers' interest in seeing it.

The "live" narrative technique also is used effectively in the trailer for "All the Young Men." A doughboy refers to the theme against a background of battle scenes and drawings of the principals. It is also effectively employed in the trailer for "Let No Man Write My Epitaph," in which the narrative is supplied by actor Vincent Price.

### 'Fast and Sexy' in Color

The "Fast and Sexy" trailer is a striking color cartoon treatment highlighting the plot of the Gina Lollobrigida starrer. "The Wild One" trailer employs unique drawings of an impressionistic type, while the trailer for "On the Waterfront" uses "live" scenes of the New York waterfront with drawings of Marlon Brando and other principals.

The trailers are impressive examples of an emergency service furnished customers under contract.

S.K.

## Lawyers to See 'Wind'

WASHINGTON, Aug. 31.—Stanley Kramer's "Inherit the Wind" has been selected for a special showing at the 83rd annual meeting of the American Bar Association at the Hotel Statler here tomorrow. The United Artists release will be screened following the dinner. It will be the only film shown during the conclave.

## REVIEW:

### Under Ten Flags

De Laurentiis Prod.—Paramount

THERE HAVE BEEN pictures before about World War II portraying a German naval commander in a sympathetic and admiring light, but perhaps none of these men has been so noble as the one in "Under Ten Flags," a Dina De Laurentiis production for Paramount.

In this competently made, if somewhat familiar war drama, the hero is the commander of the German surface raider "Atlantis," and he is depicted as a gentleman and a scholar to the core. He likes to take as many prisoners as possible when he attacks an enemy ship and brings all survivors safely aboard his own craft. He befriends a Jewish refugee couple in the face of stern disapproval from a Nazi officer under his command.

He is, in addition, expert at his job, and the exploits shown here are based on the true story of Captain Bernhard Rogge as told in his autobiographical book of the same name. Through clever camouflage of his vessel, decking it out in a variety of flags (hence the title) he stalks and bests the enemy with such consummate skill and heroism that at his ultimate defeat the audience is completely on his side.

Then, too, he is excessively fond of dogs. What is more, he is played by Van Heflin, than whom there is no more noble-looking actor on the screen today.

By contrast, his chief British adversary, an admiral who finally tracks him down and sinks him from headquarters in London, is not so winning. As played in hammy fashion by Charles Laughton, he is a grumpy and ill-tempered old bear.

In short, this is another cat-and-mouse war game between noble competitors who can't help but admire each other's talents in combat. It is enlivened by some good battle scenes and a suspenseful sub-plot involving an American spy (played by Alex Nicol) who steals some valuable papers in Paris to clinch the plan of the British to trap the "Atlantis."

There are other sub-plots involving a romantic flirtation between a French girl (played by sexy Mylene Demongeot) and a German officer (John Ericson); the Jewish refugee couple (Eleonora Rossi Drago and Gianmaria Colonte) whose child is born on the "Atlantis"; and a treacherous tramp steamer captain (Gregoire Aslan) whose ship is also sunk by the hero and its passengers rescued.

The screen play of Duilio Coletti and Vittoriano Petrilli may be the mixture as before, but it is steadily entertaining under the direction of Coletti.

Running time, 92 minutes. Release, in September.

RICHARD GERTNER

## AIP to Release

(Continued from page 1)

pictures are "The Rough and the Smooth" which is set for Oct. 5 release; "Journey to the Lost City" in Colorscope is set for Oct. 12 release; "Konga," in color for Thanksgiving, Nov. 23 date; "Reptilicus" will be released Dec. 7, while bowing on Dec. 21 for Christmas release will be "Goliath and the Dragon" which stars Mark Forrest and Broderick Crawford.

## Griffing Plane

(Continued from page 1)

wooded area seldom traveled except by deer hunters. The plane apparently had hit tree tops and crashed, catching fire. The bodies trapped inside were burned beyond recognition. It is believed all died instantly.

Arrangements are being made to return the bodies to Oklahoma City by plane for burial.

Griffing piloted the four-place, private plane which took off from Teterboro Airport, N. J., carrying his wife,

## Columbia Trailers

(Continued from page 1)

son and released here by Columbia yesterday.

The bulletin says the Association "sincerely urges each and every theatre to use this new service offered by Columbia and be thankful that they have taken this 'forward step.' You can rest assured that all film distributors will watch the results of this drastic move and when Columbia receives our heartfelt thanks and cooperation and is successful in their new venture it is hoped that M-G-M will again handle their own trailers and all of the other film distributors will follow suit."

Criticism of various policies of National Screen Service is expressed in the bulletin.

son and daughter, who had just returned from a five-week African tour. They were believed to be enroute to their Oklahoma City home, although Griffing had not filed a flight plan. The Civil Air Patrol abandoned the search for the plane last Sunday.

## Rank Profit

(Continued from page 1)

shillings and ten pence. Ordinarily Gaumont British, a Rank subsidiary were even better, being hoisted to shillings and seven pence to shillings.

A similar effect was noted on stock of Associated British Picture Corp., a Rank rival, which increased seven pence to 39 shillings.

In the preliminary figures released yesterday Rank reported annual trading profits of £ 6,467,003 (\$107,608) for the year ended June 1960. This was up from £ 5,634 (\$15,777,969) for the previous month period.

Lauding the Rank statement *The Daily Telegraph* said, "Hope a further recovery in the fortunes of Rank have been amply fulfilled. This is striking evidence of the effectiveness of the reorganization measures introduced to restore the gross earning powers in recent years."

### Praised by Financial Paper

Emphasizing the unexpected dividend increase, *The Financial Times* observed that the "excellent results were achieved in the face of declining theatre attendance.

From the mass-circulated *Express* came praise for the "wonderful screen projection" in Rank profits. The editorial added, "With attendance continuing to slump, Lord Rank and his aide John Davis must be getting top marks for their profit performance."

Echoing this was *The Daily Telegraph* which said, "The star quality results are much better than even the optimists dreamt."

## Kutner Joins Columbia Sales Department Head

Martin Kutner, Columbia Pictures branch manager in Jacksonville, will join the home office sales department in an executive capacity, it was announced yesterday by Rube Jackson, Columbia vice-president and general sales manager. The promotion will be effective Sept. 19.

Jackter also announced that Edward McLaughlin, a salesman in Jacksonville branch, will replace Kutner as Jacksonville branch manager, effective Sept. 5.

Kutner, who joined the company in May, 1942, has served as Jacksonville branch manager since October, 1955. He previously served in Washington, D. C., branch. McLaughlin joined Columbia in May, 1953, and has worked his way up through various sales positions in the Jacksonville branch.

## 'Modigliani' to Bow

"Modigliani of Montparnasse," starring the late Gerard Philipe, Robert Palmer and Anouk Aimee, will have its American premiere this fall at the Baronet Theatre here, following the run of "Psycho." "Modigliani" will be released in the United States through Continental Distributing, Inc.

# MOTION PICTURE DAILY

All  
the News  
That  
s News



Concise  
and  
to the  
Point



88, NO. 45

NEW YORK, U.S.A., FRIDAY, SEPTEMBER 2, 1960

TEN CENTS

## Picker Continues

### **Tisch Chief Executive of Loew's Circuit**

### **Friedman Resigns; Preston Tich Heads Loew's Hotels**

Lawrence A. Tisch was elected chairman of the board and chief executive officer of Loew's Theatres at



Lawrence A. Tisch Preston Tisch

meeting of the company's board of directors held here yesterday. Tisch has been chairman of the executive committee. He replaces the old Friedman as chairman. Friedman, veteran Loew's executive, resigned but will continue as a director of Loew's Theatres and also will act as a consultant and adviser. Preston R. Tisch, a director, was

## **British to Get First**

### **Drive-In Within Year**

From THE DAILY Bureau  
LONDON, Aug. 30 (By Air Mail)—Britain's first drive-in theatre is planned by Associated British Cinemas. The circuit proposes to build it on a site adjacent to the Sandown race course, some 15 miles from London. Approval in principle for the scheme has been given by the Sandown Park directors and the whole project has to be given the necessary planning permission by the local council. If planning approval is given it will be open all the year round, but in the evenings only so that it will not interfere with the race meetings. ABC is expected to open the drive-in within a year.

## **Cohn Hits Pay-TV in Plea to the FCC; Warns of Station-Theatre Competition**

Special to THE DAILY

WASHINGTON, Sept. 1.—A strong protest to granting a pay-tv permit to tv station WHCT, Hartford, Conn., has been filed with the Federal Communications Commission by Marcus Cohn, attorney for the Joint Committee Against Toll-TV and the Connecticut Committee Against Pay-TV.

### **Dr. Kalmus Retires From Technicolor Posts**

The retirement of Dr. Herbert T. Kalmus from active service as consultant and a director of Technicolor, Inc. and Technicolor Corp. was announced yesterday. Dr. Kalmus had continued to serve in both capacities since his retirement as president and general manager of the companies last Jan. 1. His retirement from all executive positions with Technicolor, Inc. and Technicolor Corp. was effective Wednesday.

At the same time the election of Thomas J. Welsh to the board of directors of Technicolor, Inc. was announced.

### **Sues in D.C. to Force Customs to Free Film**

From THE DAILY Bureau

WASHINGTON, Sept. 1.—Films Around the World, Inc., has filed suit in district court to force the Customs Bureau to release the French comedy, "Les Jeux de L'Amour." The suit claims that the Customs allegation that the film is obscene is "absurd."

The court also was told that the Customs' plan to defer action until after Labor Day would interfere with

## **'Runaway Production' a Major Issue At Coming IA-AMPP Talks: Lehnerns**

By SAMUEL D. BERNES

HOLLYWOOD, Sept. 1.—"Runaway production" will unquestionably be one of major issues in the forthcoming IATSE negotiations with the major producers on a new basic and union contract, John Lehnerns, business representative of Film Editors Local 776, told MOTION PICTURE DAILY following his initial meeting today as chairman of IA's committee on general proposals.

"There are many solutions to the problem which we will consider," Lehnerns stated, "but our immediate talks concern production on the local scene."

A series of meetings is slated to

## 2nd Session

### **Industry Was Unaffected by 86th Congress**

### **Big Event Was Failure to Pass Minimum Pay Bill**

By E. H. KAHN

WASHINGTON, Sept. 1.—The second session of the 86th Congress has drawn to a close after doing little either to help or hurt the motion picture industry.

Its major accomplishment was negative: it failed to pass a minimum wage law. This means that the industry will have to persist in—or, more likely, increase—its efforts to make sure that it will continue to enjoy its specific exemption from the law.

This will probably have to be done in an atmosphere of greater pressure for a new wage law. Rep. Powell (D., N.Y.)—the apparent incoming chairman of the labor committee if Democrats retain control of the House—

### **UA Exploitation Force Joins Youngstein Drive**

Exploitation men in the field will participate in a sales drive in honor of Max E. Youngstein, United Artists vice president, in what is said to be the first time a joint sales and promotion tribute has been held by a film company.

Prizes will be awarded to field men and regional field supervisors in the

### **Rites Held for Rockett, Veteran Film Executive**

From THE DAILY Bureau

HOLLYWOOD, Sept. 1.—Services were held today at Forest Lawn for Albert Rockett, 69, who died in Cedars of Lebanon Hospital after a long illness. He had been vice-president of the Famous Artists Agency since 1942.

Earlier Rockett had been production head of several studios including First National and 20th Century-Fox. He leaves his widow, Laura, and a son, Norman.

### **TOA Convention to Give Day to Pay-TV**

Pay-tv will hold the spotlight on Sept. 15 at the annual convention of Theatre Owners of America in Los Angeles when the entire morning session will be devoted to "Pay-TV—Beating the Menace," it was announced yesterday by Albert M. Pickus, TOA president.

The two-hour session will be conducted by Philip F. Harling, chairman of TOA's Anti-Pay-TV Committee, and chairman of the Joint Committee Against Pay-TV, who will serve as moderator.

Mitchell Wolfson, president of Wometco Enterprises of Miami, Fla., and himself a television station owner,

begin next Wednesday which will lead to the determination of general proposals to be made to the Association of Motion Picture Producers, Lehnerns reported.

Lehnerns committee will also concern itself with wage and hour conditions, while two other committees will discuss its rights on new health and welfare and pension plans.

(Continued on page 2)

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(Continued on page 3)

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## PERSONAL MENTION

**HENRY H. MARTIN**, Universal Pictures vice-president and general sales manager, will return to New York at the weekend from Hollywood.

**JAMES H. NICHOLSON**, president of American International Pictures, returned to Hollywood yesterday from New York.

**PRESTON R. TISCH**, newly-elected president of Loew's Hotels, Inc., and **ERNEST EMERLING**, Loew's Theatres advertising-publicity director, have returned to New York from Miami Beach.

**W. F. RUFFIN, JR.**, vice-president of Ruffin Amusement Co., Covington, Tenn., and **MRS. RUFFIN** left there for a vacation on the West Coast.

**NORMAN WASSER**, manager of theatre sales for Pepsi-Cola, and **MRS. WASSER** have left here on a three-week cross-country trip that will terminate at the TOA convention in Los Angeles.

**SPENCE STEINHURST**, of Capitol Releasing Corp., Atlanta, has returned there from a trip to the leading cities of Louisiana.

**ROBERT ROSSEN**, producer, will return to Hollywood today from New York.

### Rosen Appointed N.Y. Continental Sales Rep.

Harold Rosen has been appointed as Continental Distributing, Inc.'s sales representative for the Metropolitan New York area, it was announced by Carl Peppercorn, vice president in charge of sales.

Formerly associated for seventeen years with Universal Pictures as booker and salesman, Rosen joined Continental in October, 1958 as head booker. Donald Schwartz will assume Rosen's former post.

## NEW YORK THEATRES

**RADIO CITY MUSIC HALL**  
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**"SONG WITHOUT END"**

THE STORY OF FRANZ LISZT starring

**DIR. BOGARDE** as Franz Liszt

A COLUMBIA PICTURE in CinemaScope & Eastman Color

ON THE GREAT STAGE "FESTIVAL"

## Cohn in Plea Against Pay-TV

(Continued from page 1)

application relating to programming (Exhibit 8), states that the principal portion of the programs will be current releases of feature length motion pictures and then proceeds for two-thirds of the exhibit to discuss this—and only this—one phase of its programming.

"It is important to observe that the exhibit does not refer to films made especially for television presentation or to films which have already been presented in theatres; WHCT plans on telecasting, as a principal part of the program fare . . . current motion picture releases for boxoffice exhibition.

### Cites Loss of Revenue

"Secondly, a resident of Connecticut would obviously not watch two motion picture films at one time; therefore a person who pays to see a film on WHCT cannot, at the same time, be a patron of any motion picture theatre, and to that extent, a theatre would be deprived of revenue when a prospective patron watches WHCT. Of course, the converse is also true.

"Thirdly, if WHCT broadcasts a motion picture film and it is subsequently exhibited in a theatre, the total available audience for that film to the theatre would be diminished for two separate reasons. In the first place, there would be those who saw it once and did not desire to see it again. In the second place (and of equal importance), a great number of the motion picture films which WHCT plans to broadcast were produced specifically for presentation in a theatre. They are dependent for their quality upon such things as color, response of large group reactions and details which can be discernible only upon a big screen. The presentation of such films on television has a deleterious effect on the public acceptance of the film and, therefore, automatically reduces the number of persons (aside from those who saw it on pay television) who will subsequently attend the movie at a theatre.

### Stresses Word-of-Mouth

"As the commission is undoubtedly aware, patronage of a film depends greatly upon advertising by word-of-mouth and the initial bad public reaction to such films, when presented on television, will impair the attendance at theatres which subsequently exhibit the film. Such word-of-mouth evaluations have no respect for corporate limits and state boundaries. What occurs in Connecticut has a direct and immediate effect on the attendance at the exhibition of motion pictures (produced for theatre exhibition) throughout the United States."

Cohn called the injury to the exhib-

itors for whom he spoke, "immediate, specific, and direct." He is the attorney for the Joint Committee Against Toll-TV and the Connecticut Committee Against Pay-TV, which has among its members about 90 per cent of the 164 theatres in the state.

Cohn also represents Stanley Warner Management Co., which owns the Strand Theatre, a first-run motion picture theatre in downtown Hartford; Loew's, Inc., which owns the Poli Theatre and the Poli Palace, theatres in downtown Hartford; Connecticut Theatres, which owns the Elm Theatre at Elmwood, a suburb of West Hartford, and the Eastwood Theatre, neighborhood house in East Hartford; Outdoor Theatre Corp., which owns the Pike Drive-in at Newington, five miles from downtown Hartford, and the Manchester Drive-in Theatre Corp., which owns the Manchester Drive-in Theatre at Bolton, which is 10 miles from downtown Hartford.

### Moral Re-Armament Film Booked at Warner

"The Crowning Experience," a feature film in Technicolor produced by Moral Re-Armament, will have its world premiere at the Warner Theatre here starting Oct. 21, it was announced yesterday by Harry M. Kalmine, vice president and general manager of Stanley Warner Theatres. No distributor has been set for the picture, it was learned, with future policy and bookings to be decided upon after the New York engagement.

The film stars Muriel Smith, of the Broadway production of "Carmen Jones." Joel McCrea narrates a special prologue while Ann Buckles and Louis Byles share co-star billing.

### Emanuel to Be Honored

PHILADELPHIA, Sept. 1. — Edward Emanuel, chief barker of Variety Clubs International, will receive the Albert M. Cohen Award for Humanitarian Services from the American Legion Post 713, of this city, at its dinner to be held at Palumbo's Restaurant here on Sept. 19. The award will be presented by Dr. I. S. Ravdin, a previous recipient of the honor.

On the same evening, Jimmy Durante will present another award: one honoring his late partner, Lou Clayton. The recipient of this award will be announced shortly.

### WB Dividend 30¢

The board of directors of Warner Brothers yesterday declared a dividend of 30 cents on the common stock, payable Nov. 4 to stockholders of record Oct. 14.

### New 'Ben-Hur' Milestone: \$2,000,000 at State

MGM's "Ben-Hur" reached another milestone when the box office gross at Loew's State here topped \$2,000,000 Wednesday. The figure was passed at the matinee performance.

Through Wednesday night, "Ben-Hur" has grossed \$2,007,039 in just 513 paid performances since its world premiere Nov. 18.

Its 70 reserved-seat engagements in the United States and Canada have rolled up a total box office gross of more than \$19,000,000, and even engagement is still running.

## TOA Conclave

(Continued from page 1)

will discuss the effect of pay-tv upon theatres. Marcus Cohn, Washington attorney who is representing the Joint Committee before the FCC will discuss legal and legislative aspects of the problem. Sumner M. Redstone, Boston, executive vice-president of Northeast Drive-In Theatres, will report on the Hollywood aspects of pay-tv.

Harling is expected also to report on the Etobicoke Telemeter experiment; on the application of Zenith RKO General for a broadcast pay-test in Hartford; and on the Joint Committee's current nationwide theatre campaign to solicit 30,000,000 signatures from the public on petitions to Congress asking it to legislatively outlaw pay-tv.

Roy Cooper of San Francisco, chairman of TOA's executive committee, will be general chairman of Thursday morning's session. Preceding the pay-tv segment, Edward Redstone of Northeast Drive-Ins, Boston, will describe the manpower program undertaken by his organization as a means of attracting interested and qualified young people into the theatre industry.

### Col. Signs Seldes

HOLLYWOOD, Sept. 1 — Gilber Seldes, playwright, critic and novelist, has been commissioned by producer-director George Sidney to write "portrait in depth" on Cantinflas, star of "Pepe," Sidney International-Pol Films International production for Columbia Pictures.

### Holiday Notice

MOTION PICTURE DAILY will not be published on Monday, September 5, Labor Day.

# Dr. Kalmus

## Technical Program Heads For SMPTE Set

(Continued from page 1)

announced by John R. Clark, Jr., president and general manager. Welsh, an executive vice-president and director of Eversharp, Inc., will fill the vacancy created on the board by the resignation of Dr. Kalmus.

In acknowledging the decision of Dr. Kalmus to retire, Clark made the following statement:

"Through his pioneering efforts in the field of color cinematography and his untiring leadership during many years in which he served as president and general manager of Technicolor, his contributions to the economic success of the company and the motion picture industry are immeasurable.

### 'Dynamic Influence'

Dr. Kalmus, more than any other person, has been the dynamic influence which brought color pictures to the motion picture theatre. As the founder and guiding hand of Technicolor, he sought out and developed a commercially practical system of color photography which has supplied the great majority of motion pictures in color since the company's inception," Clark said.

Early in his career, Dr. Kalmus was employed by the Bureau of Mines of the Canadian Government to conduct extensive researches on the metal cobalt. As a result he published a number of papers which earned him that important metal prominence.

### 45 Years with the Company

Dr. Kalmus' service with Technicolor has spanned a period of 45 years. Innumerable awards and honors have been bestowed upon him during the course of his career; among them the Progress Medal for outstanding contributions to motion picture technology and Honorary Life Membership in the Society of Motion Picture and Television Engineers for "unique and pioneering contributions to the Motion Picture Industry over many years"; the Foreign Press Association Award for Scientific Advancement of the Motion Picture Industry, and the Samuel L. Warner Award for meritorious achievement in motion picture engineering.

## Two 'Dimes' Films Set

HOLLYWOOD, Sept. 1. — Two promotional films for the March of Dimes to be given nation-wide television exhibition during the National Federation's January campaign, will be shown next week at 20th Century-Fox. Top-rank Hollywood star talent will be used in both films, which will comprise "What About Linda?" an hour-length "special," and "Three Wishes," half-hour production.

## Partner of David Fallick

Mrs. Mollie Gelberman, wife of Reuben Alexander Gelberman, and sister of David Fallick of the Sargoy & Wein industry law firm here, died in Asheville, N. C., Aug. 26.

# Loew's Circuit

(Continued from page 1)

Leopold Friedman was elected chairman of the executive committee, replacing his brother, and also was elected president of Loew's Hotels, Inc., a newly organized subsidiary which handles the company's diversification activities in the hotel field.

Eugene Picker, Loew's Theatres president, and other members of the management and board of directors, continue unchanged.

The Tisch interests acquired a 25 per cent stock interest in Loew's Theatres slightly more than a year ago, at which time Laurence Tisch was elected a director and chairman of the finance committee. Subsequently, at a special meeting of Loew's stockholders, membership of the board was enlarged and a majority of Tisch representatives was elected. Laurence Tisch was elected chairman of the executive committee.

### Motels Also Planned

Diversification moves already undertaken and now the province of Loew's Hotels, Inc., include construction of a new hotel on the site of the former Loew's Lexington theatre, acquisition of a site for a second hotel at 53d Street and Seventh Ave., and acquisition of west side sites for future motels. Further expansion in this field is planned and the erection of new theatres also.

Preston Tisch, the new Loew's Theatres executive committee chairman, is president of Tisch Hotels, Inc. The operation includes the Americana at Miami Beach and Atlantic City hotels.

### Named General Counsel in 1921

Friedman joined the old Loew's, Inc., as general counsel in 1921 and had been a legal consultant of the company's for six years before that. On the separation of the theatre company from the production-distribution company in 1954 under terms of the Loew's Federal consent decree, Friedman was elected chairman of the board of the theatre company and Picker president.

## Margulies Begins Tour

Stan Margulies, advertising and publicity director for Bryna Productions, who is one of the five "behind-the-scenes" personalities making key city promotional tours on behalf of "Spartacus," has started his tour of Philadelphia, Boston, Detroit and Chicago.

Margulies was in New York City for the "Spartacus" meeting and is the first of the five to start his promotional activity for the Universal release.

# PEOPLE

Lloyd Thompson, vice-president of the Calvin Co., Kansas City, has been cited by the board of governors of the Society of Motion Picture and Television Engineers for his "outstanding services as chairman of the society's progress committee in the preparation of five excellent reports on world progress on motion picture and television engineering and instrumentation and high-speed photography."

Thompson will retire this year as chairman of the progress committee and will be succeeded by John M. Calhoun, assistant director of the manufacturing experiments division of Eastman Kodak Co., Rochester, N.Y.

□

Richard K. Mangum, of Flagstaff, Ariz., a graduate of the University of Arizona, class of 1959, has won second prize of \$50 in the Nathan Burkan Memorial Competition sponsored by the American Society of Composers, Authors and Publishers at the University of Arizona.

□

Sig Maitles has been engaged by Alfred Zugsmith, producer-director of "Dondi" for Allied Artists, as promotional consultant on the picture. A 35-city tour by David Kory, who stars in the picture, is planned to coincide with the film's release at Christmas.

□

Marvin Paige has joined the Paramount studio casting department in Hollywood under Bert McKay, casting director. His first assignment will be on the Jurow-Shepherd production, "Breakfast at Tiffany's."

## Eastern Management Has Enrolled in TOA

Eastern Management Corp., operators of five New Jersey drive-ins, and three indoor theatres in New Jersey, Ohio, and Colorado, has enrolled in Theatre Owners of America, it was announced by Albert M. Pickus, TOA president. The circuit, whose headquarters are in Newark, N.J., was represented by Sheldon Smerling in contacting TOA. It operates the Totowa, Union, Morris Plains, Paramus and Troy Hills Drive-Ins in the New Jersey communities of those same names; the Elwood Theatre in Newark, the big Hippodrome Theatre in Cleveland, and the Towne Theatre in Denver.

The Smerling organization becomes the sixth large circuit to join TOA during the past six months. Recent new members include Loew's Theatres, Pitts Theatres in Virginia, Chakeres in Ohio, Standard in Wisconsin, and Interboro in New York. The Virginia Motion Picture Theatres Association also affiliated with TOA last month.

### Topic Chairmen Chosen

Topic chairmen for the solicitation of papers in this country are Robert M. Betty, Lockheed Missiles; Willard E. Buck; Lincoln L. Endleman, Martin-Orlando; William C. Griffin, U. S. Naval Ordnance Test Station; Guy H. Hearon, Jr., Benson-Lehner; William G. Hyzer; Glen H. Jones, Boeing Aircraft; Harry L. Parker, American Speedlight Co.; Nelson W. Rodelius, Armour Research Foundation; Loren E. Steadman, Convair Astronautics; Morton Sultanoff, Ballistic Research Laboratories; Vernon E. Taylor, National Institute of Health; John H. Waddell; Willett R. Wilson, Westinghouse Electric Corp.; Charles W. Wyckoff, Edgerton, Germeshausen & Grier, Inc.

Prof. Dr.-Ing. Hubert Schardin, director of the German-French Research Institute, is deputy chairman of the Congress and the national delegate from West Germany. Congress Chairman Beard is associated with the Naval Ordnance Laboratory in Silver Spring, Md.

## Lippert Signs Ryan

HOLLYWOOD, Sept. 1. — Robert Ryan, in the highest salary deal ever negotiated with Robert Lippert, has signed to star in "Royal Northwest Mounted Police" for Lippert's Associated Productions, Inc., releasing through 20th Century-Fox.

The picture, rolling in Canada mid-September, will be in color and CinemaScope, and is one of new series of up-graded Lippert product. Ryan will be paid \$150,000, plus expenses.

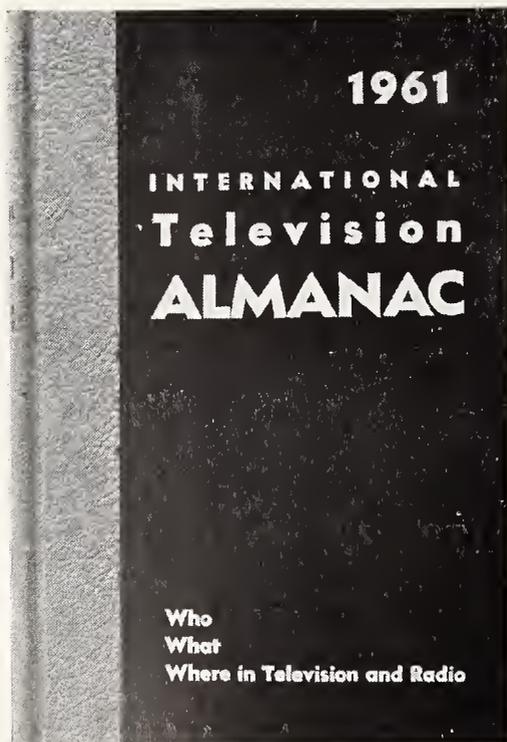
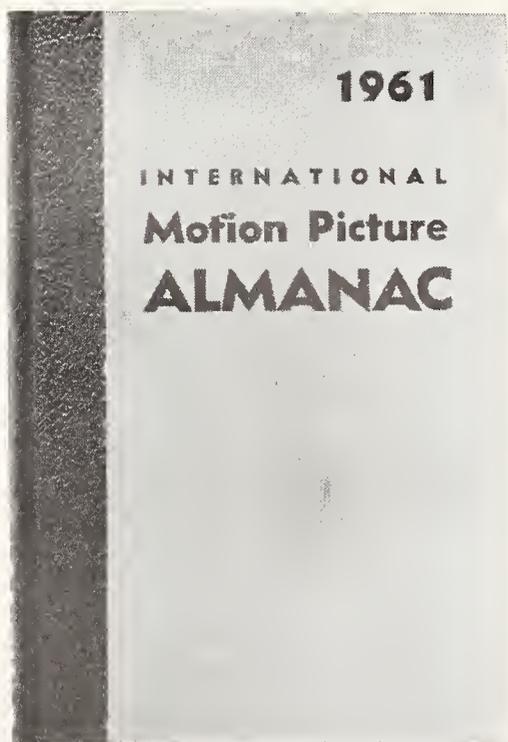
## 'Song' Week, \$173,278

William Goetz' "Song Without End," the story of Franz Liszt, continued its impressive showing at the Radio City Music Hall here with a third week gross of \$173,278. The Columbia Pictures release has racked up a total of \$566,665 in the first three weeks of its run.

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## Dana Andrews Praises Pay-TV in Albany Talk

Special to THE DAILY

ALBANY, N. Y., Sept. 1.—Support for "pay television" is being expressed on the air in this section, apparently without answer by those opposed to the idea.

Dana Andrews, who will begin filming "Madison Avenue" for 20th Century-Fox, Sept. 15, said in interviews here yesterday that he favors "pay tv" under the Zenith system.

He identified this as the one which the O'Neil interests will use in an experiment at Hartford.

Currently starring in "Two for the Seesaw" at the Colonie Musical Theatre, the long-time actor opined that "Madison Avenue"—the controversial nature of which presumably caused delay in reaching the cameras—will give an entertaining film.

Muzie Parker and Hope Lange also will appear in the cast.

Recently, Gore Vidal, who has written for both the stage and screen, appeared in an interview via WRGB-TV, Schenectady, for paid television. He declared it would provide a smaller but quality audience—as contrasted with the present mass group, to whom "products are sold."

Vidal is campaigning as Democratic candidate for Congress in the predominantly Republican 29th district.

## Monroe Film Is Big Hit in Pennsylvania Dates

"Let's Make Love," 20th Century-Fox film starring Marilyn Monroe and Yves Montand, opened yesterday in selected Pennsylvania engagements to grosses far ahead of such top 20th office attractions as "Sink the Bismarck," "Rally Round the Flag, Boys" and "Say One for Me."

At the Boyd Theatre in Allentown, "Love" hit \$759 to "Bismarck's" \$469, "Rally's" \$711. At the Boyd Theatre in Easton, "Love" had \$543 to "Say One's" \$464, "Bismarck's" \$244, "Rally's" \$295, and at the Comberd Theatre in Scranton, "Love" grossed \$638 to "Bismarck's" \$510.

In Atlantic City, "Love" playing approximately the same time of the year as "Seven Year Itch," grossed \$3,323 in a week at the Hollywood Theatre to "Itch's" \$10,442 playing the Warner for a week.

The film is due to open in more engagements over the Labor Day weekend.

## Deal for Cinerama in Columbus Signed

Arrangements have been completed for the presentation of "This Is Cinerama" in the RKO Grand Theatre in Columbus, Ohio, it was announced here jointly by Harry Mandel, RKO Theatre's vice president, and B. G. Krize, vice president of Cinerama. The premiere performance will be held on the evening of Thursday, Sept. 3.

Seven shows will be presented weekly at the RKO Grand, the only theatre in central Ohio equipped to present Cinerama.

# Industry Was Unaffected by 86th Congress

(Continued from page 1)

has already said that a wage bill providing for a pay floor of \$1.25 hourly, covering over 3,000,000 more workers, and applying to enterprises that do business in more than one state will be priority project in the January session.

Little tax action affected the industry this year. Of considerable benefit will be a technical measure that permits American firms doing business overseas to choose between the "overall" and "per-country" limitations on the foreign tax credit. This is deduction from U.S. tax permitted in consideration of taxes paid abroad.

### Tax Laws to Be Re-Written

The general tax program supported by the industry—including elimination of the 30 per cent withholding tax on certain remittances and special allowances to people whose highest earnings are concentrated in a short span of years—was not even given active consideration by the tax-writing ways and means committee. Next year, Chairman Mills (D., Ark.) plans to have the group begin a wholesale re-writing of the tax laws. This may afford an opportunity for the industry to present its case to the legislators.

The foreign investment incentive tax act, H.R. 5, passed by the House after being greatly watered down from its original version, died in the closing hours of the session when the Senate Finance Committee formally disapproved it.

Sure to come up next year is a

### Sues in D.C.

(Continued from page 1)

exploitation. "A moving picture is, in a very real sense, a perishable article and loses substantial value with the passage of time," the company asserted in its request for a quick determination by the court.

The company also claimed there is no constitutional basis for prior censorship of moving pictures. It said that the Customs Bureau's delay in ruling on the film is an abuse of its powers.

Assistant Commissioner of Customs David B. Strubinger maintained, however, that the bureau is "acting within our legal authority." The bureau wants a consultant to review some scenes in the film.

The distributors cited the first and fifth amendments to the Constitution in its suit. It said Customs' action violated the right of freedom of speech and communication and that it was being deprived of due process of law.

### 'Flags' to Brooklyn

Dino DeLaurentiis' "Under Ten Flags" will have its first New York showing today at the Brooklyn Paramount Theatre. "Walk Like a Dragon" will make its local debut on the same bill. Both are Paramount releases.

proposal made by Rep. Lindsay (R., N.Y.) and Senator Javits (R., N.Y.) to remove the Federal tax on admissions to legitimate dramatic and musical performances. Motion picture admissions would remain subject to present tax. This proposal is strongly opposed by Compo unless movies are blanketed in.

A major activity for the motion picture industry—hearings before the Granahan (D., Pa.) subcommittee of the Post Office Committee—came to nothing as far as Congressional action is concerned. Though MPAA representatives—including Eric Johnston, Margaret Twyman, and Code Administrator Geoffrey Shurlock—testified at length, the subcommittee took no action beyond publishing the hearings. This has led some people to question whether the group actually had a legislative purpose in mind in seeking the hearings. To the extent that the subcommittee provided a forum for the presentation of the industry's views, the hearings cannot be said to have been a complete waste of time.

### No Censor Bill Passed

Bills that implied a threat of censorship of motion pictures and other media did not get through the Congress. A proposal by Senators Scott (R., Pa.) and Mundt (R., Dak.) to investigate "noxious" material available to the public passed the Senate but was not acted on in the House. A similar measure introduced in the House by Rep. Oliver (D., Me.) was not brought to the floor.

A bill requiring that imports be

### Youngstein Drive

(Continued from page 1)

33 competing branches in the United States and Canada on the basis of exploitation campaigns developed for the sales drive in their respective areas.

Co-captains of the 22-week drive awarding more than \$60,000 in prizes are William J. Heineman, vice president, and David V. Picker, executive assistant to President Arthur B. Krim.

The sales drive covers billings, collections and playdates and will be run in two laps and a final stretch period. Initial lap of nine weeks ends Oct. 1, with the second lap closing Nov. 26 and the stretch drive ending Dec. 31. The exchanges are aligned in three groups.

### New Cristal, Saxon Pacts

HOLLYWOOD, Sept. 1. — Two of Universal - International's contract stars, John Saxon and Linda Cristal, have had their long-term contracts with the studio renewed this week, it was announced by Edward Muhl, U-I vice-president in charge of production.

Others currently on the Universal contract list include Rock Hudson, Sandra Dee, John Gavin, Ward Ramsey, Tony Curtis, Audie Murphy and Susan Kohner. The latter three are on non-exclusive basis.

marked with their country of origin was passed by both houses. It has a negative significance to the motion picture industry. Its passage—thought of as a modernization of the mark-of-origin laws—makes it less likely that active consideration will be given next year to a bill introduced by Rep. Roosevelt (D., Calif.) which would require that the country of origin be shown when films made abroad, or with foreign-recorded soundtracks, are shown in the U.S.

### GA&F Move Failed

Measures providing for the sale to U.S. citizens of General Aniline & Film Corp.—vested by the government in the course of World War II, failed of enactment. Along with other provisions dealing with war damage claims, the industry's effort to obtain compensation for losses suffered in the Philippines was unsuccessful.

The so-called "anti-payola" bill, which permits the Federal Communications Commission to fine broadcasters who engage in prohibited malpractices willfully or repeatedly, was enacted. In the course of Congressional debate, it was made clear that the purpose of the bill is not to stop certain industry practices in manufacturer-producer cooperation, which are not considered unfair.

A bill to govern community antenna systems was debated extensively but not passed. FCC was given authority to license re-broadcasting activities.

### O'Mahoney Proposal Halted

Hearings were held before the Senate patents subcommittee on legislation that would have made changes in patent and copyright laws. Ellis Arnall, spokesman for Walt Disney, testified in favor of a bill sponsored by Senator Talmadge (D., Ga.) that would treat cartoon characters as objects of art eligible for copyright treatment—as they now are. Arnall opposed the O'Mahoney (D., Wyo.) bill which would have given cartoons patent rights with two periods of renewal. Indications are that progress was made in modifying the government's position on the O'Mahoney legislation. The proposal was stopped for this year, in any case.

The appropriation for the Justice Department was passed with an increase of about \$250,000 for the anti-trust division.

### Bicks Appointment Unconfirmed

The Senate failed to confirm the appointment of Robert A. Bicks as assistant attorney general in charge of the division. He has been assured of continued tenure by President Eisenhower.

The U.S.I.A. appropriation was trimmed by the House, which put in \$3.9 million for informational media guarantees, including the film program. This works out to a net usable increase of roughly \$500,000, of which part will be devoted to film, and part to printed, media.

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*to begin production of long-awaited* **CLEOPATRA!**

**CAROL HEISS** *to make film debut in*  
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Clayton will produce  
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**THE SOUND OF MUSIC**

*Rodgers & Hammerstein's  
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**ESTHER and the KING**  
READY FOR CHRISTMAS!

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**NORTH TO ALASKA**

*Written and recorded  
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Bismarck") HORTON!*

**CAN-CAN** *continues setting  
world-wide pace with every record smashed in Copenhagen!*

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Marilyn Monroe · Yves Montand in JERRY WALD'S  
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# MOTION PICTURE DAILY

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All  
the News  
That  
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88, NO. 46

NEW YORK, U.S.A., TUESDAY, SEPTEMBER 6, 1960

TEN CENTS

## Sales

### The Decision

### WB, AFM

### Dispute Today

### Timing of Post-'48 Deal Suspended: Court Request

District Judge William Herlands expected to hand down a decision today on the request of the American Federation of Musicians for a temporary and permanent injunction to restrain Warner Brothers from negotiating a deal for the sale of some post-1948 films to television.

Friday Judge Herlands advised counsel for both sides that "the press of the business" has made it impossible to reach a comprehensive decision on the AFM petition and on the court's motion for dismissal of the case. He said that he needed more time to study the case, and both parties agreed to wait until today.

Warner also agreed to postpone until today final closing of the deal to sell 122 post-'48 films for television. (Continued on page 4)

### Deal Vs. 'Blue Laws'

### Blocked by Two Groups

From THE DAILY Bureau

WASHINGTON, Sept. 5.—A brief filed today that states "blue laws" are unconstitutional has been submitted to the Supreme Court by the National Community Relations Advisory Council and The Synagogue Council of America. The Court is to hear arguments this fall concerning the constitutionality of "blue laws" in Pennsylvania and Massachusetts.

The groups' brief asserted that "blue laws" are in violation of the constitutional ban on laws respecting the establishment of religion.

The court was told in the brief that the enforcement of compulsory Sunday observance laws constitutes a serious infringement of their civil, religious and economic rights and imposes a heavy burden upon their adherence to their religious beliefs.

## TOA to Explore Merchandising Using Theme of Editorial in 'M. P. Herald'

Merchandising as a job for every man connected with the motion picture industry will be explored by the Theatre Owners of America at its 13th annual convention at the Ambassador Hotel in Los Angeles by a special panel from

production and theatres it was announced at the weekend by Albert M. Pickus, TOA president.



Martin Quigley, Jr.

editor of *Motion Picture Herald* and originator of the Herald Merchandising Forums, presiding as moderator.

The theme of the session—"A Job for Every Man—Merchandising"—was the title of an editorial written by Quigley stressing that no matter what job a man holds in the industry merchandising is an important part of that job.

A "panel" consisting of producers, actors, studio publicity men, theatre executives and theatre advertising directors, will each speak briefly on their role in the overall merchandising job. The last half of the two-hour session will be devoted to answering queries posed by a board of theatre executives. (Continued on page 2)

## Lauds Radio's Power In 'Selling' a Film

Special to THE DAILY

ALBANY, N. Y., Sept. 5.—Radio's effectiveness in "selling" a motion picture is far greater than some leading industry people may believe.

Schine-owned WPTR's recent, sharp increase in the amount of film copy "carried," plus the results obtained, are proof of this, so Duncan Mounsey, vice-president-general manager of 50,000-watt station, stated in a comment on the MOTION PICTURE DAILY report (a fortnight ago) of television. (Continued on page 6)

## To Remodel Embassy; Make It First-Run

The Embassy Theatre at 46th Street and Broadway will shortly return to first-run status after nearly 30 years in the newsreel theatre category.

Norman Elson, president of Guild Enterprises, which operates the Embassy and the Guild 50th Street Theatre in Rockefeller Center as well as theatres on upper Broadway and in Times Square. (Continued on page 6)

## Ghana Film Fans Eager, Johnston Reports, But Sees Censorship Stirring

From THE DAILY Bureau

WASHINGTON, Sept. 5.—The motion picture theatre box office is jingling merrily in Ghana, Eric Johnston, MPEAA president, says in the second of a series of reports on his African business trip.

"There is only one way to describe the movie situation in this new nation of 6,500,000 persons," says Johnston.

"The people love the movies. Attendance is increasing all the time. New theatres are constantly under construction to accommodate the crowds.

"But the people's love for the movies is not shared by everyone in Ghana. There is a censorship problem. I learned of it in a long talk with the Minister of Information, Kwaku Boateng.

"He feels that motion pictures

should be shown only for a purpose. That purpose, as he puts it, is to advance the interests of the people and the state. He is thinking of imposing a decree, which he is authorized to do, to keep all objectionable films from Ghana. He said, however, he would discuss the matter further before taking any action.

"What kind of films does Minister Boateng favor? He wants only movies dealing with subjects related to progress and growth, such as Franklin D. Roosevelt's New Deal projects, and the like. (Continued on page 3)

## Meet Sunday

## Reelection of TOA Officers Is Predicted

### Importance of 'Unfinished Business' Seen Imperative

Reelection of the present Theatre Owners of America administration headed by Albert M. Pickus, president, for another year is confidently expected among TOA's membership.



Albert Pickus

The nominating committee, of which Ernest G. Stellingsma of Charlotte, N. C., is chairman, will meet next Sunday in the Ambassador Hotel, Los Angeles, at which time the decision on the slate of officers for the ensuing year is scheduled.

(Continued on page 2)

## Jerrold, Harman-Kardon Approve Consolidation

The boards of directors of Jerrold Electronics Corp., Philadelphia, and Harman-Kardon, Inc., Westbury, New York, have approved in principle a consolidation of the two electronic companies.

In making the announcement, Milton J. Shapp, president of Jerrold, and Sidney Harman, president of Harman-Kardon. (Continued on page 3)

## WB Stock Transactions Feature S.E.C. Report

From THE DAILY Bureau

WASHINGTON, Sept. 5.—Transactions in the stock of Warner Brothers Pictures stand out among the dealings reported by "insiders" to the Securities and Exchange Commission during the period from July 11 to Aug. 10, 1960.

Jack L. Warner, officer and director, acquired 30,000 shares in July. (Continued on page 3)

## TOA Officers

(Continued from page 1)

to be made. The results will be reported to the meetings of the board of directors and executive committee on Monday, and to the TOA annual convention at the first luncheon session next Tuesday.

Supporting the widespread belief that TOA this year will depart from its custom of naming a new slate of officers at each annual convention is the fact that numerous projects of top importance, which were initiated by or during the current administration headed by Pickus, are in an uncompleted stage and, it is felt, should have the uninterrupted attention of the present officers.

### Production Most Vital

Among such projects, all of wide interest to exhibition, are the various plans and activities designed to develop an increase in production.

TOA is pledged to help obtain guaranteed playing time, for example, for pictures to be produced by the new subsidiaries of America Corp., the parent of Pathe Laboratories. Plans for the first of the productions are scheduled to be detailed at the Los Angeles convention next week, and a TOA committee is scheduled to meet with Pathe officials in Los Angeles Thursday.

TOA also is cooperating in getting the new production company sponsored by the American Congress of Exhibitors into being and will resume its conferences with Screen Producers Guild representatives in Hollywood on Friday. The latter are designed to develop a program of mutual cooperation and assistance, including means of increasing production.

### Pay Television on Agenda

Also in an "unfinished business" stage, and of top flight importance to all of exhibition, is the Anti-Pay TV Committee campaign to have legislation enacted barring toll television.

Consent decree revision prospects, anti-censorship work and other major activities also are among those in a state of development or transition which, it is felt, would be benefited most by the continuation of the Pickus administration in office for another year.

So widespread in TOA ranks is this conviction that it would appear the only task of Stelling's nominating committee when it meets on Saturday will be its effectiveness in being able to obtain the consent of the present

## PERSONAL MENTION

**ARNOLD M. PICKER**, United Artists vice-president in charge of foreign distribution, returned to New York over the weekend from Hong Kong. **AL KATZ**, foreign division manager, is remaining in the Far East for additional sales conferences.

**EDWARD E. SULLIVAN**, 20th Century-Fox publicity director, left New York at the weekend for Hollywood.

**MARCIA ANN JAFFE**, of New Rochelle, daughter of **LEO JAFFE**, first vice-president and treasurer of Columbia Pictures, has become engaged to **MORTIMER MARGOLUIS**, of Mamaroneck.

**STANLEY KRAMER** will return to New York from Europe on Thursday.

**MRS. MARTIN LEICHTER** gave birth at Forest Hills General Hospital last week to a son, **STEVEN MARK**. Father is manager of the Gold Medal Studios.

**MILTON DUREAU**, co-owner of Masterpiece Pictures, New Orleans, has returned there from Atlanta.

**JOAN PUCKETT**, daughter of **MRS. POLLY PUCKETT**, secretary at Capitol Releasing Corp., Atlanta, was married in College Park, Ga., to **KENNETH LAVENDER**.

**LEONARD ALLEN**, of the Paramount office in Atlanta, has returned there from New Orleans.

officers to remain at their posts for another year.

Those serving in the Pickus administration are: **George G. Kerasotes**, chairman of the board; **Roy Cooper**, chairman of the executive committee, **Spencer Leve**, **John Stembler**, **John H. Rowley** and **Sumner Redstone**, assistants to the president; **Robert Livingston**, secretary; **S. H. Fabian**, treasurer; **Sam Pinanski**, honorary board chairman, and with **Herman Levy** as general counsel and **Joseph Alterman**, assistant secretary.

Regional vice-presidents and members of the executive committee also are expected to be requested to continue in office.

Serving on the nominating committee with Stelling's are: **Pinanski**, **Kerasotes**, **Sidney Markley**, **C. E. Cook**, **J. J. Rosenfield** and **Stembler**.

### 'Windjammer' Slated

Cinemiracle's "Windjammer" will open in two new situations during the month of October: on Oct. 12 at the Keswick Theatre, Glenside, Pa., a suburb of Philadelphia, and on Oct. 25 at the King Theatre, Lancaster, Pa.

**ROBERT MOCHRIE**, M-G-M general sales manager; **BERNIE SERLIN**, of the home-office advertising-publicity department, and **TERRY TURNER**, head of the radio-tv campaign for "The Village of the Damned," returned to New York on Friday from Cincinnati.

**SAMUEL P. NORTON**, vice-president of Cinemiracle Pictures Corp., is in Salt Lake City from New York.

**CHARLES LESTER**, former Southern district manager for National Screen Service, Atlanta, has returned there with **MRS. LESTER** from a tour of Europe.

**SIDNEY COOPER**, United Artists Southern and Central division manager, and **FRED GOLDBERG**, national director of advertising-publicity, have returned to New York from Charlotte, Atlanta, New Orleans and Dallas.

**MARLON BRANDO**, Sr., president of Pennebaker Productions, and **MRS. BRANDO**, have left New York for London and Paris.

**JOSHUA LOGAN**, producer-director, will leave Europe on Sept. 16 aboard the "Liberte" for New York.

**LEON LEONIDOFF**, Radio City Music Hall producer, has returned to New York following a six-week talent-search trip to Brazil.

### Dr. Pepper Officials

#### To Be at Trade Show

Four officials of the Dr. Pepper Company of Dallas, Tex., will man their firm's display at the motion picture industry trade show to be staged in conjunction with the 13th annual convention of Theatre Owners of America at the Ambassador Hotel in Los Angeles, Sept. 13-16.

The Dr. Pepper Company will exhibit the latest models of its fountain dispensers, and will serve free Dr. Pepper soft drinks. Manning the booths will be **Bob Stone**, vice-president for fountain sales, **Bill Hughes**, **Jerry Tripod** and **Bill Rautenberg**.

### Starting 'Back Street'

**HOLLYWOOD**, Sept. 5. — Producer **Ross Hunter** and director **David Miller**, accompanied by actor **John Gavin** and a Universal camera crew leave Tuesday for two days of pre-production filming on "Back Street," **Ross Hunter-Carrollton** production scheduled to roll on the U-I lot on Sept. 19.

## TOA-Heralds

(Continued from page 1)

trc operators and advertising executives.

Members of the panel and questioning board will then split up for the TOA luncheon which will follow so that each will sit at a different table to continue merchandising discussions during the lunch. One director at each table will be designated a "secretary" to take notes of conclusions, so that these findings can be compiled and mailed out to the TOA membership after the convention.

### Acceptances Received

**Pickus** said that acceptance to serve on the panel had been received to date from **David A. Lipton**, vice-president of Universal Pictures; **Otto Preminger**, independent producer, subject to not being called away from Hollywood at the time of the session; **Fred Hunter**, Universal producer; **Myrtle M. Blank**, president of Central Studios Theatres of Des Moines, Iowa; **Jan Gaylard, Jr.**, independent theatre owner of Troy, Ala., and TOA's Alabama Theatres Association; and **Fred Souttar**, general manager of Fox Movie West Division of National Theatre and Television Company.

### Four on Questioning Board

Serving on the questioning board will be **Carl L. Patrick**, general manager of Martin Theatres of Georgia and Alabama; **Harold Field**, president of Pioneer Theatres of St. Louis, Mo.; **Louis J. Finske**, president of Florida State Theatres, and **J. Rosenfield**, Favorite Theatres, Spokane, Wash.

**Will J. Connor** of Hamrick Theatres, Seattle, Wash., will be general chairman of the Friday morning session. The TOA convention opens on Sept. 13 and concludes on Friday, Sept. 16.

### All-Time Forum Record

Hall Bartlett's "All The Young Men," a Columbia release, established a new all-time house record for opening week at the Forum Theatre with a boxoffice gross of \$40,595—the first week ended last Thursday. The drama previously smashed theatre record for an opening day opening weekend.

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### "SONG WITHOUT END"

THE STORY OF FRANZ LISZT starring

**DIF BOGARDE** as Franz Liszt

A COLUMBIA PICTURE in CinemaScope & Eastman Color

ON THE GREAT STAGE "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. Fein, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood Bureau: Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOLLYWOOD 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London Bureau: Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Circle 7-3000. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagher, 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 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,

## Nixon-Lodge Committee Draws 75 More Aides

From THE DAILY Bureau

WASHINGTON, Sept. 5. — An additional 75 headliners in the entertainment world have joined the "celebrities for Nixon-Lodge committee." The new names include Jerry Lewis, Walt Disney, Ethel Merman, and Martin Zimbalist, Jr.

Honorary chairman of the group is George Murphy. Co-chairmen are Martin Hayes in New York and Merle Leroy in Hollywood.

### Dalrymple Vice-Chairman

Theatrical producer Jean Dalrymple was selected vice-chairman for the east to work with Miss Hayes. Powell and Jack Bolton, vice-president, Music Corporation of America, were named west coast vicemen to work with Leroy. Other committee members include:

Lucia Albanese, June Allyson, Richard Arlen, Gene Austin, Richard Belmont, Eileen Barton, Edgar Bergen, Ray Bolger, Charles Brackett, Peter Brennan, Sandra Church, Merian Cooper, Merian Cooper.

Wendell Corey, Robert Cummings, Arlene Dahl, Kenny Delmar, Gavin, William Gaxton, Cor Griffin, William Lundigan.

### Drawn from Various Fields

Guthrie McClintic, Roddy McCall, Lauritz Melchior, James Melville, Adolphe Menjou, Ray Middleton, Montgomery Clift, Robert Montgomery, Patricia Morrison, Lloyd Nolan, Marta Peters, Jane Powell, Ginger Rogers, Zasu Pitts, Roy Rogers and Evans, Rosalind Russell, Dorothy Hoff, Randolph Scott, Fabian, Lisa Swanson, Robert Taylor, Ethel Waters, Chill Wills, and Peggy Wood.

### Watts Named Director

Walter Watts, who on Aug. 18 named chairman of the board and president of RCA Sales Corporation, has been elected a director of the Corporation of America, it was announced on Friday. In his new post he will succeed Dr. Charles B. Jolliffe, president and technical director of RCA.

## S.E.C. Report

(Continued from page 1)

through the exercise of options, bringing his direct holdings to 255,055 common shares. Benj. Kalmenson, executive vice-president, exercised an option to 20,000 shares in July, his entire holdings. William T. Orr, vice-president, acquired 5,000 shares in July, bringing his holdings to 20,800.

Albert Zugsmith acquired 5,600 shares of common stock of Allied Artists Pictures in July and 100 shares of 5½ per cent convertible preferred. He reports holdings of 166,300 common and 600 preferred.

Robin International, Inc., listed under Nicolas Reisini, acquired 3,850 shares of Cinerama, Inc., in July, and holds 11,150. Reisini is listed with 350,000 shares.

### Columbia Officials Active

Fico Corp. reports disposition of 100 shares of Columbia Pictures Corp. common, leaving it with 117,762. Listed under Fico Corp. are: L. M. Blancke, Samuel Briskin, Alfred Hart, Rube Jackter, Leo Jaffe, Lacy Kastner, P. N. Lazarus, Jr., A. Montague, Abraham Schneider, Charles Schwartz, M. B. Silberberg and A. M. Sonnabend. All are officers or directors of Columbia Pictures.

Milton R. Rackmil, as co-trustee, reports acquisition of 200 shares of Decca Records, Inc., capital stock in July, for a total of 11,800.

Joc Benaron, a director of National Theatres and Television, Inc., acquired 100 shares of common in July, bringing his holdings to 31,208. Eugene V. Klein, a director, disposed of 7,500 shares in July, retaining 52,323. Laurence A. Peters, an officer, disposed of his entire holdings of 209 shares in July. Jack M. Ostrow, a director, disposed of 2,200 shares in July, keeping 5,303. Corporations listed under his name hold 74,025 shares.

### Cantor Sales Listed

B. Gerald Cantor, an officer and director of NT&T, reports disposition of 1,859 shares in June, and 7,200 shares in July, retaining 100,000 shares. Cantor Fitzgerald & Co. reports disposition of 5,600 shares in June and 2,400 shares in July, its entire holdings. Cantor & Son reports disposition of

## IFIDA to Air Views on Foreign Film 'Oscars'

The views of the Independent Film Importers and Distributors of America on the present system of selecting foreign language films for awards by the Academy of Motion Picture Arts & Sciences are scheduled to be aired at a press conference called by IFIDA for Friday morning at the Trans-Lux Distributing Corp. offices.

## Jerrold and H-K

(Continued from page 1)

Kardon, said the transaction contemplates that Harman-Kardon shareholders will receive one share of Jerrold stock for approximately 1.8 shares of Harman-Kardon stock.

Officials of the two companies have been authorized by their respective boards to implement this decision and to resolve other specific details. Consummation of the transaction is contingent upon approval by Harman-Kardon shareholders.

It is contemplated that the two companies will continue to operate as heretofore, with no change in management, program or location.

## 'Spartacus' Book a Hit

The Bantam Books pocket edition of "Spartacus," which was published a few weeks ago, is topping all of the new Bantam books, according to information provided by the publishers to Universal, which is releasing the film version. Bantam's national check on the book, which represents 20 key city sales, showed that 51.6 per cent of all the copies of the book shipped were sold in the first 10 days, which is more than double the sales of any other book published in August. According to the same sales check, it was one of the three top sellers in both the New York and Washington areas.

2,400 shares in July, retaining 2,600.

Y. Frank Freeman, officer and director of Paramount Pictures, disposed of 2,500 shares of common in July, retaining 2,700. Louis A. Novins, an officer, disposed of 800 shares in June and 200 shares in July, retaining 791.

Preston Davie, a director, acquired 200 shares of Universal Pictures in July, bringing his holdings to 309.

## Ghana Fans

(Continued from page 1)

or other published works of great authors.

"Incidentally, 'The Wild River,' dealing with the Tennessee Valley Authority, might fit into this category and might be applicable to Ghana. Its huge Volta River Project, which I inspected, will flood about 3,500 square miles of territory, some now inhabited.

"When I went out to a theatre I found queues of people standing outside. The lower floor is reserved for the less expensive tickets, akin to the pits in Shakespeare's time. The balcony, large and spacious, is for the higher-paying customers.

### Audience Demonstrative

"The audience takes its motion pictures very seriously. Choruses of epithets are hurled at the villain and waves of applause greet the hero. If the hero lands a punch on the jaw of the villain, frenzied applause greets the action. Some of the theatres have wire mesh in front of the audience to protect the screen, for sometimes the audience, in its excitement, hurls beer bottles, coke bottles, and tomatoes at the villain.

"One of the most wildly enthusiastic, standing-room-only audiences I ever saw turned out here for 'Helen of Troy.'

"It warms the heart to see the audience response to our films in Ghana. I am more convinced than ever that the best days of the American motion picture industry are all ahead of it."

## RCA Dividends

A quarterly dividend of 25 cents per share on the common stock of the Radio Corporation of America, payable Oct. 24, to holders of record at the close of business Sept. 16, was announced at the weekend following a regular meeting of the board of directors. A dividend of 87½ cents per share was declared on the first preferred stock for the period Oct. 1, 1960, to Dec. 31, 1960, payable Jan. 3, 1961, to the holders of record of such stock at the close of business Dec. 2, 1960.

# seventeen's

PICTURE OF THE MONTH



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# Television Today

## Members of NAB Film Group Set

From THE DAILY Bureau

WASHINGTON, Sept. 5. — The policy committee of the National Association of Broadcasters announced today membership of the 1960-'61 television committee. Joseph L. Floyd, president of KELO-TV, Sioux Falls, S. D., was named chairman.

The tv film committee conducts a continuing study of problems and developments in filmed television programming and provides advice and assistance to the NAB on matters in this field.

Other committee members are: A. J. Fletcher, president and treasurer, WRAL-TV, Raleigh, N. C.; William Goetze, executive vice-president and general manager, KFSD-TV, San Diego, Calif.; A. Louis Read, vice-president and commercial manager, WDSU-TV, New Orleans; Frederick S. Houwink, general manager, WMAL-TV, Washington, D. C., and Leonard J. Patricelli, vice-president for programs, WTIC-TV, Hartford, Conn.

### McCullough Chairman

Clair R. McCullough, president of Steinman Stations, Lancaster, Pa., is chairman of the policy committee which made the appointments. Other policy committee members are Merrill Lindsay, executive vice-president, WSOY (AM-FM), Decatur, Ill., and G. Richard Shafto, executive vice-president, WIS and WIS-TV, Columbia, S. C.

## WABC-TV to Preview Cartoons at Paramount

A special theatrical preview for children of WABC-TV's new animated cartoon properties will be held at the Paramount Theatre here next Sunday morning, from 9:30-10:30 A.M., it was announced by A. L. Hollander, program director for WABC-TV, Channel 7. Over 3,000 children and adults are expected to attend the preview at the Paramount.

Ed Bakey, WABC-TV's new television host of "The Tommy Seven Show," and Chubby Jackson, host of Channel 7's "Little Rascals" show, will appear at the Times Square preview as co-hosts.

### Four Titles Listed

Among the new color cartoon properties which WABC-TV will present at the preview will be "Q.T. Hush," "Private Eye & His Dog," "Shamus, Private Nose," "Courageous Cat & Minute Mouse," and a number of animated cartoons from the M-G-M-TV cartoon library which Channel 7 acquired earlier this year.

## Blonder-Tongue Buys Benco TV Interest

Special to THE DAILY

NEWARK, N. J., Sept. 5.—Blonder-Tongue Laboratories, Inc., has acquired controlling interest in Benco Television Associates, Ltd., of Toronto. The Benco is Canada's oldest and largest firm in the community and master antenna field, and markets a wide variety of other industrial electronic products.

Blonder-Tongue is a leading U.S. producer of equipment for community and master antenna installations, as well as antenna boosters, UHF converters and AM/FM radios. The two firms have major distribution in both countries.

### Canadian Management Retained

Benco will continue to operate under Canadian management with Canadian personnel, and an anticipated recruitment of additional personnel will take place in that country.

As a result of its expansion, the new organization expects to quickly move further into the closed-circuit and pay tv fields. Blonder-Tongue is already in closed circuit tv with its transistorized, self-contained cameras and complete systems for industrial and educational use. It is currently active in the Stratovision program for beaming educational programs over a wide area from a flying tv station.

## 'Play of Week' Sold In 56 Marts to Date

Four television stations in major markets have signed contracts recently to show National Telefilm Associates' "The Play of the Week" series, it was announced by Oliver A. Unger, NTA president. The stations are WHEN-TV, Syracuse, N. Y.; WTOL-TV, Toledo, Ohio; WTVR, Richmond, Va., and WRC-TV, Philadelphia, Pa.

With the addition of these four new markets, "The Play of the Week" series is now seen in a total of 56 markets.

### Now in 7 Areas

The series is now seen in such prime markets as New York City (WNTA-TV); Chicago (WGN-TV); Los Angeles (KCOP-TV); Baltimore (WBAL-TV); Washington, D. C. (WTOP-TV); New Orleans (WDSU-TV), and Pittsburgh (WIC).

The 1960-'61 "The Play of the Week" season will be inaugurated in New York City over WNTA-TV the week of Sept. 19 when the station will present the first annual "The Play of the Week Festival"—seven of the most popular dramas selected from the first year's schedule.

Among the new plays scheduled for the upcoming season are Eugene

## 'Tightrope!' Reruns Sold in Major Markets

One week after going into syndication, the reruns of "Tightrope!" have been sold to eight stations, it was announced by Stanley Dudelson, syndication sales manager of Screen Gems. The buyers are WNEW-TV, New York; KTTV, Los Angeles; WCCO-TV, Minneapolis; WTTG, Washington; KOOL-TV, Phoenix, WKRQ, Mobile, Ala.; WBRC-TV, Birmingham, Ala., and KALB-TV, Alexandria, La.

### Produced by Greene-Rouse

"Tightrope!" produced for Screen Gems by Greene-Rouse Productions, will end its first run on CBS-TV in another two weeks. During its network run, the series, which stars Mike Connors as an undercover cop, averaged 31.1 share of audience against the competition of "The Rifleman" and "Ford Startime."

## 'Outlaws' to Premiere On NBC-TV Sept. 29

"Outlaws," a new Western-adventure series, premieres on the NBC-TV Network Thursday, Sept. 29 (7:30-8:30 P.M., NYT). The programs will document the stories of famous American badmen of the Oklahoma Territory at the turn of the present century.

### Frank Telford Supervisor

Created within the NBC program development department under the supervision of Frank Telford, who will serve as executive producer, "Outlaws" is filmed at MGM-TV Studios in Culver City, Calif. The series stars veteran actor Barton MacLane as U. S. Marshal Frank Caine and newcomers Don Collier and Jock Gaynor, respectively, as deputy Marshals Will Foreman and Heck Martin. Guest stars will fill major roles.

## ABC 'Guestward Ho!' To Have Bow Sept. 29

Joanne Dru and J. Carrol Naish will co-star in "Guestward Ho!", a new situation comedy series about the Hootons, a sophisticated New York family who forsake big city life to operate a dude ranch in New Mexico, premiering Thursday, Sept. 29 (ABC-TV, Thursdays, 7:30-8 P.M., EDT).

Miss Dru portrays Babs Hooton with Mark Miller featured as her husband Bill and Flip Mark as their 10-year-old son Brook.

O'Neill's "The Iceman Cometh"; Jean Anouilh's "Legend of Lovers"; Samuel Beckett's "Waiting for Godot," and S. Ansky's "The Dybbuk."

## WB and AFM

(Continued from page 1)

\$11,000,000 to Seven Arts Prods. Originally, take-over of the films had been set for last Thursday.

In securing the agreement from Warner counsel, Judge Herlands said adjournment of closing the transaction is "without prejudice to the rights of the parties." Postponement is "not to be construed as intimating any views of the court at this time as to the merits of the motion," he added.

### Could Set a Precedent

AF of M has sought to halt the Warner television deal on the ground that the union had an agreement in its contract with the studio not to sell rights to their post-'48 films without first negotiating with the Federation for payments for re-use of the scores on television. Due to the similarity of the contracts of all studios with the Federation, the Warner case is viewed as a precedent.

In its counter action Warners contended that the AF of M is no longer the bargaining agent for Hollywood musicians since the Musicians Guild of America won jurisdiction over them in 1958. Agreements made with AF of M by the studios are therefore no longer binding, Warners insists.

### Sole Agent, Say Federation

The AF of M, in turn, argued that it represented those having a property right in the films made between 1948 and 1958 and that it was the only logical representative for that period.

## First Sales of UAA 'Boxoffice 26' Set

Sales of United Artists Associated "Boxoffice 26" were made almost immediately upon the announcement of their availability this week, it was announced by Erwin H. Ezzes, executive vice-president.

Contracts are already signed with KTVK-TV, Phoenix, and KLRJ-TV Las Vegas, he said, and negotiations are underway with a number of stations in other top markets.

The "Boxoffice 26" includes such films as "The Barefoot Contessa," "King and Four Queens," "Attack," "Bandido," "The Monte Carlo Story" and "Baby Face Nelson."

## American Bar Assn., Award Goes to 'Mason'

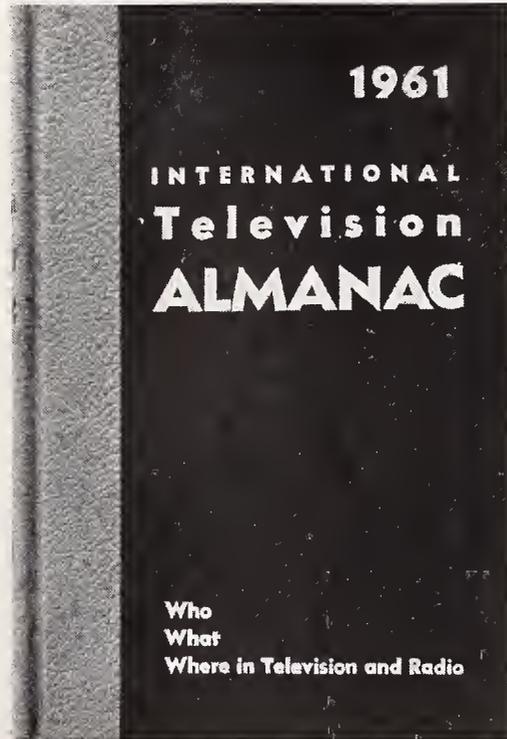
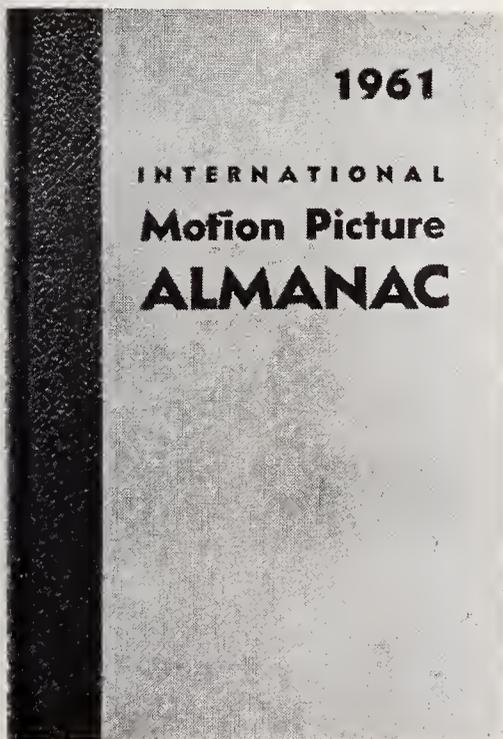
From THE DAILY Bureau

WASHINGTON, Sept. 5. — The American Bar Association has presented one of its 1960 "gavel awards" to Paisano Productions, Hollywood. The awards are given for outstanding contributions to public understanding of the American legal and judicial systems. Paisano received the award for "dramatizing the basic legal safeguards afforded to accused persons through the 'Perry Mason' television program." Accepting the award was the show's star, Raymond Burr.

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## TENT TALK

### Variety Club News

NEW ORLEANS — Tent No. 45 has given up its premises at 920 Gravier St. Announcement of a new location will be forthcoming shortly. Meanwhile, the crew is meeting each Tuesday with chief barker Irwin F. Poche at the New Orleans Athletic Club.

### Film on Nudism Brings Charlotte Court Action

Special to THE DAILY

CHARLOTTE, Sept. 5. — Police Chief Jesse James headed a long line of witnesses today at a trial at which a theatre operator is accused of obscenity for insisting on showing a film, "For Members Only," which is about nudism. The operator, Robert Schrader, was arrested two days ago and ordered into the city recorder's court on a simple misdemeanor charge. The state charges that the film is obscene.

Chief James, bowing to pressure from church, PTA and civic leaders after the film had run two weeks at the Visulite Theatre, agreed with them that the film is obscene and ordered it stopped.

A storm blew up immediately. Behind the trial is the problem of what constitutes obscenity and who is to say what films can be shown in local theatres. The Visulite is an "art theatre," a favorite of Charlotteans who like foreign and off-beat films.

Prosecution and defense witness lists, which include about 20 names each, find leading liberal and conservatives on opposite sides. Witnesses included such personalities as Harry Golden, Charlotte's witty, liberal, best-selling novelist and columnist.

#### Comments in Corridor

Golden "held court" outside the courtroom, regaling visitors with his views on what's obscene and what isn't. Not far down the corridor from him stood a conservative churchwoman, Mrs. Patsy Goodwin, who attracted an equally big crowd with a tirade against "for members only."

Late Friday afternoon, the court moved to a local distributors screening room to view the controversial film. No verdict is expected until Tuesday or later, because the court recessed for the Labor Day weekend.

The trial has shaped up as a bitter debate between liberals and conservatives on the subject, first, of allowing a film about nudism to be shown, but more far reaching about control of the theatres.

Schrader has said he will take the case to the U. S. Supreme Court if necessary. He pointed out that "For Members Only" is now in its third week in a Boston theatre.

Chief James has said he is determined to fight films and other material, which arouses public indignation.

## Lauds Radio's Power in 'Selling' a Film

(Continued from page 1)

vision-radio use in the Albany exchange district.

"We have had in the last 90 days probably 90 per cent more film business than we have ever had," declared Mounsey. "None of this has been from Schine theatres."

#### Calls Results 'Fabulous'

Mounsey characterized as "fabulous" the results. He pointed out that a "Sweater Girl" contest at the new Hellman was a tie-in with WPTR, for the "Portrait in Black" engagement at the 1060-seat suburban-type house.

The WPTR chief reported, "It was the biggest gross the Hellman ever had on an opening." Newspaper copy

proclaimed that the "Sweater Girl" competition, on the stage of the Hellman—contestants submitted photographs to WPTR—drew so heavily it was continued for a second night to permit "all those wishing, to be present."

"We broke the record a second time with 'Elmer Gantry,'" Mounsey added. "On these, as well as others, no television was used," he explained.

#### Quotes NBC Executive

"Somewhere along the line, film publicity-promotion men got the idea television was terribly important," continued Mounsey. A former NBC-TV executive in New York, said: "My contention is—and Hellman has proved me right—that if you

see a television commercial when it are usually run—after 10:30 at night you are not about to jump up and go to a movie. However, if you plug it into a radio all day, the first time she says to Dad, when he gets home is 'Let's go to the movies, to see the show I've been hearing about since morning'."

Referring to Columbia Vice-President Paul Lazarus' recent address before a convention of the newspaper advertising executives in San Francisco, Mounsey asserted: "I think every film should have newspaper advertising, but it should be Direct Advertising only! Many people have decided to attend the movies to turn to the newspaper, to find out what's playing. Display advertising or promotional advertising in a newspaper for a film is as passe as sign films."

#### 'The Only Medium'

Mounsey, a comparatively young man with unusual energy and promotional flair, argues that "To promote a film and build your gross means persuade people to go who otherwise would not go—to whip up interest in a product and trigger them into action. You can only do this with a medium that can reach thousands of people of all ages, repeatedly, day and night. RADIO is the only medium that can do this."

"Another advantage to radio," he continued, "is that there is no particular art work, the listener can do his own mental picture of what he may see in the motion picture thus being advertised."

#### Both Theatre and Film Sold

"Also, in radio, you can repeat the location of a particular theatre, which is important to the building of a gross. In Hellman's case, he has a 'hellman' a powerful product to sell in the theatre alone. We sell the theatre as strongly as we do the film."

Mounsey was referring to Neil Hellman, president of Hellman Enterprises, which operates drive-ins as well as the indoor theatre and adjoining motel.

On a cost-time comparison with television, radio comes off very well, Mounsey emphasized. "You can sell a full minute of 'sell on radio' for less than you can buy 20 seconds of tv, and the time you take to sell a product is important, too."

#### Invites Test

The Schine broadcasting executive "would be willing to take a radio test on any film that can reasonably be expected to draw, this with newspaper directory advertising only. I will show a bigger gross for a film than with (traditional) newspaper and television promotions."

Mounsey concluded: "Mr. Lazarus is correct—what help can newspapers give a film today? The editorials for the man who produces the film should tell himself it's worth 10 cents, insofar as producing extra audience for a film."

### All 'Carry On' Films Due in New York Late

"Carry On, Nurse," the British comedy which will have its New York premiere at the Little Carnegie Friday, is one of four British comedies in the "Carry On" series to which Governor Films has acquired U. S. rights. The other three, which will be seen here in 1961, are "Carry On, Constable," "Carry On, Sergeant" and "Carry On, Teacher."

The "Carry On" comedies are made by Anglo-Amalgamated Films. "Carry On, Nurse" has had an unusual U. S. history, having been successfully exhibited throughout the country for the past six months before its New York opening, a break with industry tradition. The film will be in the unique position of having grossed close to \$1,000,000 in film rentals before its New York premiere.

Governor Films plans to release its other "Carry Ons" in the same way, opening out of town first, and letting them work their way to New York.

### Dr. Allen to Retire

ROCHESTER, N.Y., Sept. 5.—Dr. Charles F. H. Allen, assistant head of the chemistry division of the Kodak Research Laboratories, has announced his plans to retire Jan. 1, 1961, after 23 years of company service. Cornelius C. Unruh, a senior research associate in the chemistry division, has been named to succeed Dr. Allen, it was announced by Dr. Cyril J. Staud, Kodak vice-president in charge of research. Unruh will assume his new duties September 1 with Dr. Allen serving as a consultant until his retirement becomes effective. The division is concerned with research activities in organic and polymer chemistry.

### Skiatron Ban Extended

WASHINGTON, Sept. 5. — The Securities and Exchange Commission has extended through Sept. 12 the suspension of all trading in the common stock of Skiatron Electronics & Television, Inc.

### Remodel Embassy

(Continued from page 1)

New Jersey, has announced an extensive program of renovation and modernization, including a new front, new lobby, complete interior redecoration, new seating and new carpeting. The Broadway house will then be rechristened the Guild Broadway.

Elson is embarking next week on a tour of European production centers during which he intends to select outstanding American and foreign feature films for fall and winter premieres at his first-run theatres.

### Stanley-Warner to Remodel Three California Houses

HOLLYWOOD, Sept. 5. — In a move to provide a "comforts-of-home" feeling as a business booster, Stanley Warner Theatres will spend \$420,000 to remodel three of its Southern California circuit houses, Nat Notaro, Coast zone manager reported on Friday.

Houses slated for renovations, which include new refrigerated air-conditioning systems, 70mm booth equipment, screens, seats, and drapes are: the Wiltern in Los Angeles; Warner, Fresno; and Ritz, San Bernardino.

### Demonstration Set

A demonstration for the press of "Living Screen" (see MOTION PICTURE DAILY, Aug. 30), new process which combines motion pictures and live stage action, developed by Broadway scenic designer, Ralph Alswang, with the aid of a grant from the Ford Foundation, will be held on Wednesday.

The process is described by the sponsors as employing several new devices involving the motion picture screen, projector and camera, for which patents are pending. The technique is not to be confused with the "trick effects" previously used in Broadway shows, whereby stage action actually was interrupted for two or three minutes of motion picture. The interweaving of stage and screen action in "Living Screen" is synchronized and is continuous throughout the performance.

# MOTION PICTURE DAILY

Concise  
and  
to the  
Point



All  
the News  
That  
s News



88, NO. 47

NEW YORK, U.S.A., WEDNESDAY, SEPTEMBER 7, 1960

TEN CENTS

## EDITORIAL Wrong Road

By Sherwin Kane

THE answer to what aggrieved and worried officers of Hollywood lobbies term "runaway production" obviously is to be found in increased production in Hollywood.

It is, it would seem, should make common cause between the West Coast unions and the nation's exhibitors.

The latter, faced with much the same problem as the unions, that is, a slowdown in production, set about to do something positive and affirmative to solve it.

They have raised \$4 millions as a fund toward their new production program, sponsored by the American Association of Exhibitors. In another effort, Pathe Laboratories, engaged by guaranteed playing time obtained through the cooperation of Theatre Owners of America, has a definite new production program in work. Similarly encouraged, new production ventures are being planned.

One of this practical, on-the-beam approach has been made without an effort of any kind from a Hollywood exhibitor. And yet, in due time, it could largely offset most of the demands visited upon those unions by the cutback in major companies' production schedules and by the score of productions which they produce overseas in the course of a

the Hollywood union leadership, recently, has been too bothered and hindered to realize that what the exhibitors are working for provide the answer to their own problem, if the exhibitors' goals are met, and therefore to give the exhibitors an assist.

The union leadership is concentrating, instead, on a completely negative program of dubious legislation, boycott, picketing and other measures which not only do not assure Hollywood a single additional production but instead would impose economic penalties on both production companies and theatre box offices which will result in a further decline in production volume through loss of production capital.

At this time Hollywood union leaders should have a long look at the road they are on. (Continued on page 2)

## D.-J. Briefs Score TV 'Block-Booking'

By E. H. KAHN

WASHINGTON, Sept. 6.—The Justice Department's anti-trust division has filed voluminous reply briefs in its block booking case against six distributors of theatrical films to television. The briefs, weighing over two and one-half pounds, seek to show that the proscription of tie-in sales—which the Supreme Court enunciated in the Northern Pacific case—applies to the alleged block-booking and "library only" selling practices engaged in by the defendants.

The briefs apply to the cases brought by the anti-trust division against Loew's, Inc.; C & C Super Corp.; Screen Gems, Inc.; Associated Artists Productions, Inc.; National (Continued on page 4)

## Ted Mann Theatres in Minnesota Join TOA

Ted Mann, prominent Mid-Western exhibitor leader, has enrolled nine of his Minnesota theatres in the Theatre Owners of America, it was announced yesterday by Albert M. Pickus, TOA president.

The theatres are the Academy, World, Suburban World, Westgate and Edina Theatres in Minneapolis; the World, Lyceum and Strand in St. Paul, and the Skyline Drive-In in Duluth.

Membership for Mann's theatres (Continued on page 6)

## Subscription Plan to Sell Tickets To Start Oct. 1 at Columbus Theatre

Special to THE DAILY

COLUMBUS, O., Sept. 6.—The city's first subscription film theatre plan on a regular basis will be inaugurated about Oct. 1 by Jerry Knight, operator of the North Side Fox theatre, which probably will be renamed the WMNI-Capitol.

Expected to be a definite business builder, the plan provides for the sale of \$2 tickets monthly, good for 24 admissions. The tickets may be used by any member of the family. If a man takes his wife and two children to a show, that would use up four of the 24 admissions. The bill will be changed semi-weekly.

The new plan provides for showing quality films as single features six

## Case Sets Industry Precedent

# WB Wins in AF of M Dispute over Post-'48s

## Judge Herlands Upholds Warner Right To Make Sale to TV without Negotiating With AF of M; Delay for Appeal Denied

Warner Bros. won a clear-cut victory yesterday in its dispute with the American Federation of Musicians over whether or not the film company was required to negotiate with the union before selling its post-1948 pictures to television.

### Seek TOA Aid for New Drive-In Group

Special to THE DAILY

DALLAS, Sept. 6.—The possibility of forming a new national drive-in owners association will be explored by Edwin Joseph and Edwin Tobolowsky of the Texas Drive-In Theatre Owners Ass'n., when they meet with (Continued on page 2)

## Joseph Mack Elected President of Filmack

Special to THE DAILY

CHICAGO, Sept. 6.—Joseph Mack was elected president of the Filmack Corp., 41-year-old film studio, at a meeting of the board of directors here, following the annual stockholders (Continued on page 5)

The decision in the case will have far-reaching results, for other major studios had similar contracts with the Federation and might have been required to consult with it on payments for re-use of the scores of post-48 films on tv.

In a long off-the-bench decision read into the record yesterday by U.S. District Judge William Herlands, the AF of M was denied a temporary injunction to restrain Warners from consummating a deal to sell 122 of its post-'48 films to Seven Arts Prods. At the same time the judge refused a request by union counsel for a stay of the Warner deal long enough to (Continued on page 5)

## N.Y. Business Good On Labor Day Weekend

The long Labor Day weekend brought good business to most Broadway theatres and neighborhood houses with cooler weather and rain on Sunday keeping attendance down at nearby beaches.

In two instances new records were (Continued on page 6)

## Four Committees for Allied Convention Set

Special to THE DAILY

CHICAGO, Sept. 6.—The appointment of four committees to work on the 1960 convention of Allied States Ass'n., to be held at the Conrad Hilton Hotel here Nov. 6 through 9, in conjunction with the National Association of Concessionaires' trade (Continued on page 5)

TELEVISION TODAY—page 4

## PERSONAL MENTION

**S**I H. FABIAN, president of Stanley Warner Theatres, was in Albany and Latham, N. Y., from here.

**MAX A. COHEN**, president of Cinema Circuit, also treasurer and member of the executive committee of the American Congress of Exhibitors, will sail from New York today aboard the "Queen Elizabeth" for a European business and vacation trip.

**HARVEY CHERTOK**, supervisor of advertising-publicity for United Artists Associated, and **SYD FOLBERG**, general manager of UAA's 8mm. division, will leave New York tomorrow for Hollywood.

**BENJ. KALMIENSON**, Warner Brothers executive vice-president, and **MRS. KALMIENSON**, will leave here today aboard the "Queen Elizabeth" for Europe.

**MARCIA ANN JAFFE**, of New Rochelle, daughter of **LEO JAFFE**, first vice-president and treasurer of Columbia Pictures, has become engaged to **EUGENE MARGOLIS**, of Mamaroneck.

**JACK MAHON**, director of the Weeki Wachee Spring Theatre, has left there for Jacksonville for conference at the home offices of Florida State Theatres.

**GEORGE ROSSER**, booker for Martin Theatres, Atlanta, has returned there from Florida.

**CHARLES A. SMAKWITZ**, Stanley Warner zone manager, and **GEORGE EISENBERG**, real estate manager, have returned to Newark, N. J., from Albany, N. Y.

**ABE KRAMER**, executive of Associated Theatres, Cleveland, and **MRS.**

## EDITORIAL Concessions, Equipment

(Continued from page 1)

pose to travel. If and when they do, chances are they will pause to make contact with the nation's exhibitors and their program for getting more production started in Hollywood.

### The John Harris Record

**JOHN H. HARRIS**, best known to our industry as long-time head of an important Pittsburgh circuit and founder of the International Variety Clubs, is best known outside it as producer of the annual "Ice Capades" shows.

His latest, "Ice Capades of 1961," which opened at Madison Square Garden last week and will be there through Sept. 20, is the 21st in the series. It is at the same time perhaps the best, most lavish and colorful in the long series noted for those qualities.

The popularity and longevity of Harris's ice shows are explainable in large part by their complete acceptability as entertainment for the entire family. Good taste virtually is their trade mark. They have about them something of the same imaginative originality and fantasy that characterize the best of Disney.

The motion picture lost an outstanding producer when John Harris chose the ice arena.

### Eugene Schnyder, 72

**Eugene Schnyder**, for the past seven and one-half years manager of the accounts payable department at the Allied Artists offices here, died of a heart attack yesterday at his Astoria, L. I., home. He was 72 years old. Survivors include his wife, a son and a daughter. Funeral services are being arranged.

**KRAMER** have returned there from New York.

**ROSS HUNTER**, producer of the forthcoming "Back Street" for Universal; **DAVID MILLER**, director, and **JOHN GAVIN**, one of the stars of the film, have arrived in New York from Hollywood.

**MRS. MO ROTHMAN**, wife of the executive vice-president of Columbia Pictures International, gave birth to a daughter yesterday at New York Lying-in Hospital.

**O. S. BARNETT**, office manager for Allied Artists in Atlanta, has left there for Chicago.

**JOE CHARLES**, manager of the Capitol Theatre, Jacksonville, has left there with **MRS. CHARLES** for California.

## Seek TOA Ai 'Classes' at TOA Meet

(Continued from page 1)

Concession specialists will become professional "egg heads" Wednesday, Sept. 14, when Theatre Owners of America's "University" at its 13th annual convention at the Ambassador Hotel, Los Angeles, turns its attention to refreshment stand operation, Albert M. Pickus, TOA president, disclosed yesterday.

"Dean" of the TOA University "Merchandising Means Money" concessions post-graduate school will be Harold Chesler of Utah. His "professors" will be Jack Wilson of Los Angeles, John Krier of Salt Lake City, Spiro Papas of Chicago, Edwin Gage of Oakhurst, N. J., and Bert Nathan of Brooklyn.

The session will start with breakfast at 8 A.M., with Dean Chesler ringing the school bell at 8:30 A.M. for an hour and a half concessions forum. Simultaneously in another room "Dean" Hal Neides of San Francisco will conduct another "University" class on theatre equipment and maintenance. Both sessions will break at 10 A.M., with "graduates" going directly from the classroom into the trade show.

### Will Cover Whole Field

Dean Chesler said that his staff will encompass all phases of concessions—from the supplier to the operator, and from the big circuits with outside feeding operations to the small individually operated concessionaire.

He said the forum will be directed along three main lines—"Controls Correct Corruption," "Equipment Dies Young," and "Psychology of Sales."

Subtitle of Dean Neides' class will be "Equipment and Maintenance—a Many-Splendored Thing." His professors will include Larry Davee and W. J. Cosby of New York, and Walter Bantau of Los Angeles.

TOA has adopted the "University" format in order to cover specialized subjects at the convention. Classes will be held Thursday morning on taxes and censorship, and Friday on community relations, all as breakfast sessions.

### TOA to Hear About Insurance 'Package'

An insurance "package" especially designed for motion picture theatres will be described at the Theatre Owners of America convention in Los Angeles on Sept. 13. The plan will be offered by Ted Lazarus, former motion picture advertising executive, representing the insurance firm of Banner, Zack and Gluckson, Inc.

Lazarus and Zack will meet with a special insurance committee, headed by Arthur Lockwood of Boston, prior to the convention to discuss details of the plan.

Theatre Owners of America head advance of the latter's annual convention in Los Angeles next week.

The two will explore the possibilities of TOA cooperation in the formation of the projected new national drive-in organization. Tobolow, counsel for TDITOA, said the latter would undertake the responsibility organization if the required cooperation is forthcoming. He said TDITOA convention here, next July 7-9, could be converted into a planning session for the new national organization providing the necessary agreements are reached at the Angeles meeting.

### \$500 Toward Project Is Trade Show Prize

A \$500 credit toward the purchase of Victoria-X, 70/35mm projection sound systems, distributed by Cinematograph International, Inc. of New York, will be won by some lucky exhibitor attending the motion picture industry trade show at the Hotel Ambassador, Los Angeles, Sept. 13-16.

Tickets for drawing of the \$500 credit will be given away during trade show hours at booth of Joe Hornstein, Inc. at the trade show. There will be no charge for tickets or obligation to exhibitors.

Drawing of the winning ticket will take place at the Hornstein booth Friday, Sept. 16, between 4 and 5 P.M. A motion picture star will do the actual drawing. Ticket holders must be present to win.

The trade show is being sponsored jointly by Theatre Owners of America, Theatre Equipment and Supply Manufacturers Association and the Theatre Equipment Dealers Association.

### Three More Companies Join in Trade Show

Three more firms have joined the list of exhibitors in the motion picture industry trade show to be staged at the Ambassador Hotel in Los Angeles, Sept. 13-16, in conjunction with the 13th annual convention of the Theatre Owners of America.

Castleberry's Food Company of Augusta, Ga., will occupy Booth 55, and the John P. Filbert projection equipment firm of Los Angeles, will be in booth 28. Eprad, of Toledo, another of the late signers for the show, has been assigned Booth 97.

### Florida Theatre Burned

**WEWAHITCKA**, Fla., Sept. 6.—The Wewa Theatre here, owned by Carl Peavy, has been destroyed by fire.

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national screen service

for the best in SPECIAL TRAILERS

**'Ben-Hur' 1st to Hit \$1,000,000 in Philadelphia**

*Special to THE DAILY*  
**PHILADELPHIA, Sept. 6.** — The motion picture to attain a gross of \$1,000,000 in the history of the entertainment history in Philadelphia is "Ben-Hur," which is currently in its 42nd week of what is expected to be a two-year engagement at the Boyd Theatre. To mark the occasion, Stanley-Warner Theatres, which operates the Boyd, will join the M-G-M in being hosts to a \$100,000 Champagne Party" on Friday, at the Hotel Warwick from 6:30 P.M. Guest of honor at the reception will be Robert Mochrie, M-G-M general sales manager.

**Japanese Will Honor Zukor, Sarnoff, Fahs**

High Japanese decorations for "distinguished service" will be conferred on Dolph Zukor, David Sarnoff, and Les Burton Fahs, on the occasion of the Centennial of Japanese-American Relations in ceremonies at the residence of the Consul General in Fieldston, Riverdale, N. Y., tomorrow. Zukor is chairman of the Board of Paramount Pictures; Sarnoff is chairman of Radio Corp. of America and Fahs, director of humanities at the Rockefeller Foundation. Consul General Mitsuo Tanaka will appear on behalf of the Emperor of Japan to present the Third Class of the Order of the Rising Sun on Zukor and Sarnoff and the Third Class of the Order of the Sacred Treasure on Fahs.

**Mutual Friendship Cited**

Zukor is being honored for his outstanding contributions to the improvement of Japan's motion picture industry particularly in such areas as film exhibition, motion picture technology and theater management, and also to the advancement of friendship and understanding between the United States and Japan.

Sarnoff is being honored for his outstanding contributions to the improvement of television technology in Japan and also to the encouragement of research in natural sciences and electronics among Japanese university students through the Sarnoff RCA Fellowship and the Scholarship Exchange System.

**Honored for Research**

Fahs is being honored for his outstanding contributions to the advancement of Japanese-American cultural exchange as director of humanities of the Rockefeller Foundation, and also to the introduction of Japanese culture aboard through his research on the modern political history of Japan.

**E. Adams Dies at 81**

**LANTA, Sept. 6.**—A. E. Adams, for many years an owner of theaters in this area, died following a heart attack.

**Interstate's 'Phone Girl Reminisces On Retirement after 27-Year Service**

*Special to THE DAILY*  
**DALLAS, Sept. 6.**—Mrs. Alice Craig, PBX telephone operator at Interstate Circuit's Dallas headquarters, has retired after serving the company for 27 years.

Mrs. Craig was first employed by the late R. J. O'Donnell in 1933 when he maintained an office in the Melba Building. She recalls that she earned less than \$15 weekly during those early depression days when motion picture theatre tickets sold for 25 to 35 cents.

When O'Donnell moved into the Majestic Building, Mrs. Craig moved, too, and remained there until her retirement the past week. She mused that several times she asked to be transferred to other departments in the circuit offices but when such an opening occurred, O'Donnell insisted she was of most value to him and Karl Hoblitzelle at the switchboard handling their phone calls with industry executives from the east coast to the west coast.

**'Best Bosses in the World'**

She affectionately refers to Hoblitzelle and the late O'Donnell as "the best bosses in the world." Reminiscing, she stated that the most exciting call she ever placed through her mammoth switchboard that serves the multi-office Majestic Theatre Building was the one placed to O'Donnell a few years ago when he was on a ship in the middle of the ocean on a trip around the world.

She remembers vividly the depressed thirties when people would call asking the price of the movie without any inquiry as to what picture was playing. Today, she maintains people are highly selective in their entertainment and ask only about the title of the picture and its stars with

no query about the cost of admission.

During her long service at the PBX board, Mrs. Craig says she has answered her share of wrong numbers and many of them turned out to be amusing like the one where a lady recited half of her grocery list before Mrs. Craig could interrupt to tell her she had dialed the theatre number instead of the local grocery store.

Dwelling on the past she was reminded of the numerous questions she has been called upon to answer during her career. One in particular instance she refers to is the time she answered a call from a crying youngster with the probable age of three years who wanted to talk to her mother who had gone to the show. When asked what the parent's name was so she could be paged the girl replied the only name she knew was mommy.

**Native of Pennsylvania**

Although she was born in Erie, Pa., she has resided in Texas since the age of six months and laid claim to being a "native Texan" when her Interstate friends presented her with a gift certificate on the day of her retirement. After a visit with her son, who lives in Houston where he is in charge of the office for Employers Casualty Insurance Company, Mrs. Craig says she plans to return to her home here, where she plans to leisurely "do as she pleases, when she pleases and however she pleases" during every day of her retirement.

**New TV, Theatrical Distribution Company**

BCG Films, Inc., has been formed here for the purpose of world wide distribution of motion pictures for both television and theatrical release. The company derives its name from E. G. Brown, Charles Carson and Nat Gassman, principal stockholders of the new firm.

Gassman was named president by the six-man board of directors, and has assumed management of the company's operations. He has been active in television films for ten years.

Other officers and members of the board are: Carson, vice-president; Peter D. Murray, secretary and treasurer; Brown, director; Thomas E. Murray, Jr., director, and William A. Harloe, director.

**'Misfits' Is Resumed**

**HOLLYWOOD, Sept. 6.** — Marilyn Monroe returned to work today in "The Misfits," on location in Nevada, following a one-week rest taken on the advice of her physician. She was in a Los Angeles hospital for a complete checkup. Principal photography on the film had been temporarily suspended for the period.

**Set Bookers Contest In Youngstein Drive**

United Artists is inaugurating a booker's contest in conjunction with the company's joint sales and exploitation drive honoring vice-president Max E. Youngstein. A special prize of \$500 will be awarded to the best performing booking department in six competing districts.

For purposes of the drive, New York will be included in competition with exchange offices in the eastern district, and Chicago will be in competition with central district branches. The bookers' contest, which begins this week, will run through Dec. 31.

Co-captains of the 22-week drive awarding more than \$60,000 in prizes are William J. Heineman, vice-president, and David V. Picker, executive assistant to Arthur B. Krim, United Artists president.

**'Hell to Eternity' a Hit**

**LOS ANGELES, Sept. 6.** — Allied Artists' "Hell to Eternity" ending the first week of its Los Angeles area engagement in 25 houses grossed \$260,000, and at the Los Angeles Theatre, downtown, it established a four-year box-office record, the company has reported.

**PEOPLE**

William Arnold, who since 1954 has been assistant head of the statistical department, administrative headquarters of Eastman Kodak Co., Rochester, N. Y., has been named head of the department. Harold C. Passer, formerly a staff economist, has been appointed company economist, under Arnold and Edmund R. King, assistant treasurer and chief statistician.

□

Ed McLaughlin, a salesman for Columbia Pictures in the Florida area for the past several years, has succeeded Martin Kutner as the company's branch manager in Jacksonville. The latter has been promoted to an executive sales post in New York.

□

John Johns, United Artists field publicity representative in the Cleveland area, has been assigned to Texas to handle the pre-opening promotion of "The Alamo" and the Southwest personal appearance tour of John Wayne.

□

Mary Lou Weaver, secretary to William Twig, Warner Brothers branch manager in Cleveland, and a graduate of the Will Rogers Memorial Hospital, Saranac Lake, N. Y., where she had been a patient for three years, paid high tribute to the hospital and its work when she was interviewed on the "One O'Clock" tv show over WEWS, Cleveland. The interview was arranged by Frank Murphy and Sam Schultz, representing exhibitors, and Ray Schmertz representing distributors.

□

J. O. Taylor has taken over operation of the Fay Theatre, Jasper, Fla., a property of James Biddle for many years.

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



**B·O·A·C**  
*reservations through your Travel Agent or*  
**BRITISH OVERSEAS AIRWAYS CORPORATION**  
*Jet and/or jet-prop flights from New York, Boston, Chicago, Detroit, Honolulu, San Francisco, Montreal, Toronto.*

## D. of J. Briefs

(Continued from page 1)

Telefilm Associates, Inc., and United Artists Corp.

In the reply briefs, the Justice Department attorneys make the point that the pro-industry decision entered by Judge Herlands in the so-called Screen Gems case, has no relation to the present situation. The government says that the distributors of the films had sufficient economic power to create an effective tie-in, and that this alone is sufficient to create an illegality which is not subject to a test of reasonableness.

## Says Single Films were Wanted

The anti-trust division's briefs contend that the "lowest average price" argument advanced by defense attorneys is not valid, and that television stations actually wanted to buy individual films, not blocks of films. The government also asserts that the Paramount case, which involved theatrical bookings, cannot be distinguished from the television block-booking case, and that the interpretations of law that led to the decision in that case should impel a comparable decision here.

The government seems to rely heavily on a statement by the Supreme Court in the Northern Pacific case which held that all tie-ins are "pernicious" and stated that tie-ins have "seldom any reason but to restrain trade" and for this reason they fare harshly under the anti-trust laws.

It is to be noted that in the Northern Pacific case, the Supreme Court twice alluded to the pages of its decision in the Paramount case which dealt with block-booking.

## 'General Policy' Seen

The government's briefs assert that there is no merit in the defendants' contention that the evidence is insufficient to prove illegality. The anti-trust division asserts that "to prevail, the government is not required to prove a general policy to block book," though it maintains, of course, that "in point of fact" the government presented "sufficient evidence showing that these contracts were entered into pursuant to a general policy, established by each defendant, of selling on a conditioning basis."

The defendants' assertion that there must be "dominance" in order to establish a tie-in violation is brushed aside in the government briefs. "In actuality," the anti-trust division tells the judge, "tests of dominance have no bearing in the tie-in area."

The government's position is that copyrights give sufficient economic power over desirable objects to make them "effective tying products." The

## AROUND THE TV CIRCUIT

with PINKY HERMAN

**A**BCHUCK CONNORS' "The Rifleman," which starts its third year on that nets Tues., Sept. 27, has signed movie and tvet Joan Taylor as his romantic interest. . . . Helen Erickson is being paged for a featured singing-acting role in the road company of a current Broadway hit musical. . . . According to Flamingo prexy Ira Gottlieb, the syndicated "Superman" telefilm series, has racked up more than \$700,000.00 in nine markets. The tversion of the exciting radio program first appeared about 8 years ago, 13 years after it bowed into the radio scene. . . . We hear from the grape-vine (and that's the best way to get news about a wine commercial that "Cresta-Blanca" wine commercial (radio) will return to the air (this time on tv) early in November. . . . Larry Lowenstein, new NTA Director of Public Relations, is one of the most popular flacks in the east. . . . Songstress Karen Chandler, currently headlining the Living Room bistro in Gotham, has been signed to make a series of 15-minute radio songfests for the Treasury Dept., the programs set for 3,000 radio stations around the world. . . . Timely, informative and interesting; we mean the special "reports from the Congo" delivered by former Gov. of New York Averell Harriman, who is currently in Africa on a fact-finding mission. This series will be heard over RKO-General outlets, WOR (N.Y.) WNAC (Boston) KHJ (Los Angeles) and KFRC (San Francisco.) . . . Paul Taubman's latest Columbia LP album, "Medley For Dancing" includes music from 10 Broadway clicks among which are selections from "Bells Are Ringing," "My Fair Lady," "Sound of Music." Item has already been selected for this month's record club, numbering 1,500,000. . . .

★ ★ ★

CBSponsored by the Philco Corp., the "Miss America Pageant," to be telecast Saturday, Sept. 10 (10-midnight) will feature as grand marshal, Mrs. Margaret Gorman Cahill of Washington, D.C., the first person to hold the title of "Miss America" back in 1921. . . . Art Linkletter, who NBCommenced the tversion of his "People Are Funny," in 1953, ushers in his seventh consecutive year Sunday, Sept. 18. Sponsor will be Squibb's Lab., division of Olin-Mathieson Chem. Co. . . . Radio City Music Hall staff organist Jack Ward gives an organ recital tonite for patients at the Veterans Administration Hospital with Sopranotable Eva DeLuca along for several vocals. . . . The Broadcasting Industry Committee serving the \$50 a plate dinner-dance Thursday, Sept. 29 at the Waldorf-Astoria to honor Lester "L" Wolff, moderator of the "Between The Lines" simulcast Sundays over WNTA and to raise 2½ million dollars for the Deborah Hospital in Brown Mills, N.J., consists of Max (NBC) Buck, Ted (WNTA) Cott, Galen (WOR) Drake, Mike (WNTA) Wallace, Raymond (MGM) Katz and Phil Alampi, Sec. of Agriculture (N.J.) . . . Latest NBC'ers to be named to the board of directors are P. A. Sugg, exec veep in charge of O & O spot sales and Walter D. Scott, exec TVeep. . . . Bud Brees, dynamic young deejay at WPEN (Phila.) sings better than many of the wax artists whose platters he spins. . . . Allen (Man with a thousand voices) Swift, will reveal some of his vocalisthenics tomorrow nite on the "Bea Kalmus Show" over WMGM. . . . Mgr. Ted Steele of WNTA, saluted Frank Sinatra, Dean Martin and Sammy Davis, Jr. (stars of Warner's flicker, "Ocean's 11") with a special program, "Sunday Spectacular" featuring many of this trio's songs. Incidentally Lee Allen has taken over a new morning platter-chatter series and turning in a WNTA-riffic job. . . . "Here's Hollywood," new daytime NBC-TVvehicle, co-hosted by Dean Miller and Joanne Jordan, preems Monday, Sept. 26. Originating at KNBC, the program will feature guests from all facets of showbiz. . . .

briefs go on to say that even if no copyrights had been involved, "it would be absurd to deny the existence of plainly-functioning tie-ins on the theatrical argument that there is a lack of sufficient power over the tying product."

The Justice Department also rejects the film distributors' contention that block-booking is legal if used for a limited time in order "to make their first sale to the station which would license the largest number of pictures," at the best price and terms.

## Abe Bernstein, 63

Abe Bernstein, 63, film publicist and former trade paper writer, who died Monday following a long illness, will be buried from Riverside Chapel, Far Rockaway, L. I., at 10 A.M. today. Bernstein is survived by his wife, Lillian; a son, Jerome, and daughter, Marcia Siegel. He had been a publicist for major companies and was last with United Artists. He was a member of the Motion Picture Publicists and the Publicists Ass'n.

## Who's Where

Mort Werner, vice-president & director of the radio-television department of Young & Rubicam, Inc., has been appointed a senior vice-president. It was announced by George H. Gubin, president of the agency.

The election of Glenn Johnston as a vice-president of Norwood Studios, Inc., Washington, was announced. Philip Martin, Jr., president. Johnston has been director of photography at Norwood for the past two years.

Walter D. Scott, executive vice-president, television network, and P. A. Sugg, executive vice-president of owned stations and spot sales, have been elected to the board of directors of the National Broadcasting Company, it was announced by Robert Sarnoff, chairman of the board of NBC.

Robert D. Graff, producer of "Wisdom" television series, and such tv specials as "Assignment Southeast Asia," "Assignment Inc." and "Secret of Freedom," has been appointed executive producer of ABC Television Winston Churchill series, it was announced by Thor W. Moore, ABC vice-president in charge of tv talent and programming. Graff replaces Edgar Peterson, who has resigned.

## Five Series Objective Of S.G.-C.O.W. Pact

From THE DAILY Bureau

HOLLYWOOD, Sept. 6. — Columbia Pictures television arm, Screen Gems, has entered into an agreement with the newly formed Company of Writers, helmed by Paul Harrison, executive producer, whereby C.O.W. will have complete artistic and creative control of five pilot scripts which it will deliver to Screen Gems by November.

Upon acceptance of any of its pilot scripts C.O.W. will form a corporation to produce a series, in which its writers will have ownership as well as participating interests, it was pointed out today at a press interview in Hollywood Knickerbocker.

If none of scripts is accepted, rights will revert back to C.O.W. "Not one shot will be fired in the of pilots," Harrison stated, indicating the shows will have more class in content and character.

The group, consisting of Ivan G. Ben Roberts, Richard Murphy, L. O'Brien, Marion Hargrove and Harrison, based intentions of branching into production of Broadway shows and theatrical films on the success of the initial step into television.

## Henry Stagg Dies at 67

HARTFORD, Sept. 6. — Henry Stagg, 67, veteran motion picture projectionist here, is dead, following surgery. He had been in the Loew's booth for the past 30 years.

musifex co  
45 w. 45 st. n.y.c.

industrial  
music scoring

ci-6-4061

## Bill Corum Drive Gets Underway Oct. 3

New York's Variety Club, Tent No. 1 and the Sports Writers Division recently inducted into the club, yesterday announced through their chief Harry Brandt, and sports chairman Dan Daniel the first event to be in revenues for maintaining playgrounds for crippled children. It will be the Yonkers Raceway harness races Monday, Oct. 3. The sports writers designated this activity for the purpose of what they hope will be a long program for the support of their newly created Bill Corum Fund.

Corum for many years was the sports columnist of the *Journal-American* and manager of the Kentucky Derby at Churchill Downs. At his death, his colleagues began a search for some worthy cause with which a Bill Corum Fund could become associated. Knowing his fondness for children, they picked the playgrounds as their first objective.

### \$2 Per Ticket to the Fund

The Variety Club and its Sports Writers Division are selling tickets at \$10 for dinner in the Empire Room and the night's entertainment on the track. The Bill Corum Fund will net \$2 from each ticket sold. The Raceway has sold 2800 tickets to the club. There will be additional revenues from duplication of race purses by various motion picture companies. Each race will be named after some outstanding current hit of the movies and the winning horses, drivers and jockeys will be honored by leading actresses of these pictures.

Tickets for the Corum Fund Night at the Yonkers Raceway are available at the offices of the Variety Club here.

## MCA-HTSI in Deal for 13 Rogers, Austry Films

From THE DAILY Bureau

HOLLYWOOD, Sept. 6. — Hollywood Television Service, Inc., announced today that a deal has been consummated with MCA-TV, Ltd., whereby 123 Roy Rogers and Gene Autry pre-'48 films are to be handled in the future by HTSI, a Republican corporation wholly-owned subsidiary of MCA which produced the films.

There are 14 post-'48 Roy Rogers films, eight of which are in color, which have never been offered to television but which will be offered in the very near future.

## William F. O'Neil, 76

KRON, O., Sept. 6.—William F. O'Neil, founder and board chairman of the General Tire and Rubber Co., which acquired RKO Corp. in 1956. Howard Hughes, died of a heart ailment at his home here last Saturday. He was 76. Surviving are his widow, the former Grace Savage; four sons: William, owner of radio station WPT, Miami; John, financial controller; Thomas, chairman of General; and Michael G., its president; and a daughter, Mrs. William Regan.

## NLRB Jurisdictional Vote Pits MGA vs. AFM Today

From THE DAILY Bureau

HOLLYWOOD, Sept. 6. — The National Labor Relations Board will conduct a jurisdictional election vote tomorrow and Thursday with more than 1,200 musicians employed by the major studios deciding whether the American Federation of Musicians or the Musicians Guild of America will act as their bargaining agent.

MGA wrested studio jurisdiction from the AFM two years ago during an AFM strike against the studios, and while AFM's Local 47 suffered internal dispute over the federation's trust fund policies.

## W. B. Winner

(Continued from page 1)

give the union time to file a notice of appeal with the Federal Court of appeals.

In his decision Judge Herlands upheld the Warner contention that the AF of M is no longer the bargaining agent for Hollywood musicians since the Musicians Guild of America won jurisdiction in 1958 in an election certified by the National Labor Relations Board. "The Federation does not have a leg to stand on," he declared.

### Warns of Infringement

"If the AF of M were permitted to pursue the provisions of a contract that required prior consent for the release of movies to television, it would be infringing on the representation right of the MGA, because they are the certified bargaining agents for musicians employed by Warner Bros.," the judge said.

The judge noted that the controversy stemmed from a collective bargaining agreement on post-'48 films in a contract Warners made with the AF of M in 1958. "That contract contained the word 'thereafter' or the right in perpetuity of the use of the sound tracks made by union members," he said.

### Clarifies 'Thereafter'

"The word 'thereafter' is given a literal interpretation purporting to vest the plaintiff with a right in perpetuity to grant or withhold its consent after negotiations with the defendant. The restrictive covenant is unfeasible as violative of the Labor-Management Relations Act."

Summing up, the judge said the "complaint must be dismissed for the reason that it does not state a claim upon which relief can be granted, and the court lacks jurisdiction over the subject matter."

## Johnny Mercer Signed

HOLLYWOOD, Sept. 6. — Johnny Mercer has been signed to write theme lyrics for "Breakfast at Tiffany's," Jurow-Shepherd production for Paramount release which will star Audrey Hepburn and George Peppard.

## Charlotte Exhibitor Wins In 'Obscenity' Case

Special to THE DAILY

CHARLOTTE, N.C., Sept. 6.—Robert Schrader, owner of the Visulite Theatre here, was found innocent at the weekend on charges of showing an "obscene" film. The picture was "For Members Only," an English-produced film about life in a nudist colony.

The verdict was given by Judge Howard Arbuckle after all-day testimony last Friday. The judge also viewed the picture.

Schrader was arrested after the police said they had been stormed with floods of calls protesting the picture. Prosecution witnesses included representatives of women's organizations and religious groups. Defense witnesses included a minister and movie critic in addition to Harry Golden, author of several best-selling books and editor-publisher of the *Carolina Israelite*. Golden said in his opinion two other films, "Elmer Gantry" and "Psycho," should be closed instead of the nudist film.

## Mack Elected

(Continued from page 1)

meeting. Mack has been with Filmack for 16 years and has previously served as office manager, head of production, and as the corporation's treasurer. He succeeds Irving Mack, who will be the chairman of the board.

Bernard Mack was elected secretary; Donald Mack, treasurer; and two new directors were elected for one-year terms. They are Charles King and Morris Silver, both of Chicago.

### Stockholders Answered

Stockholders' questions concerning various aspects of the business were answered by corporation officers, and a tour of Filmack's block long, theatre trailer and TV film studio was conducted to show stockholders the firm's new animation equipment and production innovations.

## Plan Bow of Film

## On Moral Re-Armament

Special to THE DAILY

MACKINAC ISLAND, Mich., Sept. 6.—Fifty Hollywood personalities attending the Moral Re-Armament World Assembly here yesterday said in a statement that the real task of stage and screen is to give the nation a moral ideology. The session, attended by 873 delegates from 25 nations, was chaired by Joel McCrea and Sheb Wooley, star of "Rawhide."

The Hollywood delegation flew to Mackinac for the weekend to plan the world premiere on Broadway of the new Moral Re-Armament technical film "The Crowning Experience." Among those who came were Spring Byington, Beulah Bondi, Frank Ross, Henry Beckman Jack Lord, Don Sanford, Sheldon Schoneberg, Tex Williams and Nate Barrager.

The picture is scheduled to open at the Warner Theatre in New York on Oct. 21.

## Allied Groups

(Continued from page 1)

show, were announced by Jack Kirsch, president of Allied Theatres of Illinois and general convention chairman.

Named to the committees by Kirsch were:

*Advisory Committee* — Ben Marcus, Sidney E. Stern, Marshall Fine and Richard T. Lochry.

*1960 Year Book Committee* — Arthur Schoenstadt, H. Schoenstadt & Sons, vice-chairman; Sam C. Meyers, Meyers Theatres, vice-chairman; B. Charuhas, Montclare Theatre; Jack Clark, Tiffin Theatre; James Gregory, Alliance Amusement Co.; Carl Goodman, Goodman & Harrison Theatres; James Jovan, Monroe Theatre; Donald Knapp, Lucas Theatres; Verne R. Langdon, Hub and Alvin Theatres; Howard Lubliner, Clark and Four Star Theatres; George Nikolopoulos, CVN Theatres; Jack Rose, Indiana-Illinois Theatres; Max Roth, Capitol Film Co.; Art Spirou, Holiday & Alcyon Theatres; Mayer Stern, Joseph Stern Theatres; Chuck Teitel, Teitel Film Co.

*Candy, Popcorn, Beverage Group* — Charles Cooper, Theatre Concessions Co., chairman; Benjamin Banowitz, Popcorn Products, Inc.; Irving Davis, Irving Davis Co.; Lester Grand, Confection Cabinet Corp.; T. S. Dario-tits, Alliance Amusement Co.

*Theatre Equipment Group* — Spiro Charuhas, Abbott Theatre Equipment Co., co-chairman; Erwin J. Peterson, Abbott Theatre Equipment Co., co-chairman; Ed Novak, National Theatre Supply, co-chairman; Lew Harris, Alliance Amusement Co.; Thos. Flannery, Whiteway Sign Co.; Al Schalla, Indiana - Illinois Theatres; Everett Haglund, Natco Theatres; Charles R. Lindau, Lindau Theatres; Raymond Marks, M & R Drive-in Theatres.

National Association of Concessionaires liaison member, S. J. Pappas.

## Columbus Plan

(Continued from page 1)

porated as the JAE Amusement Corp. with Knight serving as president and treasurer. His wife is vice president and James B. Feibel is secretary. The corporate name is made from the initials of his five-year-old daughter, Joan; his wife, Anita and three-week-old Elana.

### Leased Thru Jan. 31, 1961

Frank Marzetti, operator of the Linden theatre, is owner of the Fox theatre building. Knight's lease is through Jan. 31, 1961 with options for renewal. The theatre is closed for redecoration during September.

## To Shut Suburban Thea.

CLEVELAND, Sept. 6.—The 1600-seat suburban Fairmount Theatre will cease operation on May 31, 1961. On that date the deluxe Fairmount, which opened May 7, 1942, will be nearing the end of a 20-year lease on the property which the owners want to convert to commercial use.

# Labor Day

(Continued from page 1)

set. At the Murray Hill Theatre on the East Side, Paramount's "It Started in Naples," which is playing day-and-date at the Victoria on Broadway, grossed \$17,055 Friday through Monday. This represented a new opening day mark for the Murray Hill and new house records for Saturday, Sunday and Monday. "Naples" was also big at the Victoria, taking in \$35,718 for the four days for a combined total of \$52,773.

The other record was a ten-year one, and set by the Loew's circuit with M-G-M's "Bells Are Ringing." The 25 Loew's theatres playing the film grossed over \$210,000 for the best Labor Day weekend in a decade.

At the Radio City Music Hall Columbia's "Song Without End" did a big \$92,551 for Saturday through Monday. The picture is now in its fourth week.

## 'Terrace' Still Strong

Twentieth-Fox's "From the Terrace" was still holding strong at the Paramount Theatre on Broadway and also opened on Labor Day at the RKO Albee Theatre in Brooklyn to \$10,300. The Albee management said it was one of the largest holiday openings in recent years.

Long lines were also in evidence at the Capitol on Broadway where Warners' "Ocean's 11" did \$35,750 in three days. For the same period Columbia's "All the Young Men" did \$21,360 at the Forum.

UA's "The Apartment," now in its 12th week playing day-and-date at the Astor and Plaza, grossed \$30,494 at both theatres on the weekend. The figure includes \$20,325 for the Astor and \$10,168 for the Plaza.

The town's two hard-ticket attractions, "Ben-Hur" and "Can-Can" also did well. The M-G-M epic grossed \$27,000 for the three days at the State and the 20th-Fox release \$13,000.

## M-G-M Board to Act On Dividend Today

Dividend action is scheduled to be taken by the board of directors of Metro-Goldwyn-Mayer at the regular meeting here today. Company officials have indicated that on the basis of excellent earnings this year and a continued favorable outlook the board may approve payment of more than the usual 30-cent dividend.

Whether this would be in the form of an extra or an increase in the present \$1.20 rate has not been revealed.

## Harry Valentine Dead

NORFOLK, Va., Sept. 5. — Harry Valentine, sales representative for 20th Century-Fox in the Washington area, died here at the age of 54. He is survived by his wife, Helen; two sons, Harry, Jr., and Graham, and a daughter, Paige.

Valentine was a former exhibitor, having been general manager of the Rome Circuit in Baltimore, and the Wilder Circuit here.

## REVIEW:

# I Aim At The Stars

Charles H. Schnee—Columbia

A DRAMATIC AND absorbing film of the story of rocket scientist Wernher von Braun has been capably produced by Charles H. Schnee and ably directed by J. Lee Thompson.

Curt Jurgens gives a straightforward performance as von Braun, the former Nazi rocket scientist who, since the end of World War II, has become one of America's leading developers of space missiles and responsible for the successful launching of the country's first satellite.

At the head of a group of scientists working for the German army during the war, von Braun developed the V-2 rockets which created destruction and havoc among the British. Aware that the end of the war is near, and that Hitler's armies are about to be conquered by the Allied forces, he holds a meeting with his associates to determine their course of action. Knowing that they will not be able to persevere as scientists in a defeated Germany, and feeling sure that the British would prove hostile to them because of their V-2 activities, and rather than surrender to the Russians whose treatment of Germans was more clearly defined, von Braun and his associates decide to surrender themselves to the Americans, hoping for more tolerant treatment.

Only Herbert Lom among the group refuses to be a traitor to Germany, as he decides to remain behind to meet his fate. The glum Lom has other problems as he has fallen in love with Gia Scala, Jurgens' secretary, whom he has discovered to be an Allied spy. When Miss Scala reveals that she became a spy soon after her American husband was unceremoniously shot and killed by SS men in a case of mistaken identity, he decides against turning her in to the SS.

THE CASE OF HUMANITY against Jurgens as a symbol of scientists who create destructive missiles with seeming disregard for the lives of the innocent is vociferously proclaimed by James Daly who, as a Major in the U.S. Army Intelligence Corps, attacks Jurgens for his part in the V-2 program, and promises that he will be tried as a war criminal and hanged. Daly no sooner finishes his condemnation of Jurgens, when another Army officer enters to offer Jurgens a post to continue his experiments for the U.S. Army. Daly's extreme bitterness is explained as due to the death of his wife and child in London during a bombing raid.

Jurgens and his associates are moved to White Sands, New Mexico, where they carry on their outer space experiments. Daly, meanwhile, has returned to his former work as a newspaperman in which capacity he continues to harass Jurgens whose defense is that he was only a tool of his country, and as such was obliged to do what he did in perfecting the V-2 rockets.

There is a fair amount of suspense as Jurgens proceeds to perfect American's first satellite, in answer to Russia's Sputnik I.

The action of the film for the most part is slow-paced. Capable performances are turned in by Jurgens, Victoria Shaw as his fiancée and then wife who also deplores his work on destructive missiles, Miss Scala, Daly, Lom and Adrian Hoven, as one of Jurgens' associates.

Jay Drater wrote the screenplay from a story by George Froeschel, U. Wolter and H. W. John.

Running time, 107 minutes. Release, in October.

SIDNEY H. RECHETNIK

## E. & L. Leases Theatres

LEVITTOWN, N. J., Sept. 6. — The E. & L. Theatre Co., of Philadelphia, headed by Claude J. Schlanger and Melvin J. Fox, both of whom operate their own independent theatre circuits, has leased the new 1,000-car drive-in erected on a 35-acre tract on Route 130 here opposite the Levittown Shopping Center in this newly-erected town. The theatre company will also operate the new indoor theatre being erected directly in the shopping center. The indoor theatre is now under construction and the outdoor theatre is scheduled to be completed in time to start operations on Sept. 23.

## Mann Joins TOA

(Continued from page 1)

gives TOA seven new circuits within the past six months. Only last week Eastern Management theatres of New Jersey, Ohio and Colorado joined. Prior circuit enrollments since the late Spring—in addition to more than 50 individual non-circuit houses—include Loew's Theatres, Standard of Wisconsin, Chakeres of Ohio, Pitts of West Virginia, and Interboro of New York.

Mann's membership was arranged by George Roscoe, TOA's director of exhibitor relations.

In 1956-'57, Mann was president of North Central Allied Independent Theatre Owners.

## S.W. Test Saturation Shows 'Dragon' Strong

Despite record summer temperatures both day and night, which affects drive-in business, Valiant Film "The Sword and the Dragon" racked up impressive grosses in Phoenix, Albuquerque and Tucson, company has reported following compilation of the results of a test saturation booking of the film in the Southwest. The local ad budgets were restricted to normal house expenditures.

Robert Benton of Sero Amusement in Tucson advised Valiant that opening and second day's gross was the biggest in the theatre's history. Equally sensational grosses were racked up in Phoenix and Albuquerque.

All exhibitors commented on excellence of the theatrical and trailers made possible by the unique scenes provided by the feature.

## Exploitation Drive Strong

The success of these engagements was also attributed to the highly personalized and intensive local exploitation campaigns utilized in each of three cities. Of special interest to Valiant officials was the fact that in all situations "Sword and the Dragon" outgrossed "Rodan" (the company's biggest grosser to date).

After this early and successful start "Sword and the Dragon" signed bookings with engagements timed to take advantage of the juvenile audience potential during the many religious, national and school holidays in the fall so often untapped. California Theatres have a multiple de luxe Angeles run set for Sept. 28. West Coast bought the picture for National Theatres throughout the country. In addition, dates are set in San Francisco, Honolulu, San Diego, Las Vegas, Seattle, Salt Lake City and Denver.

## Lundgren Named Aid To NT&T's Thedford

From THE DAILY BUREAU

LOS ANGELES, Sept. 6. — M. Lundgren today was named executive assistant to William Thedford, Pacific Coast division manager, in a realignment of responsibilities announced by M. Spencer Leve, vice-president in charge of theatre operations for National Theatres & Television, Inc.

Others assigned new duties include John Lishan, executive aide to Leve; James Dillon, real estate department; Bob Smith, manager of the Los Angeles city district, and Vic Massey, assistant in the booking department.

## Green Funeral Today

HOLLYWOOD, Sept. 6. — Private funeral services for Alfred Green, veteran film director, will be held tomorrow at Forest Lawn. Green, who died Sunday in Hillhaven Rest Home, Newport Beach, will be remembered for such films as "Disraeli," "The Greek Goddess" and "The Jolson Story." His recent credits were in work on "The Millionaire" tv series.

# MOTION PICTURE DAILY

All  
the News  
That  
Is News



All  
the News  
That  
Is News



V. L. 88, NO. 48

NEW YORK, U.S.A., THURSDAY, SEPTEMBER 8, 1960

TEN CENTS

## Jurisdiction Musicians' Suit Hinges on NLRB Election

### Victor Seen Filing to Halt Post-'48 Deals

From THE DAILY Bureau

HOLLYWOOD, Sept. 7. — If the Musicians Guild of America is named bargaining agent for studio musicians in the National Labor Relations Board election being held here today and tomorrow, it will institute a court action against all major studios seeking an injunction to halt the release of post-1948 pictures to television and asking that the companies be required to negotiate with it on payments to musicians if and when post-'48 film deals are made.

An MGA spokesman said the action is being taken because the guild interpreted Tuesday's Federal district court ruling as a victory.

### Pioneer Dinner for Livine Set Nov. 21

The 22nd annual Motion Picture Pioneers' dinner, honoring Joseph E. Livine as pioneer of the year, will be held Nov. 21 in the Starlight Roof of the Waldorf-Astoria Hotel, it was announced by S. H. Fabian, president of the Pioneers.

Tickets to the affair, priced at \$20 a plate, can be obtained from Livine's office, 1585 Broadway, and from the Pioneers' office, 1585 Broadway, and from the Pioneers' office, 1585 Broadway, and from the Pioneers' office, 1585 Broadway.

### Lazarus, S. Schneider, Frankovich to Col. Board

The election of Paul N. Lazarus, Stanley Schneider and M. J. Frankovich to the board of directors of Columbia Pictures International Corp. was announced yesterday by A. S. Schneider, president of Columbia Pictures Corp., the parent organization, following a meeting of the board.

Lazarus is a vice-president of Columbia Pictures.

TELEVISION TODAY—page 6

## New Edition of 'Magic Shadows,' Cinema History, Published Today

A new edition of "Magic Shadows," by Martin Quigley, Jr., telling for the first time, from original sources, the whole story of the origin of motion pictures is to be published today by Quigley Publishing Co.

The volume, with a new foreword by Edward P. Curtis, of Eastman Kodak, traces mankind's efforts from the days of Aristotle and Archimedes down through the centuries to satisfy the craving to create living pictures, and reveals the story of the development of the mechanics of the modern motion picture, most flexible medium of expression the world has ever known.

In his foreword Curtis says:

"Ask almost anyone about the origins of the motion picture, and

you'll get a glib and automatic answer. It will include a fast, indefinite reference to Edison and Eastman and will move on with more-or-less authentic nostalgia, to Mack Sennett, Fatty Arbuckle, D. W. Griffith and maybe a few others. With luck, one or two titles—"The Great Train Robbery," for example may creep in.

"The fact is, most of us simply do not know much about it.

"It is good, therefore, to take a

(Continued on page 2)

## 'Living Screen' Process Is Demonstrated Here

By RICHARD GERTNER

"Living Screen," the process combining motion pictures with live stage action developed by Ralph Alswang, Broadway producer and scenic designer, was demonstrated for the first time to the press here yesterday.

A miniature stage model and figure cutouts were employed by Alswang to illustrate how the technique is to be employed in industrial shows for automobile manufacturers as well as for stage musicals.

In the first sequence a new car model was introduced for an industrial show by first showing an animated film in which parts of the car fell into place. This was a film projected on an opaque screen and once the car was complete on the screen,

(Continued on page 3)

## Mochrie Is Elected An MGM Vice President

Robert Mochrie, general sales manager for Metro-Goldwyn-Mayer, was elected a vice-president yesterday by the board of directors.



Robert Mochrie

ly to the domestic distribution of

(Continued on page 3)

## D.C. Critic Defends U.S. Customs' Role in Judging Films Imported Here

From THE DAILY Bureau

WASHINGTON, Sept. 7.—A spirited defense of the Customs Bureau's role in determining what films should be imported to the U.S. has been made by James O'Neill, Jr., movie critic for the Washington Daily News. The critic of this Scripps-Howard paper also takes exception to the taste of the judges at European film festivals, saying that "more junk is culled at these cultural weenie-roasts than could be churned up on an ocean-going garbage barge."

Immediate spark of O'Neill's interest is this observation: "All of a sudden it seems that the U.S. Customs

Bureau has seized upon the idea that all of Europe's filmed trash is not 'art', and the boys have put the old snatch on a French work entitled 'The Game of Love'."

O'Neill, contends that he is "pleased with the action of the Customs Bureau."

(Continued on page 6)

## 12-Year Record

# MGM Net for Fiscal 1960 \$9,500,000

## Vogel: 'Better in '61'; Dividend Boosted to \$1.60

M-G-M's fiscal year ended Aug. 31 "produced estimated earnings of \$3.75 per share," equivalent to a net profit

of approximately \$9,500,000 on the basis of the nearly 2,540,000 shares outstanding. He predicted even better results for the fiscal year just beginning.

The estimate was disclosed by Joseph R. Vogel, M-G-M president, following a meeting of the company's



Joseph R. Vogel

(Continued on page 3)

## Venice Film Festival Honors Miss MacLaine

Special to THE DAILY

VENICE, Sept. 7. — Shirley MacLaine, for her performance in United Artists' "The Apartment," today was honored by the Venice Film Festival as the "Best Actress of the Year."

Prize for "Best Actor" went to John Mills for his work in the British film, "Tunes of Glory."

The Venice Golden Lion, given to the best picture shown at the festival was presented to the French production "Breathless" (Continued on page 6)

## Fox Films for Rest Of Year Are Completed

Filming has been completed on all 17 pictures set for release from September through December by 20th Century-Fox, the company reported yesterday. With the exclusion of the seven set for September, the films are

(Continued on page 2)

## PERSONAL MENTION

**DAVID A. LIPTON**, Universal Pictures vice-president in charge of advertising-publicity, will return to Hollywood today from New York.

**ARTHUR L. MAYER** will leave here by plane today for a two-month combined business and pleasure trip to Japan and other parts of the Orient.

**HENRY GINSBERG** returned to New York yesterday after several weeks in Europe, which include a visit to the Venice Film Festival.

**F. J. A. MCCARTHY**, Universal Pictures assistant general sales manager and sales director for "Spartacus," has left New York for Omaha and Des Moines.

**STANLEY KRAMER**, producer-director, and **MRS. KRAMER** will return to New York from Europe today aboard the "Liberte."

**CANTINFLAS**, Mexican comedian started in "Pepe" for Columbia Pictures, will arrive in New York on Sunday from the Coast.

**BUDD ROGERS**, Embassy Pictures executive vice-president, returned here yesterday from Hollywood, where he conferred with M-G-M officials on "Where the Hot Wind Blows."

**JEFF LIVINGSTON**, Universal Pictures executive coordinator of sales and advertising, has left here for Chicago and Detroit. He will return tomorrow.

**LEE BOBKER**, of Vision Associates, producers, will leave New York today for Washington.

**JACK DOUGLAS**, comedian, will arrive in Hollywood today from New York.

**WILLIAM GOETZ** has returned to New York from London.

### FOR RENT:

Studio, Offices and Workrooms. Broadway and 40's. Units from 500 ft. to 1500 ft. Centrally air-conditioned and elaborately decorated. Special arrangements for film producers, editorial services or animators.

Mr. Alfonso, Oxford 7-4323

## 'Magic Shadows' Out Today

(Continued from page 1)

long look at the people, the events, and the discoveries—accidental and otherwise — which combined, during the years of many centuries, to produce the motion picture as we know it today.

"This book gives us the long look, the authentic perspective. It may tend to slow down our glibness, to clothe our fancy with fact, and to deflate any notion that the movies belong exclusively to our own well-publicized 20th Century.

"It is sobering, but it is necessary. For, unless we brace ourselves with some knowledge of what has gone

before, we cannot be adequately prepared for what lies ahead. The industry, as we have known it in the past, is undergoing great changes. It is difficult to predict exactly what form it will eventually take. One thing is certain however — the 'Magic Shadows' in one form or another will continue to entertain and instruct the millions in every land for generations to come."

Martin Quigley, Jr., is editor of Motion Picture Herald and editorial director of MOTION PICTURE DAILY, Motion Picture Almanac and Television Almanac.

## Pioneer Dinner Pa. Censor Victory Is Hailed As 'Milestone'

(Continued from page 1)

from William J. German, 1501 Broadway. Because of the large membership of the Pioneers, attendance at the dinner must be limited to members of the organization.

In addition to the formal presentation of the pioneer of the year award to Levine, the affair will include the induction of new members into the Pioneers, as well as a program of entertainment to be announced shortly.

## Fox Films Completed

(Continued from page 1)

in various stages of editing, scoring and printing.

Already in exchanges for this month are "Let's Make Love," "High Time," "Freckles," "The Goddess of Love," "September Storm," "Walk Tall" and "Squad Car."

For October 20th-Fox will release "Desire in the Dust," "Secrets of the Purple Reef" and "The Battle of Austerlitz."

Set for November are "Circle of Deception," "North to Alaska," "The Schnooks," and "Tess of the Storm Country."

For December are "Esther and the King," "Flaming Star," and "The Wizard of Baghdad."

## Warner Going to S.F. For 'Hope' Launching

From THE DAILY Bureau

HOLLYWOOD, Sept. 7.—Jack L. Warner, chairman of the motion picture division of Project Hope, will go to San Francisco over the weekend to represent the film industry at the official flag-raising and sailing ceremonies of the "S.H. Hope."

The ship will launch Project Hope by carrying medical teams and supplies to southeast Asia in a humanitarian program designed to share this country's medical knowledge and skill with newly formed nations.

## Pa. Censor Victory Is Hailed As 'Milestone'

The recent county court of common pleas decision holding Pennsylvania's new film censorship law unconstitutional is termed a "great and successful milestone in the fight of the industry against censorship, in a comment on the case by Herman M. Levy, general counsel for Theatre Owners of America.

The outcome, Levy said in a digest distributed to TOA members yesterday, "is a fine example of what an alert and intelligent industry can, and must do to ward off unjustifiable attack."

"The court insisted, as it should have done, that the motion picture industry should not be singled out as the only medium of expression to have prior censorship imposed upon it. There are ample laws in the cities, in the states, and in the Federal jurisdiction, of the county to take care of 'obscenity' offenders.

### Urges Continued Effort

"This case points up again how important it is for the industry to do battle against invasion of its rights. It is a long, an expensive, and a tedious process to fight censorship, but it must be done, and the cooperation of all of the segments of the industry is necessary."

Levy's comment concluded: "It is to be hoped that in matters now pending before the U. S. Supreme Court, or in matters that will soon reach it, that tribunal will, once and for all, clearly grant to the motion picture industry the full measure of protection under the Bill of Rights which it now grants to other competitive and non-competitive media of expression."

## 'Young' Opens Sept. 22

M-G-M's "All the Fine Young Cannibals" is scheduled to open at the Criterion Theatre here on Thursday, Sept. 22.

## Members Approve S.E.G. 4-Year Pact

From THE DAILY Bureau

HOLLYWOOD, Sept. 7. — By majority of better than 94 per cent the membership of the Screen Extras Guild has approved terms of new collective bargaining contract with the Association of Motion Picture Producers and the Alliance of Television Film Producers.

### In Effect Next Monday

H. O'Neil Shanks, executive secretary of the guild, said the increased wage rates and improved conditions provided by the contract will take effect next Monday. The contract runs to June 30, 1964.

## Maryland TOA Directors Schedule Sept. 28 Meeting

Special to THE DAILY

BALTIMORE, Sept. 7.—The board of directors of the Maryland Theatre Owners Association, an affiliate of the Theatre Owners of America, will meet Sept. 28 at the Park Plaza Hotel here. John G. Broumas, president, disclosed today.

Broumas said the agenda will include a report on TOA's national convention, Sept. 13-16, at Los Angeles, which will be attended by a delegation of more than 20 Marylanders; discussions covering the local problems, state minimum wages, censorship; and the unit's own 1964 state convention plans.

## Lefko in Canada

Morris Lefko, in charge of domestic distribution of "Ben-Hur," is meeting this week with Hillis Cass, general manager for Metro-Goldwyn-Metro Pictures of Canada, Ltd., on plans for future engagements in Canada. The meetings are part of Lefko's continuing series of meetings with sales executives on the distribution plans for "Ben-Hur."

## Fifth Week for 'Song'

William Goetz' "Song With End," the story of Franz Liszt, has been held over for a fifth week at Radio City Music Hall after grossing more than \$700,000 in its first five weeks, Columbia Pictures announced yesterday.



MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Feist, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood Bureau: Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOLLYWOOD 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London Bureau: Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Circle 7-3737. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagher, 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 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, 25c.

**Trade Press Hears New Song Hit**

The melodious sounds of a new song called "North to Alaska" interrupted the trade press at work yesterday. The sounds came from a portable phonograph carried to trade press offices by Martin Michel, 20th-director of radio and television, Mike Selsman, trade press contact, to introduce the scribes to the tune. Coincidentally, the song title comes from a new picture of the same title which 20th-Fox will release next November. Johnny Norton is the singer (on the Columbia label) and the record is said to be getting strong already by deejays across the country.

**'Living Screen'**

(Continued from page 1)

The film "lap-dissolved" into an actual automobile, in mockup, on the stage. To demonstrate the possibilities of "Living Screen" for musicals, a motion picture was used to set the stage for a "fire dance." The film then dissolved to a backdrop before which representations of live dancers appeared.

In an interview following the demonstrations, Alswang described "Living Screen" as "essentially a stage show in which motion pictures are used to expand the horizon of the audience." First musical in the project will be "The Emperor's New Clothes," for which a script is now ready. The motion picture sequences are to take about 40 minutes of running time and will be shot in Czechoslovakia shortly.

**May Bow in London**

Negotiations are now underway for "Living Screen" to have its world premiere in London at the Coliseum theatre, Alswang said. He said the ideal theatre for "Living Screen" would be one with a large stage and a gridiron. The demonstration model indicated various form-steppings for various levels of action, and wings through which projection booths would be employed. The greater the projection angle the better—and projection could be alternately on two or three screens, one behind the other. Films are also employed in dissolves in film material to live action.

**Freeman Engaged**

Harold Freeman, who for many years was director of advertising, publicity, exploitation and promotion for Fox Theatre in Philadelphia and most recently worked for Joseph Leber handling local campaigns for "Hercules Unchained," has been engaged as special publicity representative for the Philadelphia engagement of Cinemiracle Pictures' "Windjammer," to open Oct. 12 at the Keswick theatre in Glenside, Pa.

**Sidney Ginsberg Named MGM's Net To Trans-Lux TV Post**

(Continued from page 1)

The appointment of Sidney Ginsberg as assistant vice-president in charge of production of Trans-Lux Television Corp. was announced by Richard P. Brandt, president of Trans-Lux TV.

Ginsberg, who came to Trans-Lux 18 years ago as an assistant theatre manager, helped form the Trans-Lux Distributing Corp. in 1956 and was appointed assistant to the president in 1958, will assume the duties of all production activity and function as production supervisor for Trans-Lux TV properties.

Succeeding Ginsberg as assistant to Richard P. Brandt, is Bud Levy, veteran theatrical executive. Before joining Trans-Lux, Levy was with Brandt Theatres, where he started his career as an usher, soon became general manager, and attained the post of vice-president.

**Stars Join 'University' Faculty at TOA Meet**

Three of Hollywood's actors and actresses and leading theatre operators, will don cap and gown to join "Dean" Margaret G. Twyman of the Motion Picture Association of America, to conduct a "TOA University" course at the Annual Convention of Theatre Owners of America at the Ambassador Hotel, Los Angeles, starting next Tuesday, it was announced yesterday by Albert M. Pickus, TOA president.

Pickus said the "professors" for the University "post graduate" course in "Community Conquest: 1961" will be actors Jerry Lewis and John Gavin, theatreman John Lavery of National Theatres and Television, and Walter Reade, Jr., of Walter Reade, Inc. An actress is to be added to the panel.

The "course" to be held Sept. 16 will deal with the role of the motion picture theatre as the hub of community life, with the "professors" and "Dean" Twyman leading discussions on the necessity of, and means of, integrating the theatre into community activity.

**Censorship Thursday's Subject**

TOA has adapted the "university" format to cover specialized theatre subjects during the convention. Other university sessions have been scheduled for Wednesday, when the subjects will be "Equipment" and "Concessions," and Thursday, when the "students" will study the censorship problem.

Mrs. Twyman, who is director of community relations for MPAA, and has organized the Friday session, will also serve as a "professor" under "Dean" Mitchell Wolfson of Miami, on the Thursday course on censorship.

**Set for 400 Theatres**

"Hell to Eternity" is booked to open Sept. 21 in over 400 theatres, and in the Broadway Capitol here and the State Lake, Chicago. It will follow "Ocean's 11" into the Capitol and opens at the State Lake Sept. 14.

board of directors here yesterday at which the annual dividend was increased from \$1.20 to \$1.60 per year, payable on a regular basis of 40 cents per quarter.

The first increased quarterly dividend will be payable on Oct. 14 to stockholders of record Sept. 16.

Vogel said the increased dividend payment "is a natural consequence of the company's achievements at this stage of its progress."

He noted that although the final figures for the 1959-60 fiscal year "are not yet available," the estimated earnings of \$3.75 per share "is the best result attained in 12 years by M-G-M, even as against the consolidated figures for the years in which the company included the theatre operation and its earnings."

**Growth Facilitated**

"In view of this, the board decided that the new dividend could be maintained with the greatest possible assurance while at the same time giving the company an effective margin of retained earnings to permit us to move forward with our entire growth program."

"We are planning to develop our position in all our present activities in the field of mass entertainment as well as in other areas of opportunity."

"Present projections indicate that the new fiscal year just started will establish new earnings records for the M-G-M activities. As our programs bear results, the board will again examine dividend policy."

**Columbia Board**

(Continued from page 1)

Columbia Pictures Corp. Stanley Schneider is executive assistant to the executive vice-president of Columbia Pictures International. Frankovich is chairman of the board of Columbia Pictures, Ltd., of Great Britain and Ireland, and a vice-president of the parent company.

**Mochrie Elected**

(Continued from page 1)

"Ben-Hur." Before joining M-G-M, he was vice-president of Samuel Goldwyn Productions, and for 10 years prior to that had been vice-president and general sales manager of RKO Radio Pictures.

**Plan 'Dondi Parties'**

HOLLYWOOD, Sept. 7—The forthcoming 35-city personal appearance tour of six-year-old David Kory, who plays title role in "Dondi," Albert Zugsmith production for Allied Artists, will be highlighted by a series of "Dondi Parties" for key exhibitors and their children at Allied Artists exchanges.

Clips from the film will be shown exhibitors, and recordings of three songs Patti Page sings in the picture will be played for theatremen and their families.

**PEOPLE**

William Ornstein, industry journalist and publicist, has penned as his latest short story "Ma, Me and Milady," which will appear in the latest issue of the *American Jewish Times Outlook*.

Jules Curley, assistant publicity director of the Tri-States Stanley Warner Theatres, Pittsburgh, scored a hole-in-one on the South Hills golf course, and received a citation from the Pennsylvania Golf Association.

Dr. Norwood L. Simmons, president of the Society of Motion Picture and Television Engineers, has received from President Eisenhower a letter extending best wishes to the delegates attending the Fifth International Congress on High-Speed Photography, to be held Oct. 16-22 at the Sheraton Park Hotel, Washington, under the auspices of the SMPTE.

Franklin Pease, manager of the New Broadway Theatre, Philadelphia, has been elected Republican Judge of Elections for the 24th Division in that city.

Sidney Meyers, veteran screen director, has joined the faculty here of the City College Institute of Film Techniques. He will conduct an evening course in advanced editing for professional film makers and advanced students during the fall term.

**Griffing Will Filed**

OKLAHOMA CITY, Sept. 7.—The will of Henry S. Griffing, president of Video Independent Theatres, who died with his wife and two children when his private plane crashed near Johnstown, Pa., on Aug. 16, was filed in Probate Court here yesterday. It contained a codicil in the event his wife, son, and daughter should precede him in death leaving \$50,000 to Mrs. Orvela McColgin, his executive secretary at Video, and the balance of his estate to his brothers and a nephew.

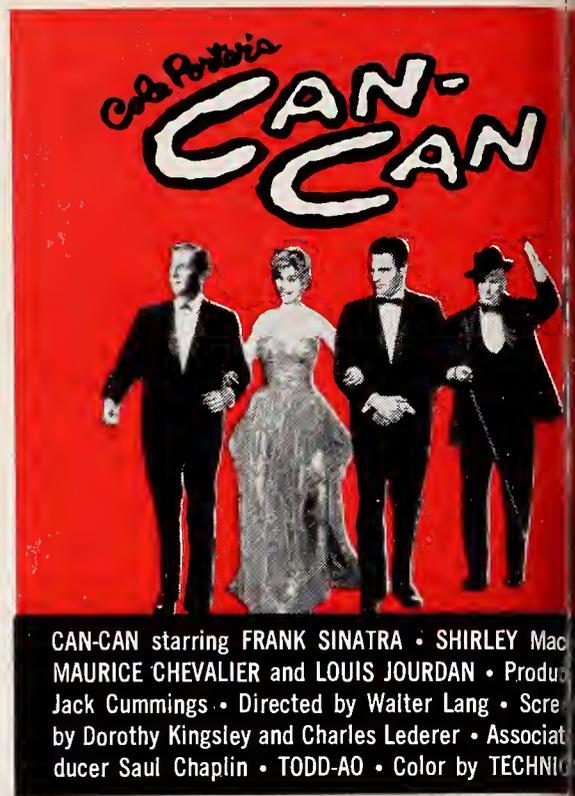
**'U' Dividend 25¢**

The board of directors of Universal Pictures yesterday declared a quarterly dividend of 25 cents per share on the common stock of the company, payable Sept. 28, to stockholders of record on Sept. 17.

**Decca Dividend 30¢**

Directors of Decca Records, Inc. yesterday declared a regular quarterly dividend of 30 cents per share on the company's capital stock, payable Sept. 30 to stockholders of record on Sept. 19.

# HIT AFTER HIT



YOU CAN  
DEPEND  
ON 20<sup>TH</sup>!

*and 20th will keep the **BLOCKBUS***

**JOHN O'HARA'S  
FROM THE  
TERRACE**



UL NEWMAN • JOANNE WOODWARD in FROM THE TERRACE co-starring MYRNA LOY featuring Ina Balin Produced and Directed by Mark Robson • Screenplay Ernest Lehman • CinemaScope • Color by DeLuxe

**HIGH TIME**



BING CROSBY • FABIAN • TUESDAY WELD • NICOLE MAUREY in HIGH TIME • Produced by Charles Brackett Directed by Blake Edwards • Screenplay by Tom Waldman and Frank Waldman • Based on a story by Garson Kanin CinemaScope • Color by DeLuxe

JERRY WALD'S production of D. H. LAWRENCE'S

**Sons and Lovers**



SONS AND LOVERS starring TREVOR HOWARD • DEAN STOCKWELL • WENDY HILLER • MARY URE • HEATHER SEARS • Directed by Jack Cardiff • Screenplay by Gavin Lambert and T.E.B. Clarke • Cinemascope

**MURDER,  
INC.**



MURDER, INC. starring STUART WHITMAN • MAY BRITT HENRY MORGAN • PETER FALK • Screenplay by Irve Kirk and Mel Barr • Produced by Burt Balaban • Directed by Burt Balaban & Stuart Rosenberg • Co-Producer Joachim • CinemaScope

JERRY WALD'S  
production of

**LET'S  
MAKE  
LOVE**



MARILYN MONROE • YVES MONTAND in Jerry Wald's Production of LET'S MAKE LOVE co-starring TONY RANDALL FRANKIE VAUGHAN • Directed by George Cukor • Written for the screen by Norman Krasna • Additional Material by Hal Kanter • CinemaScope • Color by DeLuxe

SIR  
ARTHUR  
CONAN  
DOYLE'S

**THE  
LOST  
WORLD**

AN  
IRWIN ALLEN  
PRODUCTION



THE LOST WORLD starring MICHAEL RENNIE • JILL ST. JOHN • DAVID HEDISON • CLAUDE RAINS • FERNANDO LAMAS • Produced and Directed by Irwin Allen • Screenplay by Irwin Allen and Charles Bennett • CinemaScope Color by DeLuxe

**ONE FOOT  
IN HELL**



LADD • DON MURRAY • DAN O'HERLIHY in ONE FOOT IN HELL co-starring DOLORES MICHAELS • BARRY COOPER • Produced by Sydney Boehm • Directed by James B. O'Herlihy • Screenplay by Aaron Spelling and Sydney Boehm CinemaScope • Color by DeLuxe

**MARRIAGE-  
GO-ROUND**



SUSAN HAYWARD • JAMES MASON • JULIE NEWMAR in MARRIAGE-GO-ROUND • Produced by Leslie Stevens and Stanley Colbert • Directed by Walter Lang • From the Broadway comedy hit by Leslie Stevens • CinemaScope Color by DeLuxe

**NORTH  
TO ALASKA**



JOHN WAYNE • STEWART GRANGER • ERNIE KOVACS FABIAN also co-starring CAPUCINE in NORTH TO ALASKA • Produced and Directed by Henry Hathaway CinemaScope • Color by DeLuxe



**WHEELS rolling through '60 and '61!**

## Musicians Suit

(Continued from page 1)

decision in the American Federation of Musicians suit to halt Warner Brothers sale of \$11 millions of post-'48 films to Seven Arts Prods. as a clear indication that as bargaining representative for the musicians it would have the right to conduct such negotiations.

The New York Federal court denied AF of M's application for an injunction to halt consummation of the Warner-Seven Arts deal on the grounds that it has not been the bargaining representative of studio musicians since it lost the NLRB election to MGA in 1958.

AF of M applied for a stay pending filing of an appeal and this, too, was denied. It then appealed to a specially convened session of the three-judge Federal Court of Appeals, which upheld District Judge William Herlands.

### Official Non-Committal

Immediately that the higher court had upheld the decision in favor of Warners, the company reportedly closed its deal with Seven Arts. However, Warner officials declined to confirm or deny the report.

Presumably, if the AF of M is victorious in the NLRB election here, it, too, would attempt to enjoin consummation of any post-'48 sales to tv until the companies had negotiated with it on re-use payments for musicians. In the case of such deals which may already have been consummated, Warner's attorneys point out at the New York court hearings that the union's remedy was in damage actions against the film companies.

## ABC Network Heads To Meet with Affiliates

Executives of the ABC Television Network, headed by Leonard H. Goldenson, president of American Broadcasting - Paramount Theatres, Inc., and Oliver Treyz, president of ABC-TV, will meet with the board of governors of the ABC-TV Affiliates Advisory Association during the week beginning Sept. 11, it was announced by Julius Barnathan, ABC vice-president for affiliated stations.

The board of governors will begin their meetings Sunday at the Beverly Hills Hotel in Los Angeles, led by Chairman Howard W. Maschmeier, general manager of WNHC-TV, New Haven, Conn. They meet ABC executives later in the week and then, on Sept. 15, the board of governors, along with ABC-TV officials and stars, will participate in a special closed circuit preview of the network's fall schedule telecast to affiliates across the country.

Barnathan said the network executives are meeting with the board of governors "to introduce this representative group of affiliates to our new programming, to the stars and production people contributing to the network this fall, and to discuss ABC-TV progress and future plans."

## Arrangements Group For SMPTE Meet Set

The Society of Motion Picture and Television Engineers has announced that a committee on local arrangements, composed of members of its Washington, D.C. section, will be in charge of planning the fifth international congress on high speed photography. The fifth congress will take place Oct. 16-22 at the Sheraton Park Hotel in Washington, under the sponsorship of the SMPTE.

The local arrangements committee, headed by Byron Roudabush, president of Byron Motion Pictures, Inc., will include Charles E. McGowan, Warner Brothers (retired), auditor; Joseph E. Aiken, U. S. Naval Photo Center, awards session; Dudley Spruill, Byron Motion Pictures, Inc., banquet; Lewis Blair, Walter Reed Army Medical Center, closed circuit tv; Dean F. Lawson, Eastman Kodak Company, entertainment; Keith Lewis, Eastman Kodak Company, exhibits; Robert S. Quackenbush, Jr., Polaroid Corp., government liaison; Fred W. Gerretson, E. I. duPont de Nemours & Co., Inc., hospitality; Arthur Rescher, Capital Film Laboratories, Inc., hotel arrangements; Garland C. Misener, Capital Film Laboratories, Inc., interpretation; Harry M. Fisher, Paromel Electronics Corp., ladies program; Mrs. Keith Lewis and Mrs. Garland C. Misener, co-hostesses; Wilson E. Gill, Wilson E. Gill, Inc., projection; J. Clinton Greenfield, U. S. Naval Photo Center, public address and recording; Stuart Cameron, publicity; Nathan D. Golden, Department of Commerce, reception; Howland Pike, Ansco, registration; and Jack Jiruska, transportation.

The local arrangements committee is under the personal direction of SMPTE convention vice-president Reid H. Ray.

## 'Campaign, Candidates' Set for NBC Series

Eight special public affairs broadcasts, currently being prepared under the title of "The Campaign and the Candidates," will be presented on the NBC Television Network at 9:30-10:30 P.M., NYT each Saturday evening from Sept. 17 through Nov. 5, it was announced by William R. McAndrew, vice-president, NBC News. These programs are in addition to the previously announced presentation of "The Great Debate" series.

"The Campaign and the Candidates" series will be sponsored by the Longines-Wittnauer Watch Company, Inc. The series will cover the activities and views of the candidates during the campaign, with some of the programs featuring Chet Huntley and David Brinkley, and others Frank McGee, together with members of NBC's corps of political correspondents. The first and last programs, Sept. 17 and Nov. 5, will be comprehensive summaries of the campaign to date, including film, tape and live reports from NBC News correspondents Herbert Kaplow (covering Vice-Presi-

## Big Amusement Center Set for Fontana, Cal.

From THE DAILY Bureau

HOLLYWOOD, Sept. 7. — Plans for the construction and operation of Land of Colossus, as one of nation's newest family amusement centers, to be constructed on 123 acres on the outskirts of Fontana, 40 miles from downtown Los Angeles, were announced today by Sandy Howard, president of Colossus, Inc., at a press conference at Hotel Ambassador. A total of 250,000 shares of common stock are being offered in California at \$2.00 per share with \$1.00 par value.

### Many 'Colisseums'

The park will have a number of "colisseums" featuring historical spectacles, chariot races, etc.; an aquacade and a World's Trade Fair among other features. Spectacles will be booked for other arenas around the country.

Opening of the park scheduled for May, 1961.

## 'Hercules' Sets All-Time Record for ABC Circuit

From THE DAILY Bureau

LONDON, Sept. 7.—"Hercules Unchained" has set an all-time box office record for Associated British Cinema theatres throughout Great Britain with a theatre gross of £431,000 (\$1,206,800), ABC reported today. The record figure includes theatre receipts from only ABC houses where the Warner-Pathé release has played to "standing room only" crowds the past month. Grosses from other circuits playing the picture have not yet been announced.

"Hercules Unchained," backed with a £60,000 merchandising campaign, debuted in 80 seashore resort houses prior to its London engagements, where ABC theatre grosses reached another all-time record box office high of £99,749.

## Fire Nearby; Albany's Ritz Theatre Closes

Special to THE DAILY

ALBANY, N. Y., Sept. 7. — The Stanley Warner Ritz Theatre remained dark today—by order of fire and building department officials—after a general-alarm, \$250,000 blaze gutted an adjacent six-story building last night. The Leland Theatre, operated by Paul V. Wallen in the block below, was also closed this afternoon, both blocks being barricaded.

The Ritz Theatre suffered damages which manager Joseph Stowell was quoted as saying might run "into \$5,000 or more." This is covered by insurance.

The Ritz opening of "Ben-Hur," Sept. 28, will not be delayed.

dent Nixon), and Sander Vanocur (covering Senator Kennedy).

The series will be under the overall supervision of Julian Goodman, director of news and public affairs, with Chet Hagan and Louis Hazam as producers.

## North Cal. T.A. Endorses Orderly Distribution

Special to THE DAILY

SAN FRANCISCO, Sept. 7.—Northern California Theatre Ass'n. has endorsed and pledged its support to orderly distribution of quality product and has commended Edward L. Iman, American Broadcasting - Paramount Theatres vice-president, initiating such a program.

A resolution on the subject adopted by the association also endorses "new faces" aspect of the orderly distribution program.

## Critic in D. C.

(Continued from page 1)

reau" despite the fact that he is life-long enemy of censorship." He frank to say that he has not seen picture in question. He asserts that the Customs Bureau does not "charge that this film is obscene; it simply wants someone to take a long look at several scenes from the film and see if they are fit for consumption."

### 'Not Censorship'

This, O'Neill says, "is not censorship, of course. It is simply a matter of editing, if you will; of examining of screening out the foul, much in the manner of certain other agencies, such as the people in charge of pure food, stoppage of dope and the Mann Act."

As O'Neill sees it, "You never see a 'Ben-Hur' entered in anybody's contest." The majority of entries in European film festivals, he says, "do not represent the best film offerings of any country's movie industry. They are a catch-all for tripe, rejects, theatricals and pictures of sufficient show value but no discernible merit, as they be in dire need of the attention hoked-up publicity. Rarely are there entries exceptional movies."

### Decries 'Almighty Dollar'

The Customs Bureau, is "all too good" in at last "making an effort to look at more of the questionable imports." He believes that "it is a cinch a lot of American movie theatre owners and managers don't get a hoot what they play so long as the almighty dollar flows in at the office." He concludes by adjuring "Stamp these toads as pornography and they will hide behind their imposed virtue and describe their offered filth as 'art.' Of course, some it is impossible to understand the difference between obscenity and art, for they are familiar only with the former, while giving mere lip service to the latter."

## Venice Film Festival

(Continued from page 1)

tion, "Passage du Rhin (The Crossing of the Rhine)", directed by Andre Cayette, while a special prize was given to "Rocco and His Brothers" as a tribute to its director, Luchino Visconti.

# MOTION PICTURE DAILY

Concise  
and  
to the  
Point



All  
the News  
That  
s News



88, NO. 49

NEW YORK, U.S.A., FRIDAY, SEPTEMBER 9, 1960

TEN CENTS

## Special Report

### Lawyers in Canada Hit Censorship

#### Provincial Agencies Should Be Discontinued

Special to THE DAILY  
TORONTO, Sept. 8.—Censorship of motion pictures in Canada by provincial agencies "opens the doorway to dangers of thought control and should be discontinued," a subcommittee of the Canadian Bar Association has stated here in a special report on legislation banning literature and motion pictures on grounds of obscenity. The subject "bears directly on the freedom of the individual," the report says. "Changes are needed to throw the spotlight on, rather than obscure, the dividing line between public punishment of wrongs and private tastes. The line should be corrected in the home, school, and the church."

#### Charges Against NSS Texas Group Hit

Charges made against National Service last week by the Texas Theatre Owners Ass'n. were repeated yesterday by Burton E. Robbins, NSS president, as being "with-exception completely groundless." Robbins' reply was in an open letter. The criticism of various policies of NSS were contained in an Association statement over the signature of its president, Tim Ferguson.

#### Norris, Moskowitz Hold Regional Sales Meetings

W. E. Norris, Twentieth Century-general sales manager, and Mark Moskowitz, assistant sales manager, are holding regional sales meetings with branch managers to formulate policies for the company's fall season. Norris flew to Denver yesterday.

TELEVISION TODAY—page 4

### Johnston Finds Opportunities in Nigeria for Theatres and Films

From THE DAILY Bureau

WASHINGTON, Sept. 8.—Although opportunities are abundant for both distribution and exhibition of American films in Nigeria, Indian films appear to be the favorites, Eric Johnston, Motion Picture Export Association of America president, now on a film survey of Africa, states in the third of a series of reports to Association headquarters here.

#### MGM to Meet on 56 New 'Ben-Hur' Openings

Metro-Goldwyn-Mayer's top sales and promotion executives will begin a series of meetings at the Sheraton-Blackstone Hotel in Chicago Monday to discuss plans for the handling of "Ben-Hur" in 56 new engagements to open shortly and for the continuing campaigns for the 72 current engagements.

Robert Mochric, general sales manager, will head the group leaving New York over the weekend. Howard Strickling, director of advertising and publicity, will leave with his associates from the company's Culver City office.

#### Jordan Elected Col. Int'l. Vice-President

Marion Jordan was elected a vice-president of Columbia Pictures International at a meeting of the board of directors, it was announced yesterday by Mo Rothman, executive vice-president of the international company.

Jordan recently joined Columbia as continental manager with offices in Paris after serving for many years in a similar capacity with Universal Pictures.

### British Censor Finds Violence More Of a Problem in Films than Sex

Special to THE DAILY

EDINBURGH, Scotland, Sept. 7 (By Air Mail)—Secretary of Britain's Board of Film Censors, John Trevelyan, said here that the sex problem in films is relatively small compared with problems of violence and brutality. A number of films are on the border line, and the question is whether to give them an X certificate or cut them and give an A, he said.

He did not think raising the age of admittance to an X film to 18 would solve the problem because of the difficulties of enforcing it. "You can't ask the public for their birth certificates," he said.

The board's primary aim, said the

Nigeria will become an independent nation on Oct. 1 and Lagos, the capital, is a bee hive of activity, Johnston said. Yet on his arrival there, and despite the fact that English is the country's official language, he found only two American films, both so old he did not recognize them, as against five Indian films. Three additional films of other nations were available. The Indian films are subtitled and are primarily action fantasies in color, he said.

"Two needs must be filled in

(Continued on page 3)

#### 82,796 Anti-Pay TV Signatures in Week

With the campaign only a week old, theatres from all over the country have already sent petitions to their Congressmen containing 82,796 signatures of people calling upon Congress to legislatively outlaw pay-TV, it was announced yesterday by Philip F. Harling, chairman of the Joint Committee Against Pay-TV.

Harling said that he has already received reports from 116 theatres, reporting forwarding of petitions to their Congressmen. The theatres reported

(Continued on page 2)

## Program

### Expect 1,000 At TOA Meet In Hollywood

#### Committee, TESMA-TEDA Sessions at the Weekend

From THE DAILY Bureau

HOLLYWOOD, Sept. 8.—A registration of approximately 1,000 is being confidently predicted for the 13th annual Theatre Owners of America convention and combined Theatre Equipment and Supply Manufacturers Ass'n. and Theatre Equipment Dealers Ass'n. convention and trade show to be held at the Ambassador Hotel here next week.

The vanguard of TOA officials arrived today and held afternoon conferences with Pathe Laboratories executives on the new production program which is being undertaken by

(Continued on page 5)

#### FPCC Coast-to-Coast Meeting Next Week

Special to THE DAILY

TORONTO, Sept. 8.—Famous Players Canadian Corp. will hold the second coast-to-coast convention in its history when it convenes at the Park Plaza Hotel here next Monday through Thursday. The first such meeting

(Continued on page 2)

#### Justice Dept. Legal Expert Participant at TOA Meet

From THE DAILY Bureau

WASHINGTON, Sept. 8.—Maurice Silverman, Department of Justice anti-trust division legal expert on the motion picture industry, will leave here tomorrow to participate in the convention of the Theatre Owners of America on the West Coast. It is anticipated that questions likely to be raised with Silverman by the exhibitors include the anti-trust law status of the American Congress of Exhibitors (including participation by circuits), the re-acquisition of divested theatres, and the acquisition of independent theatres that have been operating at a loss.

Censor Dep't. chief, was not to damage a film in any way. He said they needed to think of the audience a film was likely to reach, whether, for instance, it would be shown in art theatres or on a general circuit.

On television, Trevelyan said it was an appalling thought that not only did young children watch the

(Continued on page 3)

## PERSONAL MENTION

**JOSEPH E. LEVINE**, president of Embassy Pictures, will return to New York from Europe today aboard the "Leonardo da Vinci."

**JERRY PICKMAN**, Paramount vice-president in charge of advertising, publicity and exploitation, and **JOSEPH FRIEDMAN**, exploitation manager, will leave here at the weekend for Los Angeles.

**NAT ESFORMES**, Columbia Pictures Latin American publicity manager, will leave here today on a five-week, 11-country tour of company offices.

**LARRY MORRIS**, vice-president of B. S. Moss Theatres, will leave here at the weekend for Los Angeles.

**RUTH POLOGE**, American International Pictures Eastern advertising-publicity manager, will leave here for the Coast over the weekend for studio conferences.

**WILLIAM ORNSTEIN**, of the Allied Artists home office exploitation department, will be in Hartford on Monday from New York.

**IKE KATZ**, president of Kay Films, Atlanta, has left there for Jacksonville and Miami.

**MARILYN GOLD**, director of advertising and publicity, Flamingo Films, will leave here today for Washington, D. C.

**DON BOUTYETTE**, Hollywood publicist, has left there for San Francisco to open a branch office in the bay city.

**CY SEYMOUR**, industry veteran and vice-president of Cinema Lodge, and his wife, **LILLIAN**, a film buyer, will celebrate their 25th wedding anniversary on Sept. 22.

## Anti-Pay-TV

(Continued from page 1)

resent only a fraction of the 16,000 which received the petitions.

The petition kits reached virtually every American theatre around Sept. 1. Since the petitions were first shipped, an additional 50,000 have been printed to take care of theatre requests.

Harling said some of the early petitions came from small towns, and numbered less than 500 signatures. These, he said, were balanced by returns from several first-run metropolitan theatres which ran approximately 7,500 and 10,000 signatures.

### Aims at 30 Million

The Joint Committee is seeking 30,000,000 signatures to swamp Congress with public sentiment against pay-tv. The petitions call on Congress to pass the Harris Bills, HJR #130 and HR 6245 or similar legislations which would legislatively ban pay-tv.

## FPCC Meetings

(Continued from page 1)

took place over 20 years ago at Niagara Falls.

Every phase of the company's interests is to be thoroughly discussed. The first two days will be given over to reports on product by distributor representatives, some of whom will be accompanied by publicity directors. Among those to participate are: from Columbia, Abe Montague, executive vice president; Rube Jackter, general sales manager; and Robert S. Ferguson, national director of advertising, publicity and exploitation, along with Louis Rosenfeld, vice president and managing director of the Columbia Canadian company and Harvey Harnick, general sales manager of the latter organization.

Others to attend are Sidney G. Deneau, Paramount Dist. vice president; Gordon Lightstone, general manager in Canada for Paramount; Robert Mochrie, MGM general sales manager and Hillis Cass, MGM Canadian general manager; and F. J. A. McCarthy, Universal assistant general sales manager.

### Will Visit Etobicoke

Delegates to the conference will visit the Telemeter studios in Etobicoke, where they will be welcomed by Louis Novins, president of International Telemeter. They will also discuss publicity and advertising; attend a round table on bowling alleys; hear addresses by Lloyd Persons, of General Sound and Theatre Equipment Co., Ltd., and John J. Fitzgibbons, Jr., of Theatre Confections, Ltd.

The convention schedule was set up by William Summerville and Bob Eves, eastern and western general manager, respectively.

## 'Ben-Hur' To Have Two Formal Albany Bows

Special to THE DAILY

ALBANY, N. Y., Sept. 8.—"Ben-Hur" will begin an extended engagement at the Stanley Warner Ritz on Sept. 29 following two special premieres. The first of these will be held Sept. 27, when representatives of press, television and radio, from a 45-mile radius, will be guests. The second will be the following evening, which has been designated "VIP and black-tie."

Invitations to Governor Nelson A. Rockefeller and other state officials, as well as to Mayor Erastus Corning, Albany officials, business leaders, and civic association officers will be extended, for the latter. The goal is to create prestige and promote group sales. A 20 per cent discount will be offered.

### Fire Darkened Theatre

The Ritz, closed yesterday following a million dollar fire Tuesday night in an adjacent office building, remained dark today. The Stanley Warner management hoped to re-light the house tomorrow.

## M-G-M to Meet

(Continued from page 1)

studio. Twenty-eight will participate in the meetings.

In addition to the sales and promotion men from the studio and the home office, the meetings will also include M-G-M's field press representatives and special "Ben-Hur" representatives. Accompanying Mochrie will be Morris Lefko, in charge of "Ben-Hur" domestic distribution; Mel Maron, Lefko's assistant, and Zeb Epstein, in charge of group sales.

Dan Terrell, eastern publicity director, and Emery Austin, his assistant, will also fly to Chicago to participate in the meetings.

### Field Men to Attend

Field press representatives attending will be Ed Gallner, eastern division; Judston Moses, southern; Irving Tombach, midwest; Andrew Sullivan, southwestern; Howard Herty, western; and Hilda Cunningham, Canada.

Special "Ben-Hur" representatives scheduled to join the group in Chicago are Karl Fasick, Stanley Chatkin, Richard Powers, James Boyle, Nate Wise, Norman Pader, Tom Baldrige, Sam George, Art Bachler, Eunice McDaniel, Sid Myers, Bill Blake, Roger Bower and John Harvey.

## Censorship Hit

(Continued from page 1)

the report added, their function should be confined to the classification of films with the object of considering their moral effect on young persons alone. No vote was taken on the report.

## N.S.S. Replies

(Continued from page 1)

ter to officers and board members of the Texas exhibitor group. He said his company viewed the bulletin "the most vicious and unwarranted attack ever made upon any comparable exhibitor association."

In his reply Robbins further documented a denial of all of the charges, and questioned the Association's position as being either representative of the will of the majority of its membership "or properly serving the interests of exhibitors as a whole."

Robbins also said, "Our comparison has a long-standing policy, known to all exhibitor associations, of promptly acting on complaints it receives from exhibitors. Your stating that you have received complaints about our service while failing to bring any specific complaints to our attention, is a distinct dis-service to those exhibitors who may possibly have service difficulties. If you truly have letters of complaint or if for any reason registered complaints have not been accorded proper and due consideration by our local exchange, then it is an obligation to your members that you direct them to our attention for purposes of initiating remedial steps called for."

## Norris, Moskowitz

(Continued from page 1)

day to hold two-day meetings with western and mid-western managers of the 17 productions Fox will release between September and December. In addition, the sales manager will discuss plans for subsequent engagements of "Can-Can."

Moskowitz is in New Orleans holding similar meetings with managers of the company's central and southern exchanges.

## N.Y. Hearing Oct. 14 On New S-W Theatre

From THE DAILY Bureau

WASHINGTON, Sept. 8.—A hearing before Judge Palmieri in New York has been set for Oct. 14 on a proposal by Stanley Warner Theatre to lease and operate a theatre to be constructed in a shopping center Cheltenham Township, north of Philadelphia. A four-wall structure planned.

## NEW YORK THEATRE

RADIO CITY MUSIC HALL—  
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"SONG WITHOUT END"

THE STORY OF FRANZ LISZT starring

DIRK BOGARDE as Franz Liszt

A COLUMBIA PICTURE in CinemaScope & Eastman Color

ON THE GREAT STAGE "FESTIVAL"

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SPECIAL TRAILERS

## First Three Openings 'Pepe' Announced

"Pepe," the George Sidney International-Posa Films Internacional production for Columbia release, will have its world premiere at Critterion Theatre here on Wednesday, Dec. 21. It will be followed by a southern premiere at the Lincoln Theatre in Miami Beach on Dec. 23 and a West Coast premiere at the Warner Beverly Theatre on Dec. 28, it was announced by Rube Jackter, Columbia president and general sales manager. The film will play ten performances a week on a hard-ticket basis, with additional performances set during the following week. In Miami Beach, the film will also be on a hard-ticket basis.

## National Meeting Adv.-Pub. Next Week

Warner Bros. will hold a three-day national conference on advertising and publicity at home office here next week, Friday and Saturday. The meetings, at which advertising-publicity director Richard Lederer will preside, will be devoted to the promotion campaigns for five major releases and one re-release on the Warner Bros. schedule between now and the end of the year.

Among those who will address the conference are: Charles Boasberg, general sales manager; Bernard Goodrich, distribution vice-president; Larshansky, coordinator of field activities; Charles Cohen, executive assistant to Lederer; Joe Hyams, publicity manager; Ernie Grossman, litigation and promotion manager; Stein, advertising manager, and V. Brumberg, western field-execution manager.

## Review Para. Short

A special press premiere of "The Last Second" subject in Paramount's Eastman color "Sports Illustrated" series, will be held at Aqueduct Race Track Tuesday in conjunction with ceremonies celebrating the first anniversary of the racing. Leslie Winik, executive producer of the "Sports Illustrated" series, and executives of the New York Racing Association will be hosts to more than 50 representatives of the New York trade papers, sports and general

## Antenna System Started

ATLANTA, Fla., Sept. 8.—Construction has been started here by the Atlanta Corp. on a community antenna system. L. J. Duncan, owner of the Point Amusement Co., West Point, Ga., is president. J. S. Laird is secretary-treasurer.

## Producer Conference

Producer Stanley Kramer will hold a press conference on his future production plans at the United Artists office this morning.

## Film Exhibit at Michigan State Fair Provides Big Promotion Opportunities

Special to THE DAILY

DETROIT, Sept. 8.—Industry observers who have been watching closely results of the installation of a motion picture institutional exhibit at the Michigan State Fair here are impressed to date by two factors.

The first is the tremendous opportunity for business at this season, which hitherto has passed unnoticed by many. The second is a new angle which emphasizes a fresh role for the trailer.

The film exhibit materialized as a result of conferences between local industryites and state fair officials. The fair offered the industry \$7,500 worth of space in exchange for theatre publicity of the event. The venture was agreed upon and construction was initiated with the backing of the Pepsi Cola Co., National Screen Service. The Motion Picture Council of Greater Detroit, Projectionists Union, Allied Theatres of Michigan, and the Metropolitan Distributors of Detroit.

Speed was of the essence, and in just 48 hours projectionist Wilkie Wilkinson assembled, perfected and set-up an unboxed projector and booth equipment on a platform and erected a 12-ft. high screen with a massive masked wood frame. Standee electronic advertising devices were sent in and home-made plywood easels to hold 30 x 40 inch posters were painted and placed in the 100-ft. diameter hemisphere which houses the exhibit.

The 20 minute presentations consist of five reels of trailers from nearly 30 current and upcoming attrac-

tions at local theatres with each distributor contributing a cartoon to add variety to the fare. Another important factor of the exhibit is the distribution of 2,500 free passes donated by Fox and Telenews Theatres in Detroit.

As the people enter they are given numbered stubs. The show starts and at the end of the first reel the house lights come up. Two young ladies call out 20 numbers and the winning stub holders receive free passes. The lights then dim and the show continues. This agenda continues until closing time with alternate shows being offered.

The admission-free exhibit runs daily from noon until 10 P.M. and patrons are seated on second hand benches.

Despite the relative simplicity of the show and factors of discomfort, including the heat, the presentation has been playing to standing room only crowds and an estimated 35,000 persons, many of whom have not attended movies recently, will view the exhibit before the fair closes on Sunday night.

Because of the cooperation of the many contributors to the show the cost has been negligible and the response to the exhibit highly gratifying.

## British Censor

(Continued from page 1)

small screen for up to five hours a day, but that a large number of businessmen went home to turn on television and then allowed it to remain on for the entire evening, regardless of what was being shown.

The film censors, according to Trevelyan, were very much perturbed about violence, and regarded it as their greatest problem, quantitatively and in other ways. There were other countries of the world, he said, where violence was no more acceptable than in the U.K., but it was obviously a strong box office attraction.

## Mansdorf Sales Control Mgr. for Continental

Milton Mansdorf has been appointed manager of the sales control department for Continental Distributing, Inc., it was announced by Carl Peppercorn, vice president in charge of sales.

Mansdorf entered the industry in 1946 as a publicist for RKO Radio Theatres, later joining MGM-International in the same capacity. He was with 20th Century-Fox, West Coast, as a booker, and prior to assuming his new post at Continental was a publicist for Artisan Films in London, England.

## MGM to Film 'Bounty' In Ultra Panavision

From THE DAILY Bureau

HOLLYWOOD, Sept. 8.—M-G-M will film "Mutiny on the Bounty" in the newly perfected Ultra Panavision process. Developed by Panavision, Inc., under the direction of Robert Gottschalk, the process is in 70mm size and has resulted from further experimentation with the Camera 65 system used in "Ben-Hur" and which also uses lenses made by Panavision.

"Bounty," being produced by Aaron Rosenberg and directed by Sir Carol Reed, will be the first to use the new process.

## 'Stars' Benefit Slated

SAN DIEGO, Cal., Sept. 8.—"I Aim at the Stars," the Charles Schneer production for Columbia release, will have a charity benefit premiere here on Oct. 12 at the Spreckles Theatre. Proceeds will be donated to the Hall of Science Foundation of San Diego.

## Miss Kolinsky Resigns

WASHINGTON, Sept. 8.—Dorothy Kolinsky has resigned as executive secretary of the Variety Club of Washington, Tent No. 11. The resignation, effective Sept. 23, comes after almost 15 years of service to the organization.

## Johnston Finds

(Continued from page 1)

Nigeria if there is to be a massive and loyal following for U. S. product. The first is more better-quality American films, and the second is more and better theatres. The U. S. industry can, and should, be doing something about both," Johnston declared.

"On quality, I want to tell of conversations with two cabinet officials. One said he likes films but, unfortunately, rarely saw what he considered a good American one. If he organized a film group, would it be possible to obtain a good U. S. 16mm feature to show to this special group every week?"

## He Sees Only Westerns

"The other cabinet minister said the only U.S. films he sees are westerns. The minister knew we had a great variety and diversity of features and wished they could be made available for showing here.

"Frankly, Nigerian theatres aren't among the best in Africa. They are open-air affairs and show one program nightly . . . when it doesn't rain. Ibadan, a city of almost one million, has only four theatres. What a four-walled, air-conditioned theatre, with multiple showings daily, couldn't do in Ibadan!"

"Everywhere I went in Nigeria I kept hearing these questions: Would enclosed theatres be profitable in the larger communities? Should U. S. interests engage in a theatre-construction program? (Most agreed the answer was yes.) Should the U. S. make a few pictures not for universal appeal but geared especially to African audiences? (The Germans and French are doing it.)

## Calls Country Dynamic

"In the two areas of need the U. S. film industry has, I think, a responsibility. Nigeria is a growing, dynamic country; its people have the indomitable pride and spirit of Texas, Florida, and California combined. If we are alert to our responsibilities, we can make lasting friends and do welcome business here . . . good business.

"A word about television. A few here informed me that, with tv now in western Nigeria and coming to eastern Nigeria next month, the film industry may have already missed the boat.

"Tv operates under difficulty. There are only 2,500 sets today in the country. The cost of a set . . . a minimum of \$196 . . . is far out of reach of the average person, and will be for a long time to come. The electrical supply is uncertain.

## U.S. Films at \$14 to \$19.60

"Yet a commercial tv station does operate. It buys U. S. films from Britain, paying \$14 to \$19.60 for a half-hour show. At these prices you can imagine the quality and the vintage.

"So tv is still in swaddling clothes. The hazards to its growth, mostly economic, are likely to keep it stunted for a good while yet."

# Television Today

## TV Warned on Music Quality

By SAMUEL D. BERNS

HOLLYWOOD, Sept. 8. — Television stands to lose the quality of good, "identifiable" music, as a major component to the sustained interest of important filmed series programs, if producers fail to recognize the need for a better working arrangement with composer-conductors.



Elmer Bernstein

Elmer Bernstein, one of Hollywood's

top composer-conductors, forecast this problem as a threat to future television stature, mainly because of the scarcity of creative craftsmen in the field of music for films.

We cornered the prolific Bernstein for an interview on the recording stage at Goldwyn Studios where he had just completed a session of integrating thematic mood music for UA-Mirisch Company's soon-to-be-released "The Magnificent Seven."

Signed by DeMille

The youthful composer, whose talent range was brought into focus when he was signed by the late Cecil B. DeMille to compose and conduct the score for "The Ten Commandments" immediately following his modern jazz background theme for "The Man With The Golden Arm," spoke of his recent experiences in television, and came up with a suggestion for a solution to the tv music problem.

"Television film producers will have a better chance of securing a top composer-conductor if they allow him to create the main title theme and establish the background style for a series with the privilege of grooming new composer-conductors who can take over and follow through on an alternating schedule of work basis. Otherwise, it poses too great a physical hardship to keep a top man in the field," he said.

'No Residual Interest'

"We get no residual interest in our tv work. The extra benefits we might receive depend on a producer's showmanship to see that good music themes are put on records and into albums to help promote interest in his series," he pointed out.

Bernstein, who composed an outstanding theme for the "Riverboat" series, as well as "Johnny Staccato"

## TV Community Antenna Group Named by NAB

From THE DAILY Bureau

WASHINGTON, Sept. 8.—The National Association of Broadcasters has named its 1960-61 Television Community Antenna Committee. Chairman is Eugene S. Thomas, vice-president and general manager, KETV, Omaha.

Other members are Thomas C. Bostic, vice-president and general manager, KIMA-TV, Yakima, Wash.; Omar Elder, vice-president, secretary and general attorney, American Broadcasting Co., New York; C. Howard Lane, vice-president and managing director, KOIN-TV, Portland, Ore.; Fred Weber, vice-president, WBOY-TV, Clarksburg, W. Va.; Howard Monderer, Washington attorney, National Broadcasting Co.; William C. Grove, general manager and chief engineer, KFBC-TV, Cheyenne, Wyo.; Thad W. Sandstrom, general manager, WIBW-TV, Topeka, Kans., and Thomas K. Fisher, vice-president and general counsel, Columbia Broadcasting System, New York.

Will Scan Legislature

The Community Antenna Committee will watch legal and legislative problems in the area of the property rights of broadcast signals and will advise NAB on matters in this field.

## Electrovision Sales \$3,162,487 for Year

From THE DAILY Bureau

HOLLYWOOD, Sept. 8. — Sales for Electrovision Corp.'s first full year of operation, ending May 31, 1960, totalled \$3,162,487, Edwin F. Zabel, president, informed shareholders in the company's annual report.

Comparable figures for the prior year are not available as the company was in the middle of its organization program in 1959 and reported only three months of operation in that year.

Zabel reported a loss of \$79,031. He said the loss was occasioned by non-recurring expenses arising from completion of the company's reorganization as well as theatre losses in January and February caused by a severe flu epidemic in California.

and music for General Electric Theatre, arrives in New York this week to add the medium of legitimate theatre to his credit. He has been signed for the unusual Broadway task of applying his motion picture technique for background music to the presentation of "Laurette" slated to open this Fall.

Bernstein's recent motion picture credits include "The Rat Race" and "From The Terrace."

## TV Academy Trustees To Meet in Arizona

The board of trustees of the National Academy of Television Arts and Sciences will meet in Arizona on Sept. 24 and 25, it is announced by Harry S. Ackerman, president. Trustees will convene from the Academy's chapters in Los Angeles, New York, Baltimore, Chicago, Washington, D. C., and Seattle. The Arizona chapter and its president, Gene Blanpied, will be hosts for the meetings to be held at the Mountain Shadows Hotel in Scottsdale, Ariz.

Some Meetings by Telephone

A pattern has evolved since the founding of the National Academy in June, 1957, by the New York and Los Angeles chapters wherein the 27 trustees hold regular in-person meetings in the early fall and late spring, and telephone meetings when necessary. The fall meeting is to discuss the "Emmy" Awards structure and presentation, the varied projects being conducted or planned by the National Academy, and the relationship of the national body to the local chapters. The spring meeting is devoted largely to working out specific plans for the annual telecast of the 'Emmy' awards.

The meetings on Sept. 24 and 25 will study the awards categories, which were generally acclaimed last season, as well as such projects as the Academy's projected tv library and museum, an international television festival, the Academy's Foundation, which administers its fellowship and scholarship programs, and the newly established public information, lecture and service bureau which will further television education and the establishment of communications centers on the nation's campuses.

## CBS Radio Affiliates Plan Sept. Convention

The seventh annual convention of the CBS Radio Affiliates Association will meet at the Waldorf-Astoria here on Wednesday and Thursday, Sept. 28 and 29, it was announced by John S. Hayes, WTOP, Washington, chairman of the association's board of directors, and Arthur Hull Hayes, president of CBS Radio.

Dr. Frank Stanton, president of CBS, will address the convening affiliate representatives during the second day's luncheon.

Network president Hayes will welcome the affiliates and will summarize and explain the pending modifications of the program consolidation plan. The amended program structure, which would considerably expand the network's schedule of news and public affairs programming, will be discussed during the convention's first day.

## REVIEW:

### Seven Ways From Sundown

Universal-International

One more demonstration that the Texas Ranger always got his man the Old West is supplied in "Seven Ways from Sundown," a standard Audie Murphy western in color, this is mainly for the Audie Murphy fan.

In this one Audie plays the type character with which he is strongly identified—the shy and unassuming youth who displays unexpected resources when the showdown with the badmen comes. At the start of the film he joins up with the Ranger and his first mission—a joint assignment with a veteran ranger played by John McIntire—is to track down and bring to justice a notorious outlaw and killer who has eluded the authorities for years.

Unlike the hero, the killer is an "outbeat" character, who has so much personal appeal and charm that even one who comes into contact with him is bowled over by his personality and wants to keep him out of jail instead of helping the lawmen put him in. As played by Barry Sullivan, the outlaw is suave but scarcely to the extent implied by Clair Huffaker in the script.

The picture is slow in getting started, but interest starts to perk on when Murphy has captured Sullivan, who has killed McIntire, and forced Murphy to bring the prisoner back to jail all by himself. Murphy has to watch his sly and devious captive constantly and at the same time ward off attack by Indians and rival outlaws attempting to murder Sullivan.

At the end Murphy safely delivers his prisoner but is forced to kill him when Sullivan attempts escape. Murphy is comforted by pretty Venet Stevenson, who plays the girl friend who always had confidence her fellow would come through.

Harry Keller directed this picture which was produced by Gordon Kaufman. The title, by the way, is the name of the hero (believe it or not) whose last name is Jones.

Running time, 86 minutes. Release, September.

RICHARD GERTNER

## See President Opposed To Import-Label Bill

From THE DAILY Bureau

WASHINGTON, Sept. 8. — President Eisenhower has withheld his approval of the bill providing for marketing of re-packaged imports, which Congress passed just before adjournment. The bill does not affect the motion picture industry directly.

In stating his reasons for not signing the bill, the President indicated strongly that in the absence of change in U.S. foreign trade policy there would be little or no chance for future favorable administrative action on the even stronger measure proposed by Rep. Roosevelt (D., Calif.). This would require imported films and sound-tracks to have their origin indicated to the ultimate consumer.

# Expect 1,000 at TOA Meeting in Hollywood

## Pickus Reports Favorably on Pathe Lab Plan

(Continued from page 1)

The latter with the cooperation of TOA, especially in the way of assisting in obtaining guaranteed playing time for the added product, which is regarded by most exhibitors as an important contribution to relieving the film shortage.

In a phone conversation with MOTION PICTURE DAILY during the course of the conference, Albert Pickus, president of TOA, reported favorable progress was being made on TOA's response to the Pathe proposal for cooperation on its new production program.

### Zeckendorf to Make Announcement

Pickus said that William Zeckendorf will announce TOA's position at the scheduled convention luncheon next Wednesday.

Joining Pickus at the meeting today in the Ambassador Hotel were George Kerasotes, Sidney Markley and Sam Pinanski.

Tomorrow a TOA committee is scheduled to meet with a delegation from the Screen Producers Guild, marking the resumption of conferences begun some months ago to exchange views on mutual problems of exhibition and production.

Jerry Bresler, who heads the committee for the guild, confirmed the report that discussions will include commendations that exhibitors display more showmanship in stimulating interest on a local level and not leave everything up to the distribution companies; and that exhibitors voice their opinions for better relations with producers without waiting for conventions to sound off about the product.

### 'New Faces' Sought

Another point that will be raised is the need for lowering resistance to new faces in effort to establish new arquee names, and get behind the introduction of a new personality rather than be concerned with whether there are old established names in every film that's made.

Among those slated to join Bresler's contingent at the meeting are Walter Mirisch, Ross Hunter, William Castle, Jerry Wald, Frank Rosenberg, Arthur Reed and William Goetz.

Pickus will head the group representing TOA.

Over the weekend, TOA has scheduled numerous pre-convention committee meetings, including the nominating committee to select a slate of officers on Saturday, chaired by Ernest Stellings; an insurance committee meeting, chaired by Arthur Lockwood; a finance committee meeting,

Myron Blank, chairman; a decrees revision committee; George Kerasotes, chairman, and the censorship committee, all on Sunday.

Also on Sunday, the boards of directors of TESMA and TEDA will meet.

As previously reported by MOTION PICTURE DAILY, the nominating committee is expected to report back to the TOA board and executive committee at their all-day meeting Monday with a recommendation that the present slate of officers headed by Albert M. Pickus, president, be re-elected. In all probability this will be done if the consent of the present officers to serve another year can be obtained.

### Unfinished Projects a Factor

This will represent a departure from customary TOA practice of electing a new slate of officers annually. The change this year was dictated by the large number of projects of importance to all of exhibition on which present officers have worked and which remain in an unfinished stage. Among such projects are the anti-pay tv fight, the efforts to obtain additional supplies of film and others.

The convention will open officially on Tuesday morning with an address of welcome by Pickus and with Robert W. Selig of Denver in the chair. National Screen Service is sponsor of the first-day luncheon at which Kerasotes will be toastmaster and S. H. Fabian, head of Stanley Warner and of the American Congress of Exhibitors, will be a speaker.

The election report and the report

by the board of directors will be made at this session.

The trade show will open after the luncheon and will continue through Friday, final day of the convention.

American International Pictures will be host at a garden party at the Sheraton West Hotel, Tuesday night.

The TOA film merchandising and theatre operations "university" will hold its first session Wednesday morning. The topic will be "Merchandising Means Money," and Harold Chesler of Salt Lake City will act as "dean," assisted by "Professors" Jack Wilson of Los Angeles and John Krier of Salt Lake City.

### Class on Equipment Included

A separate "class" on "Equipment and Maintenance" will have Hal Neides of San Francisco as its "dean," and L. W. Davee of New York, Walter Bantau, Los Angeles, and W. J. Cosby, New York, as "professors."

The new Pathe Laboratories production program will be presented at the Wednesday luncheon sponsored by that company. William Zeckendorf, president of Webb & Knapp, which is buying the 20th Century-Fox studio property in a \$46 millions deal, and who is a member of the board of America Corp., parent of Pathe Lab, and Gordon Greenfield, America Corp. president, will speak.

The afternoon will be occupied with a trip to Disneyland with Pepsi Cola as host.

The TOA "university" session on Thursday will be on legislation and taxation affecting the industry. Mitchell Wolfson of Miami will be

## 'Dean,' 'Professors,' 'Curriculum,' Set for TOA Convention's 'School'

The "dean," the "professors," and the "curriculum" for the "TOA University" course on "The Public Speaks—We Had Better Listen" to be conducted at the annual convention of Theatre Owners of America in Los Angeles, starting next Tuesday was announced yesterday by Albert M. Pickus, TOA president.

The "post-graduate" course, which will concern itself principally with the anticipated efforts of some states and municipalities to enact censorship laws when the majority of the state legislatures convene this winter, will be one in a series of special morning "classes" at the convention to be devoted to specialized industry problems.

"The Public Speaks" has been scheduled as a breakfast meeting on Thursday. University courses on equipment and concessions will be held on Wednesday, with the concluding "post graduate" course on community relations slated for Friday.

Mitchell Wolfson, president of Wometco Enterprises, and a past president of TOA, will be "dean" of "The Public Speaks" course. Mrs. Margaret Twyman, director of community relations for the Motion Picture Association of America, in addition to serving as one of the "professors"

has also functioned as assistant dean in the preparation of a special practical guide for theatremen which will be distributed to all "graduates" of the course. The guide, a 10-page brochure, is, Pickus said, a new approach to combating censorship at the local level.

Other professors on "Dean" Wolfson's staff are Manning T. Claggett, of the legislative-legal department of MPAA's Washington, D.C. office; Jerry Wald, producer; E. LaMar Sarra, vice-president, general counsel and public relations director of Florida State Theatres, Jacksonville; Hulda McGinn, legislative counsel for Northern California Theatre Owners Association, and Martin Davis, national advertising, publicity and exploitation manager for Paramount Pictures.

"The unusual and diverse backgrounds of our professors," Pickus said, "will not only enable us to approach this important problem from all angles, but will give us an industry-wide outlook and experience."

## SPG Outlines Plea Prepared For Exhibitors

"dean," assisted by Jerry Wald, E. Lamar Sarra, Manning Claggett, Margaret Twyman and Hulda McGinn.

Pay-tv will occupy the general business session Thursday, with Roy Cooper of San Francisco in the chair. Philip Harling of New York will be moderator and speakers will include Wolfson, Marcus Cohn of Washington and Sumner Redstone of Boston.

### Presentation by Rosen

Walter Mirisch, president of the Screen Producers Guild, will be guest speaker at the Thursday luncheon session, at which Howard Kennedy of Broken Bow, Neb., will be toastmaster. Samuel Rosen, executive vice-president of Stanley Warner, will officiate at the presentation of TOA medals.

A program on drive-in theatre operation at the nearby Harbor Drive-In Theatre will occupy the afternoon. Dwight Spracher of Seattle and Edward Redstone of Boston will be co-chairmen for the session.

Two sessions of the TOA "university" will take place on Friday, with Martin Quigley, Jr., of Quigley Publications as moderator of one on Merchandising, and Mrs. Twyman of the other, "Community Conquest—1961."

### Ten Panelists Slated

Quigley will have as panelists Myron Blank, James Gaylord, Jr., C. L. Patrick, Fred C. Souttar, David A. Lipton, Louis Finske, Otto Preminger, Harold Field, M. B. Smith and Ross Hunter.

Assisting Mrs. Twyman will be Maureen O'Hara, Dina Merrill, John Lavery, John Gavin and Walter Reade, Jr.

The final day's luncheon session will be hosted by member companies of the Motion Picture Ass'n. of America. John Rowley of Dallas will be toastmaster, and Richard F. Walsh, president of the IATSE and board chairman of the Will Rogers Memorial Hospital will be a speaker.

### Doris Day to Receive Award

National Carbon Co. will host a cocktail reception in advance of the annual president's banquet Friday night, with Coca-Cola host of the Coconut Grove affair. Sherrill C. Corwin will be toastmaster. A feature of the evening will be the presentation of TOA's "Star of the Year Award" to Doris Day.

A complete social program for the ladies also has been arranged.

Co-chairmen of the convention are John G. Broumas, Chevy Chase, Md.; C. E. Cook, Maryville, Mo.; Howard Kennedy, Broken Bow, Neb., and John H. Stembler, Atlanta.

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THAT WAS  
OUTLAWED  
AROUND THE  
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IS NOW THE MOST  
OUTSPOKEN  
MOTION PICTURE  
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"BRILLIANT AND EXCITING, DARING  
Commercial prospects are as bright  
as its brilliant treatment!"

—Hollywood Reporter

"There is sex, graphically illustrated  
in a frenzied burlesque sequence  
and boldly verbalized in several  
stances. EXPLOITABLE ELEMENTS  
COULD SPELL SOLID GROSSES!  
grossing and bears watching!"

—Independent Film Journal

"GRIPPING MELODRAMA! Word  
mouth will help boost profits. Direction  
is well-paced and inventive."

—Film Bulletin

"Sensational! SHOULD STIMULATE  
AND ATTRACT ATTENDANCE! Characterizations  
are good, as are the  
direction and production."

—M. P. Exhibitor

# STUDS

PHILIP YORDAN presents

starring  
CHRISTOPHER  
KNIGHT

and

DICK FORAN · VENETIA STEVENSON · JAY C. FLIPPEN

Based on the  
novel by

JAMES T. FARRELL

Written and  
Produced by

PHILIP YORDAN

Directed by

IRVING LERNER

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and  
to the  
Point



All  
the News  
That  
is News



88, NO. 50

NEW YORK, U.S.A., MONDAY, SEPTEMBER 12, 1960

TEN CENTS

## Delegates Told

### Two-Man Booth Is Disappearing, TOA Reports

#### Now Limited to East and Special Situations

From THE DAILY Bureau  
HOLLYWOOD, Sept. 11. — "The  
of the two-man projection booth  
rapidly disappearing in the motion  
picture theatre industry," is the con-  
clusion reached by Theatre Owners of  
America as a result of a survey con-  
ducted with the cooperation of its  
members in every major American  
state and every state.  
Results of the survey are published  
in the TOA Handbook prepared in  
connection with its annual convention  
which will open Tuesday at the Am-  
ador Hotel here.  
The survey shows that two-man  
booths now exist only in the larger  
cities, in some of the larger and new-  
drive-ins and in the road show  
circuit houses.  
Geographically, the hard core of  
remaining two-man booth opera-  
tions is in the East and centered  
(Continued on page 2)

### TOA Told 230 Films Made Available in '60

From THE DAILY Bureau  
HOLLYWOOD, Sept. 11.—The 10  
major production companies will de-  
clare a total of 230 new features to  
be released in the 1960 calendar year,  
which is six more than 1959's all-time  
high of 224; 69 less than 1958, and  
100 less than the 425 of a decade ago,  
1950.  
This is the product message being  
(Continued on page 2)

### Expect Conn. Pay-TV Before FCC this Week

From THE DAILY Bureau  
WASHINGTON, Sept. 11. — The  
Federal Communications Commission  
is expected to consider some time this  
week the question of further proce-  
dure on the application for an experi-  
mental pay-tv license by WHCT,  
Hartford, Conn. There is no real indi-  
(Continued on page 4)

### Seeking Writ Against Virginia Censorship

Special to THE DAILY  
RICHMOND, Va., Sept. 11.—Felix  
J. Bilgrey, counsel for Times Film  
Corp., will appear here today in Cir-  
cuit Court to seek a declaratory judg-  
ment to have the Virginia State licen-  
sing and censorship of motion pictures  
declared invalid.

Bilgrey will take issue with the  
State's Division of Motion Picture  
(Continued on page 4)

### Sen. Sparkman Lauds 'Stars' As 'Greatest'

From THE DAILY Bureau  
WASHINGTON, Sept. 11.—Praise  
for "I Aim at the Stars" as a picture  
which "can well be one of the most  
important films of our time" has been  
entered in the Congressional Record  
by Sen. John Sparkman (D., Ala.).  
The Charles H. Schneer production,  
based on the career of Dr. Werner  
von Braun, which Columbia Pictures  
is distributing, is one which Sen.  
(Continued on page 4)

### Toronto Mayor Greet WOMPI Meet Delegates

Special to THE DAILY  
TORONTO, Sept. 11. — Toronto's  
mayor Nathan Phillips on Friday wel-  
comed nearly 150 men and women  
to the seventh annual international  
convention of Women of the Motion  
Picture Industry. The four-day con-  
clave then got down to business with  
(Continued on page 4)

### Business in Atlanta Theatres Reported Up; Exhibitors Say Grosses Running Ahead of '59

Special to THE DAILY  
ATLANTA, Sept. 11.—Business at Atlanta theatres is running well ahead of  
last year, a survey has shown.

One of those optimistic about the final figures for 1960 being ahead of 1959  
is Howard Rutherford, manager of Loew's Grand Theatre. "Although our ad-  
mission prices were increased on only four occasions in the past 12 months,"  
he said, "our grosses have exceeded those of last year."

Bob Moscow, general manager of the Rialto and Central theatre, concurred  
in the view that business is better. "Product has been of such high calibre  
that the public is getting back into the movie habit," he said.

Noble Arnold, city manager of Wilby-Kincey Service Corp., operators of the  
Fox and Roxy theatres, also believes 1960 business will exceed that of last  
year. "Our attendance is up," he pointed out, "and if this trend continues we  
shall show a big increase. Our prices have remained the same as last year  
with the exception of nominal increases for only three films this year."

### Victor in NLRB Election, 473-408

## AFM Wins Studio Nod As Bargaining Agent

### Defeats MGA; 24 U-I Votes Challenged; Victory May Affect Dispute with WB

By SAMUEL D. BERNIS

HOLLYWOOD, Sept. 11.—The American Federation of Musicians regained  
its position as the bargaining agent for musicians at all of the major studios,  
with one exception, which will be clarified upon investigation of the chal-  
lenged votes, as a result of the two-  
day National Labor Relations Board  
election, dethroning the rival Musi-  
cians Guild of America from the posi-  
tion it held during the past two years.

### 'Sneaks' Effective in Pre-Selling, Says Kramer

By SIDNEY RECHETNIK

The series of sneak previews held  
for "Inherit the Wind," highlighted  
by 77 held on one night in selected  
key cities over the country, have been  
"singularly effective weapons in pre-  
selling the picture up to this point."

This was the opinion expressed by  
Stanley Kramer, producer-director of  
the film for United Artists release, at  
a trade press conference held Friday  
at the UA home office. The reactions  
to the "sneaks" as evidenced by au-  
dience comment cards and exhibitor  
excitement has convinced the pro-  
ducer-director that this was the only  
way to build up advance interest in  
this particular film.

The long build-up for the film,  
which he compared in scope to his  
(Continued on page 5)

The court ruling last week that  
Warner Brothers may now proceed on  
its sales of post-1948 films to televi-  
sion on the contention that the AF  
of M did not have jurisdiction at the  
studios, is now expected to be af-  
fected by the NLRB victory when  
AF of M presents its appeal to Fed-  
eral Court.

Universal - International is now the  
only major studio in question on jur-  
isdiction, with 24 unopened votes  
(Continued on page 4)

### Appeal to Kahane on Foreign 'Oscar' Rules

A personal appeal to B. B. Kahane,  
president of the Academy of Motion  
Picture Arts and Sciences, has been  
initiated by Independent Film Im-  
porters and Distributors of America  
in their fight to alter the rules govern-  
ing selection of foreign films for "Os-  
car" nominations.

Richard Brandt, head of IFIDA's  
governing committee, said at a confer-  
ence at the weekend that previous  
(Continued on page 5)

### IFIDA Marks Its First Anniversary

A continued fight against censor-  
ship, showmanship awards and great-  
er intra-trade cooperation were prom-  
ised by the Independent Film Im-  
porters and Distributors of America  
here at the weekend on the occasion  
of their first anniversary.

Executive Director Michael F.  
(Continued on page 5)

## PERSONAL MENTION

**EUGENE PICKER**, president of Loew's Theatres, and **ERNIE EMERLING**, vice-president, left New York at the weekend for Los Angeles.

**A. MONTAGUE**, executive vice-president of Columbia Pictures; **RUBE JACKTER**, vice-president and general sales manager, and **ROBERT S. FERGUSON**, national director of advertising-publicity, are in Toronto from New York.

**BENJAMIN THAU**, M-G-M studio manager, will return to New York from Europe today aboard of "United States."

**SOL A. SCHWARTZ**, president of RKO Theatres, and **HARRY MANDEL**, vice-president, have arrived on the Coast from New York.

**IRVING RUBINE**, vice-president of Highroad Productions, is in Hollywood from New York.

**JACK BERNARD**, president of Rapid Film Technique, left New York at the weekend for the Coast.

**JAMES DARREN** returned to New York from London on Saturday via B.O.A.C.

**RICHARD KAHN**, Columbia exploitation manager, and **J. RAYMOND BELL**, public relations counselor, left New York at the weekend for Huntsville, Ala., to set up plans for the Southern premiere of "I Aim at the Stars."

**GEORGE SIDNEY**, producer-director, has arrived in New York from Hollywood.

**JULES LEVY**, producer, left New York at the weekend for the Coast.

## 2-Man Booth Disappearing

(Continued from page 1)

around the New York-New Jersey area, TOA reports. Elsewhere in the country it is only in the first run, big city operations.

The change has been accomplished in the last decade during which many marginal theatres were forced to close. In all instances, according to TOA, the reduction from two men in a booth to one entailed pay increases to the remaining projectionist which ranged from 25 to 50 per cent, and average about 33 per cent.

"This has resulted in substantial savings for theatres because in the average operation the booth constitutes a major portion of the operating 'nut,'" the survey found.

It notes that while there were some instances of "near-strikes" in effecting

the reduction, in "a majority of instances, the IATSE recognized the plight of the theatres and reluctantly but realistically agreed to the reduction. The unions apparently realized that the plight of the theatres was real; that many would actually close if booth costs along with other operating expenses could not be cut, and accepted the proposition that it was better to sustain one job than to lose two."

The changeover from nitrate to acetate film also has been an important factor in the gradual elimination of the two-man booths, the survey found, as many states rewrote their safety and projection codes to eliminate the erstwhile two-man requirements for nitrate film use.

## Krassner Appointed to Para. Drive-In Contracts

Ted Krassner has been appointed to the newly-created post of national drive-in contract analyst, it was announced by George Weltner, president, Paramount Film Distributing Corp. Overall drive-in sales will continue under the direction of vice-presidents Hugh Owen, for the east, and Sidney Deneau, for the west, with Krassner handling the home office administration.

Krassner has been executive aide to the sales manager of Cecil B. DeMille's "The Ten Commandments" since the formation of a special home office unit for the production over four years ago. His new duties become effective immediately.

## Johnston Here Wed.

Eric Johnston, Motion Picture Ass'n. president, will return to New York by plane Wednesday from a six weeks survey of potential African film markets. Ralph Hetzel, MPAA vice-president, who accompanied Johnston, will remain abroad an additional week or 10 days visiting Motion Picture Export Ass'n. European offices.

Johnston is expected to go directly to his Washington office from here, reporting on his trip later to a meeting of the MPEA board.

## MGM Promotes Capps

Robert Capps has been promoted to MGM assistant branch manager in Boston, it was announced by Robert Mochrie, general sales manager. Capps has been a salesman in Jacksonville since 1951, and was an office manager and head booker there before becoming a salesman. He joined MGM 14 years ago in Atlanta.

## TOA Told 230 Films

(Continued from page 1)

given to Theatre Owners of America members who will convene here this week in their annual convention at which the product shortage and exhibitors' efforts to overcome it have an important place on the four-day business program.

Even the 230 total for this year is somewhat misleading, the product report published in TOA's convention Handbook asserts. The number was attained, it says, "because close to 25 per cent, or approximately 50 films, were made abroad by European companies, and many of them have and will prove of doubtful help at the box office."

The number "is at least triple the foreign films released by the major companies in prior years," TOA says, and attributes the increase to the Screen Actors Guild strike last spring.

Through June, the 10 companies released 107 pictures, TOA reports. "Much of the year's portion of real quality blockbuster fare was telescoped into the two months of July and August," it notes.

The outlook for 1961 at this time promises little improvement, TOA says. It can find only 118 pictures from all sources in view.

## Lippert Doubles Budget For 'Storm Country'

From THE DAILY Bureau

HOLLYWOOD, Sept. 11. — Following a conference with Spyros P. Skouras, president of 20th Century-Fox, and that company's production chief, Robert Coldstein, Robert Lippert, liaison between 20th and API, announced the doubling of the budget and an increased shooting schedule for "Tess of the Storm Country," which will be filmed in CinemaScope and color.

## Article Cites 'Oscar's' Value at Box Office

The winning of a major Academy Award, or a number of them, can mean an increase of many hundreds of thousands of dollars in a film's distribution gross, Harry McWilliams, coordinator of publicity and promotion for the Awards presentations program for the past two years, pointed out in an article in the current issue of "Public Relations Journal."

McWilliams' article, entitled "The Story Behind Making 'Oscar' a Star," reviews the history of the Awards and describes the promotional program behind it the last several years when it was under industry sponsorship, and which gave it a record tv and radio audience and extensive publicity in other media.

Rube Jackter, vice president and general sales manager of Columbia Pictures, is quoted as saying the 1955 "best picture" award to "The Bridge on the River Kwai" meant well over \$1 million additional gross.

## Jack Byrne Quoted

Jack Byrne, former MGM general sales manager, is reported as having credited the nine awards to "Gigi" in 1959 for "a great deal of additional revenue during the weeks of release following the Awards." And "Ben Hur's" 11 awards this year are said to be responsible for each theatre playing the picture being "besieged by patrons making advance reservations" immediately after Academy Awards night.

McWilliams also relates that S. M. Signoret's "best actress" award last spring meant at least a half million dollars in additional film rental to the producers of "Room at the Top."

## DuPont Is Considering Entering Color Field

The DuPont Co. has confirmed reports that it is considering entering the color photographic film market but does not expect to make a decision for at least a year.

In a story in the *Wall Street Journal* at the weekend, a DuPont spokesman denied that an agreement had been already signed to bring out the film with Technicolor Corp. The had been rumors that Technicolor had agreed to distribute and process film to be made by DuPont.

The DuPont spokesman said the company has been talking with officials of several companies, including Technicolor, to obtain information about marketing, distribution and technical problems. DuPont officials also said that should they enter the color film market the company might choose to do its own marketing and processing of the film.

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**national  
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SPECIAL TRAILERS**

# THE *Independent* FILM JOURNAL

## \* 'A La Carte'... Not So Smart!

The majority of the nation's exhibitors through the years have been purchasing their trailers from one source, National Screen Service, under the company's "weekly service plan."

When Columbia announced its intention to produce and distribute its own trailers, NSS, with more than 70 percent of its accounts on the weekly plan, recognized its continuing obligation to theatre owner customers. At considerable expense and effort, the service company has proceeded to create and produce its own trailers on Columbia product in order that it might fulfill the terms of its weekly service plan for the benefit of its customers. The exhibitor can do no less than live up to his contractual obligation. If exhibitors seek a reduction because of the Columbia situation, as some short-sighted theatre owners have done, they are in effect starting the inflationary spiral in trailer costs and must ultimately be prepared to purchase each trailer at *a la carte* prices.

Theatre owners have always had an option to buy their trailers from National Screen on a weekly basis or per trailer arrangement. Surely they must know that the former plan costs considerably less than the latter. No theatre owner should do anything to make it necessary for the elimination of the "weekly service plan." In fact, exhibitors should be smart enough to insure its continuation into the future for their own protection.



**THAT'S JUST EXACTLY OUR POINT!**  
**...and thanks to the INDEPENDENT**  
**FILM JOURNAL for making it for us!**

NATIONAL *Screen* SERVICE  
PRIZE BABY OF THE INDUSTRY

## Exhibitors Name Jackter World's Top Film Peddler

A plaque naming him the "world's No. 1 film salesman" is hanging in an honored spot on the wall of Rube Jackter's Columbia Pictures office here, a tribute he proudly brought back from a recent Texas trip.

The plaque was presented to him by circuit executives in Dallas recently during a visit on behalf of Columbia's 1960 Christmas release, "The 3 Worlds of Gulliver."

Circuit men who cited Jackter are Raymond Willie, Interstate; W. E. Mitchell, Texas Consolidated; E. D. Hayle, Jefferson Amusement Co.; John H. Rowley, Rowley United Theatres, and H. J. Griffith, Frontier Theatres.

## AFM Winner

(Continued from page 1)

there being challenged by MCA. Decision on the investigation by the NLRB is not expected for at least 10 days.

AF of M won over MCA at all other studios by a total vote of 473 to 408.

MCA won an NLRB election earlier this year gaining bargaining control for musicians with the Alliance of TV Film Producers and several independent tv producers; and has under its jurisdiction several record companies as well.

### Kenin Hails NLRB Vote As 'Unionism Victory'

Last week's National Labor Relations Board election in Hollywood that restored the American Federation of Musicians as bargaining agent for musicians employed by major studios was hailed by Herman Kenin, AF of M president, as "a significant victory for trade unionism as well as for instrumentalists everywhere."

"It signals," he said, "the speedy end of dual unionism and the kind of unity of purpose that enables an honest trade union to represent its members effectively."

"I am sure I speak for the vast majority of our 265,000 members when I say that we regard the election result more as a reaffirmation of musicians' unity than as a victory over other musicians."

### Post-'48 Films Prime Item

Union circles here expected the AF of M's probable next move, following certification by the NLRB as bargaining agent in five days, would be to seek new contract negotiations with the studios, which would be certain to cover payments for re-use of film scores when post-1948 films are sold to television.

Old AF of M contracts contained a clause prohibiting companies from disposing of their post-'48 libraries without prior negotiations with the union for a share in the re-use proceeds. The Federation brought suit to halt Warners from consummating

## Three Columbia Ads In 'Times' Film Section

Ads for Columbia Pictures releases dominated the amusement section of yesterday's *New York Times* with half-page ads on three consecutive pages. The first of the ads announced the start of ticket sales for "Pepe," the George Sidney International-Posa Films International film, which will play the Criterion Theatre on a road-show policy.

The other two ads were on facing pages. They were for William Coetz' "Song Without End," now in its fifth week at the Radio City Music Hall, and the long-run "I'm All Right, Jack," in its 21st week at the Guild Theatre.

## Seeking Writ

(Continued from page 1)

Censorship, which denied the distributing company a license to exhibit "The Respectful Prostitute" (submitted under the title, "The Respectful Tramp") on the ground that public showing of the picture would tend to incite to riot.

The company contends that content of the picture is not a factor in its current action, that the fight is against prior censorship as an infringement on the First Amendment rights of free speech.

"Censorship in any form is an evil that tends to inhibit all forms of expression," Bilgrey said. "Virginia is one of the few remaining states which requires prior submission of a film to a board of censors, thus seeking to make a privilege of what the Constitution guarantees as a right."

## Here for 'Spartacus'

Bud Westmore, make-up head on "Spartacus", Bryna production being released by Universal-International, who is one of the five "behind-the-scenes" personalities touring on behalf of the advance promotion of the picture, is here from Atlantic City for three days of promotional activity on the picture. Westmore, who was one of the judges in the "Miss America" beauty contest and pageant at Atlantic City, will participate in a series of special promotions as well as press and syndicate interviews aimed at the beauty sections of the newspapers.

its \$11 millions post-'48 deal with Seven Arts Prods. but the Federal court here dismissed the action on the grounds that AF of M had ceased to be the bargaining agent for studio musicians when it lost the 1958 NLRB election to the Musicians Guild of America.

Legal circles surmised at the weekend that the AF of M, once it has been certified anew as bargaining agent, would have to return to court in its new status to prosecute a similar action.

Meanwhile, Warners has closed the Seven Arts deal. The court indicated last week that its legal remedy thereafter would be in the form of a damage action.

## Sen. Sparkman

(Continued from page 1)

Sparkman said he believes "every American should see," and which he hopes "millions of people in other lands will also."

"It is to the credit of Mr. Schneer that he undertook to make this film," Sen. Sparkman said. "Dr. Von Braun is a public figure not untouched by controversy. But the picture does not gloss over any of the facts."

"The film also delineates fully the great decision that had to be made at the conclusion of the war by our military authorities on the disposition of the German rocket and missile experts. . . . (It) shows "how that gamble paid off, not only to our great advantage in the race for space, but in gaining us a large number of good and valuable citizens. . . . a further proof that the United States is able to accept people who have lived under the most foreign of doctrines and nurture them so that they understand and accept our ideals of freedom."

Sen. Sparkman said Schneer, Columbia Pictures and the U.S. Army, which cooperated in the production of the film, "must be commended."

## Connecticut Pay-TV

(Continued from page 1)

of the course that it is likely to follow. One informed source notes that there are seven possible views on the question, and that any indication that a decision has been made is "all speculation."

The major question at issue is the type of hearing that FCC will order. Under the law, FCC cannot dismiss an application without one. Marcus Cohn, attorney for theatrical exhibitors, has actively sought to have the commission follow its normal procedure—have hearings follow a normal course starting with proceedings before a hearing examiner.

Advocates of a quick grant of an experimental license for toll-tv have sought to short-circuit this procedure—which, they say, could take almost two years—by having the full commission consider the case right away and issue a quick ruling.

An alternative, which would be welcomed by the proponents of pay-tv, would be to have FCC declare that the WHCT-TV application meets the criteria which the commission has set for experimental pay-tv operations and issue the license forthwith.

## Toronto Mayor

(Continued from page 1)

reports from the various committees and executives. The delegates then moved en masse to the Canadian National Exhibition.

Saturday's session was taken with a closed business session followed by a luncheon and fashion show. David Savage, manager of the Plaza Theatre, Oshawa, was the speaker.

Clyde Gilmour, *Toronto Telegram* newspaper critic, was the featured speaker at the afternoon session.

The convention closed today with a luncheon meeting.

## 'Young Men' Big in All Types of Situations

Hall Bartlett's "All the Young Men" gives all indications of being a runaway hit on the basis of box office returns from pre-release engagements. It was stated at the weekend by Rube Jackter, Columbia vice-president and general sales manager. Pointing to gross figures from varying types of situations, Jackter said the drama has scored heavily in large metropolitan areas and small cities alike.

### Quotes Figures from 7 Cities

Among the figures Jackter mentioned were: New York, the Fox broke every record in its history with successive weeks of \$40,645 and \$36,606; Chicago, the world premiere engagement at the Roosevelt has set the best business in two years, with weeks of \$37,877, \$27,463 and \$21,117; Los Angeles, where a 22 theatre multiple engagement scored an opening day gross of \$23,287; Denver, 1 Denver theatre hitting \$17,630 in its first nine days; Salt Lake City, with \$13,000 registered at the Lyric and Highland in five days; Stamford, Conn., with a huge \$9,303 at the Ridgeway for the first week; and Great Falls, Mont., where the Fox Motor theatre hit a house record with \$5,325 in the first six days.

## 'Love' Opens Big Here

"Let's Make Love," 20th-Fox release, was reported doing big business here at the weekend in its day-and-date engagements at the Paramount and Trans-Lux 52nd Street Theatre. Opening day the film grossed \$8,000 at the Paramount, the best opening day for the theatre in two years. At the 52nd Street the figure was \$3,200 just \$100 short of the opening record at the house.

## B.V. Meeting Today

Buena Vista's sales and promotion plans for Walt Disney's 1961 entertainment line-up will be set at a series of meetings attended by Irving O. Disney, E. Cardon Walker, vice president in charge of advertising and sales; Ray Keller, assistant to Irving O. Disney, and B. V. district managers. New York today, it was announced by Irving H. Ludwig, Buena Vista president.

## Stoloff Services Held

HOLLYWOOD, Sept. 11.—Services for Ben Stoloff, 64, producer-director who died Thursday following a long illness, were held Sunday at the Hollywood Chapel, with entombment at Beth Olam Mausoleum. He is survived by his widow, Lillian; his mother, and brother Morris, musical director at Columbia.

## Reissman Rites Held

PITTSBURGH, Sept. 11.—Funeral services have been held here for Harry Weissman, father-in-law of M. C. Rosen, branch manager for 20th Century-Fox.

# 'Oscar' Rules

(Continued from page 1)

requests for action submitted to the Academy's foreign language film award committee having been rejected it was hoped that Kahane might reverse the group's decision. Brandt stressed that his organization's aim was not to change the present mode of nomination but rather superimpose upon it a broader basis from which to pick nominees." It was pointed out that as the system now stands only one motion picture from each film producing nation can be submitted to the Academy for consideration and that the proposed film must have been made within the year that it is judged for recognition.

## Case of France Is Cited

IFIDA believes this to be unfair not because such a film may not have been released for public consumption under these rules, but also feels that certain countries, particularly France, produce several excellent features which would not even be eligible for consideration.

Brandt stated that his company was objecting as a bad loser since representatives of his organization are the most constant winners in the annual "Oscar" race. He said he felt the present way discouraged many independent producers from participating in the contest and pointed out that even foreign countries such as Sweden had voiced their objections to the Academy.

Although he maintained that it was IFIDA's primary motivation in the case, Brandt stated that the commercial value of changing the rules could not be denied. In defense of his statement he pointed out the practice of major American studios who hold back some of their better pictures until award time in order to take full advantage of the publicity and interest they exerted.

## Government Influence Seen

Brandt further insisted that today's means of selecting foreign nominees are "evil" inasmuch as he was sure that most of the choices made for Academy consideration by foreign countries are made with the ample influence of the governments of these countries." According to Brandt, "IFIDA will continue to fight for a free and open competition until this aim is accomplished."

## Port Three Potential Sponsors

### Academy Awards TV Show

HOLLYWOOD, Sept. 11. — Three sponsors in contention for next April's Academy Awards show over the ABC broadcasting network reported here by Revlon, General Foods and Procter & Gamble. Selection of one will be made within next few days. It also reported, according to Academy president B. B. Kahane, is a possible saving of approximately \$1,000,000 per year out of the \$561,000 the Academy will receive annually from the show.

# New British Release Pattern Proposed To Coincide with Saturation Ad Drives

From THE DAILY Bureau

LONDON, Sept. 8 (By Air Mail)—A revolutionary new release pattern to coincide with saturation advertising campaigns is advocated by the Kinematograph Renters' Society in a report to the Cinematograph Exhibitors' Association. The plan, which proposes a major modification of the London release pattern, has been largely brought about by the impact of television advertising on current releases in recent months. It will be considered by the CEA's general council next Wednesday.

Text of the KRS proposals is as follows:

"An analysis of the theatres currently playing on North West London release reveals a wide variation in their boxoffice potential, and in order to secure the maximum benefits from comprehensive advertising campaigns in all media, it is the belief of the KRS that serious consideration should be given to a major modification of the London general release pattern.

## TV Advertising Praised

"We have noted with interest the changes that have recently taken place in the South Coast release pattern as a result of the success achieved by television advertising on the Southern Television transmitters.

"In London, evening newspapers and television cover not only the Greater London area but also the Home Counties, and in general terms it would be sensible to key the play dates of films so advertised so as to coincide with the peak of the general release advertising campaign. Consequently the selection of the theatres to play on the first week of London release need have no regard to existing zoning or to their precise geographical location, or to existing bars.

"Instead, theatres would be selected

on the basis of maximum money-taking capacity. Thus, for example, on a given circuit release, some of the theatres selected for the first week might well be situated in Reading and Luton.

"From this it would follow that a subsequent run release pattern would be developed in the London and Home Counties area, in much the same manner as already exists in all the major Provincial centres.

"The availability of advertising media in all their forms lends itself to saturation advertising campaigns in regional areas, and it is suggested that for this purpose the country could, for example, be broken down into the following given areas: (1) South Coast pre-release area; (2) London and Home Counties; (3) Birmingham, the Midlands, East Anglia, South Wales and the South West; (4) Yorkshire, Lancashire, Cheshire and North Wales; (5) Scotland, Northumberland, Cumberland and Durham.

## Each to Be Covered in Turn

Each of these areas would in turn be covered by a pattern of release similar to the suggested pattern for London and Home Counties set out above.

"Comprehensive advertising in the areas concerned would be in the direct interests of the exhibitor. It is our opinion that such a development would be to the benefit of all sections of the industry as well as to that of the general public."

# IFIDA Marks

(Continued from page 1)

Mayer, speaking for the entire organization at a press conference, said that they looked back with pride upon the accomplishments of their first year and that they intended to make further advances in the future.

Mayer's first and strongest point concerned the organization's fight against "unconstitutional censorship." IFIDA is backing Films-Around-the-World's action in contesting "arbitrary delaying action by U.S. Customs' officials" in regard to their French import, "The Game of Love," according to Mayer, and it is happy with the results of its past program, especially in regard to "Lady Chatterley's Lover" and the Pennsylvania censorship law suit.

The group's future objectives include an exhibition award which will be given on the basis of showmanship, Mayer disclosed, but the venture is still in its planning stages and so no definite announcements can be made as yet.

As in the past, Mayer stated, IFIDA will continue to work closely with other members of the industry.

# GNG Productions Is New Film, TV Company

From THE DAILY Bureau

HOLLYWOOD, Sept. 11.—Corporation papers have been filed in Wilmington, Del., for a new company to be known as GNG Productions, Inc., which will operate out of Hollywood. The company has been formed to produce feature motion pictures, television shows and commercials. It will also enter the field of management, specializing in foreign artists.

Frank Gardoni, independent producer-director, is president of the new company, with Daniel H. Gettone, Philadelphia industrialist as vice-president, and Ivan Nagy, producer-director is treasurer.

He pointed out there is a good possibility of future cooperation in various trade practices.

It was disclosed that IFIDA will hold election of its governing committee for the next year within two weeks and that a meeting of the board of directors is set for Sept. 14.

Mayer concluded by stating that he believed IFIDA had succeeded in establishing "first year roots with strength."

# 'Sneaks' Vital

(Continued from page 1)

previous films, "The Defiant Ones" and "On the Beach," has been underway for six months and has "only now begun to pay off" in publicity, he said.

Also participating in the conference were George Schafer, producer's representative; Roger H. Lewis, UA vice-president in charge of advertising, publicity and exploitation; Mort Nathanson, international director of advertising and publicity, and Fred Goldberg, national director of advertising, publicity and exploitation.

## Scopes to Tour

Kramer also said that John T. Scopes, defendant in the Dayton (Tenn.) trial upon which the film is based, will make a tour of key cities in behalf of the film, as also will Spencer Tracy and Gene Kelly, of the film's cast, in addition to himself.

In discussing the specialized handling of the film, Lewis pointed out that despite the fact that "Inherit the Wind" was delivered by Kramer in March, it was decided to hold up its release in favor of a long-range campaign. This procedure, Lewis said, is contrary to the current pattern of "rushing a picture into release immediately after completion."

In answer to a question as to whether he was concerned about the new activity of the American Legion, Kramer said that he was concerned because of "basic differences of opinion." He claimed that the Legion is wrong in its attack upon "individual freedom which exists in a democracy." He said that while their objectives were the same, the methods of reaching them were different.

## Says Law Should Act

The screen writers cited as subversive by the American Legion should not be attacked by pressure groups, contended Kramer. "If they have done anything illegal," he said, "the proper authorities should take appropriate action."

Kramer outlined his future producer-director activities for United Artists as including "Judgment at Nuremberg," which will enter production in Germany next January with a cast including Spencer Tracy, Sir Laurence Olivier and Maximilian Schell; "Something a Little Less Serious," a comedy based on an original screen play by William Rose ("Genevieve" and "Lady Killers"), which will be his first attempt at screen humor and will star world-famous comedians in "parts," not just guest appearances; and "My Glorious Brothers," which he will produce but not direct.

## Calls Reason 'Economic'

In discussing "runaway production," Kramer said that producing abroad depends a great deal upon economics. "There is something wrong mathematically," he stated, "when a producer spends \$2,000,000 on a picture and it has to gross \$6,000,000 for him to break even."

20<sup>th</sup>  
Century-Fox

ANNOUNCES

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TODD-AO

PRODUCTION OF

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WILL BE AVAILABLE

FOR

**SELECTED  
ENGAGEMENTS  
IN JUNE**



ELIZABETH TAYLOR  
AS CLEOPATRA

STEPHEN BOYD  
AS MARK ANTONY

PETER FINCH  
AS JULIUS CAESAR

PRODUCED BY

DIRECTED BY

SCREENPLAY BY

WALTER WANGER • ROUBEN MAMOULIAN • LAWRENCE DURRELL

FROM  
20<sup>th</sup>  
- OF  
COURS



# MOTION PICTURE DAILY

Concise  
and  
to the  
Point



All  
the News  
That  
s News



88, NO. 51

NEW YORK, U.S.A., TUESDAY, SEPTEMBER 13, 1960

TEN CENTS

## Report on Legislation

### TOA Unit Eyes Trend to Film Classification

#### Concerned by Taxes, Censorship, 'Blue Laws'

From THE DAILY Bureau

LOS ANGELES, Sept. 12. — The effect of proposed and enacted legislation on the motion picture industry in our fields was the heaviest in years. The trend continues for 1961, the word of directors of Theatre Owners of America was told here today. The concerns are censorship, classification of films, taxes and "blue laws." A report from the TOA state local legislation committee, E. Ar Sarra, chairman, said that 23 sessions met in regular session in 1960. On censorship he said that the (Continued on page 4)

### TOA Incumbent Officers Serve Another Year

Special to THE DAILY

LOS ANGELES, Sept. 12. — The current slate of officers of Theatre Owners of America, headed by Albert M. Pickus, president, will carry on the organization for another year, as predicted in MOTION PICTURE DAILY last week. The matters of consent decree releases and censorship problems were (Continued on page 4)

### Bill Scully to Direct Variety Club Convention

William A. Scully, veteran of the motion picture industry and one of the most active members of Variety Club organization, has been named general chairman of the 34th inter- (Continued on page 12)

TELEVISION TODAY — P. 10

### Gross, Admissions Up For Britain in July

From THE DAILY Bureau

LONDON, Sept. 12. — Cinema admissions in Britain for July showed a marked improvement over the previous two months with the weekly average rising to 9,800,000 as compared with 8,400,000 in June and 9,200,000 in May. This is attributed both to top quality films shown in July and the exceptionally bad weather.

Gross takings reflected the gain rising to a weekly average of £1,210,000 (\$3,388,000) compared with £1,030,000 (\$2,884,000) in June and £1,240,000 (\$3,472,000) in May.

Indications are that, if the present rate is maintained, the total number of admissions for 1960 will level out at around 500,000,000. This compares with 624,000,000 in 1959 and 1,300,000,000 in 1954.

### Seven Arts' Investment \$30 Million in 15 Films

A production cost of some \$30,000,000 will be involved in the 15 films with which Seven Arts Productions, Ltd. will be associated in 1960-61, it was announced here yesterday at a press conference presided over by David Stillman, president, with headquarters in Toronto. Working with a revolving fund of several millions of dollars, Seven Arts will con- (Continued on page 3)

### Critic Tells Wompi Industry Should Make Theatre-Going More of an Event

Special to THE DAILY

TORONTO, Sept. 12.—A Toronto motion picture critic told the Women of the Motion Picture Industry at their annual convention here that theatre owners should "dress up their theatres more and make theatre-going an event."

Clyde Gilmour, critic for the *Telegram Newspaper*, *MacLean's National Magazine* and the Canadian Broadcasting Corp., said also that attention given patrons by ushers and managers was "too perfunctory." He spoke at the installation banquet of WOMPI.

Florence Long of Toronto was installed as president, Mary Hart of

## Joint Announcement at Convention

### TOA Will Counsel Producers on Films

#### Make Agreement with SPG to Serve as Clearing House on Data to Guide Future Films; Invite Distributors to New Talks

By SHERWIN KANE

LOS ANGELES, Sept. 12.—Theatre Owners of America has made an agreement with the Screen Producers Guild to serve as a clearing house for information to guide future production, beginning with circulation among TOA membership of synopses of pictures to provide producers with an exhibitor evaluation of the box office potential of the proposed films.

This new development in producer-exhibitor cooperation was revealed as one of the results of talks between

### Subscribers' Committee Of ACE to Be Named

From THE DAILY Bureau

HOLLYWOOD, Sept. 12.—The formation of a committee to include five representatives of those who have made cash subscriptions to the financing of the projected American Congress of Exhibitors production organization, plus members of the ACE executive committee to draft final financing and other plans for the project was authorized at a meeting of subscribers here last night.

Si H. Fabian, executive director of ACE, was directed to appoint the five subscribers' representatives. When he (Continued on page 9)

Other facets of TOA's new product program including arrangements with Alpha Distributing Co. and the ACE program to raise production financing, appear in the story of the president's annual report on page 9.

the two groups in a joint statement issued here today at the Ambassador Hotel, where TOA officially opens its 13th annual convention tomorrow. The statement was made by Albert M. Pickus, TOA president, and Jerry Bresler, chairman of a special SPG (Continued on page 4)

### U.S. Officials Address Conference of FPCC

Special to THE DAILY

TORONTO, Sept. 12. — Famous Players Canadian Corp. today opened its four-day national conference of managers, partners and associates here with addresses from various film-company sales heads.

John J. Fitzgibbons, president and managing director of FPCC said fol- (Continued on page 12)

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# WELCOME TOA DELEGATES!

## Wompi's Told

(Continued from page 1)

Quinan, of Dallas, retiring president. Harvey Harnick of Toronto accepted the check on behalf of the hospital. The money will go toward furnishing a room at the Saranac Lake Hospital as a memorial to the late Robert J. O'Donnell.

The WOMPI also voted to make a \$2,000 a year donation to the hospital.

The four-day convention attended by over 100 members wound up here Sunday. The convention also voted to send a wire to the Theatre Owners of America convention in Los Angeles telling them that the WOMPI would support the forthcoming National Movie Week. A similar wire was also sent to J. J. Fitzgibbons, president and managing director of Famous Players Canadian Corporation, whose national convention is now in session here.

### Three Awards Made

The Denver chapter of the WOMPI won the publicity award; Dallas, the industry public relations award as well as club convention award for sending 16 members to the convention; New Orleans walked off with the community service award. Toronto controller and theatre owner Don Summerville made the presentation of the awards.

A memorial service for two members who died during the past year was conducted by Johnnie Barnes of Atlanta.

The next convention will be held in Charlotte, N. C., while the 1962 convention will be in Kansas City.

## Col. Trailers Set for Rest of '60 Releases

Columbia Pictures announced yesterday that by Oct. 15 all their branches will have both trailers and accessories for all their releases through the end of the year.

The announcement stated that trailer and accessory shipments were well ahead of the company's release schedule with branches having already received material for November releases. November releases include: "Let No Man Write My Epitaph," "Surprise Package," and "Hell Is a City." "The Three Worlds of Gulliver" is listed as a December release.



## PERSONAL MENTION

**EDWARD E. SULLIVAN**, 20th Century-Fox publicity director, returned to New York yesterday from the Coast.

**CHARLES BOASBERG**, president of Warner Brothers Distributing Corp., and **RALPH IANNUZZI**, district manager, are in Cleveland from New York.

**CARL PEPPERCORN**, vice-president in charge of sales for Continental Distributing, Inc., has arrived in Los Angeles for a two-week tour of the Coast cities.

**SERIE PERAKOS**, general manager of Perakos Theatres Associates, New Britain, Conn., has returned there from Hartford.

**PAUL HELMICK**, associate producer of **HOWARD HAWKS'** "Hatari," has left Hollywood for Africa, via New York and Paris.

**JACK RICHARDS**, manager of the Clinton (Mass.) Drive-in Theatre, has entered a hospital in that community for surgery.

**ALLEN REISNER**, film and tv director, has arrived in Hollywood from New York.

**MAX MINK**, managing director of the Palace Theatre, Cleveland, and **SAM SCHULTZ**, of Selected Theatres, who does the buying, was in New York from there.

**HAROLD V. COHEN**, motion picture editor of the *Pittsburgh Post-Gazette and Sun-Telegraph*, has left there for Germany.

**STANLEY A. CHATKIN**, M-G-M field representative, is in Albany from New York, to help plan the opening of "Ben-Hur," scheduled for the Ritz Theatre there on Sept. 28.

**ROBERT M. STERNEBERG**, president of New England Theatres, Inc., has returned to Boston from Hartford.

### To Promote 'Cleopatra'

LONDON, Sept. 12. — American publicist Phil Gersdorf and the Bill Batchelor organization of London have been appointed to create and conduct the production publicity campaign for 20th Century-Fox's "Cleopatra." Co-ordinating the production publicity will be Giulio Ascarelli, recently appointed to this new-created post, it is announced by John Ware, director of publicity and advertising for Fox in Britain.

**JOSEPH E. LEVINE**, president of Embassy Pictures, who disembarked at New York last week following a trip to Europe, has returned to his Boston headquarters.

**MARILYN LEAVITT**, daughter of **SANFORD LEAVITT**, of the Washington Circuit, Cleveland, will be married on Thanksgiving Day to **ROBERT WILLIAM CROW**, of Warren, O.

**ANTHONY QUINN** has returned to New York from London.

**BETTY GILLEN**, switchboard operator at the M-G-M exchange in Boston, will be married in Dorchester on Saturday to **JAMES A. MACDONALD**, of Winthrop.

**DOUGLAS AMOS**, general manager of Lockwood & Gordon Enterprises, Boston, has returned there from Hartford.

**DR. MIKLOS ROSZA**, who is composing the musical score for **SAMUEL BRONSTON'S** "King of Kings," has arrived in New York from Madrid.

**HY GARDNER**, television commentator and columnist for the *New York Herald Tribune*, has returned to New York from Europe.

**ELEANOR WARDLOW**, booker for Martin & Thoupson Theatres, Atlanta, has returned there following a vacation.

**MICHAEL B. BROMHEAD**, American representative for Lion International Films, Ltd., is in London from New York for a month's visit.

**CHARLTON HESTON** left New York on Saturday aboard the "Leonardo da Vinci" for Spain.

**L. E. GOLDHAMMER**, Allied Artists Eastern division manager, was in Cleveland over the weekend from New York.

### New Comedy for 'U'

HOLLYWOOD, Sept. 12.—Acquisition by Universal of another important comedy property to follow its "Operation Petticoat" and "Pillow Talk," was announced by Edward Muhl, UI vice-president in charge of production.

With the producer Ross Hunter at the production helm, the new property is by Oscar Saul and Harry Kleiner. It carries the working title of "Baby Talk."

## Memphis Tent Receives Heart Award Sept. 21

Formal presentation of Variety Club's most prized honor, the Heart Award, will be made to the Memphis tent at special ceremonies scheduled for Sunday evening, Sept. 25.

Howard Nicholson, chief barker of the Memphis unit, will accept an engraved plaque from International Chief Barker Edward Emanuel. Presentation ceremonies are to be held in the Variety Children's Heart Institute where the local tent provides medical services for indigent children suffering from heart disease, and conducts important research in specialized field. This is a wholly humanitarian project for the Memphis Variety Club and it is associated with the University of Tennessee.

The Heart Award is made by Variety International each year to the unit which achieves the year's record of community service. This is the second time Memphis has earned this honor, having won it in 1951 when the tent established a Bank of Milk Bank.

### Emanuel in Tribute

In announcing the Heart Award Presentation, Emanuel said that the Barkers of Memphis have demonstrated that Variety is never content to rest on its laurels, is never satisfied merely to bring about a charity project when needed and let it be run by others. In winning the Award for the second time, Memphis underscored that Variety Club members and tents are always alert to the needs of the children of their communities, and are always eager to satisfy these needs whenever they arise.

### Rites for E. J. Mayer

Funeral services were held here yesterday for Edwin Justin Mayer, screen writer, playwright and a founder of the Screen Writers Guild, who died at New York Hospital Sunday following a short illness.

Mayer's first play, "The Firebrand," was produced here in 1924, after which he did much screen writing in Hollywood, including the scripts for "Merrily We Go to Hell," "Not So Dumb," "The Buccaneer," "Elephant Express," "Rio," "They Met in Bombay," "To Be or Not to Be" and "A Royal Scandal."

## NEW YORK THEATRES

RADIO CITY MUSIC HALL—  
Rockefeller Center • CI 6-4600

"SONG WITHOUT END"

THE STORY OF FRANZ LISZT starring

DIRK BOGARDE as Franz Liszt

A COLUMBIA PICTURE in CinemaScope & Eastman Color

ON THE GREAT STAGE "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. Fee, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOLLYWOOD 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London Bureau, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Circle 7-30. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagher, 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 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,

## New USIA Fund for Films Uncut

From THE DAILY Bureau

WASHINGTON, Sept. 12.—The film budget of the U. S. Information Agency for the current fiscal year will be virtually unchanged from the prior year, according to Turner Shelton, chief of the agency's motion picture division. As things are shaping up in the budget-making process, there will be some \$6 million available to the film division, he pointed out. Within the U.S.I.A. film operations, funds will be split in substantially the same proportion as last year, with \$1 million going for production and the balance for other activities. Funds will be available for production of about 14 documentary films, for assisting in newsreel-type coverage of special events, and for making color records of some heads of foreign states to the U. S.

Money will also go toward making language versions and prints of films since the agency uses 41 languages in more than 80 countries in which the film program operates. It operates and has available over 14,000 projectors (including mobile units) plus some 260 screening facilities.

## Cadillac Will Aid Pioneers Charity Fund

A Cadillac Coupe de Ville will be rolled off at the 22nd annual dinner of the Motion Picture Pioneers on Nov. 21, with proceeds going to support the activities of the Foundation of the Motion Picture Pioneers, Inc. The Foundation provides financial assistance to needy veterans of the film industry.

The fully equipped automobile has been donated to the Pioneers by Mrs. Joseph E. Levine and her children in honor of her husband, the president of Embassy Pictures Corp., who will be saluted as the Pioneer of the Year at the dinner to be held at the Waldorf-Astoria Hotel.

Subscriptions for the car, at \$10, are available from Pioneers treasurer William J. German, 1501 Broadway, from the office of S. H. Fabian, 155 Broadway. Contributions are tax-deductible and an individual does not have to be present at the dinner to be eligible for the prize.

## Peter Sellers Short

Peter Sellers "featurette" entitled "The Case of the Mukkinese Battle" was acquired by Durham International Films from Archway Films in London. David A. Bader, Durham president, said a major U.S. company is presently negotiating for theatrical distribution rights.

## NY Managers to Meet

Upstate New York managers from Albany, Troy and Utica will attend a meeting on Thursday at the zone offices in Newark.

## D.C. 'Post' Changes Amusements Format

From THE DAILY Bureau

WASHINGTON, Sept. 12.—The Washington Post & Times-Herald has switched its Sunday amusements section from tabloid to full newspaper size with full color front page. First color picture to be featured was one of Ralph Bellamy in Dore Schary's "Sunrise at Campobello," slated to open here Oct. 6.

In addition to front-page film news by drama critic Richard L. Coe and a page one listing of first-run films, the new "show" section provides a full weekly listing of neighborhood films and a column called "The Circuit Riders," which lists "a few of the choicer attractions playing the neighborhood film circuit during the week." Also carried on "Shows" inside pages are Hollywood syndicated columnists and other features from the film city.

### An Offset Printing Job

Concurrently with the move to a full-size "Show" section, the Post moved from a tabloid-sized tv section to "TV Channels," a magazine-sized offset-printed listing of the week's local programs plus features designed to appeal to fans.

## Remodeling Slated for Theatre in Kansas City

Special to THE DAILY

KANSAS CITY, Mo., Sept. 12.—The purchase of the RKO-Missouri Theatre building and an improvement program which will amount to \$2,941,221 were reported today by Durwood Theatres, Inc. The site was purchased by the Fourteenth and Main Corp., a Kansas City investment group, for an initial investment of \$1,000,000 and leased to Durwood on a long-term lease.

Durwood will utilize the principal part of the building for a new theatre to be called the Empire. Plans call for complete redesigning of interior and exterior, a new facade, renovation of ground floor shops and improvement of second and third floor office space.

The Empire will be reopened in November on a roadshow basis exhibiting films primarily in 70mm. Remodeling will include a reduction of seating capacity to 1260, a 70-ft. curved screen and new projection equipment from Phillips.

## Special 'Pepe' Trailer

A special promotional trailer on George Sidney's "Pepe," created for exclusive showings to Columbia executive personnel and exhibitors here and abroad, has been completed by Columbia's trailer department. Titled "Pepe Presents George Sidney," the trailer film in color and CinemaScope, produced by Jack Atlas, introduces the producer-director, who talks about Columbia's Big "C"—Cantinflas—and his teaming with 35 international stars in the Sidney International-Posa Films Internacional production.

## Seven Arts

(Continued from page 1)

continue its present production pace both independently and with associates, he said.

The company also plans activities to cover the entire entertainment industry, Stillman said, from motion pictures and literary properties to feature films for tv. Now in tv distribution, it may also go into theatrical distribution when it feels the number and calibre of films committed to the organization warrants such a move. It also plans to invest in development of resort areas in the Bahamas off the coast of Florida.

### Five Pictures Ready

Films listed by Stillman as ready for release or in production were "The Misfits," "West Side Story," "By Love Possessed," and "Two for the Seesaw," all for United Artists release and "The Day of the Gun," being released by Universal.

Other pictures in which Seven Arts will be co-producers or will participate include "The Roman Spring of Mrs. Stone," "The Sergeant," "Powder Keg," "The Watch That Ends the Night," and "Lolita."

It was also revealed that Seven Arts had participated in two films previously released by Columbia, "Anatomy of a Murder" and "Strangers When We Meet," and one by Warners, "The Nun's Story."

### In Two Stage Productions

Seven Arts is also to be involved in two stage productions—a musical version of "Gone with the Wind" and a French play, "Romanciro."

Stillman detailed the steps by which the Canadian company, formerly Creative Telefilm and Artists, Ltd., acquired the name and properties of the American company founded by Eliot Hyman, Seven Arts Productions, Inc. Hyman, who is president of Seven Arts Associated, the tv distribution organization, sailed for England last week where he is completing plans for development of several Seven Arts properties.

## Arthur Englebert, 70

CLEVELAND, Sept. 12.—Funeral services have been held here for Arthur Englebert, Warner Brothers cashier for 30 years until his retirement two years ago, who died in Crile Hospital here following a heart attack at the age of 70. As a member of the Rainbow Division in World War I, he was wounded and won the Silver Star for gallantry in action. He is survived by his wife, Genevieve, and two daughters.

## Simonelli Address Set

Charles Simonelli, assistant to Milton R. Rackmil, president of Universal Pictures, has been added to the list of speakers at the convention of Independent Exhibitors of New England and Drive-in Theatres Association. His talk will be delivered on Thursday.

## PEOPLE

Arthur Krolick of the Buffalo Paramount Corp.; Henry Burger, Stanley Warner advertising manager in Pittsburgh; Howard Higley of the Allen Theatre, Cleveland; Roy Robbins, Stanley Warner advertising manager in Philadelphia; John Lee of the Fox Theatre, Detroit, and Blanche Livingston, publicity executive in charge of out-of-town RKO Theatres representing the RKO Palace, Cincinnati, will take part in the three-day Warner Brothers national conference on advertising-publicity at the company's home offices here on Thursday, Friday and Saturday.

Dean Morris, formerly booker for Paramount in Atlanta, has been shifted to Charlotte in the same capacity, while Tommy Lambert, formerly manager of the Center Theatre, Concord, N. C., has taken over the booking chores for the company in Atlanta.

Peter M. Wellman, veteran exhibitor who retired from the theatre business a year ago after selling his Wellman and New Mock theatres in Girard, O., to Albert Garfield, is back in business. He has re-acquired the Newport Theatre in Boardman, suburb of Youngstown, which he had leased to Associated Theatre Circuit of Cleveland. He is taking personal charge of the operation.

Sidney G. Alexander, formerly advertising director for David O. Selznick and Columbia Pictures, and more recently vice-president of Kastor, Hilton, Chesley, Clifford and Atherton, has resigned that post to become a partner in Sanders & Lowen, Inc. The name of the advertising agency will be changed to Sanders, Lowen & Alexander, Inc.

William Lissner, former Columbia Pictures salesman in Cleveland, who has been living in retirement in Florida for the past five years, has returned to Cleveland and will make his home there permanently.

Noble Patten has taken over the Twilight Drive-in Theatre, Jamestown, Tenn.

## AnSCO in Microwave

AnSCO, photographic manufacturing division of General Aniline and Film Corp., has expanded its contract manufacturing service by entering the highly specialized microwave field. Harmonic generators for the communications industry are now in production.

Current plans also include an expanding program in the manufacturing of wave guides and other allied equipment.

## Memorial Resolutions

### For Gamble, Kerasotes

From THE DAILY Bureau

LOS ANGELES, Sept. 12. — Resolutions in memorial to two TOA members who died recently were adopted by the TOA board of directors and executive committee here today.

The deceased were Ted R. Gamble, first president of TOA, and Gus Kerasotes, Springfield, Ill., theatre pioneer and father of George Kerasotes, past TOA president.

## TOA Officers

(Continued from page 1)

considered by the board of directors at the two-day meeting of the group held here. Committee reports on the two subjects were read and studied but no final action was taken on either.

Further consideration of decree revision will be taken after conferences are held with Maurice Silverman, legal expert of the anti-trust division, U. S. Department of Justice, who is expected at the convention tomorrow.

Action on censorship took the form of a declared intention to continue cooperation and coordination of efforts with the Motion Picture Association of America. Sidney Schreiber, MPA general counsel, and Mrs. Margaret Twyman, head of the association's community relations, met with the TOA censorship committee over the weekend. TOA stated that it anticipates a great deal of new censorship legislation when the new legislatures convene next fall and winter.

TOA officers, in addition to Pickus, who agreed to serve for another year included: George Kerasotes, chairman of the board, and Roy Cooper, chairman of the executive committee. A new secretary, H. F. Kinsey, president of Wilby-Kinsey Theatres, Atlanta, was named to succeed Robert R. Livingston, who retired from the post after nearly a decade of service. In addition, John G. Broumas, president of the Maryland Theatre Owners Association, was elected a vice-president and will serve with 14 other continuing vice-presidents, each representing an area of the country.

New members elected to the executive committee are: Eugene Picker and Laurence Tisch, of Loew's Theatres; John Keiler, II, Paducah, Ky.; Lloyd Wineland, Jr., Washington, D. C.; Michael Chakeres, Springfield, O.; M. S. McCord, Little Rock; Louis J. Jablanow, St. Louis; Stacey Wilhite, Cookeville, Tenn.; Leonard Gordon, Newport News, Va.; Jack Fuller, Columbia, S. C.; John Q. Adams, Dallas; Roy Richardson, Suffolk, Va.; P. J. Sones, Tampa, Fla., and Laney Payne, Fredericksburg, Va.

### Mirisch Signs Marshall

HOLLYWOOD, Sept. 12. — George Marshall has been signed by the Mirisch Company to direct Elvis Presley in "Pioneer, Go Home," it was announced today.

# TOA Will Counsel Producers on Film

(Continued from page 1)

committee, following meetings held here last Friday.

The TOA committee consisted of George G. Kerasotes of Springfield, Ill.; M. Spencer Leve of Los Angeles; Sidney M. Markley of New York; Samuel Pinanski of Boston; Roy Cooper of San Francisco; and Pickus. Representing the SPG were Bresler, Walter Mirisch, head of the SPG, and Jerry Wald, Ross Hunter, Frank Rosenberg, Arthur Freed, and William Castle.

TOA and SPG first began holding meetings for "mutual assistance and direct communication" last February, and the statement today said that such conferences will be continued. SPG members are also to attend en masse the TOA convention luncheon session on Friday, with at least one producer planning to sit at each luncheon table to discuss mutual problems with exhibitors.

Distributors are also invited to join forthcoming talks, Bresler and Pickus said. "It is our hope that these discussions can eventually be broadened

### Joan Crawford Pepsi Hostess; Lauded for Aid to Company

From THE DAILY Bureau

HOLLYWOOD, Sept. 12. — Joan Crawford, here for a role in 20th-Fox's "Return to Peyton Place," was commentator at a special fashion show for women visitors to the Theatre Owners of America convention here and met with the press at a hospitality room of the Pepsi-Cola Co., of which she is a director.

At the latter, Norman Wasser, manager of theatre sales for the company, extolled Miss Crawford's public relations work for Pepsi-Cola and credited it with helping to boost theatre sales of the beverage, which are on the increase, he said.

to include all the other elements of our industry which can contribute to our prosperity," they added.

In agreeing to act as a clearing house for producers to guide future production TOA will establish a coun-

cil of committees on three main aspects. The first will take synopses of proposed pictures as supplied by producers, circulate them quickly to TOA's complete membership, provide the producers with an expert evaluation of the box office potential. "Not only will this give producers a unique advance estimate of the possibility of individual projects, but, as an example, enable exhibitors to promote and exploit books which the pictures are based, in advance of actual start of the building an audience awareness and eagerness for, the forthcoming picture," the statement pointed

### Hope to Meet Producers

The second TOA step will be to circulate to its membership a directory of every producer planning to appear anywhere in the United States, so that a producer can meet and talk with exhibitors along his route. In this, it was said, "individual exhibitors can promote, exploit and capitalize on a field trip through newspapers, television, civic meetings, and all publicity channels available to the theatre owner in his own community."

The third step will be to maintain through the TOA Council and SPG committee "a continuing communications channel so that producers can tell exhibitors of their production plans and problems, and exhibitors can tell producers their reactions to pictures and their film needs."

### Advertising Criticized

Industry advertising was scorned as "sterile and antiquated and one of the worst advertising programs of the American industry." TOA and SPG plan to seek development of a program of "replanning, re-thinking" obtaining a new and exciting approach to our merchandising mediums," he said.

Another study will explore means of "bringing modern comfortable theatres to new communities still without motion picture facilities."

On subject matter in films, he said, "We also wish to restate our conviction that star names alone are not the vital ingredient of motion pictures; it is the subject matter which is of prime importance. Many pictures whose casts have included some of the current top name have failed at the box office, just as some pictures with good stories and lesser names have been most successful. We need to change subject matter, and we need more variety. To this end TOA has a plan to help producers in all possible ways to effect pictures that will have subject matter, and by this quality will help to build new names and faces."

### Wants Council Reactivated

The committees also agreed that the TOA-administered Council for the Improvement of Theatres and Motion Picture Projection should be reactivated and revitalized "to the end that constant attention be given the importance of good motion picture production and sound quality."

## Classification Trend Decried

(Continued from page 1)

committee is especially concerned over a growing trend toward classification of films voluntarily "without governmental fiat."

"Our reason basically is that such action may provide the springboard to create a functioning governmental body whose power will gradually increase, leading ultimately to broader censorship activity," he explained.

Several "classification" bills introduced in New York State legislature were defeated, he noted, and one in the Massachusetts legislature was killed in House committee.

Several states introduced "obscenity" bills in 1960, "but the most flagrant were defeated." There was, however, a good deal of activity with city censorship ordinances, in such places as New Orleans, Fort Lee, N.J., Memphis, and Richmond, City censorship, in Atlanta and Chicago is being fought in the courts, Sarra pointed out.

### Tax Bills Numerous

Many tax bills were introduced in the various legislatures some calling for increases. In Kentucky a 3 per cent sales tax passed, but film rentals were exempted. In Michigan a resolution passed to submit to voters on Nov. 8 the question of raising sales tax from 3 to 4 per cent. Rhode Island passed a bill placing the three per cent sales tax on a permanent basis. Mississippi passed a bill cutting income tax by 1/2 per cent each year until reduced to 3 per cent maximum. It is presently six per cent.

The 3 per cent sales tax bill proposed and recommended by the governor in Massachusetts which was defeated, would, however, have exempted both admissions and film rent-

als. In Louisiana a bill to increase sales tax from 2 per cent to 3 per cent was defeated. Two bills in Virginia for a 2 per cent and a 3 per cent sales tax were also killed. West Virginia defeated a bill to increase consumers sales tax from 2 per cent to 3 per cent. West Virginia also defeated a bill to increase the use tax from 2 per cent to 3 per cent.

In Maryland bills to increase sales and income taxes and to start sales tax on lower figure were defeated. Kansas defeated bills to decrease sales tax and to repeal and reduce income taxes.

In regard to workmen's and unemployment compensation a number of bills were introduced to extend coverage and increase benefits. Among those passed was one in Mississippi increasing workmen's compensation.

### Little 'Blue Law' Action

Activity in the "blue law" legislation affecting Sunday performances at theatres was slight, with a bill being defeated in Mississippi. One passed in Virginia but did not include films.

Many minimum wage bills were introduced, such as the proposals in Arizona, Michigan, Rhode Island, New Jersey, New York and Virginia. All were defeated, except in New York.

A number of bills on discrimination in employment were introduced, among which was one passed in Nevada.

In addition there were bills introduced for equal pay for women, statewide curfew for boys and girls under 16 years, making parents responsible for acts of vandalism by their children, television regulations and educational television.

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## Lavee Nominated for President of TESMA

From THE DAILY Bureau

LOS ANGELES, Sept. 12.—Larry Lavee of Century Projector Co., who has been vice-president of Theatre Equipment Supply Manufacturers Ass'n., was nominated for president at the annual meeting of the board of TESMA here yesterday. He succeeds Tom Lavezzi, who automatically becomes chairman of the board. Although nominations must be ratified by the membership, they are regarded as tantamount to election. Also nominated was Arthur Hatch, president of Strong Electric Co., as vice-president of TESMA, and 12 directors were selected. A discussion of how best TESMA and its members can cooperate in applying the industry with the most advanced equipment with which to help meet present day competition occupied a large part of the annual meeting.

## E. Peek Is Elected President of TEDA

From THE DAILY Bureau

LOS ANGELES, Sept. 12.—J. Elin Peek, who has been chairman of the board of Theatre Equipment Dealers Ass'n., was elected president at the board eliminated the former position at its annual meeting here yesterday. He is the first to hold the title since TEDA eliminated the presidential post 10 years ago. Also, under the reorganized administrative setup, Phil Wicker of Standard Theatre Equipment was elected vice-president and secretary-treasurer. Regional committeemen will be named by Peek later in key cities around the country. A joint meeting of TESMA and TEDA delegates today exchanged views on improving manufacturer-dealer cooperation and discussed plans and policies for the ensuing year.

## TOA Delegates See G.I. Blues' Preview

From THE DAILY Bureau

LOS ANGELES, Sept. 12. — Representatives of more than 3,000 of the nation's independent and circuit theatres will gather at the Paramount Radio Theatre tomorrow to hear and view a presentation of all merchandising material on the Hall Wallis production, "C.I. Blues," Elvis Presley's first picture since his release from military service. Presenting the material will be Jerry Pickman, Paramount vice-president. He will be assisted by Joseph Friedman, exploitation manager, and Herb Steinberg, studio publicity manager. This session is part of a two-day series of special events for visiting theatre owners of America convention delegates in behalf of Hal Wallis' "G.I. Blues." Tonight the theatre executives attended a special studio preview of the picture, which is set for Thanksgiving release.

## Pickus Tells of Product to Come From Alpha, ACE in Annual Report

From THE DAILY Bureau

LOS ANGELES, Sept. 12. — More new product and what is being done about it were the principal themes of Albert M. Pickus' annual report as president to the Theatre Owners of America board of directors today. The TOA president stressed the point that he considered the theme most important for the future of exhibitors and the industry. "Frankly," he said, "there will be no tomorrow unless we have the product to keep our theatres operating and at a profit."

Among the several areas in which TOA has had success in meeting and coping with the product problem, Pickus recounted the new joint committee which will function with the Screen Producers Guild (see page 1); substantial progress on the plan under which America Corporation's subsidiary, Alpha Distributing Co., will produce and distribute approximately 12 new pictures a year; and progress of the American Congress of Exhibitors to raise the necessary money to finance production.

William Zeckendorf, a director of America Corp., will report in full on the plans for Alpha at a TOA convention luncheon Wednesday, but in the meanwhile Pickus reported that Alpha has agreed to submit each new film project to a TOA committee for approval and to set up its own distribution organization, with which TOA will cooperate, to service exhibitors.

### 'Many Details to Be Worked Out'

"There are many details to be worked out," Pickus said, "but to me Alpha represents a good potential source of additional pictures."

On the ACE plan, the TOA president reported that \$3,000,000 had been raised to date. S. H. Fabian, chairman of the committee in charge of the plan reported its details to the board later this morning.

The TOA's emphasis on strengthening the flow of product, Pickus said, is necessary because indications are that "present film companies, with their stockholder pressure for diversification, their interest in pay television, and their current stress on making fewer but bigger pictures, will increasingly center their income goals on non-theatrical sources."

The TOA president condemned the

## 'Love' Continues Big

"Let's Make Love" continued to set high boxoffice marks in its New York engagements at the Paramount and Trans-Lux 52nd Street Theatres at the weekend. The Paramount took in \$38,000 for the four days beginning with the opening on Thursday, and the 52nd Street did better than \$16,500 for the corresponding four days. On the basis of the figures, Robert K. Shapiro, managing director of the Paramount, estimates that the Broadway showcase will gross \$51,000 for a full week, and the management of the 52nd Street figures to take in \$22,000 for an aggregate total of \$73,000.

## Budd Rogers Is Reported Alpha Distribution Head

From THE DAILY Bureau

HOLLYWOOD, Sept. 12. — Budd Rogers is resigning his post at Embassy Pictures to accept the position as distribution head for the new Alpha Distributing Co., subsidiary of America Corp., it was reported here today.

trend "morally as well as ethically—because these companies now get 75 per cent of their income from theatres—but it is a trend that will be difficult to stem."

The annual report outlined the campaign against pay television now in progress under the chairmanship of Philip F. Harling, and added, "I don't think pay-tv will succeed, because I can't believe the public will be naive enough to pay for something it is now getting free. But, in the process of proving an economic failure it could do great harm to our theatres."

The report also related the organization's success in the fight to exempt theatres from the new Wages and Hours legislation, and told of relief brought to many theatres through the operation of the agreement with the Army and Air Forces Motion Picture Service.

### Dues Collections Ample

"Perhaps the most heartening thing to me," Pickus said, "has been the growth of TOA during the past year. Our dues collections, particularly in the face of difficult business conditions, have been most gratifying. We have lived within our budget. And, we have gained important new members." Among these he listed Loew's Theatres, the affiliation of the Virginia Motion Picture Theatres Association, Standard of Wisconsin, Chakeres of Ohio, Pitts of Virginia and Interborough of New York.

## Subscriber Committee

(Continued from page 1)

has done so, it is expected a meeting will be held provided enough members of the ACE executive committee can be present.

More than \$3,000,000 has been subscribed by exhibitors to the production company financing thus far. The new committee is expected to decide how much additional financing may be required as well as the method of raising it.

The appointment of additional committees to plan administration of the new company and propose management for it also was approved by the meeting.

## Censors, Minimum Pay Compo Items

From THE DAILY Bureau

LOS ANGELES, Sept. 12.—Principal activity of the Council of Motion Picture Organizations for the past year was on minimum wage and censorship, Samuel Pinanski, Compo representative of Theatre Owners of America, told the TOA combined board of directors and executive committee meeting here today.



Samuel Pinanski

"In both efforts," he said, "TOA members were, as always, conspicuously in the fore."

Pinanski reviewed the TOA-Compo efforts to fight minimum wage legislation and pointed out that six of the eight men who testified before the House Labor Committee on the detrimental affect of pending bills on theatres were from TOA.

### Urges Continued Effort

"Their successful presentment," he said, "coupled with theatre letter writing and industry behind the scenes work, resulted in specific theatre exemptions being written into both the House and Senate versions of the bills." Pinanski warned that the fight must be continued next year.

Reporting on censorship, he said it is anticipated that the censorship kits compiled by Compo will be needed greatly next winter when most of the state legislatures convene.

The Compo publicity network has been expanded to 150 key cities, and "this channel could be most helpful to us in future industry emergencies," he said.

Compo is also going to assist in the six-month test of a plan to assist subsequent-run theatres in the Western Pennsylvania - West Virginia area through cooperative advertising, he reported. The test plan has been approved by the general sales managers committee and the advertising and publicity directors committee of the Motion Picture Ass'n.

## Talks Held on New Unit For Drive-in Operators

From THE DAILY Bureau

HOLLYWOOD, Sept. 12. — Representatives of the Texas Drive-in Theatre Owners Ass'n. conferred with Theatre Owners of America officials at the weekend on a proposal by the former to form a new national drive-in owners organization.

TOA officials said the talks had been informal and inconclusive but that there will be additional talks in the next few days.

# Television Today

## TV Set Sales Are Pushed in Norway

Special to THE DAILY

OSLO, Norway, Sept. 8 (By Air Mail) — Regular television transmissions on Norway's tv network have started. Norwegian transmitters now cover districts that include 1 million of the country's 3.5 million people. Some 20,000 tv sets have been sold, and strenuous sales efforts are being made to sell both domestic and foreign-made receivers.

Initially, television transmission time is being limited to eight hours a week. Revenue is derived from the Kr. 100 annual license fee paid by each set owner, since tv is non-commercial. The network now includes three transmitters and two frequency converters. A transmitter in Oslo, covering an area with about 500,000 residents, will be boosted from 10 kw to 100 kw when finished in 1961-62. The Bergen transmitter serves some 300,000 in West Norway. Construction plans call for expansion of the 1 kw Kongsberg transmitter to 60 kw, and replacement of the frequency converters at Skien-Porsgrunn and Kongsvinger by transmitters of 60 kw and 10 kw respectively.

### U. S. Serials and Newscasts

Norwegian Broadcasting Company's tv programming presents features from Eurovision and Scandinavia's Nordvision, plus U.S. serials and newscasts.

Tv will reach about 80 per cent of the population by 1970. For 20 per cent of the people, living on mountains where transmission is impracticable, there will be no tv.

## NBC Readies Premiere Of Interview Program

"Here's Hollywood," a new daytime series of interviews with entertainment stars, co-hosted by Dean Miller and Joanne Jordan, premieres Monday, Sept. 26, over the NBC-TV Network as a Monday-through-Friday (4:30-5 P.M., NYT) series.

One top star will be interviewed each day on the program but if a particular interview generates a great deal of interest, it will be allowed to continue for two or three shows. The interviews will be taped at stars' homes, studios and other locations accessible to the mobile unit used.

## Overseas Investments Aid British ATV To Record Profit of \$15,087,324

From THE DAILY Bureau

LONDON, Sept. 9 (By Air Mail)—Investments overseas have proved particularly gratifying, reports Prince Littler, chairman of Associated Television (ATV), in his annual statement revealing a record profit of \$15,087,324 to stockholders.

The group has now become sole owner of Independent Television Corporation, Inc., which handles the distribution of ATV's film productions and has achieved a turnover of close to \$10,000,000.

"During most of the period under review conditions have been particularly difficult, largely because of the increasing tendency by the three major networks in America to assume an attitude of inflexibility towards programs proposed by the independent producing companies. Recently, however, there have been signs of a slight improvement in business generally and the board remains of the opinion that it is vital for ATV to have a direct outlet to the American market," comments Littler.

### Has Share of Halifax Station

In Canada, ATV has purchased 25 per cent of CJCH, the Halifax, Nova Scotia, radio station which has been awarded the license for independent commercial television in that area.

Littler further reports: "The diversified interests of ATV's wholly-owned Australian subsidiary continue to prosper. Commercial radio in general is maintaining its level of profit and commercial TV is expanding rapidly. The Sydney Commercial Television station is showing increasing profits and the Queensland and Adelaide stations are rapidly advancing to a profit-making stage. Altogether the group's television investments in Australia have grown in value to a sum greatly in excess of the amount invested."

The ATV chairman concludes his report with a call for more commercial TV stations in the U.K., each working on a full seven days a week basis "so that genuine competition could be assured." From the outset of commercial tv here, ATV's operations have been divided between London and the English Midlands.

## Bob Hope Signs New 5-Year Deal with NBC

Bob Hope has signed a new five-year contract with the National Broadcasting Company for his services in television, it was announced by Robert E. Kintner, president of NBC. Under terms of the new agreement, Hope will star in from six to eight one-hour specials each year, and will be available for one two-hour show each season.

## TV Academy Sets Up Lecture Service Bureau

The National Academy of Television Arts and Sciences has introduced a new service with the mailing of brochures to over 500 colleges announcing its public information, lecture and service bureau. The bureau will provide lecturers and advisors in every phase of television for college courses, to aid in setting up communication centers and broadcast facilities, and to help in planning programs for closed-circuit courses and broadcasts over college and commercial stations.

The bureau is manned by volunteers from among the Academy's 6,000 members in chapters in Los Angeles, New York, Baltimore, Chicago, Washington, D.C., Seattle and Arizona. All requests for lecture and advisory services will be submitted to the Academy's New York office, which will process and transmit them to the chapter in the area of the school wherever possible.

### Headed by Hal Davis

The establishment of the bureau, headed by Hal Davis of the Grey Advertising Agency, is the result of more than a year of research into the needs of colleges and universities as they turn increasingly to television as a teaching tool and become more involved in preparing programs through newly established communications centers. The Academy will attempt to answer the need for material, speeches and advice through its professional membership working in all phases of tv.

## Seven Arts Ready with 40 Warner Post-1948s

Seven Arts Associated, television distributing arm of Seven Arts Productions, Ltd., will begin sale to tv stations next week of a block of 40 of the post-1948 films it acquired from Warner Bros. The pictures are part of the 122 in the deal delayed by the suit of the American Federation of Musicians against Warners seeking to force the company to negotiate over payments to musicians before consummating a sale of post-1948s.

At a press conference here yesterday W. Robert Rich, vice-president and general sales manager of Seven

## Olympics on Eidophor For Parisian Audience

Special to THE DAILY

PARIS, Sept. 8 (By Air Mail).—The Gaumont circuit is experimenting with the Eidophor large screen television system to bring first hand pictures of the Olympic games to French audiences. Installed at the Bosquet-Gaumont Theatre here, the Swiss apparatus receives signals directly from the Olympic stadium in Rome and projects them on the theatre screen. Images so far have been clear and technically satisfactory.

The games are shown at various times of the day, even though the time of transmission may require interruption of the feature picture.

## 'High Time,' Will Mar Premiere of Picture

"High Time" will be launched Thursday evening by 20th Century Fox at the Warner Theatre with one of the most spectacular displays of exploitative activities of the season.

Highlighted by a towering trapezoidal line act with Olympic stars and clown on a forty-foot flat-bed truck, the "double-header" preview will have two "shows" or series of attractions outside the theatre, one at 8:30 and the other at 10:30 P.M.

The Doremus Drum and Bugle Corps will lead a parade of stars which include the new Miss America Nancy Anne Fleming, Juliette Greco, Carol Lynley, Julie Newmar, Fabia Sal Mineo, Frankie Avalon, The Rheingold Girls and many others down Broadway from a special preview diner to be held at Leone's before the event.

The clowns and athletes will perform for the crowds not only for the preview, but will be seen on Broadway in a gala show on Friday evening and Saturday morning, from 9 to 11 A.M. for the crowds of youngsters expected to swarm to the Warner for the premiere run of the film.

## 'Heaven on Earth' Slate

The American-Italian co-production, "Heaven on Earth," filmed with cooperation of the Vatican in Rome will follow the current attraction in the 55th Street playhouse here. The JB Film Enterprises release was co-produced by Dominick Franco and Fulvia Lucisano.

Arts Associated, said the films will be offered on a picture-by-picture basis as well as sold in a block.

Seven Arts acquired the Warner pictures for \$11,000,000 with the understanding that once the \$11,000,000 advance and distribution costs are paid, fees of Seven Arts were realized. Seven Arts and Warners will become equal partners of the profits from the films.

Some of the titles to be available next week are "The Prince and the Showgirl," "Strangers on a Train," "The High and the Mighty," "Springfield Rifle," "A Star is Born," and "Hondo."

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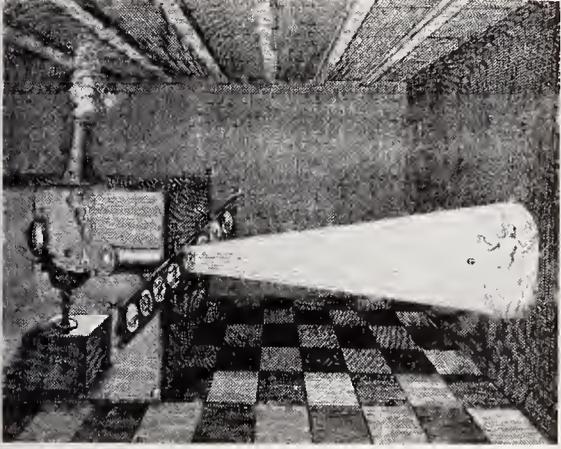
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## Scully Named

(Continued from page 1)

national convention, which is to be held by Variety Clubs International in Miami on April 25-29, 1961.

Announcement of Scully's acceptance of this post was made jointly by Edward Melniker, chief barker of the host tent, and International Chief Barker Edward Emanuel. Scully served with Famous-Players, MGM, and Universal, of which he was vice-president and general sales manager. He retired to Miami some years ago and has served the industry as a consultant.

## Herbert Coleman Forms Own Production Firm

From THE DAILY Bureau

HOLLYWOOD, Sept. 12.—Producer Herbert Coleman has formed his own company, Herbert Coleman Productions, and has acquired motion picture rights to three original stories, the first being "Dory Fleet," an adventure tale by Willard and Mary Willingham.

Other properties on Coleman's slate are "My Italian Affair," by Dick Nelson to be filmed on location in Rome, and "The Sourk," an original suspense story by Irving Cooper.

Because of his desire to enter independent motion picture production Coleman will not renew his year's contract with Revue, which concludes Sept. 30.

Prior to his television activities, he was long associated with Alfred Hitchcock as associate producer on feature films.

## To Sing at TOA Meet

LOS ANGELES, Sept. 12.—Theatre Owners of America's 13th annual convention will get off to a patriotic "democratic" start here. "The Star Spangled Banner" opening the convention tomorrow morning at the Ambassador Hotel will be sung by Alma Pedroza, who performed a similar duty at the opening of the Democratic national convention in Los Angeles last July.

## Karp, Sinatra in Deal

HOLLYWOOD, Sept. 12. — Jack Karp, head of the Paramount studio, has announced finalization of a deal with Frank Sinatra to star in an original Mel Shavelson and Jack Rose comedy-drama with music, "Walking Happy," which is slated for production in early spring of 1961. Shavelson will direct and Rose will produce the technicolor film.

## Report Hiser on Block

WASHINGTON, Sept. 12.—It is understood that negotiations for the purchase of the Hiser Theatre in Bethesda, Md., are being carried on by the K-B circuit. A spokesman for K-B would make no comment to reporters.

The Hiser, a long-established suburban house, has recently been picketed because of its segregated patronage policy.

## REVIEW:

### Desire in the Dust

API—20th-Fox—CinemaScope

HOLLYWOOD, Sept. 12

INTRIGUING CHARACTER studies woven into an absorbing, well-written screenplay by Charles Lang, and brought to life with earthy direction by William F. Claxton, who also produced the adult drama, supply the elements that make this worthy of important playing time.

Heading the cast are Raymond Burr and Martha Hyer in what will be considered "offbeat" roles to their more familiar type. Burr forsakes his popular Perry Mason television character to appear in this as an ambitious landowner in the deep South with dreams of running for governor of the state. Miss Hyer departs her usually cool demeanor for the role of Burr's sexy daughter with a careless regard for morals.

Joan Bennett is also starred, along with Ken Scott and Brett Halsey. Douglas Fowley is a standout as a toothless sharecropper on Burr's land and father of Scott.

Others who register importantly are Edward Binns, fearless small town newspaper publisher; Kelly Thordsen, a sheriff and flunky for Burr; and Maggie Mahoney as one of Fowley's daughters.

The film also provides an opportunity to introduce two new players for tomorrow's marquee: Anne Helm, young and adorable, Fowley's other daughter; and Jack Ging, with a sensitive portrayal of Burr's son in love with Miss Helm.

Produced in its entirety in and around a small Southern town, the film, based on Harry Whittington's novel of the same name, establishes Scott as a man who spent six years on a chain gang for killing Burr's 10-year old son in an auto accident.

He returns to his home to face the stigma of being looked upon as a murderer and a convict. He revives a "torrid" love affair with Miss Hyer, but becomes a vengeful, angry young man when he learns that she had married Halsey, a doctor, while he was away serving time. It becomes evident that he took her blame for her young brother's accident.

Scott incites Halsey about his wife's infidelity, which is verified as he catches Scott and Miss Hyer in an embrace at Burr's hunting lodge. Miss Hyer, sensing Scott had invited her husband to spy on them, shoots and wounds Scott to defend her "innocence," claiming she was being raped.

Burr uses her story as an excuse to try and have Scott killed by the sheriff; but his scheme backfires when Miss Bennett, Burr's nearly insane wife, comes to her senses and discloses Miss Hyer's drunk-driving responsibility for the death of her young boy. The film ends on a happier note for Scott as he presents his father with a deed to the sharecropping land, which he was able to get from Burr as a token payment for taking the blame of Miss Hyer's crime.

Robert L. Lippert was executive producer of the film. Release in October, 1960. Running time, 105 minutes.

SAMUEL D. BERNS

## Jack Foreman to Head Samuel Goldwyn Studio

From THE DAILY Bureau

HOLLYWOOD, Sept. 12. — Jack Foreman has been engaged as general manager of the Samuel Goldwyn studio, it was announced today by Goldwyn. He will be in charge of all studio operations, starting immediately.

Foreman has been associated with the CBS-TV network for past 11 years.

## Stark Signs Holden

HOLLYWOOD, Sept. 12.—Producer Ray Stark has signed William Holden to star in "The Hunt for Kimathi," multi-million-dollar adventure drama which Stark will film in Kenya, Africa, next spring.

## Copyright Law Now Waives Gov't Immunity

From THE DAILY Bureau

WASHINGTON, Sept. 12. — The President has signed into law a bill which waives the immunity of the government for copyright infringements by the U.S. or by government contractors. It does not have any immediate application to the motion picture industry. The measure was proposed by the copyright office as a routine measure to make the copyright law parallel with the patent law.

Under the new law, suit may be brought in the court of claims for infringements. The government remains immune against infringement claims that arise in foreign countries.

The bill, according to the House Judiciary Committee, permits suits

## FCCC Meet

(Continued from page 1)

allowing a reading of statistics by vice president Rube Bolstad that "if don't bear down there won't be a statistics." He added that with liberalization of motion picture code "haven't taken full advantage of changes."

Among those who addressed the convention were C. Glenn Norris, 20th Century-Fox; Rube Jackter, Abe Montague of Columbia, and Deneau of Paramount.

The future of the industry lies in supplying entertainment for theater audiences in the United States and Canada. Montague, executive vice president of Columbia, told the delegates. He, Rube Jackter, vice president and general sales manager, and Robert S. Ferguson, national director of advertising, publicity and exploitation, discussed Columbia's part in the future.

Outlining forthcoming Columbia pictures, Jackter observed that the company's new pictures were timely and fitting in Canada as they were in the United States or in any other country. He mentioned particularly "Fast and Sexy," starring Gail Lollobrigida who is now a resident of Canada.

Ferguson warned of stiffer competition from other entertainment media and pointed out how his company helps theatremen meet this by pre-selling pictures on a long-term basis. He illustrated this with color slides showing the campaign for "Song without End."

Among those speaking tomorrow will be Robert Mochrie of M-G-M and Charles Boasberg of Warner Brothers.

## Majors Sued Again in Holiday Theatre Case

A treble damages action with amounts specified was filed against the eight major film distributors in New York Federal Court yesterday by Michael Rose Productions, Inc. This is a continuation of the suit filed by Michael Rose, former operator of Holiday (now Forum) Theatre he is charging the distributors with refusing to supply him with product.

First filed in 1954, the suit was dismissed by Judge William B. Herlands because of a release signed by Rose. He appealed, and the Court of Appeals ruled that the Herlands decision was not appealable. They returned the case to the New York court jurisdiction.

In the new action Rose charges he was forced to close the Holiday Theatre in November, 1956, because he could not obtain product.

against government contractors or where the infringement has had the consent of the government. It does not alter the denial of a copyright in work done by government employees while on the job "or in the preparation of which government time, material or facilities were used."

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(Continued on page 2)

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### Put at \$1,678,000

The first-half net earnings for 1960  
of United Artists, after provision for  
of \$1,290,000, were \$1,678,000  
compared with \$1,597,000 for the  
comparable period of the previous  
year, it was announced yesterday by  
(Continued on page 2)

## Majors Win Anti-Trust

### Suit by Atlanta Theatre

Special to THE DAILY  
ATLANTA, Sept. 13.—An Atlanta  
theatre required only ten minutes yes-  
terday to return a verdict in favor of  
the major distributors and Wilby-  
City Theatres, throwing out a  
\$300,000 claim filed in 1955 by B.  
(Continued on page 2)

## RKO Theatres a Member of Theatre Owners of America

From THE DAILY Bureau

HOLLYWOOD, Sept. 13. — RKO  
Theatres has joined Theatre Owners  
of America, adding about 75 first  
class theatres to the TOA member-  
ship, delegates to the annual conven-  
tion were told by S. H. Fabian, TOA  
treasurer, at the first day's luncheon  
today. Sol A. Schwartz, president, and  
Harry Mandel, vice-president of RKO  
Theatres, are in attendance at the  
convention.

Loew's theatres joined TOA a few  
weeks ago. Stanley Warner Theatres,  
National Theatres & Television, and  
American Broadcasting - Paramount  
Theatres, have been members since  
TOA's inception 13 years ago.

## Col., Para. Canadian Co. Starts Operations Oct. 1

Special to THE DAILY

TORONTO, Sept. 13. — Affiliated  
Pictures Corp., Ltd., the company  
formed by Columbia Pictures and  
Paramount Pictures to handle Cana-  
dian distribution of their product, will  
officially begin operations on Oct. 1,  
it was reported at the organization's  
(Continued on page 2)

## Warn Fight to Exempt Theatres from Minimum Pay Bill To Be Harder in '61

Reporting on the recent minimum wage campaign, the COMPO national  
campaign committee gave warning yesterday that new minimum wage legis-  
lation is certain to be introduced at the next session of Congress and that an-  
other campaign to exempt theatre em-  
ployees will be a virtual necessity.  
"The task is likely to be more diffi-  
cult," is said, "since exemption will  
be more vigorously resisted." The  
committee recommended that Compo  
again direct the effort.

In its "final report for 1960," which  
was sent to the members of the Compo  
governing and executive committees  
and to all minimum wage commit-  
tees throughout the country, the  
committee expressed its gratitude to  
the members of both Houses of Con-

## Addresses TOA Convention as ACE Chairman

# Fabian Hits Majors On TV Sales, Product

### Calls Release of Pre-1948s 'Reckless'; Blames Production Cut for 'The Most Vicious Sellers' Market in Film History'

By SHERWIN KANE

(TOA Convention Pictures on Page 6)

LOS ANGELES, Sept. 13.—Major production-distribution companies were  
held responsible at Theatre Owners of America's convention here today for  
having dealt "two shattering blows at exhibition" in their "reckless" sales of

## 'Tomorrow' the Theme Of TOA-Meet Speakers

By MARTIN QUIGLEY, Jr.

LOS ANGELES, Sept. 13.—Theatre  
Owners of America's 13th annual con-  
vention, with its theme of "Make Way  
for Tomorrow," was opened with a  
resounding fanfare of showmanship  
by Robert W. Selig, executive vice-  
president of National Theatres &  
Television at the Ambassador Hotel  
(Continued on page 7)



S. H. Fabian

pre - 1948 film  
libraries to tele-  
vision and in  
reducing their  
production to  
"starvation"  
levels and  
thereby creat-  
ing "the most  
vicious sellers'  
market in the  
history of our  
business."

S. H. Fabian,  
head of Stanley  
Warner Thea-

tres, who said he was speaking as  
chairman of the American Congress  
of Exhibitors and head of its commit-  
tee on more production, told the first  
day convention luncheon session that  
the ACE production company to  
(Continued on page 6)

## Film Trailer Systems Compared by Robbins

From THE DAILY Bureau

HOLLYWOOD, Sept. 13. — Over  
the years, National Screen Service's  
"weekly service plan" has saved ex-  
hibitors thousands of dollars each  
week as against a "per trailer" pur-  
chase arrangement, Burton Robbins,  
NSS president, told the Theatre Own-  
ers of America's first convention  
luncheon session here today. He added  
(Continued on page 7)

HRU  
JA

# WELCOME TOA DELEGATES!

## PERSONAL MENTION

F. J. A. McCARTHY, Universal Pictures assistant general sales manager and sales head for "Spartacus," will leave New York today for Buffalo. He will return on Friday and leave here again on Monday for San Francisco.

HARRY MANDEL, vice-president of RKO Theatres, will return to New York tomorrow from the Coast.

JACK WRIGHT, manager of the Savoy Theatre, Brighton, England, will leave there with Mrs. WRIGHT tomorrow for New York. The trip represents the first prize in the 1959 managers contest of Associated British Cinemas.

HARRY GOLDSTEIN, West Coast executive of United Artists Records, and NORM NELSON, UAR midwest representative, have arrived in New York from their respective territories.

DARRYL F. ZANUCK, producer of "The Big Gamble" for 20th Century-Fox, and JULIETTE GRECO and DAVID WAYNE, starred in the picture, have returned to New York from Europe.

## Rename Paul Stoneham Head of UTO, Oklahoma

Special to THE DAILY

OKLAHOMA CITY, Okla., Sept. 13.—Paul Stoneham was re-elected president of United Theatre Owners of Oklahoma and Texas Panhandle at the annual one-day convention yesterday attended by approximately 100 members.

Named as board chairman was J. S. Worley, Shamrock, Tex.; first vice-president, Johnny Jones, Shawnee; second vice-president, Bernard McKenna, Norman; third vice-president, Jep Holman, Maysville, and secretary, H. D. Cox, Binger.

**gems of showmanship!...**

**SPECIAL TRAILERS**

by **national screen service**

## United Artists

(Continued from page 1)

Robert S. Benjamin, chairman of the board.

UA's gross world-wide income for the first half of 1960 totalled \$51,426,000 against \$44,844,000 for the same period in 1959.

The six-month net represents earnings of \$1.01 per share, compared with 96 cents per share for the first half of 1959. The above per share earnings were based on 1,664,218 shares outstanding on July 2, 1960, and July 4, 1959.

## Majors Win Suit

(Continued from page 1)

& B. Theatres, for anti-trust violations against its Peachtree Art Theatre.

A few days before trial plaintiff paid \$16,000 on distributors' counterclaims for fraudulent reporting of boxoffice receipts.

Plaintiff was represented by George F. Ryan; the distributors by Robert S. Sams; Wilby-Kincey by Colquitt Carter.

## Columbia, Paramount

(Continued from page 1)

first national sales meet in this city.

Here from New York for the first meeting of the new company were Columbia executive vice-president A. Montague and vice-president and general sales manager Rube Jackter and Paramount Film Distributing Co. vice-president Sidney Deneau. Also present are Columbia home office executive Bernard Birnbaum and director of advertising and publicity Robert S. Ferguson and the respective branch operations managers, H. C. Kaufman for Columbia and Martin Shank for Paramount.

Heading the Canadian delegation are Gordon Lightstone, who will be managing director of Affiliated; Harvey Harnick, general sales manager of the new company; and Mickey Stevenson, who will assume the duties of assistant to the general sales manager. Also here is Louis Rosenfeld, who will continue to function as senior executive of Columbia Pictures of Canada, Ltd.

Present from the Canadian head offices of Columbia and Paramount are R. E. Smith, of the former, and Ernest Heath. Win Barron, advertising director of Paramount in Canada, was also on hand.

## Ad-Pub Group to Meet

The advertising and publicity directors committee of the Motion Picture Ass'n. will hold its regular monthly meeting next Tuesday instead of Thursday because of Rosh Hoshanna. An agenda for the meeting is now being prepared.

## Humane Group, MPA Mark 20 Years of Association

From THE DAILY Bureau

HOLLYWOOD, Sept. 13. — The American Humane Association has received a letter from the Production Code Administration of the Motion Picture Association hailing the twentieth anniversary of close cooperation between the two groups. Congratulations have also been extended to AHA by B. B. Kahane, president of the Academy of Motion Picture Arts and Sciences.

Since 1940 the Production Code has provided that "in the production of pictures involving animals, the producer shall consult with the authorized representative of the American Humane Association and invite him to be present during the staging of such animal action." The major television networks later named the AHA to serve in a similar capacity.

## Famous Artists Corp. Expansion Is Planned

From THE DAILY Bureau

HOLLYWOOD, Sept. 13.—Charles K. Feldman, president of Famous Artists Corp., has announced an association with Harold Goldman, former executive vice-president of National Telefilm Associates, to develop an expansion program designed for Famous Artists participation in every phase of the entertainment industry.

Among the many phases of the program will be expansion of the company's foreign as well as domestic sales operation. Goldman will also probe the possibilities of active participation by Famous Artists in pay-tv.

## Johnston Delays Return

Eric Johnston, Motion Picture Export Ass'n. president, now on a film survey of Africa, has advised his New York and Washington offices that there will be a delay on his return here. Johnston had originally been expected to arrive here today from Rome but revised plans will have him there next Monday and not back in the U.S. until probably Sept. 21. Accompanying Johnston on his trip is Ralph Hetzel, MPEA vice-president.

## B. Ross Joins Murray

The appointment of Beatrice Ross as director of advertising and publicity of K. Gordon Murray Productions was announced yesterday by the company president. Murray is launching "Santa Claus" as the first feature on his schedule of regular releases. Miss Ross was formerly director of advertising and publicity of Republic Pictures.

## Universal Net

(Continued from page 1)

stock outstanding, excluding shares in the treasury of the company, at July 30.

For the 39 weeks ended Aug. 1, 1959, the company reported consolidated net earnings of \$104,647 provision of \$450,000 for Federal taxes on income. After providing dividends on preferred stock, this resulted in a loss of 3 cents per share on 899,802 shares of common stock outstanding at Aug. 1, 1959. Profit is exclusive of a profit of \$3,667,387 net of taxes, resulting from the sale of the studio.

## Warn of Fight

(Continued from page 1)

and Congressmen, especially to members of the House Labor Committee's subcommittee." All members of the House of Representatives and one-third of the Senate members are up for election this fall.

The report described the campaign as "a classic demonstration of the effectiveness of that united industry action which is the essence of the concept."

Because of this unity, the report stated, "your committee was able to operate with speed and vigor in obtaining pertinent statistics and organizing campaign committees in each of the 50 States."

Commending the country's exporters for their cooperation, the report says: "To the extent that they obtained exemption of theatre employees from the provisions of the two bills passed by the Senate and House of Representatives they scored a magnificent success, and for this they deserve the greatest credit."

The finest carbons ever made...

**NATIONAL**  
TRADE-MARK

**PROJECTOR CARBONS**

## Alled Says Trailers Should 'Sell Not Repel'

From THE DAILY Bureau  
WASHINGTON, Sept. 13.—Exhibitors should give careful planning to programming of trailers just as to for feature and short subject listings, it is asserted in a bulletin of the Emergency Defense Committee of Allied States Ass'n. issued

The quality of certain trailers is criticized by EDC as "in bad taste" and these should not be shown on a program when a family audience is the feature attraction. Such "trailer" trailers, it is stated, "more than sell."

EDC suggests that exhibitors cut the "objectionable part" of trailers. "In extreme instances," it says, exhibitors may be forced to use only the best of the coming attraction."

Particular emphasis is placed on following one of the "sensational-type" trailers with a trailerette to urge people to go to church on Sunday. This was done in one theatre recently, according to EDC, which blames the exhibitor who did it as not only operating in bad taste but also showing ignorance as a good man."

## New England Drive-Ins Devastated by Storm

Special to THE DAILY  
BOSTON, Sept. 13.—Hurricane Donna's damage to theatres and drive-ins in the outlying areas of the state was devastating with light failure, loss of electrical power, fences and signs blown down, causing several drive-ins along the south shore to close down for the season. All along the coast line damage was severe but on proper did not feel the full force of the storm.

Here, all shows went on as scheduled with no power failure noted, although business was off as much as 50 per cent in some downtown theatres. The storm hit the Cape Cod area a day before the scheduled three-day convention of Independent Exchanges, Inc., of New England when the convention board of directors meeting was in session which went off as scheduled. It is apparent there will be no interruption of the plans of this annual conclave which starts today and continues through Thursday.

## Many Golf Rained Out, Not V.C. Dinner

Special to THE DAILY  
ALBANY, N. Y., Sept. 13.—The Country Club's 19th annual golf tournament was washed out yesterday by torrential rains which inundated the Shaker Ridge Country Club course. However, 140 members and guests who braved the elements to attend an evening dinner produced an estimated \$1,000 for Camp Wheeler. It was the first time the tournament had ever been rained out. Herbert L. Gaines, Warner Brothers manager, won one of the major

## REVIEW:

### The Dark at the Top of the Stairs

Warner Bros.

WHEN "THE DARK at the Top of the Stairs" opened on Broadway late in 1957, it was hailed by several drama critics as "the finest play William Inge ever wrote." Prior to that the talented playwright had penned "Come Back, Little Sheba," "Picnic," and "Bus Stop," all of which were hits on the stage that were subsequently made into commercially successful films.

Whether "Dark" will now join that select group of screen triumphs is not easy to predict. It has several strong factors working for it, but it has some handicaps, too. Hard selling is indicated for exhibitors.

On the credit side, most importantly, is the property itself and the reputation of the stage success. The subject has wide appeal: "Dark" tells a story of small-town family life (in the midwestern U.S. in the '20's) and probes in particular into the tensions that best a household of four (father, mother, son, and daughter).

Above all else, it is a character study, and Inge has analyzed the people with incisive skill. The problems are universal. The mother and father have become estranged over money matters and the frequent absences of the husband because of his job as a salesman. She also suspects him of infidelity, which happens not to be true. The children have their difficulties, too; the girl is shy and fearful boys won't like her; and her brother is bookish and reserved.

Nothing startling happens in the course of the story. These are average, every-day people who do average, every-day things. High points of the action are such mundane activities as buying a dress for the daughter to wear to a prom; the arrival for a short visit of a domineering aunt and the dentist-husband she nags; the decision of the wife to leave her husband and her change-of-heart; the father losing one job and obtaining a new one; and the death in a car accident of a young Jewish lad who is the first boy the daughter has dated.

There is some rather blunt talk about the sexual relations of the mother and father (he is frank about such matters while she tends to be prudish) and also about a sexual rift between the aunt and her husband.

IN ADAPTING THE PLAY to the screen Harriet Frank, Jr. and Irving Ravetch have worked intelligently, moving the action around more fluidly, expanding the role of the father, and creating some new characters where they are required. But while the main events are generally interesting and sometimes amusing, they are somehow not as emotionally moving as they should have been. The fault seems to lie with the direction of Delbert Mann, which has failed to draw out of some of the most vital scenes all the urgency and pathos that Inge wrote into them.

Mann had exceptional actors to work with, if none of strong marquee value. Robert Preston is excellent as the extroverted, down-to-earth father who is misunderstood by his wife. Dorothy McGuire makes the latter soft and appealing, and Shirley Knight and Richard Eyer are good as their children. Lee Kinsolving was a fine choice as the boy friend of the daughter and Frank Overton effectively repeats his stage role as the dentist. Furthermore, there is a wonderful performance from Angela Lansbury as the widow Preston is suspected of romancing. This is one of the roles not in the stage play, and the script writers deserve special credit for creating a fine new part which Miss Lansbury acts with unusual perception.

In one of the major roles, however, what looked like inspired casting has misfired. Eva Arden is disappointing in the role of the aunt, who may be a comic character but is also deserving of pity. Miss Arden can still make an audience laugh, but in the serious scenes she is out of key.

Re-creation of the period in setting and costume seems authentic in bright Technicolor, which occasionally invades the sombre mood of some dramatic scenes. Michael Garrison produced. Running time, 123 minutes. Release, in October.

RICHARD GERTNER

awards—at two-day guesting, with his wife, at the Concord Hotel in the Catskills.

District Attorney John T. Garry and County Judge Martin Schenck

were among the diners. Charles A. Smakwitz, Stanley Warner zone manager in Newark, N. J., and one-time chief barker of Tent No. 9, also was introduced.

# PEOPLE

Donald A. Henderson, treasurer of 20th Century-Fox, has been elected treasurer and chairman of the finance committee of Athens College, Greece, an American-sponsored institution of learning founded in 1925 by Americans and Greeks for Grecian boys from nine to 19 years of age.

□

Ralph W. Pries, former chief barker of the Philadelphia Variety Club, Tent No. 13, and an executive of Berlo Vending Co. in that city, has been named for the fifth consecutive year as Pennsylvania State chairman for the March of Dimes to be held during the month of January.

□

Gene Hudgens, Jacksonville, a veteran of 23 years in the industry, has left his post as local office manager of United Artists to establish a retail store in Jackson, Miss. His U.A. position has been taken over by O. Glenn Gryder, an independent booker in Jacksonville for several years.

□

Gora Lerma has been named successor to Dorothy Kolinsky as executive secretary of the Variety Club of Washington. Miss Kolinsky resigned to work in the publicity department of B'nai B'rith in the nation's capital.

## Upstate Drive-ins Hit By Monday's Hurricane

Special to THE DAILY  
ALBANY, N. Y., Sept. 13.—Monday's hurricane-produced torrential rains forced the closing of many northeastern New York drive-ins and dented business in conventional theatres. The darkenings extended as far as the Canadian border, where high winds and cold weather also were reported. One automobiler remaining open reportedly registered an admission gross of less than \$5.

Albany, not as hard hit as some communities, had four and one-half inches of rain in the downtown section. Most of the operations have resumed.

## Para. Short Previewed

A special press premiere of "The Big A," second subject in Paramount's new Eastman color "Sports Illustrated" series, was held at Aqueduct Race Course in New York yesterday in conjunction with ceremonies celebrating the first anniversary of the racing park. Leslie Winik, executive producer of the "Sports Illustrated" series, and executives of the New York Racing Association were hosts to more than 50 representatives of the New York trade and general press.

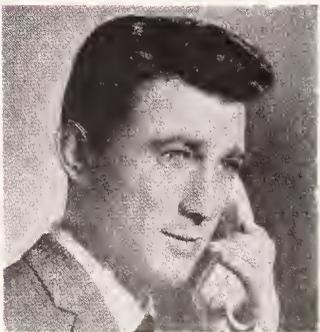
## Rites for Hart's Father

Funeral services have been held here for Charles Hart, 81, father of Samuel Hart, Allied Artists publicist, who died following a short illness.

The most  
desirable woman  
in town  
and the easiest  
to find.  
just call  
**BUtterfield**  
**8**

METRO-GOLDWYN-MAYER PRESENTS

**ELIZABETH TAYLOR**  
**LAURENCE HARVEY**  
**EDDIE FISHER**



This is Liggett . . . who called Gloria whenever his wife was away!

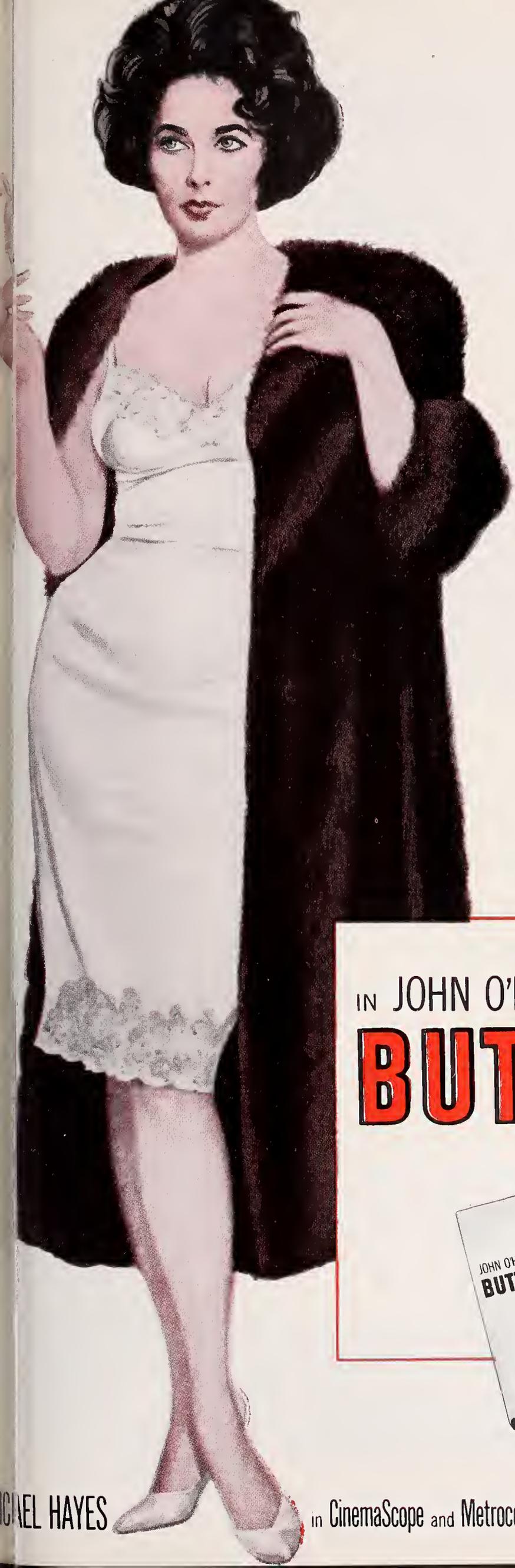


This is Steve . . . who knew that no one man owned Gloria!

co-starring

**DINA MERRILL**

with **MILDRED DUNNOCK · BETTY FIELD · JEFFREY LYNN · KAY MEDFORD · SUSAN OLIVER** · Screen Play by **CHARLES SCHNEE**



**EXPLODING ACROSS THE  
NATION IN NOVEMBER!**

For Top Holiday Grosses  
Dial "Butterfield 8"!

*(Your local M-G-M Branch)*

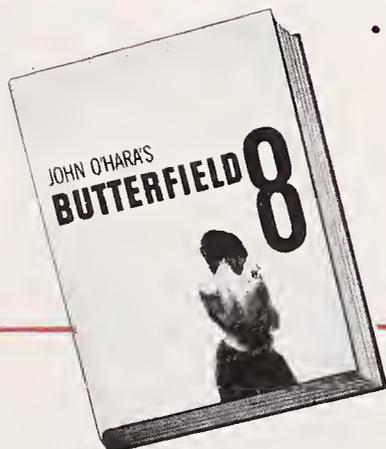


IN JOHN O'HARA'S

# BUTTERFIELD

# 8

...the best-seller  
that tells  
Gloria's story  
... from first  
man to last!



MICHAEL HAYES in CinemaScope and Metrocolor • Directed by DANIEL MANN • A PANDRO S. BERMAN PRODUCTION

## Fabian Hits

(Continued from page 1)

which exhibitors have subscribed about \$3,500,000 is the result of those producer-distributor policies and ACE is confident that it "is the way to protect our future."

Fabian said the studios have taken the course they did because of the Federal consent decrees - enforced theatre divorcement. This, he said, relieved them of the responsibility for keeping their own theatres open through production of adequate product and left them "free to disregard the future of all theatres."

He said he is "all for the idea of making blockbusters" and congratulated Hollywood on the talent and business courage it takes to make a blockbuster. "However," he said. "We believe that the production of blockbusters alone cannot keep our theatres open and meanwhile consider what is happening to the vast, nationwide network of theatres."

### 'What About the Theatres'

Spending more money on fewer and bigger pictures for bigger profits, Fabian said, could be wonderful for the distribution business "but what about the theatres?"

"What becomes of our two and a half billion dollar investment, our 150,000 employes, our annual payroll of \$285,000,000?" he asked. "With a limited number of releases coming off for regular first run and sub-run theatres, how do we keep theatres open in the neighborhoods and the thousands of towns across the country?"

Fabian asked whether theatres, in effect, were to lay down and die, "or do we organize for production and decide our own future?"

ACE's answer, he related, was the projected production company which was begun with \$2 millions of contributions by the five divorced theatre companies. These were the first to be contacted, Fabian explained, because today "your headaches are multiplied by the number of your theatres." So those companies are most affected by the product shortage.

He assured the exhibitors present that ACE Productions "is not designed to be the exclusive property of a select group of founding exhibitors. The

### Lack of Activity at Studios Is Scored

From THE DAILY Bureau

LOS ANGELES, Sept. 13. — Commenting on the product shortage and its effects on the Hollywood scene, S. H. Fabian, ACE chairman, told the Theatre Owners of America convention here today that "in this world film capital, only one major studio is shooting, and that one has only one theatrical film before the cameras."

"Exhibitors who brought their families to the convention to give them the thrill of seeing pictures made, have nowhere to take them," he said.



M.P. DAILY pictures

AS TOA OPENED its 13th annual convention in Los Angeles (above) Roscoe Buttrey, president, Crescent Amusement Co.; Herbert Kohn, vice-president, Malco Theatres; Robert Hosse, vice-president, Crescent; Herman Hallberg, and George Gaughan, both of Cooper Foundation Theatres, Lincoln, Nebr. Below, George Kerasotes, chairman, at the meeting of the board of directors and executive committee.

company will be in the hands of the entire exhibition business."

Then tipping off that the ultimate plan for the ACE production company entails a public sale of securities, Fabian said, "when we are further along in our program, and when a registration statement with the SEC has become effective, you will have adequate opportunity to examine the prospectus and to decide whether you want to invest and if, so, to what extent."

Meanwhile, he said, the exhibitors who have subscribed to the ACE production company "in my opinion constitute a roll of honor." And, Fabian added, "while our charter members, so to speak, represent many segments of exhibition, ACE productions could not have been born without the enthusiasm and money of the TOA membership."

### Calls Conferences 'Barren'

Reviewing other phases of ACE's activities, Fabian reported that the series of meetings which the ACE executive committee had held with company presidents, members of the board of Motion Picture Association of America, have been completely barren and while ACE still is willing to resume the meetings, there appears to be little prospect of, or reason for doing so now.

"The open door," he said of the meetings between ACE and the company heads, "was not the road to settlement of differences between exhibition and distribution. There was no meeting of the minds and this effort didn't cure a single problem."

### Sees Product Principal Issue

Fabian disclaimed blame for exhibition in the failure of the conferences to achieve anything concrete on the main problems discussed—an increase in production, a program to develop new faces for production, and a solution of major trade practice problems, all of which, he insisted, can be traced to the shortage of product—"shortage of prints is directly connected with shortage of features; multiple runs are linked to lack of sufficient product."

On sales of film backlogs to television, Fabian was equally outspoken. "We don't understand distributors who spend millions for production, expect us to charge high admission prices, and then at the same time



sell the best of their former successes to tv stations for showing to the public without charge in competition with their current features."

Fabian said that ACE still has as one of its major objectives the goal of bringing peace to the industry. "Just a reduction of bitterness and a reasonable settlement of many outstanding problems between buyer and seller" would be a step toward a united industry which "could achieve almost any goal in the field of government assistance, public relations or world influence."

But with or without that unity, he predicted, once the ACE production company is functioning, "conditions will begin to change."

### Stars at TOA Lunch

HOLLYWOOD, Sept. 13.—Nine of Columbia's most promising young contract players appeared today at the kickoff luncheon of the TOA convention in the Coconut Grove of the Ambassador Hotel. Representing Columbia were Kerwin Mathews, Michael Callan, Jo Morrow, Glenn Corbett, Carol Douglas, Joe Gallison, Rian Garrick, Margie Regan and Vickie Trickett.

### Correction

Roddy McDowall is not a member of the Celebrities for Nixon-Lodge Committee, as reported in a story from Washington, D. C., in MOTION PICTURE DAILY on Sept. 6. McDowall said here yesterday he had been approached for permission to use his name, but had refused it in a telegram sent to the Washington office of the group.

## National Use Predicted For Imported Films

From THE DAILY Bureau

HOLLYWOOD, Sept. 13. — All good imported films soon will be dubbed and played in the majority of theatres in the U.S., no longer being the special fare of "art" and other small theatres, a convention report by Theatre Owners of America's foreign film committee of which Irving M. Levin of San Francisco is chairman, predicts.

The report said "the product shortage will make it mandatory that commercial theatres present this product making them competitors of the specialty houses." It added that at least 230 films, or as many as were made in this country, are being imported this year.

While the small houses will play the imported product day and date with the large theatres, Levin's report said, the former will have an advantage in that they will be able to present them with sub-titles, as contrasted to the dubbed version.

### TOA Delegates Guests At AIP Garden Party

LOS ANGELES, Sept. 13.—American International Pictures was host to a cocktail garden party and buffet supper today for delegates to the convention of Theatre Owners of America at the Sheraton West Hotel. President James H. Nicholson and executive vice-president Samuel Z. Arkoff presided at the party, which was the third consecutive affair AIP has sponsored in conjunction with the annual TOA conventions.

Highlight of the evening was a fashion show in which Hollywood starlets modeled costumes worn in past AIP motion pictures.

### Rogers, Alpha Official, A TOA Speaker Today

HOLLYWOOD, Sept. 13. — Bud Rogers, newly appointed president and general manager of Alpha Distributing Corp., will be a speaker at Theatre Owners of America's luncheon meeting tomorrow at which the Pathe Laboratories affiliate will be introduced to exhibitors.

Alpha will be developed into "a very important industry factor," Rogers said today. He will return to New York later in the week to put together the new company's sales and exploitation force."

### Wolfson Has Birthday

HOLLYWOOD, Sept. 13. — George Kerasotes, toastmaster at Theatre Owners of America's first convention luncheon session today, called attention to the date being the birthday of Mitchell Wolfson, president of Wometco Theatres, and a former TOA president. The entire assembly joined in singing "Happy Birthday," waiters marched in with a candle-lit cake and Columbia starlets on the dais promptly greeted Wolfson with busses.

**ACE Has 'Struck Out'****In Conciliation: Fabian***From THE DAILY Bureau*

LOS ANGELES, Sept. 13. — ACE is "struck out" on industry conciliation as a means of settling exhibitor-distributor disputes, S. H. Fabian, ACE chairman, told the TOA convention here.

"Whatever the reasons are, and I assume they are many," he said, "the concord effort to use the conciliation plan has not worked, and as far as I know it has been abandoned by exhibitors."

**Film Trailers***(Continued from page 1)*

at although NSS will not hold exhibitors to their existing "weekly service contracts" if they prefer to change the "per trailer" plan, such a change would undoubtedly prove most costly to the exhibitor.

Robbins' answer to a question why exhibitors are asking since Columbia Pictures announced that, as of Sept. 1, it would distribute its own trailers, came as the Columbia studio released a dozen of its "new faces" the dais at the luncheon at which National Screen was host.

Noting their presence, Robbins welcomed them cordially and in the course of his talk rejected references to the Columbia trailer situation as a "quid" between that company and his firm.

"We hold Abe Schneider and all Columbia personnel in high esteem," he said. "They have been our friends and associates for 30 years and we do not question their right to produce their own trailers. However, when Columbia's action, taken at a time when all of us in the industry are beset by the hazards of theatre closings, product shortages and increasing competition, it upsets a 40-year-old industry-service concept, places it in jeopardy and needlessly increases exhibitor costs when they can ill afford it."

Robbins also answered critics of NSS and charged that some were guilty of misinterpretations and falsifications.

NSS's new Columbia trailers, made without footage from the actual films, on display at its convention trade show booth and Robbins told the exhibitors that "some of you have been looking for new trailer techniques for years. Now go to the NSS booth and take a look at them."

**'Tomorrow' Theme of TOA-Meet Speakers***(Continued from page 1)*

here today. Four merchandisers, each an expert in his own area, gave examples of successful sales practices after an audience of approximately 500 exhibitors from all parts of the country had been thoroughly awakened by an American Legion drum and bugle corps in the convention hall as the morning session started promptly on schedule.

**Four Leaders Heard**

The experts included Gordon McLendon of Dallas, exhibitor and radio station operator, who has specialized in selling theatre tickets via radio and tv; Robert E. Johnson, senior vice-president of United Air Lines, a well known authority on advertising, publicity and public relations; Chris Gorder, Poplar, Mont., exhibitor, rated one of the country's most resourceful small-town showman, and Frank H. Ricketson, former circuit executive, now a producer.

The first session was opened by Albert Pickus, TOA president, who welcomed the delegates and introduced Selig. The latter, in a theatrical setting, consulted a mechanical "oracle," of whom he inquired about the theatre's future, and whose answers were supplied in large part by the four experts.

**O'Donnell Quoted**

McLendon recalled certain prognostications about the shape of things to come within the industry which had been made by the late R. J. O'Donnell of Interstate Circuit, shortly before his death. The forecast predicted no abatement of theatre problems now facing exhibitors, and drew

the conclusion that the only course open to exhibitors is to better exploit and sell the product that is available to him. He gave examples of successful campaigns for specific pictures, including reissues, which he had devised.

Johnson told the meeting that the convention's "Make Way for Tomorrow" theme applies not only to theatres but to air lines and many other industries as well. Citing automobiles and superhighways as today's greatest airplane competition, he made it clear that new ideas are needed in his field to reach motors and make plane customers of them.

Essential ingredients of successful competition include quality of product or service, better advertising and more efficient merchandising, Johnson said, and together they will spell "the soaring '60's," he concluded.

**Gordon Uses Slides**

Gordon, who operates a theatre in a town of 1,200 population, described and illustrated with projector slides examples of publicity, promotion and advertising he had employed in his community. Selling the local paper on public interest in the Academy Awards telecast resulted in such a favorable response from its readers that the paper's news columns were opened to all types of film news thereafter, he said. A successful advertising device was to utilize popular local news events for headlines which tied his theatre or himself to the topic of public interest.

"The small exhibitor," Gordon contended, "is as good as his imagination and resourcefulness. When people say, 'there's nothing you can do about

business today to improve it,' I answer, 'it ain't necessarily so.'"

Ricketson, former National Theatres executive, gave the exhibitors, especially those who are wont to criticize producers, an inside slant at the latter's problems. He described the difficulties he and the late Ted R. Camble, also a former exhibitor, experienced when Spyros Skouras, 20th Century-Fox president, challenged them to put their production theories to the test by making a good box-office attraction for \$300,000.

The difficulties not only caused them to revise their plans and thinking but also forced them to resort to personal expenditures in order to bring the picture, "For the Love of Mike," in for \$7.50 under budget, he said.

Ricketson attributed much of production's difficulties to the lack of new faces and to dominance by talent agencies. "In our opinion," he said of the latter, "the Hollywood agent is the almighty out here."

Ricketson pointed out that studios cannot do the job of producing new talent alone, that it requires exhibitor cooperation. He added that this is the age of the "gimmick," too, and a gimmick can be the difference between success and failure to an average picture.

Drawing upon the points made by his panel of experts, Selig closed the session by bannerizing, with the help of pretty bathing girl models, the slogan: "Showmanship Is our Future as We Make Way for Tomorrow."

The convention's merchandising and informational seminars open tomorrow morning and continue through Friday, last day of the meeting.

**Pickus, Greeting TOA Delegates, Sees 'Finest, Greatest' Conclave***From THE DAILY Bureau*

LOS ANGELES, Sept. 13.—Delegates to the 13th annual convention of Theatre Owners of America at the Ambassador Hotel here were officially welcomed by Albert M. Pickus, president, as he opened the first session today.

Pickus promised the exhibitors the "finest and greatest convention ever staged by TOA" and thanked the arrangements committee for their work in planning the business sessions and recreation activity.

Later, at the first luncheon meet-

ing, Pickus gave the full TOA membership the annual president's report which he had previously delivered to the board of directors at the weekend.

In the report Pickus again stressed product as "our greatest problem today" and told of TOA efforts to cope with this. The report also covered the campaign against pay-tv, the fight for exemption for theatres in minimum wage legislation, and the growth of TOA membership. For the full Pickus report see MOTION PICTURE DAILY for Sept. 13.

**Technicolor, Ltd., Elects**

LONDON, Sept. 13. — Patrick J. Frawley, Jr., a director of Technicolor, Inc., has been elected a member of the board of directors of Technicolor, Ltd. He fills the vacancy created on the board by the resignation of Dr. Herbert T. Kalmus, who resigned in January, although continuing as a consultant to the company.

**\$701 for Rogers Fund**

JACKSONVILLE, Sept. 13. — Loew's Normandy Twin Outdoor Theatre, aided by church and parent-teacher groups, collected \$701 for the Will Rogers Memorial Hospital this year, it is reported by Jim Carey, manager of the operation. This is believed to set a record for Florida.

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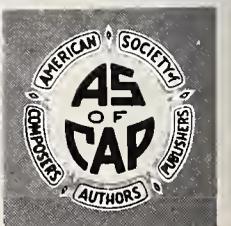
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# MOTION PICTURE DAILY

PL. 88, NO. 53

NEW YORK, U.S.A., THURSDAY, SEPTEMBER 15, 1960

TEN CENTS

## Resigned in December Western Penn. Unit Rejoins National Allied Board Vote Is Unanimous; ONE Group Still Outside

Special to THE DAILY

PITTSBURGH, Sept. 14. — Allied Motion Picture Theatre Owners of Western Pennsylvania will rejoin the United States Association. The board directors of the Keystone State unit voted unanimously to accept the invitation of the national Allied board re-affiliate with the national organization.

George Stern, president of Western Pennsylvania Allied, and Harry Mendel, chairman of the board, said that the Pennsylvania unit will be represented at the national board meeting in Chicago in November.

Western Pennsylvania was one of 10 Allied units which resigned from the national organization following December's stormy board meeting in Miami Beach. The other unit was

(Continued on page 2)

## Reserved-Performance' Policy for 'Sunrise'

A new exhibition policy of "reserved performances" has been evolved by Warner Brothers for all units of "Sunrise at Campobello" under its first five openings on a hard ticket reserved seat basis. The policy, devised by Charles Boasberg, Warner general sales manager, was announced yesterday by Richard Lederer, advertising and publicity director.

Under the new policy theatres will

(Continued on page 5)

## To Negotiate New Israel Film Deal Next Month

Frederick S. Gronich, overseas representative in Paris for the Motion Picture Export Ass'n., has been designated by the MPEA board to go to Israel next month to negotiate a new agreement. At a meeting here this week the board also discussed matters

(Continued on page 2)

## 20th-Fox Will Start 17 Feature Films In the Next 90 Days, Says Goldstein

By SAMUEL D. BERNS

HOLLYWOOD, Sept. 14.—Robert Goldstein, executive head of production at the 20th Century-Fox studios, announced today, following conferences with company president Spyros P. Skouras, that 17 new feature films will be put into production during the next 90 days. Twelve of the pictures will be under the guidance of Goldstein, with the remaining five to be made by independent units.

## Future Lies in Roadshows: Sidney

Roadshow engagements were heralded as the future of the motion picture industry and its main weapon against television by veteran film maker George Sidney at a trade press conference held here at the Columbia home office yesterday. Sidney has been working on the 3½ hour production of "Pepe" for the past three years, as director and co-producer.

Deploring the sale of post 1948 pictures to tv, the director urged all members of the industry to be constantly alert for new developments which would increase theatre going and help to combat the growing threat of television.

Sidney said there should be no "set

(Continued on page 4)

## Film Interests Called Most Important Factor in Improved Profits of Rank

By PETER BURNUP

LONDON, Sept. 14.—Motion picture interests of the Rank Organisation continue to be the most important factor in improved profits shown by the company, Lord Rank said today in the statement to stockholders accompanying the annual report.

Preliminary figures of the company for the year ended June 25, 1960, had been released previously (see MOTION PICTURE DAILY, Aug. 31) showing a rise in gross trading profits to \$18,107,608 as compared with \$15,777,969 for the year before.

"The past year has seen a continuation of our policy of diversification with the development of new activities, together with rationaliza-

## TOA Anti-Pay-TV Fight Is Puzzling to Novins

Special to THE DAILY

TORONTO, Sept. 14.—"I can't understand why members of Theatre Owners of America have joined the proponents of free television to oppose pay-tv," Louis A. Novins, president of International Telemeter Corp., declared today in an address

(Continued on page 4)

## British Pledge to Book Films Produced by ACE

By WILLIAM PAY

LONDON, Sept. 14.—The general council of the Cinematograph Exhibitors Ass'n. pledged today that they would encourage their membership to play any films produced by the American Congress of Exhibitors.

They gave the assurance to Max A.

(Continued on page 4)

## At TOA Convention First Twelve Alpha Features Are Outlined

## Zeckendorf Voices Faith; Terms Will Be Adjustable

By SHERWIN KANE

HOLLYWOOD, Sept. 14. — Announcement of the first 12 pictures to be produced and distributed by the

new Pathé laboratories affiliate, Alpha Pictures, was made at a luncheon sponsored by the company at the Theatre Owners of America convention here today.

The announcement was accompanied by messages of optimism and confidence

(Continued on page 5)



W. Zeckendorf

## Equipment Plays Part In Theatre Upbeat

From THE DAILY Bureau

LOS ANGELES, Sept. 14.—Theatre business is better and if exhibitors give the public a fair shake in the form of best sound and picture possible on their screens, they will keep them coming and will bring them back oftener.

This was the message given to the

(Continued on page 4)

## TOA Studies Ways of Hiking Concession Sales

By MARTIN QUIGLEY, JR.

LOS ANGELES, Sept. 14. — Ways and means to increase concession sales, especially of candy and popcorn; the necessity of having first-class equipment well maintained; and various types of controls were considered in the concessions clinic of the Theatre Owners of America convention here today.

Harold Chesler, Salt Lake City,

(Continued on page 5)

## PERSONAL MENTION

**ERIC JOHNSTON**, president of the Motion Picture Export Association, returned to New York last night from Rome and left here immediately for Washington.

**PHILIP GERARD**, Universal Pictures Eastern advertising-publicity director, will leave New York today for Toronto.

**DON CAPANO**, vice-president of S.O.S. Cinema Supply Corp., will leave here this week with **MRS. CAPANO** for an extended trip to Europe.

**PHILIP ROSE**, co-producer of Columbia's "A Raisin in the Sun," arrived in New York yesterday from Hollywood.

**JOSEPH B. ROSEN**, Universal Pictures regional sales manager, and **JEFF LIVINGSTON**, executive coordinator of sales and advertising, were in Boston yesterday from New York.

**CHARLES GOLDSMITH**, managing director of M-G-M Pictures, Ltd., London, will return to England today aboard the "United States."

**CHARLES SIMPSON**, vice-president of Capital Releasing Corp., Atlanta, is in Hollywood from there.

**JACK SANSON**, manager of the Stanley Warner Strand Theatre, Hartford, and **MRS. SANSON** are marking their golden wedding anniversary.

### Rodgers to Finish Term

Richard Rodgers, composer member of the American Society of Composers, Authors and Publishers since 1926, has agreed to serve on the Society's board of directors to finish out the unexpired term of his partner, the late Oscar Hammerstein, II, until the new ASCAP elections in January.

### WB Meet Here Today

The three-day Warner Brothers national conference on advertising and publicity will open today at the home office, with advertising-publicity director Richard Lederer presiding. The conference, which will continue through Saturday, will deal with the promotion campaigns for five new releases and one re-release.

## Israel Deal

(Continued from page 1)

in Turkey, Brazil, Pakistan, Indonesia, and Argentina.

The board was advised that the Turkish government has already allocated dollars for the importation of films there with the Film Importers Ass'n. given responsibility for the allocation. On Brazil the board discussed the 10 per cent municipal tax in Sao Paulo and sent recommendations to its representatives there. It also considered the advisability of affiliating with the Sao Paulo distributors syndicate which deals with wage matters in that area.

### 260 Under Discussion

Import licenses in Pakistan for the year starting Oct. 1 were divided. The total is 125. Still being discussed are 260 licenses.

The board further took up the government tax situation in Argentina where there is a levy on distribution and exhibition as opposed to admissions. The problem is to decide who will pay what. No decision has been made.

## Set 'Ben-Hur' Policy in 100 New Engagements

Special to THE DAILY

CHICAGO, Sept. 14. — With 20 field representatives gathered here for a two-day meeting on "Ben-Hur," the policy for handling the picture in 100 new engagements over the next two months was announced by M-G-M's top sales and advertising executives. Plan is to open "Ben-Hur" in each and every situation according to the same pattern that was used at the New York and Los Angeles premieres.

### Openings to Be Formal

Formal openings with top local dignitaries and press will be held. All fanfare facilities that can be mustered on the local scene will be used. In each situation "Ben-Hur" field representatives will work the territory well in advance and will follow through with exhibitors until the engagement is well under way.

## New Grant 'U' Film

HOLLYWOOD, Sept. 14.—A third independent Cary Grant vehicle for release by Universal moved toward production today with the signing of British writer-actor Bryan Forbes to write the screenplay of an untitled romantic adventure set in the Middle East. Based on an original script called "One Arabian Night" by Sidney Carroll, the property is being blue-printed to go before the cameras at the studio and locations in North Africa and Hong Kong in the spring of 1961, according to Edward Muhl, vice-president of Universal-International, distributor of the picture.

## Ashamed of Runaway Production — Schary

Dore Schary is "ashamed and chagrined at the number of Hollywood producers who are running abroad in an obvious effort to avoid taxes." The producer of "Sunrise at Campobello," talking informally to the press yesterday at a luncheon preceding the screening of the picture, scored what has come to be called "runaway production" by "those who at this crisis in world history are running away from their responsibility of carrying part of the tax load."

Schary, in a relaxed mood, also was enthusiastic about the prospects for "Sunrise," which he hopes will be a welcome change in the recent screen fare. "We have had a surfeit of pictures dealing with violence and aberrations of all kinds," he declared. "There are facets of nobility we have had too little of on the screen and there are emotions unconnected with Freud which can provide tears and excitement."

### Plans Play for Spring

He is in New York rehearsing his play "The Unsinkable Molly Brown." He has purchased the stage and screen rights to "The Devil's Advocate" and will produce it on Broadway next spring "probably with motion picture backing." In any event he will produce it as a picture following its opening on the stage.

## Double Bills Appear On Way Out in Detroit

Special to THE DAILY

DETROIT, Sept. 14.—Downtown Detroit theatres, which have played double bills on first-run engagements for years, are going in more and more for single features.

The Palms, a United Detroit house, was so successful with "Psycho" as a single that it will play its next booking, "Elmer Gantry" alone also. The same circuit is playing "Ocean's 11" at the Michigan without a co-feature. Roadshow engagements are now in three downtown theatres, leaving only the Broadway, Capitol, and Fox with double bills.

## Video Policy Unchanged

OKLAHOMA CITY, Sept. 14.—Operation policy of Video Independent Theatres will be unchanged from that existing before the death of Henry S. Griffing, it has been announced here by the executive committee which has been named to take over management of the circuit. Members of the committee are: chairman J. Carlton Updike, executor of the Griffing estate; C. O. Fulgham, C. F. Motley, Larry Boggs, Jack Brooks, Ernest L. Williamson and Mrs. Lois Chambers McColgin.

## Penn. Allied

(Continued from page 1)

Independent Exhibitors of New England, Inc., which still remains outside.

Internal differences boiled over the national board meeting when the election of Edward Lider, of IEN, who was in the traditional line of succession to the Allied presidency, was upset by what some directors charged were unfair methods.

### Special Committee Formed

After the resignations of the two units a special national Allied committee was formed charged with tempting to bring the locals back into the fold. This committee was composed of Al Myrick, Allied president, and Trueman Rembusch and Irving Dollinger, national directors. While the Western Pennsylvania unit was receptive to overtures of the committee and met with it, IEN remained adamant in its position.

Also attending the meeting was Milton London, regional vice-president of national Allied.

## New Schine Positions For Morris, Evans

Special to THE DAILY

GLOVERSVILLE, N. Y., Sept. 14.—Accelerating its program of diversification, Schine Enterprises, Inc., is increasing the staff at the executive offices in New York City and has appointed Seymour L. Morris director of the hotel division advertising and promotion department. President G. David Schine said that Morris has been moved to the New York base, from Gloversville, where he directed advertising and publicity for the Schine Circuit over a 20-year period.

Replacing him in Gloversville is Seymour H. (Si) Evans, assistant director of theatre advertising and publicity since 1951.

Schine Enterprises is opening another Schine Inn this month, in Chicopee, Mass. Another motor hotel is scheduled for Syracuse, N. Y. The corporation has also created a booking division, headed by Jack Mitchell, a former Schine Theatre zone manager in Watertown.

## C. J. Thompson Dies

BIRMINGHAM, Sept. 14.—Funeral services have been held here for C. J. Thompson, brother of J. H. "Tommy" Thompson, head of Martin & Thompson Theatres, Atlanta, and president of Theatre Owners of Georgia.

## 'Inherit' to Bow Oct.

Stanley Kramer's "Inherit the Wind" on Oct. 12 will have a double New York premiere at the Astor Theatre on Broadway and at the Theatre Lux 85th Street Theatre.

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DORE SCHARY  
Based on his play

Directed by  
VINCENT J. DONEHUE  
Associate Producer  
WALTER REILLY

Music composed and conducted  
by FRANZ WAXMAN

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ATLANTA—Plaza 10:00 AM  
BUFFALO—Cinema 1:00 PM  
CHARLOTTE—Dilworth 9:30 AM  
CHICAGO—Century 10:15 AM  
CINCINNATI—Esquire 2:00 PM  
CLEVELAND—Colony 2:15 PM  
DALLAS—Palace 9:00 AM  
DENVER—Tower 1:30 PM  
DES MOINES—Des Moines 9:00 AM  
DETROIT—Madison 2:00 PM  
INDIANAPOLIS—Uptown 2:00 PM  
JACKSONVILLE—Florida 9:30 AM  
KANSAS CITY—Dickinson 8:00 PM  
Mission, Kansas

MEMPHIS—Warner 10:00 AM  
MILWAUKEE—Varsity 2:00 PM  
MINNEAPOLIS—Terrace 2:00 PM  
Robbinsdale, Minn.  
NEW HAVEN—Lincoln 1:30 PM  
NEW ORLEANS—Famous 8:15 PM  
OKLAHOMA—Midwest 10:00 AM  
OMAHA—Center 1:30 PM  
PHILADELPHIA—Logan 2:00 PM  
PITTSBURGH—Manor 11:00 AM  
PORTLAND—21st Ave. 8:30 PM  
SALT LAKE—Studio 9:30 AM  
SEATTLE—Music Box 10:00 AM  
ST. LOUIS—Pageant 2:00 PM

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WORLD PREMIERE RKO PALACE, N.Y., SEPT. 28 □ BEVERLY, LOS ANGELES,  
SEPT. 29 □ GARY, BOSTON, OCT. 5 □ MARINA, SAN FRANCISCO, OCT. 6  
UPTOWN, WASHINGTON, D.C., OCT. 6.



## Deny Lord Rank Is Considering Retirement

From THE DAILY Bureau

LONDON, Sept. 14. — A report that Lord Rank is again considering retirement was categorically denied here today by John Davis, managing director of the Rank Organization.

## Rank Profits

(Continued from page 1)

attributed by Lord Rank to both the beneficial effects of the rationalisation program and the abolition of the entertainments tax.

While profits from theatre exhibition in the United Kingdom were slightly down from last year, those from overseas exhibition maintained roughly last year's level, he said. This latter he called "satisfactory in view of the rapid growth of television in many countries throughout the world."

Film production - distribution showed a profit of \$607,600 compared with a loss of \$2,450,000 the previous year. Commenting on this Lord Rank said, "The whole pattern of our film production has been modified to meet changed conditions in the industry. I am pleased to report that the steps taken have justified our expectations."

### Cites TV Dividends

Established manufacturing interests continued to make a contribution towards group profits, but the new and strictly non-film activities have not yet reached the stage of substantial contributors, he warned. He noted a first dividend from Southern Television, Ltd., in which Rank owns 37.6 per cent interest. Income from ball-rooms and dance studios showed an increase, but the gramophone record outlet incurred heavy losses.

In view of the decline in theatre attendance the Rank group will continue to make fewer films, the report noted, and these will be of a type "with wider international appeal." Some 63 per cent of the company's film revenues came from the overseas market which Lord Rank found "encouraging."

The domestic demand for British films also continued to increase, he said. Out of the 12 most successful films played on the Rank circuit last year no less than seven came from British studios, of which the Rank Studio provided five.

The Organisation will continue its policy of modernizing existing theatres on which \$3,402,000 will be spent this year.

## Fox Plans 17

(Continued from page 1)

ing the start of this picture, production will be maintained at a steady stream throughout next three months.

These films include: "Journey Into Danger," with George Sherman producing and directing; "Madison Avenue," directed by Bruce Humberstone; "Live Wire," produced by Oscar Brodney and directed by David Butler; "Lion of Sparta," with George St. George as producer and Rudy Mate directing; "The Queen's Story," to be produced and directed by Michael Powell; "Winged Victory at Athens," Robert Lippert production to be directed by Andrew Martonem; "Gigot," Bill Smith produces and Frank Tashlin directs; "Warm Bodies," to be produced by Oscar Brodney and directed by Norman Taurog; "Snow White and the Three Stooges" to be produced by Charles Wick and directed by Walter Lang; "Solo," Dick Powell to produce; "Voyage to the Bottom of the Sea," to be produced and directed by Irwin Allen.

In addition to these films, the following five productions will get the green light before the middle of December: David O. Selznick's "Tender Is the Night," Jerry Wald's "Return to Peyton Place" and "Wild Is the Country," two pictures produced by Plato Skouras and his Triton Productions, "Francis of Assisi" and "The Jules Verne Story."

## Novins Puzzled

(Continued from page 1)

to some 200 managers, partners and associates of Famous Players Canadian Corp. at the company's national conference being held here.

Novins reminded his listeners that many leading exhibitors are holding discussions with Telemeter with a view to entering the field.

Without revealing any figures—"we are not going to be pressured to give out figures before they are meaningful"—Novins said that a number of people are buying programs "beyond our expectations." He claimed there had been "no visible effect of telemeter on nearby theatres."

Novins said that Telemeter is presently designing and developing equipment that would be used in two years. "Already the present equipment we have has been outmoded."

### Discusses Etobicoke Project

Novins said the Etobicoke project—to be followed by two others in the United States—has not made money, "and we didn't expect to, because our programming has reached the 60 per cent potential." There would be some specific announcements within the next couple of months about programs to be presented, he added.

Discussing the business done, Novins declared "the figures have fluctuated without reason. We are at the end of planned stage one, and are now starting on planned stage two, where we will expand the variety of programming and then we can develop figures."

## Pledges Filing of Bill For Artists' Tax Relief

From THE DAILY Bureau

HOLLYWOOD, Sept. 14. — Jerry Pacht, candidate for Congress from the 16th district, has made a promise in a campaign speech to support "a lean-year tax-relief bill" as a measure to protect actors, entertainers and professional athletes "who are penalized for their high earnings over a short period of time."

"This leaves nothing for their security when their popularity wanes," Pacht pointed out today.

## British Pledge

(Continued from page 1)

Cohen, president of Cinema Circuit, Inc., after he reported to the council on the activities of ACE in setting up an exhibitors production company and organizing opposition to pay-television. Cohen's circuit was one of those pledging the third \$1,000,000 in production funds to ACE, following the first \$2,000,000 contributed by five major circuits in the U. S.

In Britain, the council pointed out to Cohen, major circuits already have production interests.

It is understood that while here Cohen investigated the possibility of producing ACE-financed pictures in Britain. He leaves London for Paris tomorrow.

In other business, the council heard a report today from CEA president Alfred Davis on his plan to go to the U. S. Sept. 21 on a combined six-week business and pleasure trip. Davis will make a survey of the American cinematic scene and will also visit Toronto to observe the Telemeter operation there.

## Sidney Eyes Future

(Continued from page 1)

system" of motion picture exhibition, including 70mm, and predicted that eventually a 100mm film will be devised. Each script is different, he noted, and therefore calls for the use of the system by which it can best be made and which will serve to make it most enjoyable for the audience.

The motion picture theatre of the future, Sidney believes will include many innovations virtually unknown today. He said that the Criterion Theatre here, where "Pepe" opens its initial run on Dec. 21, will undergo an extensive remodeling program prior to the premiere of the CinemaScope-Panavision production.

### Openings to Be Staggered

The first openings of "Pepe" will be staggered with a Dec. 23 date for the Lincoln Theatre in Miami Beach and a West Coast run set to start at the Warner Beverly in Los Angeles on Dec. 28. Sidney remarked that this method would enable him to make personal evaluations of the results of each opening.

The veteran director went on to say that producers today should aim at developing the motion picture medium to its greatest potential and that this could be achieved by placing an emphasis on the "unusual."

## Theatre Upbeat

(Continued from page 1)

first Theatre Owners of America convention "university" class on equipment and maintenance here this morning by W. J. Cosby of National Carbon Co. The speaker was a member of a panel which included Hal Neider, purchasing agent for Blumenthal Theatres Circuit, San Francisco, chairman; Larry H. Davee, president of Century Projector Corp., New York, and J. Walter Bantau, general purchasing agent and chief engineer of National Theatres Amusement Corp., Los Angeles.

Emphasizing the importance of proper screen illumination, Cosby reminded exhibitors that the theatre patron deserves good screen light.

### Stresses Cost-per-Reel

"Don't limit your projection equipment by your power source," Cosby warned. "If you are thinking of buying new equipment or going in 70mm, remember that the correct basis on which to buy carbons is the cost per reel, not the cost per carbon."

"In buying carbons, bargains are not always what they seem. A low priced carbon can burn faster and leave larger stubs. They may not give you that extra reel you need."

Davee urged exhibitors to cooperate with equipment manufacturers, warning that there is "very little incentive today for manufacturers to develop anything new." Banks, he said, would loan \$100,000 to finance new developments on the basis of current market conditions and receptivity for new theatre products.

### Warns of 'Bargains'

He warned exhibitors also of deceptive "bargains" in foreign-made equipment at low prices, asserting that often it is a copy of what was developed and is made here.

"Ours is one of the biggest industries in the world," Davee said. "You must support it by using the best equipment. The tools are available. We must be sure to use them correctly."

He said too many theatres are being run with obsolete equipment. The best type of sound and projection, he said, is the one the customer is least aware of, the one that causes the least distraction.

### 'Give Everything Good Care'

Bantau counseled exhibitors to give close attention to maintenance of all phases of the theatre plant, equipment and furnishings. "Give everything good care, first of all, and make proper placements when they've done their work."

He advised exhibitors to watch and check utilities bills, to get regular reports on the condition of cooler towers, air conditioning, motor generator sets and all important units.

"Properly maintained, everything will give you longer life."

The equipment session shared 8 A. M. start with another "university" class, one on merchandising. Both were well attended.



## Action to Anti-Pay-TV Petitions Big: Harling

From THE DAILY Bureau

LOS ANGELES, Sept. 13.—The national campaign to acquire 30,000,000 signatures on a petition to Congress demanding that pay-television be outlawed produced a "unified response" from exhibitors "beyond expectations." Philip F. Harling, chairman of the toll-tv committee of Theatre Owners of America, will tell the TOA convention tomorrow in a speech, the text of which was released here today.

### Additional Petitions Printed

Harling will tell exhibitors that 10,000 petitions were printed originally but that the demand for more met with an additional 75,000. He will also thank National Screen Service for its help in distributing the petitions.

Harling will assert that pay-tv could destroy half of the free-tv stations; the Etobicoke experiment has proved that exhibitors will get no help from distributors in combatting pay-tv and that toll-tv is not inevitable. He will also again urge exhibitors everywhere to follow the example of the exhibitors in Connecticut and assess themselves to set up a fund to hire legal counsel in Washington opposing the Smith-RKO General application for a permit in that state.

### Fight in Seventh Year

Harling will remind the TOA delegates that this month marks the seventh year since an industry committee was organized to fight pay-tv and to express confidence that the battle can be won "if we are as diligent as we have been in the past six years."

## Five 'Lace' Recordings

Five recordings have already been made for the "Midnight Lace" theme from the Ross Hunter-Arwin production, "Midnight Lace," which Universal International is releasing. These recordings of the theme are in addition to a Doris Day recording of the song "What Does a Woman Do," from the picture for Columbia Records. There is also a possibility of a sixth recording of the theme by Dick Hyman for Mercury.

## Wayne for 'Greatest'

HOLLYWOOD, Sept. 14. — John Wayne became the first star name to be signed for a role in George Stevens' production of the life and times of Jesus, "The Greatest Story Ever Told." Wayne will portray the role of the Roman who scourges Jesus on the way to the cross, but comes to be the first believer at the Crucifixion.

## Rinzler's Sister Dies

Funeral services were held here today for Mrs. Gussie Mantel, sister of Samuel Rinzler, president of the Randforce Amusement Corp., who died Monday night in Brooklyn. In addition to Rinzler, she is survived by a son, Leo; a daughter, Mrs. Mollie C. Rinzler, and two sisters.

# First 12 Alpha Films Outlined

(Continued from page 1)

from William Zeckendorf, realtor, and a member of the board of the America Corp., Pathe Laboratories parent company, and by Budd Rogers, newly named president and general manager of Alpha.

Maureen O'Hara, who will star in two of Alpha's 12 productions, also addressed the exhibitors, assuring them that producers and talent will give their best to the pictures to be made and asking that exhibitors, in turn, give their best to selling them. She said she was prepared to go out on the road and help sell them.

### Two for Brazzi

The 12 pictures scheduled include "Brigante," starring Rossano Brazzi, to be produced by Steve Barclay, with a top co-star, and "Wife or Mistress?" a second Brazzi starring vehicle. Charles B. Fitzsimmons will produce the first Maureen O'Hara starrer, "The Deadly Companions," from a screenplay by A. S. Fleischman, based on his novel, "Yellow Leg," a Civil War story. The actress's second Alpha picture will be announced later.

Nat Tanchuck and Irving Cummings will produce Jules Verne's "From the Earth to the Moon," a science-fiction story with topical values, and "Morgan's Horse." Stuart Reynolds and Jack Baker will produce "Johnny Cote," a prohibition gangster story by Robert Patterson, with screenplay by Mark Hanna. The same producer team will make "Record Buster," teen-age music film, and "The Face," a horror film.

### Bischoff, Diamond Teamed

Samuel Bischoff and David Diamond will produce "Something for Nothing" and "The Trek," adventure film. "Doc" Merman will produce "Escape from Andersonville," from a screenplay by Norman Corwin.

Zeckendorf told the exhibitors that a policy of attempting to make only blockbusters is unhealthy and of potential injury to the industry. "No matter how high the pyramid may be," he said, "it needs a broad base. It is all right to make a few big pictures but the industry can't exist on those alone nor can it prosper unless exhibition prospers, too. The pyramid could topple and bring an industry down with it around the heads of its policy-makers. There must be a partnership between exhibition and production. The industry is not an exclusive club for the few. It belongs to many."

### Sees Tide Turning

Zeckendorf, whose Webb & Knapp Co. has contracted to buy the 20th Century-Fox studio property for \$43,000,000 cash for a real estate community development, told the convention the tide has commenced to turn against production scarcity when companies like Alpha are prepared to invest large sums in pictures. "I'm sure you're on your way," he said.

TOA has promised cooperation in obtaining play dates for the Alpha

pictures, and a joint committee of exhibitors and producers will help select pictures that exhibitors believe there is a good market for. Exhibitors will pay only the going terms for the product and will share in the entire payoff.

Pathe Laboratories will benefit from the film processing work involved. It is one of the several current exhibitor efforts to increase production.

These points were touched upon by Rogers who said that in addition to the 12 announced, Harry Joe Brown will make two more and additional deals with other producers are in work. The product listed is subject to change if the exhibitor committee, soon to be designated, desires.

The conventioners were asked to sign cards at their luncheon tables, giving their company's name, for further contact.

Film terms will be adjusted up or down according to box-office performance, Rogers said. Field representatives have been retained to call on exhibitors around the country with further details.

Complete advertising and exploitation campaigns will be created for each release.

## Studio Tours Set for TOA-Meet Delegates

From THE DAILY Bureau

HOLLYWOOD, Sept. 14.—M-G-M, Paramount, 20th Century-Fox and Warner Brothers will host tours and luncheons tomorrow for families of Theatre Owners of America convention delegates. About 200 guests are expected to make the tours, which were arranged by the Association of Motion Picture Producers.

An extensive Universal studio tour for TOA members also has been arranged by David A. Lipton, Universal vice-president, in which buses will ferry the convening visitors in the afternoon to see points of interest on 400-acre company plant, back lot and sound stages. They will visit the shooting set of the Tony Curtis starrer, "The 6th Man." The TOA groups also will be feted in a studio projection room with greetings from Lipton, their host.

## 'Sunrise' Policy

(Continued from page 1)

sell tickets for each separate performance, guaranteeing the patron a seat at that performance. Depending on local conditions exhibitors may run three or four performances a day and four or five on Saturday, but in no case will the film be shown on a grind policy. Nor will shorts, newsreels or trailers be shown.

The picture has a running time of 143 minutes plus an intermission and there is a short musical prologue.

"Sunrise" will open on Sept. 28 at the RKO Palace in New York and four other openings will be held the following week in Beverly Hills, Boston, Washington and San Francisco.

## Problems of Popcorn At 'Ben-Hur' Showings

From THE DAILY Bureau

LOS ANGELES, Sept. 14. — One exhibitor at the TOA concessions session here today asked what could be done about popcorn sales in "Ben-Hur" engagements. One panelist replied, "you don't have to book the picture."

Another exhibitor explained that he solved the problem by not selling popcorn the first week of the run but has been selling it ever since. "MGM yelled but I had the picture," he commented to the amusement of the TOA delegates.

# Concessions

(Continued from page 1)

was chairman, with the following panelists: Edwin Gage, Oakhurst, N.J.; John Krier, Salt Lake City; Bert Nathan, Brooklyn; Spiro J. Pappas, Chicago, and Jack W. Wilson, Los Angeles.

On the psychology of sales, principal attention was given to explain how prices could be increased without patron resistance. Panelists explained how gradually 15 cent candy items have been introduced and popcorn increased from 10 cents to 15 cents for the same amount or less popcorn. It was pointed out that a new rule of the Pure Food Administration, effective Mar. 1, 1961, will bar the use of old fashioned type popcorn boxes.

### Quality Emphasized

There was full agreement among the panelists that in the long run the most satisfactory equipment is the top quality. However, even the best equipment has to receive TLC—"tender, loving care" as Papas put it, if it is to be a good investment.

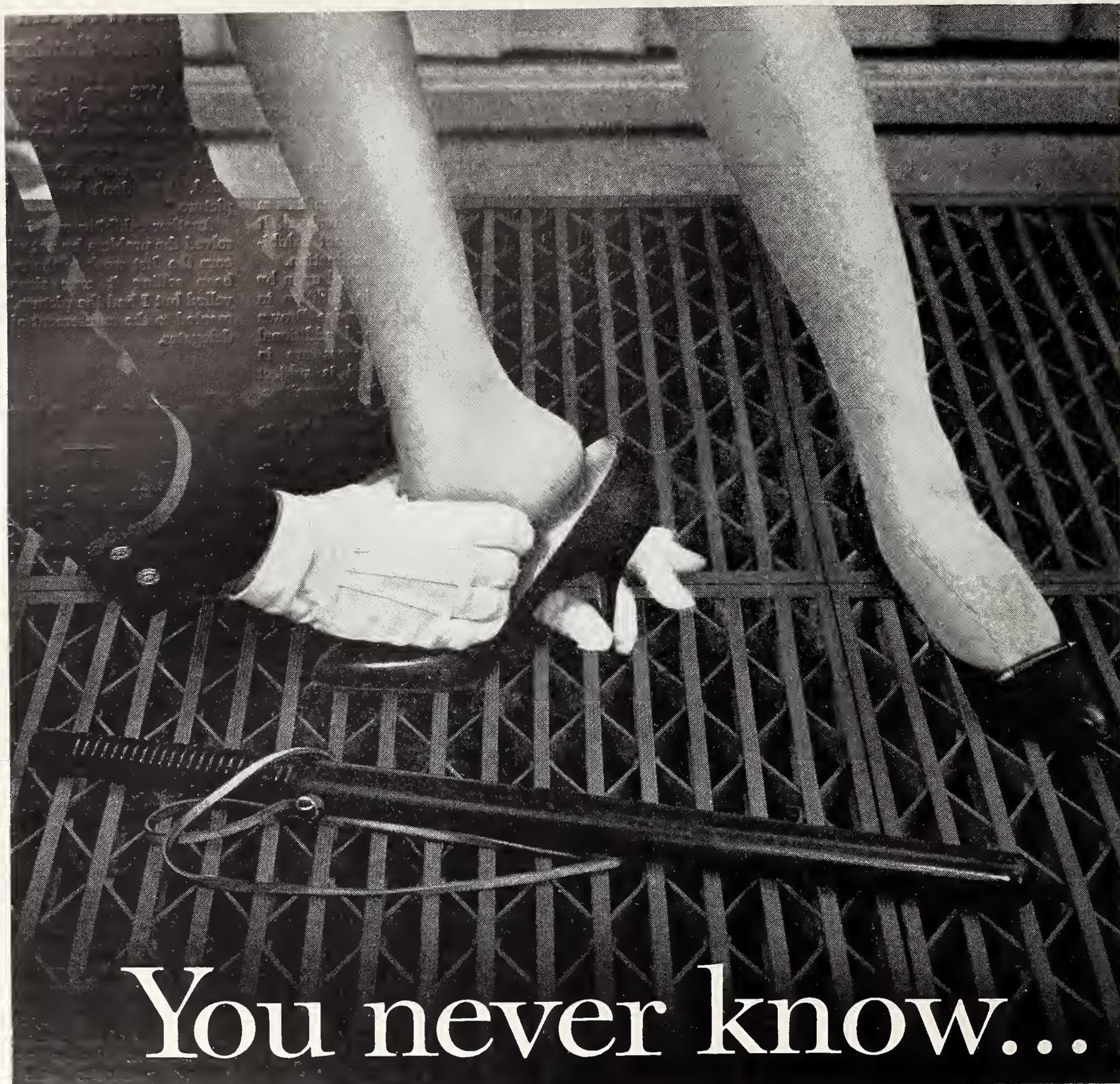
It was recommended that controls are essential and that they must cover 100 per cent of the concession items and supplies. Various methods of keeping inventories were outlined. Krier explained how a lie detector was used with effect in controlling pilferage at one drive-in. Others raised the question of the legality of having employees agree to submit to lie detector tests. Gage recommended that managers be paid a commission on concession sales less any losses.

In answer to a question on the extent of leakage Nathan said that a shortage of 1/2 of 1 per cent of the dollar volume would be an acceptable national figure.

### Coupon Books Suggested

Jack Braunagel recommended that employees be given coupon books permitting a 50 per cent discount on refreshments or even free purchases up to a fixed weekly amount of \$2 or \$3. Papas said that a 40 cents per day allowance is what he uses in his operations.

Exhibitors were urged to know just what yields should be obtained on every item they handled.



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# MOTION PICTURE DAILY

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TEN CENTS

## Coast Convention

### TOA Delegates Cold Pay-TV Is Not Inevitable

our Speakers Scoff at  
'Threat,' But Urge Fight

By MARTIN QUIGLEY, JR.  
LOS ANGELES, Sept. 15.—“Those who tell you pay-tv is “inevitable” are the “victims of the big lie told over and over again. Pay-tv is not inevitable. It is unconscionable.” This was the gist of a blistering attack on pay-tv at today's Theatre Owners of America convention seminar on the subject, made by Mitchell Wolfson, head of Wometco Enterprises, Miami, and himself a television station operator. The convention also heard a strong plea from Philip Harling, chairman of the TOA toll-tv committee, that exhibitors unite in the campaign to get  
(Continued on page 4)

### Nizer Named Chairman of B'nai B'rith Drive

Appointment of attorney Louis Nizer as general chairman of the 1960 New York campaign for B'nai B'rith youth services was announced by Label A. Katz, president of the Jewish service organization. The campaign, conducted by the B'nai B'rith Foundation of the United States, helps support the B'nai B'rith's many and various youth programs. Climax of this year's fund-raising  
(Continued on page 2)



Louis Nizer

### Johnston Will Urge MPA Africa Effort

By E. H. KAHN

WASHINGTON, Sept. 15.—Just back from a five-week, 300,000-mile trip to Africa, Eric Johnston, president of the Motion Picture Export Association of America, is expected shortly to make formal recommendations concerning that continent in a report to the MPA member companies. It seems clear that he will suggest a more active role in Africa exhibition by American organizations.

In a press conference today Johnston reiterated his confidence in the growing market that is Africa. “With tv coming into Europe,” he said, “we  
(Continued on page 5)

### Academy Show Slated For Monday, April 17

From THE DAILY Bureau

HOLLYWOOD, Sept. 15.—The 33rd awards presentation of the Academy of Motion Picture Arts and Sciences, will be held on Monday night, April 17, 1961.

In making the announcement, Valentine Davies, first vice-president, said a Monday was selected for the third successive year in deference to motion picture exhibitors, recognizing that such a record-audience show on other days of week might interfere with peak night theatre attendance.

### Self-Regulation Answer to Censorship Wolfson and Wald Tell TOA Meeting

From THE DAILY Bureau

LOS ANGELES, Sept. 15.—The industry's concerted aim in the face of new criticism and agitation for censorship should be to preserve its system of self-regulation, the Theatre Owners of America convention seminar on legislation and censorship was told today by Mitchell Wolfson, chairman. To this end, he said, the Production Code and its administrators require the complete support of everyone in the industry.

“If self-regulation is discredited,” Wolfson warned, “we are going to

### Mirisch Asks TOA Join Producers

## American Version of Eady Plan Proposed

### SPG Head Says Fund Could Overcome Product Shortage, Develop New Talent

By SHERWIN KANE

(TOA convention pictures on page 4)

LOS ANGELES, Sept. 15.—A proposal that exhibition join production to study and develop an American version of the British Eady Plan as a means of overcoming the product shortage and for the development of new talent

### J. Cheever Cowdin, Former 'U' Official, Dies

J. Cheever Cowdin, industrialist and former chairman of the board of directors of Universal Pictures, a post he had occupied for 13 years until his retirement in 1949, died here yesterday following a heart attack. He was 71. He joined Universal in 1936 following extensive experience in the industrial and financial fields, having organized Blair & Co. and Standard Capital Co. He achieved wide acclaim as a polo player, being a member of the U. S. team in many international contests.

Cowdin is survived by his wife, the former Andrea Parker, a sister and a son by a previous marriage.



Walter Mirisch

was made to the Theatre Owners of America convention here today by Walter Mirisch, president of the Screen Producers Guild. Mirisch also called for streamlining and consolidations in distribution “to do the job better as well as cheaper.”

His proposal for an American Eady Plan pointed out that the national film gross for the past 10 years has averaged approximately \$1,300,000,000 per year.

“A contribution of only three per cent of this total could establish a  
(Continued on page 6)

### Pa. High Court Asked To Uphold Censor Code

Special to THE DAILY

HARRISBURG, Pa., Sept. 15.—Atty. Gen. Anne X. Alpern yesterday disclosed the State Department of Justice has asked the State Supreme Court to uphold Pennsylvania's new censorship code enacted in 1959.

Stating that the department had hoped to have the case heard sooner, she said “an effort will be made to  
(Continued on page 6)

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## PERSONAL MENTION

CHARLES EINFELD, 20th Century-Fox vice-president, this week became a grandfather for the sixth time when his daughter, MRS. JOHN B. HIRSCH, gave birth to a girl, DINA ELIZABETH, in Louis Weiss Memorial Hospital, Chicago.

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, and his assistant, BERNARD LEVY, have returned to New York from Detroit.

CHARLES H. ROSENBLATT, vice-president of International Film Distributors, Inc., will leave here today on a business trip to Central America.

DAVID GOLDING, director of advertising-publicity for Panama-Frank Productions, will return to Hollywood today from New York.

MIKE SELSMAN, 20th Century-Fox trade publicity contact, will leave New York today for the Coast.

ED HEIBER, of American International Pictures, left New York yesterday for Cincinnati and Indianapolis.

GLENDIA BLAGG, secretary to VAN WOLF at Cinemiracle Pictures and formerly secretary to GUY BIONDI at the Michael Todd office, will be married on Saturday at Good Shepherd Church, Brooklyn, to VICTOR JENSEN, nephew of BIONDI.

RALPH RIPPS, M-G-M branch manager in Albany, N. Y., has returned there from Oneida, N. Y.

MORRIS LEFKO, M-G-M's "Ben-Hur" sales manager, will return to New York today from Detroit.

JOHN DAMIS, Stanley Warner zone maintenance manager, has returned to Newark from Albany, N. Y.

## NEW YORK THEATRES

RADIO CITY MUSIC HALL  
Rockefeller Center • Ci 6-4600  
"SONG WITHOUT END"  
THE STORY OF FRANZ LISZT starring  
DIRTY BOGARDE as Franz Liszt  
A COLUMBIA PICTURE in CinemaScope & Eastman Color  
ON THE GREAT STAGE "FESTIVAL"

## Product Supply Will Assure Future Of Theatres, Distributors Tell IENE

Special to THE DAILY

CHATHAM, Mass., Sept. 15. — Optimism for the future of the motion picture industry and pledges of a steady supply of product were expressed here today to the convention of Independent Exhibitors, Inc. of New England and Drive-In Theatre Associates by the general sales managers of two major film companies.

The men who spoke on the final day of the three-day affair were Glenn Norris of 20th Century-Fox and Henry H. Martin of Universal. First two days of the convention, which was attended by over 200 exhibitors and other industryites, were devoted mainly to golfing and other recreation.

Norris suggested the showmen "merchandise" their theatres in the same way that distributors merchandise product. "Make your theatres more attractive," he urged.

The 20th-Fox executive said he had just returned from a trip to the studio and was much impressed by the product outlook. He said his company will make 60 pictures at a cost of

\$60,000,000 for 1961 and that it will do even better for releases in 1962.

### Theatre Still His First Love

While 20th-Fox is making some films for television "we have not transferred our affection from the theatre to the tv screen," he declared. "TV cannot afford to support a \$60,000,000 film program," he said.

Martin gave a run-down of pictures to come from Universal and said the company will have 20 to 24 films completed by November, 1961. He said he is optimistic both about his own company and the industry at large.

A report on the American Congress of Exhibitors was presented by Irving Dollinger. He said that while ACE had been held back by the motion picture strikes it was hoped that full activities will be resumed this fall and he urged IENE to give ACE full support. He asked particular cooperation for the ACE production company and its plans to make exhibitor-financed films.

## Nizer Named

(Continued from page 1)

effort is a \$100-a-person Waldorf-Astoria banquet on Nov. 27 at which B'nai B'rith will honor New York industrialist Abraham Feinberg. Principal banquet speaker will be former President Harry S. Truman.

Nizer, a member of the law firm of Phillips, Nizer, Benjamin, Krim, and Ballou, is attorney for many theatrical and motion picture personalities. He is author of the recent best-seller, "Thinking on Your Feet." He served as chairman of the Greater New York Campaign for the March of Dimes in 1949; chairman of the Red Cross Theatrical Division and national chairman of the Speaker's Bureau of the United Jewish Appeal.

### 'Song' Hits \$847,000

William Goetz' "Song Without End," the story of Franz Liszt, has grossed over \$847,000 in the first five weeks of its run, it was announced by Russell V. Downing, president of the Radio City Music Hall, where the Columbia release had its world premiere.

### 'Alamo' Benefit Bow Set

The New York premiere of John Wayne's "The Alamo" at the Rivoli Theatre on Oct. 26 will be sponsored by MEDICO (Medical International Cooperation Organization), it has been announced by Wayne and William J. Heineman, vice-president of United Artists, the distributor.

## Plan 'Holder Meets on Ampex, Telemeter Link

Ampex Corp. and Telemeter Magnetics, Inc. are making plans to call special meetings of stockholders of their respective companies seeking to approve the proposed merger recommended this week by the boards of the two California electronics companies.

Merger terms call for the exchange of one share of Ampex for two shares of Telemeter with Ampex to be the surviving concern.

Telemeter had 857,344 shares outstanding Aug. 30 and it would require 428,672 Ampex shares to complete the merger. If options held by Telemeter executives are exercised before the merger is consummated, however, the added stock could raise the required number of Ampex shares to 445,472.

Ampex is putting the 455,472 shares into reserve to complete the transaction and will set a deadline for exercising the Telemeter options.

Paramount Pictures holds about 75 per cent of Telemeter's outstanding common shares. Ampex has 7,270,000 outstanding common shares.

Ampex, of Redwood City, develops and makes precision magnetic recorders and other devices for use in instrumentation, computer, television and audio applications. Telemeter Magnetics designs and produces magnetic cores and core buffer and memory sub-systems, fundamental components in the data processing and computer industry.

Ampex stock closed yesterday on

## Draft Permit for Sunday Films in Greenville

Special to THE DAILY

GREENVILLE, S.C., Sept. 15. County Attorney E. P. Riley has been authorized by the County Board Commissioners to draft a permit which they would authorize operation of Sunday movies in the county. A spokesman said the commission took this step after receiving four requests for permits from operators of four drive-in theatres—the Skidland, Augusta Road, White Horse and Ville-In.

After a brief discussion of the applicable statute, Commissioner Walter H. Smith said, "I don't see how we can keep them from operating. The law by which this county qualifies for Sunday operation of amusements specifies that the amusement shall not be engaged in between 9 and 9 P.M."

### Later Start Suggested

One commissioner expressed the view that the drive-in movies should not start until 9:15 P.M. (rather than 9) and that the operators should be advised to control the honking horns by customers. During the discussion, it was brought out that drive-in customers, waiting for movies to start, often blow their horns at times while churches are still in session.

## Fox Adds Two Films; 19 For Rest of Year

Twentieth Century-Fox has announced two new films and has added them to its release schedule for the final quarter, making a total of 19 films to be released from September through the end of the year.

First of the two films is "The Traitor's Family," produced by Utz Untermyer and directed by Wolfgang Liebeneiner on location in Bavaria. The second, "Legions of the Nile," starring Lincoln Crystal, Ettore Manni and George Marchal.

## Jessel Toastmaster At Pioneer Dinner

George Jessel will serve as toastmaster at the 22nd annual Motion Picture Pioneers dinner honoring Joseph E. Levine as Pioneer of the Year. It was announced by S. H. Fabian, president of the Pioneers.

Jessel, acknowledged as the toastmaster general of the United States, will headline the Levine tribute at the dinner scheduled for Nov. 21 in the Starlight Roof of the Waldorf-Astoria Hotel.

the New York Exchange at 28½. High for the year has been 42¼ and the low 26½. Telemeter Magnetics quoted in the over-the-counter market at 13¼ bid and 14¼ asked.

# 20TH SHOWS EXHIBITS HOW TO HAVE A "HIGH TIME"!



Twentieth's "High Time" got off to a flying start at New York's Warner Theatre last night in a glamorous do-it-yourself for exhibitors all over the country. Here, Judy Carroll shows how it's done on the trampoline. Champions on this gymnastic device added excitement to the premiere.



Thousands of spectators gathered along Broadway to watch the bands, cheer-leaders, "college queens," more than 100 fraternity and sorority officers from local schools and the leaders of 16 national Fabian fan clubs. This event can be duplicated in all localities with the same highly successful results. Above, Carol Lynley (left), Sal Mineo and Ina Balin add Hollywood glamour to the festivities.



Twenty-five cheer-leaders from local schools and colleges in the New York area led the Broadway crowds in welcoming the arrival of the many celebrities from all walks of life who attended the preview. ABC radio and television covered the bow.



Julie Newmar, beautiful star of "The Marriage-Go-Round," which she just completed in Hollywood for 20th, delighted the crowds with her arrival. The lovely Julie re-created the role she played on Broadway, and which won her critical plaudits.



Seen here are some of the thousands attracted to the event by the lights, music and arrival of personalities. The Warner Theatre was ablaze with spotlights in tribute to the Charles Brackett production.



To the left we see the All-American College Quartette, representing four institutions in the area, which serenaded the watching multitudes with collegiate favorites. The varsity quartette escorted four pretty "queens" and posed happily for the newsreels.



The famed Doremus Drum and Bugle Corps marched in accompaniment to the activities. The band, resplendent in blue and gold, added a touch of gaiety which had the crowds singing along.



Idol of the teen-agers, the Fabulous Fabian, who co-stars in the film with Bing Crosby and Tuesday Weld, and singing rage Frankie Avalon enjoyed a session with the 40-foot trampoline in front of the theatre, to the crowd's amusement.

# Pay-Television

(Continued from page 1)

Congress to outlaw pay-tv. The Harling speech, released to the press earlier, was in MOTION PICTURE DAILY of Sept. 15.

"If you believe that pay-tv is 'inevitable', and if you are right," Wolfson said, "then you shouldn't be wasting time at this convention. You should be home talking to a real estate broker about the sale of your theatres."

"Pay-tv may come, but it is certainly not 'inevitable.' The persistence of those who tell you it is 'inevitable' is understandable. They're after a rich prize: a legal and licensed piracy of the free air waves and a hi-jacking of the only merchandise we have to sell.

## 'An Exhibitors' Fight'

"This is an exhibitors' fight. We cannot count on very much support from other branches of the industry. Some producers, looking shallowly into the future, think they see a utopian climate for themselves, a day when they can divest themselves of their costly distribution offices and personnel, doing away with salesmen and publicity departments and solving forever the vexing problem of supplying enough costly 35mm prints of their pictures.

"They have dreams of having one or two 16mm prints serving the entire nation, and of having a first-day audience of tens of millions which would not only cover all production costs but also deliver to them an outrageous profit.

## Called 'False Dreams'

"These are false dreams, but the point is there is enough mirage in them to seriously threaten the existence of every theatre in the country, and actually wipe out most of them.

"Today even the pay-tv advocates have changed their tune," Wolfson continued. "They used to tell us that they could be creating millions of new movie fans, and that pay-tv was merely an extension of the industry to bring movies to those who couldn't go to theatres.

"Now the latest honey-mouthings from Hartford lumps together the cost of theatre tickets, baby sitters, gasoline, bus fares, parking charges and popcorn, and tells the people how much they'll save on first run movies when pay-tv becomes a part of their lives.

## Warns of 'Charge for Everything'

"What they don't tell the public is that in the initial impact of pay-tv the theatres would be wiped out, giving them no choice of picture entertainment except television, and that from that time on there would be a charge for everything worthwhile that the people might see on tv.

Wolfson termed this "deprivation, needless cost and hardship" which pay-tv would impose upon the public the system's "greatest menace."

The owners of pay-tv systems, he charged, have created no marvelous



M. P. DAILY pictures

SEEN AT THE TOA CONVENTION: Dais group, above, left to right: Gordon McLendon, Chris Gorder, Al Pickus, Robert Selig, Robert E. Johnson and Frank Ricketson. Below, Pickus presents the annual president's report.

instrument which is a boon to mankind, but merely have made a device which will destroy television signals, something that "airplanes do every day as they pass over your house and Russia does as it jams Voice of America broadcasts."

## Cites Ease of 'Jamming'

"At relatively small cost," he continued, "we exhibitors could create devices which would jam every radio and tv channel in the country. But should we be allowed to do it, so that people would be forced to pay at our box-offices if they wanted entertainment?"

"But that is what pay-tv people are asking the government to give them—the license to pre-empt at will any tv channel so that they might exact a tribute every time they have something better than 'Howdy-Doody' to show."

## Fears TV Upheaval

Wolfson also said the economic consequences of pay-tv should not be overlooked. He said that in addition to loss of employment by 150,000 theatre workers and the over two billion in theatre properties, the commercial television industry would undergo an equal upheaval, and that this would be reflected in the economies of every community, for pay-tv would not absorb the displaced nor compensate for devalued property.

He also told the exhibitors not to be misled by newspaper, magazine, sports interests and other groups favoring pay-tv. These disclose only "vested interests" and do not mean that public acceptance of pay-tv is assured.

## Sees Public 96 Per Cent Opposed

In fact, Wolfson said, various polls have shown the public to be more than 96 per cent opposed to pay-tv.

"This would seem to indicate," he said, "that perhaps this case should not be decided in Washington at all. It might be a good idea to put it to the people themselves by national vote of those who would be so immensely affected by such a change. Should this be done, the outcome of that reality would be 'inevitable'."

Marcus Cohn, counsel to the Joint Committee Against Pay TV, recalled that at his first address to a TOA



convention 11 years ago he did not even mention pay-tv for at that time there was little interest in it following disappointing results of Zenith's Phonevision experiment in Chicago. Predicting that this week or early next week Federal Communications Commission will order public hearings on the application of Hartford Phonevision, Cohn said this will give opponents a welcome opportunity. "This will be the first time that proponents of toll-tv will testify under oath and be subject to cross examination. We will confront them with their past publicity and propaganda statements." The speaker asserted that, despite what is said, proponents really seek first-run films.

"If proponents of pay-tv try to hoodwink the seven FCC commissioners, they will fall on their faces. If, on the other hand, they come in with concrete types of programming that will inure to the benefit of the American public, then limited toll-tv tests will be authorized," was Cohn's conclusion.

## Redstone Points to 'Fiction'

LOS ANGELES, Sept. 15—The importance of separating fact from fiction in the "life and death" struggle against pay television was stressed by Sumner M. Redstone, assistant to the president of TOA, at the convention forum on pay-tv today. The New England circuit owner declared that the only thing he feared in the current fight was that exhibitors might become confused by the barrage of "fiction" unleashed by the proponents

# Program for Attracting Better Personnel Given

From THE DAILY Bureau

LOS ANGELES, Sept. 15.—A two-point program for attracting more competent personnel to theatre management was proposed to the Theatre Owners of America convention today by Edward S. Redstone, of Northeast Drive-In Theatres, Boston. The first is to use existing circuits as training grounds for young men; the second, interest schools in initiating theatre manager training courses.

"In-theatre training can be effective," Redstone said. "It has proved so for us. Through various methods such as personal contact, advertisements, contacting high schools and colleges, we interview young men whom we sell our company and our industry."

## Fill Various Roles

These men are then placed in various capacities and transferred from one job to another, he said, until they are qualified to become a theatre manager.

On the second point of the program Redstone said TOA is willing to help its affiliates to establish theatre courses in vocational schools and universities which might offer extension courses. "It is not so important in this respect that one exhibitor get more employees than another through this means," he observed. "The important factor is that our industry will be developing a greater supply of manpower."

Redstone urged his listeners to stop "eulogizing" the industry and "start talking it up so that young men who once again want to be associated with motion picture exhibition." Warning that this is not going to be easy, he said "it is necessary that we do something or we will find that we have an industry without the manpower to operate and continue to manage our investments for the years to come."

of a box office in every home.

Among these "fictions" he cited the contentions that exhibitors have nothing to fear from new developments that pay television will actually stimulate theatre grosses, that it is better that the public pay for the entertainment they now get on television than that the theatres compete with free entertainment, that pay television will be largely occupied in bringing culture to the American public, that on the people have to pay for current motion pictures on television at a dollar a roomful they will rush out to the theatres and pay \$1 or \$1.50 a person, and finally that it is not so worrying because pay television is inevitable anyway.

On the plus side Redstone declared his confidence that the public would be "quick to grasp the underlying economic fact—that the proponents of pay television are preparing to seize from the public the radio-television spectrum, a great natural resource and sell it back to them at a very high price indeed."

# Convention Speakers Urge Self-Regulation

(Continued from page 1)

violence as motion picture themes had increased, and as a result pressure for film controls is building.

He said the product shortage makes it necessary for exhibitors to play some objectionable pictures. He warned that with several censorship cases now before the U. S. Supreme Court, favorable decisions could be followed by increased laxity on the part of some producers, which would further aggravate the problem.

If this should happen, Wolfson said, it is a certainty that an aroused public will demand stricter controls, and added:

"We must recognize the Production Code as the keystone of our self-regulatory system. We should review its effectiveness from time to time and in the process you may find exhibitors asking for a tightening of its application, while producers may be asking for its further relaxation."

## Will Cooperate with MPAA

TOA, he reported, will continue to cooperate with the Motion Picture Association on matters of censorship and legislation. There will continue to be an exchange of information, of complaints received about specific films, and influence exerted to maintain self-restraint and good taste in advertising.

Wolfson said the TOA committee proposed that the MPA public relations director be charged with conducting a year-round campaign to stress the self-regulatory processes of the industry, and that MPA supply film ratings to all exhibitors for their

guidance and to aid them in replying to criticism of films.

He noted that 48 of the 50 state legislatures will convene next year and that censorship, classification and taxation bills are certain to be introduced in many of them.

Wolfson said that if exhibitor and other legislative committees could appear before legislative groups and assure them that the Production Code is under constant review in the industry for effectiveness it would be a strong weapon in legislative defense.

Jerry Wald, presenting the producers' viewpoint, also cited the Code's value to the industry. "Over the years," he said, "the Code as a living, vital document has been a wonderful instrument to minimize the dangers of local and governmental censorship. It has helped us immeasurably to keep censorship moves at a minimum."

## Favors Restraint

Wald emphasized the importance of producers exercising restraint and good taste in their work and pointed out that decency pays best at the box office. He said he had studied a list of the 100 all-time best grossing pictures, those making \$4 millions and up, and found no film which emphasized sex, crime or violence, even at the bottom of the list.

"That list," he said, "should be the industry's Bible. Its lesson is clear: why make pictures for the smallest audience; the one that buys sex and crime pictures?"

Wald said he feels at the same time that there is "no subject that cannot be handled on the screen as long as

it's done in good taste. You hear accusations that the production code is too narrow, but as a living document it has been constantly modified and changed, and it seems to me the Shurlock office has done a fine job in administering it. Their counsel and advice have been helpful to me many times."

## Points to 'Moral Responsibility'

"No producer can afford to ignore his moral responsibility to the public," Wald continued. To preserve his freedom, the producer must exercise "integrity, taste and perception. As long as there are the tenets that guide a producer, I think the censorship problem will be held to a minimum.

"Perhaps we should once again publicly emphasize the role that the production code plays in keeping our pictures suitable for the widest possible, public consumption."

Margaret Twyman, director of community relations for MPAA, told the seminar that the "big, red flag" of critical, public opinion "is flying and we'd better pay heed. The public is not only speaking, it's hollering."

Lamar Sarra, head of American Broadcasting - Paramount Theatres Florida operations, and legislative contact there for exhibition, said national legislation on which exhibitors will work in the coming year will include toll-tv, minimum wages and admission tax repeal.

## Cites Ticket Price Increases

The latter is becoming important, he pointed out, because with operating and living costs continuing to rise, many theatres are being forced to increase their admission prices to cover the \$1 federal tax exemption level. Thus the tax becomes a problem for more and more theatres.

Local legislation affecting the industry on which exhibition will work next year, he said, includes admission taxes, daylight saving bills and removal of the exemption for film rentals from local sales tax measures.

These threats, Sarra said, should be faced by exhibitors now, not next spring when the bills have been introduced.

Manning Clagett, MPAA legislative representative, told the seminar that with the Supreme Court curbing censors' powers more and more, they are turning now to attempts to enforce classification of films for adult or juvenile audiences. Classification hits exhibitors and distributors alike, he pointed out, and looms as potentially the greatest trouble the industry has ever had on the legislative front.

## Asks Contact with Public

Hulda McGinn, legislative representative for Northern California Theatre Owners, told her audience that where exhibition falls down in defending itself from adverse state and local legislation is in not knowing the people of their own community well enough, especially leaders of local government, labor, press and civic groups.

## Convention, Closing Today, Called 'One of the Best'

From THE DAILY Bureau

HOLLYWOOD, Sept. 15. — One of the most successful and best attended Theatre Owners of America conventions in the organization's 13-year history will ring down the curtain tomorrow night with an elaborate banquet, sponsored by Coca-Cola, the Coconut Grove of the Ambassador Hotel here. A feature of the evening will be the presentation of the Doris Day of TOA's Star of the Year Award. More than 1,000 persons will be accommodated at the banquet and scores of others will be turned away for lack of room, convention officials said. Sherril C. Corwin will be toastmaster.

The banquet will be preceded by a cocktail reception hosted by National Carbon Co.

## TOA Citations to Four Officials

From THE DAILY Bureau

LOS ANGELES, Sept. 15. — Theatre Owners of America presented its Service Medals at today's convention luncheon meeting to S. H. Fabian, president of Stanley Warner and chairman of the American Congress Exhibitors; to Philip H. Harling, director of the Committee Against Pay-TV; to Sidney M. Markley, vice-president of American Broadcasting-Paramount Theatres, and to Lamar Sarra, head of AB-PT Florida theatres and legislative representative for Florida exhibition.

## Presentation by Kincey

H. F. Kincey, newly elected TOA secretary, presented the service medals to Fabian and Harling in the form of plaques and citations for leadership in vital exhibitor activities. Samuel Rosen, executive vice-president of Stanley Warner, made the presentations to Markley for guidance and counsel to TOA, and to Sarra for effective legislative representation for exhibition.

A. Julian Brylawski of Washington, C., gave the luncheon invocation. Edward Kennedy of Broken Bow, Okla., was toastmaster.

## TOA Delegates Guests at the Harbor Drive-in

From THE DAILY Bureau

HOLLYWOOD, Sept. 15. — Theatre Owners of America convention delegates spent the afternoon today on an inspection trip to the Harbor Drive-in Theatre, regarded as offering the latest in drive-in design, equipment and operation throughout its area.

Dwight L. Spracher of Seattle and Edward L. Redstone of Boston conducted a seminar in drive-in operation and administration for the guests at the spot.

# Johnston to Urge Africa Effort

(Continued from page 1)

ought to look for new markets, and the new market that is waiting for us is in Africa."

Johnston noted that better distribution is needed in Africa, since many areas are now dependent upon London or Paris as distribution centers. Mechanical problems abound: the weather in the richest and under-exploited sections of Africa encourages mildew, even in projectors. Operators are insufficiently trained and film breakage is frequent. He was told that a Dutch firm, Philips of Eindhoven, has developed a shutterless projector, and this, he thought, might help alleviate the problem. Johnston also said he had heard of the development of new and tougher film (by Kodak and DuPont) which would be less likely to tear at the sprocket-holes.

Johnston observed that there is opportunity for "stupendous" growth of theatres on the west coast of Africa, where the theatres are few and poor. He mentioned that interest in films is great, and that movie clubs are forming there to obtain 16mm U. S. product. There are good theatres on the East Coast, where Fox is the predominant owner. The market poten-

tial, he said, seems tremendous.

Johnston stated that efforts are being made, with some success, to break down barriers imposed by the United Arab Republic boycott of some producers and stars. He noted that Spyros Skouras, president of 20th Century-Fox, had recently been able to arrange to have Elizabeth Taylor admitted to Egypt in order to make "Cleopatra."

Most theatres in the under-developed areas, he said, are owned or operated by Lebanese, Syrians or Armenians.

In the course of his trip, Johnston spoke to the heads of state, businessmen, cabinet ministers and theatre owners in: Senegal, French Sudan, Liberia, Ghana, Guinea, Nigeria, French Congo, Union of South Africa, Rhodesia, Tanganyika, Zanzibar, Ethiopia, Egypt and Mozambique.

As Johnston sees it, the "Balkanization" of Africa is leaving a number of potentially rich countries—Guinea, Cameroon, Ghana, Nigeria, Ivory coast, Northern Rhodesia, French Congo, Republic of the Congo, and Gabon — that have vast natural resources.

## Worldwide TV in 5 Years Predicted

By CHARLES S. AARONSON

There will be world-wide telecasting in five years, and the ABC Television Network intends to be a participant in that broadcasting, for that will be "history in the making," declared Leonard Goldenson, president of American Broadcasting - Paramount Theatres, yesterday in the course of a closed circuit telecast which was a preview of the ABC-TV programming of the season ahead.

Goldenson made the prediction that television programs would be brought to this country from almost anywhere in the world, and that talent would be found—and utilized—from any spot on the globe.

Conducting the executive symposium which concluded the closed circuit for network affiliates and the press nationwide (seen at the ABC headquarters in New York) was Oliver Treyz, ABC-TV president. Detailed discussion of certain program aspects was made by Thomas W. Moore, vice-president in charge of tv programming and talent, and John Daly, vice-president in charge of news and public affairs.

### Excerpts Shown

Within the format of an hour and one-half special, with a musical and comedy background, excerpts were shown of various of the network's new programs for the 1960-61 season. Described, excerpted and with the introduction of stars (some new), were: "Hong Kong," with Rod Taylor; "Surfside 6," with Troy Donahue; Donald May, Dorothy Provine and Rex Reason in "The Roaring 20s"; William Reynolds, James Phillbrook and Diane Brewster in "The Islanders"; "My Three Sons," with Fred MacMurray and William Frawley; "Guestward Ho," with Joanne Dru and J. Carrol Naish; Pat O'Brien in "Harrigan & Son," and James Whitmore in "Law and Mr. Jones." Treyz emphasized the strides ABC has made in network programming and in acquiring a share of the national audience, and insisted that the new season bids fair to becoming the "best in television's history."

### Sees 'Dual Responsibility'

Goldenson cited that fact that the network's programming schedule recognized a "dual responsibility—to entertain and to inform," and he emphasized the degree of attention which the network plans to pay to the vital area of public service and educational programming. He mentioned in particular the new "Bell & Howell Closeup" series, beginning September 27. Mr. Goldenson said the program would "pull no punches." Others he cited were "Expedition!" and most particularly the Winston Churchill series, based on the British statesman's "The War Years." Daly declared that the network was stepping up its news and public service programming to meet conditions in a

## U.S. 'Eady Plan' Proposed

(Continued from page 1)

fund of roughly \$40,000,000 per year, an amount sufficient to produce 10 more blockbusters per year, or at least 20 more major pictures," Mirisch said.

"This would mean an opportunity to develop new stars, assure additional first rate product to the exhibitor and, hopefully, a steadily building audience," he added.

The British Eady Plan began as a voluntary tax collected at the box-office and paid by British exhibitors to producers of locally made films. The bonus paid to individual producers is based on the proportion of any given film's gross to the overall annual national theatre gross, and the payments are made to a central fund out of the theatres' gross receipts.

Mirisch said he had little confidence in the plans to increase production which have been advanced to date, asserting that there have been more "plans produced than pictures." Most of them, he said, have been "naive" and "have little regard for the basic, economic factors at work in this industry."

### Wants Committee Named

An American Eady Fund, he suggested, could be administered in the same fashion as a welfare fund by representatives of the producers, exhibitors and other neutral parties. Mirisch asked that TOA appoint an "appropriate committee to study the proposal and give it serious consideration."

Of distribution streamlining, the SPG president said it is long overdue. He took note of the recent Columbia-Paramount distribution consolidation in Canada and of others in England and said it is "amazing they took so long in coming and have not been followed by others." He declared that the "revolution in the field of transportation during the past 15 years has not been sufficiently taken advantage of in the distribution of films. It is essential that distribution costs be attacked by this industry on an intelligent basis and new methods and systems must be devised."

### Feels Independents Need Aid

Turning to other subjects, Mirisch said theatre divorcement has resulted in making major companies "largely financiers and distributors, and as a result the ties that formerly reached from the producer to the theatre operator have been severed." Consequently, the independent producer has but little contact with the public and to meet this problem TOA and SPG have established a liaison committee to exchange views on types of

"time of challenge and change."

The greatly expanded sports coverage planned by the network was cited specifically by Moore, who mentioned the planned NCAA Saturday college football games and the series involving the newly formed American Football League professional games as examples of expanded sports coverage.

films planned and types wanted by exhibitors.

Mirisch said he believes this committee cannot do its "complete job" until representatives of both distribution and the trade press "act with us as full-fledged members of this group."

He said that producers can dedicate themselves to higher quality production to offset renewed television competition resulting from the sale of post-'48 films, and urged exhibitors, for their part, to improve service to patrons, renovate their theatres and help in creating new personalities.

### Lauds Production Code

Mirisch said the Production Code has permitted the industry to do a "good job of regulating itself and defending itself against the various groups who try to impose their own particular policing on the producers." He added, "because the Code has been successful in the past, we must not be inflexible in appraising it . . . it may be necessary at some future date to consider a plan for an industry classification on films. It could be enforced on a voluntary basis by the theatres and it may prove to be the only honest approach to a continuing and troublesome problem."

The SPG president said that costs of making top quality films will remain high and "film rentals are not going to be reduced. Producers and exhibitors together must devote themselves to ways and means of increasing grosses to support the realities of the day."

### Howard Kennedy Toastmaster

Mirisch spoke at the luncheon session at which Howard Kennedy, Nebraska exhibitor, was toastmaster and which was the occasion for the presentation of TOA medals by Sam Rosen, executive vice-president of Stanley Warner Corp.

## Penn. High Court

(Continued from page 1)

have the appeal heard at the November term in Philadelphia."

The new code was declared unconstitutional in a ruling handed down July 30 by the Dauphin County court which held, among other things, that "the act is so vague and indefinite as to be inoperable and therefore invalid."

The law replaced the old censorship code of 1915, invalidated several years ago by the state supreme court.

## U. S. Customs Officials Release 'Game of Love'

From THE DAILY Bureau

WASHINGTON, Sept. 15. — After a private showing in the U.S. Court House, Customs officials decided to release a French film, "The Game of Love," for importation.

The film had been seized by customs about a month ago.

## Campaign for Warner 'Girl' Is Outlined

An exploitation campaign that involves an extensive book-and-film tie-up was outlined yesterday (15) by Max J. Rosenberg, producer of "Girl of the Night" for Warner Bros. He spoke at the opening session of the three-day Warner national conference on advertising and publicity being held at the home office, with advertising-publicity director Richard Leerer presiding.

Rosenberg, who will make a publicity tour in advance of the first engagements of his Vanguard Production, said that Ballantine Books has printed 1,000,000 copies of "The Girl," on which "Girl of the Night" is based. More than 25,000 posters advertising the film edition of the book are being distributed throughout the country by the Kable News Company, distributors of the book.

Joining Rosenberg in discussing the "Girl of the Night" campaign were Al Sherman, publicity manager for Vanguard Productions, and representatives of the theatres where the initial engagements will be played.

## Foreign Press Assn. Cites 'Sons and Lovers'

From THE DAILY Bureau

HOLLYWOOD, Sept. 15. — "Sons and Lovers," Jerry Wald production for 20th Century-Fox, was voted best motion picture for third quarter 1960 by the Hollywood Foreign Press Association's 125 members this week.

A bronze plaque, signalling the honor, will be presented to Wald at the film's co-stars, Dean Stockwell, Mary Ure and Wendy Hiller, at testimonial dinner to be held at the Beverly Hills Racquet Club on Oct.

## Compo Ad on 'Teens'

Pointing out that a recent survey showed that 99 per cent of high school students queried read newspapers and that 82 per cent of them, the highest percentage listed, were interested in amusement news, the 120th in the series of Compo ads in *Editor & Publisher* suggested that newspaper which neglect this profitable field of reader interest should review their editorial policies. "No newspaper has any greater asset than satisfied readers," the ad states. "And if an editor wishes to satisfy his readers a good amusement page is a must." The ad will appear tomorrow.

## 'Kol Nidrei' at Hall

Radio City Music Hall will present Max Bruch's "Kol Nidrei" as a special seasonal attraction starting Thursday with its regular stage and screen program. The Music Hall's traditional orchestra and vocal version will be performed by the Symphony Orchestra directed by Raymond Paige, with tenor Anthony Darrico and cellist Joseph Tekula. "Kol Nidrei" will accompany the new film, "The Dark of the Top of the Stairs" and the stage spectacle, Russell Markert's "Three Cheers."

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## TOA Seminar Merchandising Called Industry 'Life Blood'

### Connor Urges Stronger Producer-Exhibitor Link

From THE DAILY Bureau  
LOS ANGELES, Sept. 18.—Establishment of better communication between exhibitors and producers offers the best possibility of improving the merchandising of meritorious pictures, a seminar on the subject with J. Connor of Seattle, as chairman, and Martin Quigley, editor of Motion Picture Herald, as moderator, brought to the final day's session of the  
(Continued on page 4)



Martin Quigley, Jr.

### Pay-Television Great Britain Soon

From THE DAILY Bureau  
LONDON, Sept. 15 (By Air Mail)—The introduction of pay-television in Britain at a "reasonably early date" is forecast by Roy Thomson, chairman of Scottish Television, in a speech at the Variety Club here. Already this is spreading like wildfire in Canada. I am sure that eventually it is going to spread all over America, this country and the world. Profit on a program could be made in one night. The special sets would be installed in homes for about a third the cost of putting a seat in a theatre," he said.

# Loew's Theatres Seeking D. of J. Nod for Production

## Community Activity Called Exhibitor Duty

From THE DAILY Bureau  
LOS ANGELES, Sept. 18.—The importance of exhibitor participation in community activities was underlined at a breakfast meeting of the Theatre Owners of America convention here on Friday at which Mrs. Margaret G. Twyman, director of community relations for the Motion Picture Association of America, was chairman.

Members of the panel included  
(Continued on page 4)

## 'Boycott' Films Ready For TV Sale in Britain

From THE DAILY Bureau  
LONDON, Sept. 15 (By Air Mail).—The British Broadcasting Corporation and Associated-Rediffusion, the London mid-week commercial television company, have concluded a deal whereby AR will make available to the BBC 52 features for television  
(Continued on page 2)

## Circuit Application Now in Preparation Must Get N. Y. Court Approval; Budgets Under Study, Says Picker at TOA Meet

By SHERWIN KANE

LOS ANGELES, Sept. 18.—Loew's Theatres has applied to the Department of Justice in Washington for approval of the company's entrance into film production, it was disclosed by Assistant U.S. Attorney General Maurice Silverman at the closing session of the Theatre Owners of America convention here on Friday.

## USIA Film Div. Spent \$4,344,534 in Year

From THE DAILY Bureau  
WASHINGTON, Sept. 18.—The U. S. Information Agency's 14th semi-annual report to Congress reveals that its motion picture service, headed by Turner Shelton, spent \$4,344,534 during the fiscal year ended June 30. During the same period it undertook to expend \$5,739,212 of the \$5,747,152 which it received from funds appropriated by Congress.

U.S.I.A. director George V. Allen commented that the interest of Russia  
(Continued on page 2)

Details of the theatre company's production plans were not disclosed by Silverman, who emphasized that it must receive the approval of the Federal District Court in New York before it can be put into operation. Silverman said, however, that the application for court approval is in preparation and may be submitted some time next month.

Silverman also revealed that the Loew's Theatres plan contemplates a pre-emptive status for its own theatres in contracting to play the pictures it may make. The Justice Department official would not say what its position would be on the Loew's application, but in earlier remarks he  
(Continued on page 5)

### REVIEW:

## High Time

20th-Fox—CinemaScope

BING CROSBY HAS a high old time cutting campus capers in this pleasant comedy about the trials of a middle-aged owner of a chain of restaurants who decides to catch up on his youth by enrolling for a college education. Charles Brackett handled the production reins in a lavish manner endowing the film with such box office names, in addition to Crosby, as Fabian and Tuesday Weld, the latter two as definite bait for the teenage crowd.

Blake Edwards directed in light manner from a screen play by Tom  
(Continued on page 5)

## NT&T 39-Week Report Reflects Strike Effects

From THE DAILY Bureau

HOLLYWOOD, Sept. 18.—National Theatres & Television, Inc. in its consolidated statement of income for 39 weeks ended June 28, 1960, today reported net earnings for the period, before provisions for loss on its investment in National Telefilms, of \$428,726 or 15 cents per share, as compared to \$1,431,060 or 53 cents  
(Continued on page 3)

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## PERSONAL MENTION

**JAMES R. VELDE**, United Artists vice-president in charge of domestic sales, and **AL FITTER**, Western division manager, are in Los Angeles from New York today for sales meetings that will continue later in San Francisco and Seattle.

**FORTUNAT BARONET**, Universal Pictures foreign publicity director, left here on Saturday for Puerto Rico and Venezuela.

**HAROLD HECHT**, producer, arrived in New York at the weekend from the Coast.

**LARRY MORRIS**, vice-president of Moss Theatres, will return to New York today from Los Angeles.

**ROY M. BREWER**, Eastern representative of Allied Artists' informational films division, has returned to New York from Hollywood.

**RUTH POLOGE**, Eastern publicity manager for American International Pictures, returned to New York at the weekend from Hollywood.

**STEVE MORRIS**, of United Artists' record department, will be married in June to **MARLENE KRAUS**, of Woodmere, L. I.

**WILLIAM REISCH**, vice-president in charge of foreign distribution for Allied International Export Corp., will leave here today for Mexico and Hollywood.

**ROBERT ROTHENBERG**, Columbia Pictures coordinator of special exploitation events, has arrived in Huntsville, Ala., from New York.

**OTTO PREMINGER**, producer-director, returned to New York on Friday from London.

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## USIA Report

(Continued from page 1)

sians in America continues unabated. He noted that following Khrushchev's walk-out on the Paris summit conference, "it suddenly became harder for us to reach people in the U.S.S.R." Noting that jamming of Voice of America broadcasts had increased, he added:

"More Russians have seen American motion pictures during the past six months than in all the previous years since 1917 combined. Out of the 102 motion picture houses operating in Moscow on June 30, 1960, 45 were showing American films under an exchange agreement worked out last year. The houses were packed with people, and the reaction was highly favorable at the very moment when official Soviet propaganda attacks against the U. S. were at their worst."

## 7 Merchandise Tie-Ups For Univ.'s 'Midnight'

Universal-International has developed a series of seven national promotional tie-ups around merchandise inspired by "Midnight Lace," the Ross Hunter-Arvin Production starring Doris Day, Rex Harrison and John Gavin, it was announced by Philip Gerard, Eastern advertising and publicity director.

The seven national manufacturers who have already set "Midnight Lace" tie-ups include Mr. John, hats; Marvelle, pearls; David Schwab, mantillas; Iris, negligees; Frederick Jones, leading hair stylist who has created a "Midnight Lace" coiffure; Stella Fagin, a peignoir; and Sidney Lambert, Alaskan seal coat. There is also an eighth tie-up with Starck pianos.

## Muhl Going Abroad

Edward Muhl, Universal - International vice-president in charge of production, leaves tomorrow for Europe for a round of conferences in connection with pictures currently in production for release by Universal. In Rome he will meet with Peter Ustinov on "Romanoff and Juliet," and Producer Robert Arthur and Rock Hudson on "Come September."

He will also confer with Richard Widmark on the latter's UI-Heath production, "The Secret Ways," filming in Vienna.

## K.S.T. to New Quarters

Kaiser Sedlow and Temple, Inc., which serves many motion picture clients, will move its creative advertising and art studio to larger quarters at 654 Madison Avenue here on Oct. 1. The newly decorated air-conditioned 20th-floor premises, designed by Bloom-Zeveloff, include executive offices, conference room, and an expanded art department.

## Eisenhowers to Pose For 'Stars' Invitation

From THE DAILY Bureau

WASHINGTON, Sept. 18. — President and Mrs. Eisenhower are scheduled to appear tomorrow for photographers as they receive a formal invitation to the American premiere of "I Aim at the Stars" to open at Loew's Palace Theatre on Sept. 28. The performance is sponsored by the Army Distaff Foundation, Inc., for the benefit of Army Distaff Hall, a residence for widows of regular army officers and/or reserve officers with 20 years of active duty.

Mrs. Thomas S. Gates, Jr., wife of the Secretary of Defense, Mrs. George H. Decker, wife of the Army Chief of Staff, and Retired Lt. Gen. Leslie R. Groves will extend the invitation. Mrs. Eisenhower is honorary chairman of the women advisory committee of the Army Distaff Foundation.

## Von Braun to Attend

Wernher Von Braun, rocket expert on whose life the movie is based, will be the guest of honor. He will make an appearance on the stage of the Palace Theatre.

## KB Theatres Purchase Hiser Theatre Lease

From THE DAILY Bureau

WASHINGTON, Sept. 18. — The KB Theatres under the direction of Marvin Goldman and Fred Burka over the weekend announced their purchase of the lease of the Hiser Theatre, Bethesda, Md., from John H. Hiser. Acquisition of the Hiser marks the eighth in the chain of KB theatres.

The new management will take over on Oct. 1, at which time the theatre will be closed for renovation, redecoration and refurbishing. It is scheduled to open in late October as a KB theatre under a new name, the Barone.

## 'Sunrise' on Radio

Principals of the film "Sunrise at Campobello" will be the guests of CBS Radio's "Mitch Miller Show" Sunday, Sept. 25, at 7:05-7:50 P.M., EDT. Ralph Bellamy, the star of the picture; Dore Schary, who wrote the original play of the same title and who wrote and produced the film; and actor Alan Bunce will discuss the film with Miller at a table at Sardi's East.

## George Marshall to TV

HOLLYWOOD, Sept. 18.—George Marshall, veteran film director, makes his debut in the television field in a directorial pact with producer Edward Montagne for the new CBS telefilm series, "The Drumbeater," which will star Pat Harrington, Jr.

## 'Boycott' Films

(Continued from page 1)

transmission. These are the films acquired by AR when that company bought Independent Film Distributors from Romulus Films earlier this year.

As a result of that deal the Cinematograph Exhibitors Association enacted a boycott on the two producers concerned, John Woolf and Dan Angel, for "trading with the enemy." It has been an effective move by exhibitors for apart from the Woolf Angel deal, few quality films have found their way to the British screens.

Under this new agreement, the BBC has been invited to divide the number of films into two equal halves with AR having the choice of which 26 films it would like for first showing on commercial tv. The other will be shown by BBC, at the rate of one every two weeks, on Saturday evenings, starting next month. Later the two batches of films will be exchanged so that eventually all the films will have been shown on both BBC and commercial television.

The films involved in the deal include "The African Queen," "Richard III," "Moulin Rouge," "The Sea Shall Not Have Them," "A Kid for Two Farthings" and "The Iron Petticoat."

## Koster Will Direct

## 'Flower Drum' for 'U'

From THE DAILY Bureau

HOLLYWOOD, Sept. 18. — Henry Koster has been set to direct Universal-International's screen version of the Broadway musical-romance, "The Flower Drum Song," by Richard Rodgers, Oscar Hammerstein, II and Joseph Fields, with music and lyrics by Rodgers and the late Hammerstein. Ross Hunter will produce and Joseph Fields will start immediately on the screenplay.

The film production of "The Flower Drum Song" will be one of the most ambitious ever undertaken by Universal, it was said at the weekend in completion of the deal, and the obtaining of all the appropriate rights by Edward Muhl, UI vice-president in charge of production.

More than three months of rehearsals are planned by Producer Hunter and Director Koster before putting the subject before the color camera at the studio during mid-February of 1961.

## 'Daylight' Scheduled

Friedrich Duerrenmatt's "It Happened in Broad Daylight" will have its American premiere at the Barn Theatre here following the run of the present engagement of "Psycho." The previously announced opening "Modigliani of Montparnasse" has been set back for a special benefit premiere.

## Confident Five Warner Films to Be Successful

Confidence that five new films set for release by Warner Brothers through the end of December will enjoy box office success was expressed by Jack L. Warner, president, to the company's national conference on advertising and publicity here Friday. The Warner message, from the Warner Studios in Burbank, was read to the conference by Richard Lederer, advertising-publicity director, who presided over the three-day meeting. The closing session was held Saturday with participants from outside New York returning to their homes Sunday.

### Eight Speakers Heard

Speakers at the meetings included Charles Boasberg, general sales manager; Bernard Goodman, distribution vice-president; Larry Leshansky, coordinator of field sales activities; Charles Cohen, executive assistant to Lederer; Joe Hyams, publicity manager; Ernie Grossman, exploitation and promotion manager; Max Stein advertising manager, and Abe Kronenberg, coordinator of activities for "Sunrise at Campobello."

### Field Men Attend

Warner Brothers field exploitation representatives at the meetings were: Lloyd Fitzsimmons of Boston; J. D. Woodard, Atlanta; Don Walker, Kansas City; Kevin Genter, Dallas; Frank Casey, Chicago; George Fishman, Washington, D. C.; Bob Schwartz, Detroit; Al Dubin, Toronto; Jack Wodell, Denver, and Irving Blumberg, Philadelphia.

## Large Buying of V.C. Night' Tickets Now

Industry people who plan to attend "Variety Club Night" at Yonkers Raceway on Oct. 3 should buy their tickets immediately because seating capacity in the Empire Terrace Room is limited, Harry Brandt, chief barker at Tent 35, said at the weekend.

Proceeds will go to the Bill Corum Fund of the tent to help handicapped children enjoy playground facilities in New York. Fee for the event includes admission to the raceway and dinner. Celebrities are scheduled to attend.

## Alexander on His Own

John Alexander, former circuit and division manager for Republic Pictures, has formed John Alexander Associates, distributors of theatrical and television films, with offices in the Palace Theatre Building here. First film to be handled by the new firm "Santa Claus," color feature soon to be released.

## Who Handle 'Blazing'

Bob Perilla Associates has been appointed national publicity representative for the Raphael Nussbaum production "Blazing Sand," it was announced by Munio Podhorzer, American producers representative for the Aero-Film release.

## REVIEW:

### The Night Fighters

UA—D. R. M. Raymond Stross

TIGHTLY DRAWN AND full of suspense, this tidy production is notable for its taut direction by Tay Garnett and for a number of acutely drawn characterizations. The story in spots is weak and contrived perhaps because it is a variation on a number that have been done on the same theme—the Irish Republican Army's bitter and, from most viewpoints, criminal, war on the British Government.

Robert Mitchum turns in an excellent performance in the lead role of a dreamer and poet who by accident of good fellowship is drawn into membership in a local I.R.A. unit and spends the rest of the picture regretting it. Among the rest of the cast Anne Heywood is both beautiful and believable as Mitchum's fiancée; Dan O'Herlihy is outstanding in his portrayal of the twisted local boy who dreams of being a hero even if it is for the I.R.A.; Cyril Cusack is dryly amusing as Mitchum's shoemaker friend who tries to make him see the wrong of what he is doing and in the end is instrumental in rescuing him; and Richard Harris is excellent as Mitchum's lifelong friend who is injured in a raid and whose capture and sentence to jail provides the motive for Mitchum finally to attempt to quit the sinister and fanatic organization.

The story takes place in 1941 in a little village in the north of Ireland, in the six counties which the I.R.A. has vowed to "liberate." The I.R.A. top command has turned to collaboration with the Nazis, an historical development which makes it easier for the picture to condemn the organization. When a Nazi trained I.R.A. organizer comes to the town of Duncrana, Mitchum, ordinarily peace-loving, finds himself dragooned into taking the fearsome oath of the I.R.A. by the taunts of O'Herlihy and the blandishments of Harris. His family, with the exception of his father, fire-eating Harry Brogan, and friends disapprove and it is not long before he, too, has grave doubts about the moral justification for the group. These crystallize during a raid on a hydro-electric plant in which one of their men is killed and Harris is wounded. Mitchum heroically carries him to safety across the border. Harris attempts to return home and is captured.

When O'Herlihy refuses to let the I.R.A. unit raid the jail to rescue Harris and plans instead a raid on a neighboring police barracks which might involve the lives of women and children, Mitchum balks and turns informer. The climax of the picture tells of the I.R.A.'s attempts to kill him, his rescue by his brother, Cusack and Miss Heywood and their escape to England.

It is an effective and well drawn story, full of action and suspense, with a well drawn background explaining, as well as anyone can, the vagaries of an Irishman's loyalties.

Running time, 85 minutes. Release date, September.

JAMES D. IVERS

## NT&T Report

(Continued from page 1)

per share in the corresponding 39 weeks period of 1959.

These amounts include net gains from the disposition of theatres and real estate of \$854,000 for the period under review and \$582,000 in the prior year period. After provision for loss on investment in National Telefilms the company reported a net loss of \$3,071,274 for the 39 weeks.

Company president B. Gerald Cantor said a profit of approximately \$3,000,000 realized from sale of television and radio station WDAF, Kansas City, Mo., is not included in the above figures. This will be included in earnings for current quarter.

According to Cantor, theatre operations earlier this year were seriously handicapped by strike of all major motion picture studios. In addition to stoppage of production there were delays in releases of pictures completed prior to the strike which affected busi-

## Two Columbia Pictures Honored at Edinburgh

EDINBURGH, Sept. 16 (By Air Mail) — The Edinburgh International Film Festival has honored two Columbia releases with special Diplomas of Merit. The films honored were Charles H. Schneer's "I Aim at the Stars" and William Goetz' "Song Without End."

For the second time in the history of the festival Columbia releases both opened and closed the proceedings. "I Aim at the Stars," the story of brilliant rocket scientist Dr. Wernher von Braun, was the first film shown at the international festival. "Song Without End" was honored as the final motion picture to be seen here.

ness long after settlement was made with the unions. He said, however, that in recent weeks NT&T theatre business has been ahead of comparable weeks of last year.

# PEOPLE

Richard Surace has been appointed treasurer of the DeMille Theatre for the reserved seat engagement of Universal's "Spartacus," which will open at the Walter Reade showcase on Oct. 6. He has been treasurer at the Cort Theatre for the past two years.

Stanley Kramer, producer - director, will return to his alma mater, New York University on Oct. 5 to deliver a lecture on "Movies with Ideas." The meeting will be sponsored by the N.Y.U. School of Law's Arthur Garfield Hays Civil Liberties Program at the Washington Square division of the institution.

Dawn Francis and Martin Denkins, Negro journalists, have been retained by Columbia Pictures as public relations agents to work on Hall Bartlett's "All the Young Men."

Louis J. Finske, president of Florida State Theatres, has been named treasurer of the Florida Fair which will open at the New York City Coliseum on Feb. 4 and will run through Feb. 12.

William B. Solsey, III, of Palmyra, N. J., is the winner of the first prize of \$150 in the Nathan Burkan Memorial Competition sponsored by the American Society of Composers, Authors and Publishers at the Villanova University School of Law.

William Kosh, formerly of T.V. Graphics, has been named to the new post of executive editor at Producing Artists, Inc., here.

Irv Blumberg, who had been handling publicity and advertising for the George A. Hamid enterprises in Atlantic City, including the Steel Pier, has been named field exploitation manager of Warner Brothers in the Philadelphia area. He was formerly publicity director for W. B. and the Stanley-Warner Theatres in that city.

Charles Bynam has reopened the remodelled Lyric Theatre in Loudon, Tenn.

Fred P. Sweet, of the Telenews, Detroit, has been named industry chairman for Armed Forces Week there.

Menno Dykstra has reopened his Glen Theatre, Williamsville, N. Y.

## 'Angel' Booked Here

"The Angel Wore Red," starring Ava Gardner and Dirk Bogarde, will have its first New York showing Wednesday, Sept. 21 at Loew's Metropolitan in Brooklyn. It will open the following week in Loew's Theatres throughout the New York area.

## Merchandising

(Continued from page 1)

Theatre Owners of America's convention here on Friday.

In opening the session, Connor termed merchandising the "life blood of the industry," and said it truly constitutes a "job for every man." He commended Quigley for the semi-annual merchandising forums he originated and conducted in New York during the past several years.

Quigley described this year's TOA convention as the best in the organization's history and said the merchandising theme, on which all in the industry can unite, wraps up all the preceding convention sessions of the association.

"No matter what one's role in the industry," he said, "we can all participate in merchandising. We cannot participate in the making of pictures but we can have an important role in selling them to the public. The best picture needs merchandising and the best merchandising needs quality pictures."

### Six on Panel

Members of the merchandising panel included Ross Hunter, Universal producer; David Lipton, Universal vice-president; Myron Blank, Central States circuit head; James Gaylard, Troy, Ala., exhibitor; Larry Garburn, of the Walt Disney Studios, and Fred C. Souttar, of Fox Midwest Theatres, Kansas City.

Hunter advocated more road work for producers, describing the satisfaction and good results he has obtained from going out on the road to sell his pictures and praising the cooperation he has received from exhibitors and press. He volunteered to visit exhibitors in any city who called upon him in connection with the launching of his pictures.

### Lipton Would Exchange Views

Lipton scolded Hollywood producers who scold exhibitors in the trade press all year round and then don't bother to come to see them and exchange views on problems when the exhibitors convene in Hollywood. He urged the exhibitors to write to producers with suggestions and problems, just as the exhibitors write to their Congressmen when help is needed.

Lipton assured the exhibitors that the so-called "lost" audience is not lost at all. "It is our responsibility to keep in contact with it by proper selling."

### Tells of Work on Trailers

Garburn described the work and care taken on the preparation of trailers and campaigns and urged the exhibitors to communicate with producers and let them know what results they get so that changes can be made when needed. Exhibitors should make the most of the efforts that have gone into the materials to help them sell, he said.

Souttar said he takes issue with anyone who says exhibitors don't try to sell pictures, and promptly presented the visual evidence, via slides,

## REVIEW:

### The Boy Who Stole A Million

George H. Brown—Paramount

CHARM IS A very elusive quality to capture on film, but that is exactly what Charles Crichton has directed into "The Boy Who Stole A Million," a George H. Brown Presentation being released by Paramount. First-rate family fare entertainment which will depend largely upon word of mouth enthusiasm, the film is that rare product—a domestic endeavor with true foreign film flavor.

Young Maurice Reyna is the boy who steals a million, but patrons are duly warned that he is capable of stealing much more. Destined to give Italy's Marietto a run for his money, Reyna has the advantage of that fool proof aid, a small shaggy dog.

The story is simple enough. Paco, a 12-year-old Spanish boy decides to "borrow" money from the bank where he is employed in order to pay the repair bill on his father's taxi, for this is the time of the festival and the one period when his father can make money. Before the boy can reach his father (Portuguese idol Virgilio Texera), he is being hunted not only by the police, but also by as divers a collection of crooks as can be imagined this side of Damon Runyon.

The remainder of the picture is essentially a chase, but one which is seasoned with the right amount of humor and suspense and Crichton, who will be remembered for "Lavender Hill Mob," has succeeded in creating scenes not unlike those famous chases of the silent movie era. Of these, the segments filmed in the Valencia's noted Round Market and the concluding shots along that city's waterfront are especially funny.

Another highlight of the comedy-drama is a scene in which a bread munching clerk slowly realizes that the bank has been robbed. Among the boy's misadventures in the underworld, the most frightening concerns a close call life-or-death escape from a lunatic blind beggar (Francisco Bernal).

For the romantic-minded there is an engaging relationship between Miguel, the father, and Maria (Marianne Benet), a pretty waitress who joins Miguel and Luis (Harold Kasket), the auto repairman, in the search for the missing thief. Of the trio, Texera is most effective as the troubled yet devoted father who at first threatens to disown a son who could steal, but later realizes that Paco's misguided deed was prompted by deep love.

Based on a Spanish novel of the same name by Antonio de Leon, "The Boy Who Stole A Million" is paced as fast as the story would allow with the credit for this being shared by Crichton and Niels West-Larsen, who wrote the story and original screenplay. A factor which not only makes the picture more enjoyable, but should also prove to make it more popular with audiences is the fact that although filmed in Spain with an international cast the dialogue is in English, no dubbing, no subtitles.

Running time, 84 minutes. Release, in September.

W. H. WERNETH

of campaigns and their results in publicity and crowds before the theatre box offices of his circuit.

Gaylard said the exhibitor can't live without the work done for pictures by studio and distribution advertising-publicity forces, and where small towns like his are concerned, he added, we "can't live with it." He said the small town theatre must eliminate and add material to make campaigns usable. He described the problems of a small town exhibitor humorously, to the delight of the large and interested audience at the merchandising forum.

Blank described the Great Plains area premiere plan, a mass promotion effort extending over seven midwestern states, which the exhibitors there have cooperated on to aid good pictures which need selling help. Splendid results have been obtained in all instances, Blank reported.

A question and answer session followed, conducted by panelists Harold

Field of St. Louis Park, Minn., Louis J. Finske of Jacksonville, Fla.; C. P. Patrick of Columbus, Ga., and J. J. Rosenfield of Spokane, Wash.

Producer Sol Lesser told the assemblage of the plans for the Hollywood Motion Picture and Television Museum, for which four and a half acres opposite the Hollywood Bowl have been designated by the county as a proposed site. Committees now are locating films, documents and instruments for it and it is expected to be a fine industry public relations factor, he said.

### Bobby McKew, 69

LONDON, Sept. 18.—Funeral services have been held for Bobby McKew, who retired last year after 35 years with Rank Film Distributors as Dublin branch manager, including a period with Universal-International. McKew died last week at the age of 69.

## Exhibitor Dut

(Continued from page 1)

Jerry Lewis and John Gavin acted with Linda Cristal, Walter Reade, Jr., Walter Reade Enterprises, and John Lavery, National Theatres' community relations director.

Reade urged exhibitors to avoid needless community problems and complaints by exercising good judgment in programming, particularly for Saturday matinee shows and other patronized by the young. He also said exhibitors must face up to their accountability to their communities and should not hide behind the Production Code, the MPAA or other industry organizations.

Miss Cristal told the well-attended morning session that talent needs exhibitor help very much in getting acquainted with the public and in helping to sell pictures, particularly the "new faces."

### 'We Are Partners'

"We are partners of yours," she said "and should try to improve the effectiveness of that partnership to mutual advantage."

Lavery described his work in detail and assured his listeners that the exhibitor who supports community endeavors will get community support in return when he needs it most. "We've found that out by experience," he said, "so we never hesitate to launch an approved campaign by passing the hat, or in any other way we can. It has repaid us well."

Gavin also urged exhibitors to take part in community activities, to make the acquaintance of influential local people and to let all know that the stereotype of the showman and actor implanted in the public mind as bad publicity is a false one.

Lewis told his audience that community relations cannot be achieved in one day at a convention, but only by every member of the industry—exhibitors in particular—working at 365 days a year. He also said that members of the TOA are leaving their production capital too soon, that they should remain here and reach a better understanding with producers and talent, "and thereby help get you the pictures you want."

"Maybe you should close your theatres for a few days," he said, "then I think you'll get some of the pictures you want."

### Study-Guides Prepared

Photoplay Studies has prepared 32-page study guide on "Spartacus" Bryna Production being released by Universal - International, for use in the schools. The book will have an initial printing of 100,000.

The guide, which has a two-color cover and is twice as large as a previous Photoplay Studies Guide, is profusely illustrated with stills from the picture and treats extensively with the story of "Spartacus." It covers in detail Roman history which heretofore has been sketchily presented in school textbooks.

**VIEW:**

**Fast and Sexy**

**Italian-French Coproduction—  
Columbia**

With a title "Fast and Sexy" and three stars who appeal to the variety moviegoers that Gina Lollobrigida, Dale Robertson and Vittorio DeSica, in fact, this film should do business where the hard sell is employed.

"Fast and Sexy," regardless of what the title might infer, is a comedy which concerns a rich American widow who returns to her native Italian village partly because of a promise to her mother, but primarily because she is ready to remarry and thinks that this time an Italian would be the best. Anna (Miss Lollobrigida) is surrounded with admirers, but her Latin eyes fall on Dale Robertson, miscast as Raffaele, the local Juan-of-all-trades. At this point the story becomes quite involved for Anna must not only get off her many suitors, but must also try to break down Raffaele's seeming disinterest. This, of course, is Miss Lollobrigida's forte.

As might be suspected, the Italian-French co-production is highlighted by the performance of Vittorio DeSica as the parish priest whose good intentions only serve to complicate Anna's romantic entanglements. But Miss Lollobrigida's talents are not to be underrated for she was never more beautiful and as presented here; in contrast with the lovely Technicolor Italian landscape she is easily the winner.

Her also is one of the funniest scenes of the show. When asked by her fashionable aunt why she has black tie pajamas, Miss Lollobrigida, with a big, round, innocent eyes, replies, "Because I am a widow."

An excellent supporting cast and a few interesting sub-plots do much toward making this an enjoyable comedy, but Reginald Denham's slow moving direction of the screenplay by M. Margadonna, Luciana Corda and Joseph Stefano, is a handicap. Most of the dialogue in this Columbia release has been dubbed into English.

Release in September, 1960. Running time, 98 minutes.

W. H. WERNETH

**Japanese Firms Plan  
Color-TV Set Making**

*Special to THE DAILY*

TOKYO, Japan, Sept. 15 (By Air Mail)—Nine Japanese companies are expected to begin manufacture of color tv sets as a result of formal adoption of the U.S. National Television System Committee system as the standard for color tv in Japan. This is enabled by the Japanese Ministry of Posts and Telecommunications to authorize color tv broadcasts on a non-experimental basis.

Color receivers with 21-inch screens probably will be priced at the yen equivalent of \$1,111 to \$1,388. Sets with 17-inch screens will cost between \$833 and \$1,111, according to the Ministry's Radio Regulatory Bureau.

**Loew's Circuit Seeks D. of J. Production Nod**

(Continued from page 1)

assured the exhibitors that the department stands ready to help them achieve increased production on a basis that does not run counter to existing Federal consent decree restrictions. He pointed out, too, that the final say on this or any other production plan by exhibition interests would be up to the court.

However, in reviewing the various exhibitor-production proposals that have been brought to it up to now, Silverman mentioned that a National Theatres' application to engage in production some five years ago had been approved on a basis under which all exhibitors would have the same opportunity to contract for the films made, and had been disapproved if the films were to be sold, as Loew's Theatres proposes to market its pictures, on a pre-emptive basis.

**Picker Silent on Number of Films**

Eugene Picker, Loew's Theatres president, who was present when Silverman made the disclosure, declined to say how many pictures were contemplated in the event the court approved the project. This and the budgets for the proposed films have been considered, Picker said, but declined to reveal them in advance of court action and until the plans have been finalized.

Silverman touched upon various ex-

hibitor-production projects which have been approved in the past, such as Stanley Warner's entrance into Cinema production and National Theatres' into Cinemiracle. He pointed out that the position taken by the department did not discourage the five divorced theatre companies from contributing \$2,000,000 to the American Congress of Exhibitors production fund.

**Restriction Found in Three**

He made no mention of American Broadcasting - Paramount theatres' brief entry into production several years ago because that company's and RKO Theatres' decrees do not prohibit either from engaging in production. This restriction is found only in the decrees of Stanley Warner, Loew's and National Theatres.

Silverman said he envisioned the placing of a ceiling of what Loew's theatres might bid for any of the company's own pictures if it was given the green light to produce.

**Clarifies Department's View**

So long as a picture has free competitive access to the market, he said, and if that access is not impeded in any way, the department could not object to it, Silverman remarked.

Reviewing developments in the theatre operating field since Robert Bicks, head of the department's anti-

trust division addressed TOA a year ago, Silverman said AB-PT obtained court approval for acquisition of an independent theatre which was going out of business in Selma, Ala., where AB-PT operates two theatres. There was no other way of preserving this theatre, he said.

He also reported that the department has been asked to authorize circuits to merge with an independent operation that might be threatened with failure but said no recommendation has been made on this yet and the odds are against a favorable one.

**Discusses Shortage**

Silverman questioned whether the existing shortage is one of films or of quality pictures, pointing out that only a small fraction of playdate possibilities are accorded some releases and asserting that there were 742 releases in the past three years and only 749 in the three years immediately preceding.

John H. Rowley of Dallas was toastmaster at the luncheon session and introduced Jayne Mansfield and a number of starlets who sat at the dais with presidents of TOA regional organizations and other guests. At every table in the huge Coconut Grove dining room at the Ambassador Hotel, two members of the Screen Producers Guild sat with exhibitors and exchanged ideas and suggestions during lunch. More than 65 SPG members were present. This was a development from earlier TOA-SPG committee planning discussions.

**Hendon Gives Invocation**

After an invocation by Earl Hendon of the Tennessee T. O., Rowley announced that it was the best attended of any convention in the 13-year history of TOA. Gifts were presented to the convention co-chairmen, John G. Broumas, C. E. Cook, Howard Kennedy and John H. Stembler, and to J. Rod Johnson, head of National Carbon Co. for cooperation with exhibitors.

Richard Walsh, president of the IATSE and chairman of the board of the Will Rogers Hospital, described the hospital's work and urged TOA members to take up audience collections in the hospital's fund drive now under way.

**Bresler Speaks for SPG**

Jerry Bresler, representing the SPG, underlined what can be accomplished if the several branches of the industry cooperate with one another and work in harmony. He said many valuable ideas were received in the exchanges with exhibitors and assured them much can be done to improve both the quality and quantity of product "if we continue working together."

Producer Hall Bartlett reported on the excellent cooperation in selling his current picture he had received from exhibitors in all parts of the country on a trip from which he had just returned. He urged other producers to go out and make use of the partnership and help that awaits them.

**High Time**

(CONTINUED FROM PAGE 1)

Waldman and Frank Waldman based on a story by Garson Kanin. The excellent photography in bright De Luxe color and CinemaScope is in keeping with the frothy mood of the picture.

Crosby and his co-stars romp through a series of amusing blackout sketches including much slapstick comedy, most of it built around typical college humor, all cheers and a yard wide.

Crosby, who enrolls as a freshman in a southern college despite the objections of his snobbish 25-year-old son, Angus Duncan, and his snooty 24-year-old daughter, Nina Shipman, goes through the four-year course with his younger roommates, Fabian, the athletic type; Patrick Adiarte, an exchange student from India, and Richard Beymer, an admiral's son. Tuesday Weld, as a husband-seeking co-ed, and Yvonne Craig, as an upperclass journalism major, ally themselves with the group.

A mild romance develops between Crosby and Nicole Maurey, French literature teacher, who brings considerable beauty and charm to her role.

In one of the sequences Crosby masquerades as a woman as part of his fraternity initiation, and scores some solid laughs with typical "Charley's Aunt" slapstick involving the usual loss of skirt and wig.

The Fabulous Fabian's fans may be disappointed that their idol sings but briefly in the course of the film, and then, an old-time ballad rather than the type of tune material that won him fame. Crosby, too, sings little during the goings-on.

Exhibitors should have a high time exploiting the picture with its many solid selling values including the cast, the title (which should key co-op merchant ads, and pulling out all stops on collegiate ballyhoo, in addition to two songs, "The Second Time Around" and "Nobody's Perfect," written by Sammy Cahn and James Van Heusen.

The cast comprises all rather pleasant people, both among the students and the faculty, and even the "villains" of the story, Crosby's youngsters, end up seeing it dad's way, as Crosby delivers the valedictorian speech in which he upholds middle-age as a matter of zest, and not as years. His speech also implies a proposal of marriage to Miss Nicole.

Running time, 103 minutes. Release, in September.

SIDNEY H. RECHETNIK

# Announcing

## A NEW MILESTONE IN MOTION PICTURE ENTERTAINMENT!

The legend that has thrilled generations of adults and children in every country of the globe for more than five hundred years, has now been brought to the screen!

Filmed in TECHNICOLOR and in FANTASCOPE—a startling new process of special effects photography—this spectacular motion picture will be ready for release the summer of 1961.

Edward Small's  
Multi-Million Dollar Production

# Jack the Giant Killer

starring  
**KERWIN MATHEWS**  
with  
**Judi Meredith · Torin Thatcher**

Directed by JERRY JURAN  
Associate Producer ROBERT E. KENT  
Produced by EDWARD SMALL



THRU  
UA



# MOTION PICTURE DAILY



DL. 88, NO. 56

NEW YORK, U.S.A., TUESDAY, SEPTEMBER 20, 1960

TEN CENTS

## Unworkable?

### U.S. Eady Plan Idea Viewed Unfavorably

#### Exhibitors See Mirisch Idea As Film Rental Boost

Exhibitor reaction both at last week's Theatre Owners of America convention in Los Angeles and as revealed by a spot poll of eastern exhibitors to Walter Mirisch's proposal for an American-type Eady plan to increase production by encouraging producers is almost wholly unfavorable. Although it is an inaccurate interpretation of the working of the British Eady Plan, many exhibitors regard it tantamount to an increase in the rentals paid. Exhibitors who regard it as such are vigorously opposed to the idea.

In Britain the Eady Plan has the status of law and requires exhibitors (Continued on page 6)

### Eady Plans for Ohio

#### Merchandising Meet

*Special to THE DAILY*  
COLUMBUS, O., Sept. 19. — Plans practically complete for the Thursday, Oct. 13 merchandising session of the silver anniversary convention of the Independent Theatre Owners of Ohio to be held at the Neil House here, it was announced by John Prickett, executive secretary. The session will be monitored by (Continued on page 2)

### CC Pay-TV Hearing Expected in 2 Months

*From THE DAILY Bureau*  
WASHINGTON, Sept. 19. — There are strong indications from within the Federal Communications Commission that a hearing on pay-TV before the full commission will be ordered. It is understood that the commission has ordered its staff to draw up a proposal for hearings. If the commission approves (Continued on page 4)

### TELEVISION TODAY—page 4

### MPA, FCC Meet in D. C. Tomorrow On 'Payola' Angle in Props Use

By E. H. KAHN

WASHINGTON, Sept. 19.—A meeting between motion picture production representatives and Federal Communications Commission staff members is set for Wednesday here. Topic for discussion will be motion picture industry trade practices, particularly in regard to use as props in films of goods supplied free of charge by manufacturers.

The meeting was scheduled largely at the urging of MPA, which felt it was clear that acceptable trade practices (Continued on page 6)

### Cinerama to Meet on Stock Options, Directors

Stockholder approval of the granting of restricted stock options to two employees of Cinerama, Inc. will be part of the order of business at a special meeting called for Oct. 18, at which also six directors will be up for election. Notice of the meeting, which will take place at the Syosset Theatre in Syosset, Long Island, was mailed to stockholders yesterday.

Officers previously granted stock (Continued on page 6)

### Cinerama, Inc. Six-Mo. Loss Put at \$288,985

Cinerama, Inc., had a net loss of \$288,985 for the six months ended June 30 compared with a loss of \$8,069 for the same period last year, it was announced yesterday by Nicolas Reisini, president.

Income for the current six-month period, from theatre revenue, film rentals and royalties, totalled \$3,107,025. The net loss is after deduction of \$669,836 for amortization of the cost of exhibition rights and proper- (Continued on page 6)

## REVIEW:

### Sunrise at Campobello

Warner Bros.-Schary

IN THIS year of politics this is a political picture—a story of politics and politicians. But, much more than that, it is a warm, human, compassionate story imaginatively and dramatically told with all the magic of the Technicolor camera. It presents to the eye and the emotions tears and excitement born out of ordinary human relationships, courage, fear and familiar love—"facets of nobility" as Dore Schary, the author and producer, has said, which have been all too lacking on the screen in recent years.

It presents at least two and possibly three performances which for sheer artistic perfection must go down among the best of this or any year. Greer Garson as Eleanor Roosevelt, Ralph Bellamy as Franklin D. Roosevelt, and Hume Cronyn as Louis Howe have attempted and achieved the impossible task of re-creating full-length, life-size portrayals (Continued on page 5)

## More Join

### Reject Plan For New Nat'l Drive-In Group

#### Bids Texas Drive-In Ass'n. Join TOA Instead

The idea of forming another national exhibitor organization, even though it be limited to drive-in operation, was vetoed by Theatre Owners of America officials at meetings held in conjunction with TOA's annual convention in Los Angeles last week.

A committee of ranking TOA officials met twice with Edwin Joseph and Edwin Tobolowsky of the Texas Drive-In Theatre Owners Ass'n. at the convention hotel to hear and discuss the latter's proposal that TOA sponsor a new national drive-in theatre owners association, with the strong Texas organization as its nucleus.

Early in the discussions the TOA officials made it clear that they do not look with favor upon the entry of another national exhibitor organization on the scene, what with TOA, Amer- (Continued on page 2)

### Services for Kahane To Take Place Today

*From THE DAILY Bureau*

HOLLYWOOD, Sept. 19.—Funeral services for B. B. Kahane, 68, vice-president of Columbia Pictures and president of the Academy of Motion Picture Arts and Sciences, will be held at noon tomorrow at Wilshire Boulevard Temple. Kahane died Sunday of a heart attack. Interment will (Continued on page 5)

### A. Greenblatt Dies; AA Sales Executive

Arthur Greenblatt, 60, Allied Artists Pictures' home office sales executive, died yesterday at Memorial Hospital here, following a brief illness. Services will be held today at 2 P.M. at Riverside Memorial Chapel, Far Rockaway, L.I.

Greenblatt entered the film industry in 1922 as a salesman for Educational (Continued on page 5)

## Ohio Meeting

(Continued from page 1)

Martin Quigley, Jr., editor of *Motion Picture Herald* and originator of the Herald Merchandising forums. "This, for the first time," said Prickett, "will bring into the field an opportunity for theatre managers and owners to get practical instruction on ways of merchandising four brand new pictures."

Prickett said definite commitments have been received from Columbia, Universal and United Artists, with a fourth company expected to participate. The probable pictures that will be discussed by top advertising representatives of the companies include "The Three Worlds of Gulliver," "Midnight Lace" and "Inherit The Wind."

### Prize for Promptness

"Members are urged to come prepared with questions that will help them in merchandising plans in their situations," said Prickett. The session will start promptly at 9:30 A.M., with a promptness prize to be drawn at that hour.

At the opening business session Wednesday, Oct. 12 speakers will include A. W. Smith, president of the Popcorn Institute; Prof. Fred Wirt, Denison, on "Again: Censorship" and Don LeBrun, promoter of the "Trade at Home" merchandising plan. In addition, there will be talks by a newspaper representative, a radio promotion executive, an Ohio State University professor who has made a study of promotion and "several other speakers who understand their business and can point out many things from their lines that may be incorporated in ours," said Prickett.

### Many Displays Planned

There will be displays of various types of new merchandise available for examination and discussion. There will be a buffet dinner Wednesday evening, to be followed by the screening of an outstanding new feature.

The annual banquet will be held Thursday evening. Prickett advised members to send in their convention reservations to his office by Oct. 10.

## Lewis Signs Diana Dors

HOLLYWOOD, Sept. 19. — Jerry Lewis has signed British actress Diana Dors for the top feminine role in his next film, "The Ladies' Man."



## PERSONAL MENTION

**JOSEPH FRIEDMAN**, Paramount exploitation manager, has returned to New York from Los Angeles and Chicago.

**EDWARD FELDMAN**, Embassy Pictures publicity director, will leave here by plane today for Rome.

**HERMAN KASS**, Universal executive in charge of national exploitation, is in Cleveland from here.

**THOMAS P. TIDWELL**, 20th Century-Fox manager in Jacksonville, has returned there from New Orleans.

**JOSEPH L. MANKIEWICZ** has returned to Hollywood from New York.

**JOSEPH M. SUGAR**, Magna Pictures Corp. vice-president and general sales manager, will return to New York tomorrow from Boston.

**LAWRENCE BACHMAN**, supervisor of M-G-M production in England, has arrived in Hollywood from London for conferences with **SOL C. SIEGEL**, studio head at M-G-M.

**ALFRED HITCHCOCK** will arrive in New York today from Hollywood, en route to Europe.

**HERBERT COHN**, independent producer of a three-picture slate for Columbia, has arrived in New York from the Coast.

**JANET KRUGER**, booker's clerk at the M-G-M office in Minneapolis, has been married there to **AL MAGNUS**.

## Two Assigned to MGM Ad-Pub Organization

Two additions to the M-G-M advertising and publicity department in New York are **Karl Fasick** and **Edward Apfel**.

Fasick has been transferred from Boston, where for the past year he has been divisional representative on "Ben-Hur." In his current assignment, he will assist Emery Austin in supervising promotion plans for "Ben-Hur" in all situations in the United States and Canada.

Apfel will work primarily on the development of advertising campaigns and New York openings of pictures. For the past five years he has been with Donahue & Coe Advertising Agency, where he has been active in the servicing of several motion picture accounts.

**DOUGLAS L. NETTER, Jr.**, global sales chief for Samuel Goldwyn Productions, returned to New York yesterday from Japan.

**LEO JAFFE**, Columbia Pictures first vice-president and treasurer, left here yesterday for Los Angeles to attend the funeral of **B. B. KAHANE**. He will return on Thursday.

**SAMUEL SCHNEIDER**, president of Major Productions, Inc., will leave here today with **MRS. SCHNEIDER** for Rome and other European countries.

**STANLEY KUBRICK**, director, has returned to Hollywood following a 10-day tour of key cities in behalf of Universal's "Spartacus."

**BEN SIEGEL** and **JARON GITTELMAN**, of Union Film Distributors, were in New Orleans from New York.

**JOSHUA LOGAN**, producer-director of "Fanny" for Warner Brothers, will return to New York from France today aboard the "Liberte."

**SIDNEY SOMMERS**, manager of the Stanley Warner Troy Theatre, Troy, N. Y., is recuperating from surgery performed at Samaritan Hospital there.

**RAY STARK**, producer of "The World of Suzie Wong" for Paramount, has returned to Hollywood from London and New York.

**MERVYN LEROY**, producer, has left the Coast for Hawaii.

## Will Rogers Fund Drive Is Strong in Cleveland

Special to THE DAILY

CLEVELAND, Sept. 19.—A special gift fund for the Will Rogers Memorial Drive has been contributed by **Lewis Horowitz**, in memory of his father, the late **M. B. Horowitz**, founder and president of the Washington circuit, it has been announced by **Ray Schmertz**, distributor chairman of the drive.

All special gift donors of \$200 or more in the campaign are receiving a miniature Will Rogers statuette inscribed with their names.

Exhibitor chairman **Frank Murphy** reports that audience collections are exceeding those of last year. Salesmen report that virtually all of the exhibitors in the territory have pledged their aid.

## Reject Plan

(Continued from page 1)

ian Congress of Exhibitors and allied States already functioning.

While the discussions were not finished, no agreement was reached at the conferences in Los Angeles.

It is understood that they will resume in the near future in order to explore the possibilities of the Texas Drive-In Ass'n. and other interested regional drive-in groups including members of TOA.

Continuing growth in its membership was announced by TOA at a convention. New members signed at the Los Angeles meeting included the **Armstrong Circuit**, **Bowling Green, O.**; **Gordon McLendon Theatres**, Dallas; **Ross Campbell Theatre**, Sheridan, Wyo.; the **Durwood Circuit**, Kansas City, and other individual theatres.

## Legion Will Cite Disney At L.A. Dinner Tonight

From THE DAILY Bureau

LOS ANGELES, Sept. 19. — Ignorant leaders of this city will play a major role at the American Legion Court of Honor Dinner, tomorrow night, when the national command **Martin B. McNeally** presents the Mercury Award to producer **Walter Disney** for his significant contribution to the motion picture industry and to the American scene.

The American Legion Mercury Award is being presented to Disney in recognition of his development of new art forms which have been used to dramatize for old and young alike the unique heritage of America, according to **Commander McNeally**.

"This court of honor is the first recognition accorded in the motion picture industry to one who has contributed to the high standards necessary to the success and growth of the industry. Mr. Disney's contribution is the result of superb creative effort and exemplary citizenship," the Legion's national leader said.

Hollywood columnist **Louella Parsons**, Hearst newspaper motion picture editor, and song writer **Jimmy M. Hugh** will be awarded citations for patriotic contributions to the United States.

## NEW YORK THEATRE

RADIO CITY MUSIC HALL  
Rockefeller Center • Ci 6-4600

"SONG WITHOUT END"  
THE STORY OF FRANZ LISZT starring

**DIRK BOGARDE** as *Franz Liszt*  
A COLUMBIA PICTURE in CinemaScope & Eastman Color

ON THE GREAT STAGE "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. Feck, Advertising Manager; Gus H. Fausel, Production Manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone Hollywood 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London Bureau, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Circle 7-3100. Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagher, 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 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, 10c.

## Cleveland Group Buys Live-In in Michigan

Special to THE DAILY

DRIAN, Mich., Sept. 19. — Sale of the Lenawee Auto Theatre to The Associated Theatres of Cleveland, Ohio, was announced here Sept. 13. Leroy Kendis, vice-president of Associated. The price was reportedly \$100,000. Lenawee Auto Theatre has operated since 1956 by Robert Tuttle and Donald Swenk, who are partners in the Swenk-Tuttle Enterprises. Associated Theatres operates nine outdoor movies and 19 indoor theatres in Ohio. This is the first property acquisition of the firm in Michigan. Kendis said he hopes "there will be many more."

### Plans Extensive Improvements

Kendis said that \$30,000 will be spent on improvements at the Lenawee theatre this fall. The screen tower will be enclosed. The cafeteria and concession stands will be enlarged and new rest rooms added. The pre-capacity of 600 cars will be increased to 700. Work will start in November with reopening in mid-February, 1961.

## Baronet to Continue 'Psycho' Admission Plan

The Baronet Theatre will continue its "no admission after the beginning of the feature" policy when "It Happened in Broad Daylight" follows the current engagement of "Psycho" into the theatre, it was announced by Walter Reade, Jr., president of Walter Reade, Inc. "The 'no one seated' idea 'Psycho' was proclaimed a 'gimmick'—which indeed it was—but we believe the concept behind it is a sound one," Reade stated. "Patrons see the picture without any interruption and identified themselves with the action from start to finish—and liked it!"

### 'Will Enhance a Good Film'

"I do not think this policy will attract audiences to a bad film," Reade continued, "but I do think it will enhance a good film. If the public endorsed this means of adding to motion picture-going pleasure, we will introduce the policy in other theatres on circuit."

## F. Theatre to Play 'Song' on Hard Ticket

According to the request of San Francisco exhibitor Irving Acker, Columbia Pictures has granted special permission for William Goetz' "Song Without End" to open on Oct. 12 at the Stage Door Theatre on a reserved seat basis. After screening the film, Acker advised Columbia for special permission to show the film on a hard ticket policy. "Song Without End" was originally scheduled to open at the Stage Door in San Francisco on Sept. 28, on a continuous performance basis.



IN WASHINGTON yesterday President and Mrs. Eisenhower received an invitation to the American premiere of the Columbia film, "I Aim at the Stars" from visitors representing the Army Distaff Foundation in a White House ceremony. Making the presentation, from left, Mrs. George Decker, chairman; Mrs. Thomas S. Gates, Jr., wife of the Defense Secretary; and Lt. Gen. Leslic R. Groves, Foundation president. The campaign is to build a home for Army officers' widows.

## 'Song' Opens in D.C.; 16 New Dates Set

From THE DAILY Bureau

WASHINGTON, Sept. 19. — William Goetz' "Song Without End," a Columbia release, will make its local debut at the Trans Lux Theatre tomorrow night with an invitational premiere sponsored by the National Cultural Center. The opening will be the second United States engagement.

Following the Washington premiere, the picture will be released in 16 key market areas. On Sept. 27, it will open in Los Angeles at the Stanley Warner-Beverly Hills Theatre. On Sept. 26 at the Kenmore in Boston and the United Artist Theatre in Chicago. On Oct. 5, "Song Without End" will play both the Towne in Milwaukee and the Randolph in Philadelphia. Later in October it will play at the Stage Door in Francisco on Oct. 12, the Valley in Cincinnati on Oct. 13, the Esquire Theatre in St. Louis on the 14th, the Plaza in Kansas City on Oct. 19.

Other dates in October include the Mercury in Detroit (20), the Roxy in Atlanta (20), the Hellman in Albany (26), the Mayfair in Baltimore (26), the Allen in Cleveland (26), the Orpheum in Minneapolis (26), and the Orpheum in St. Paul (26).

## Jacksonville, Cleveland, S.L.C. Win UA Drive

United Artists' Jacksonville, Cleveland and Salt Lake City exchanges have won the three grand prizes in the Bob Benjamin Drive, it was announced yesterday by James R. Velde, vice-president in charge of domestic sales. Velde and David V. Picker, executive assistant to UA president Arthur B. Krim, co-captained the six-month sales salute to Benjamin, chairman of the board.

By capturing first place honors in the three competing groups, Jacksonville, Cleveland and Salt Lake City have earned top shares of the \$60,000 prize money. The winning exchanges are managed, respectively, by Byron Adams, Dave Rosenthal and W. W. McKendrick.

## Newspaper Drive on Adv-Pub. Agenda Today

Progress made on efforts to secure greater attention to films in newspapers throughout the country will be the major business before the advertising-publicity directors committee of the Motion Picture Ass'n. here today. Usually held on Thursday, the regular meeting was moved up because of the Jewish holidays at the end of the week.

The directors will hear reports from Jerome Pickman on cities to be selected for a test campaign to improve newspaper relations; from Jonas Rosenfield on newspaper practices; and Dan Terrell on more effective amusement pages.

In other business the directors will discuss the Compo-Marcus merchandising plan in Pittsburgh; possible participation in the New York World's Fair; and a project for an exhibit on motion picture posters at the Museum of Modern Art here.

## Ad Campaign Promotes Theatre 'Subscription'

Special to THE DAILY

COLUMBUS, O., Sept. 19. — Monthly subscription plan at the newly-renamed Capitol, formerly the Fox, is being promoted by operator Jerry Knight via an extensive advertising campaign. The plan, which gives 24 admissions for a monthly fee of \$2, will become effective about Oct. 1.

The \$2 rate figures at less than 8½ cents per admission, Knight points out;

tax is included in the \$2 rate. October attractions announced for the Capitol include "A Hole in the Head," "The Nun's Story," "North by Northwest," "The FBI Story," "Indiscreet," "Some Like It Hot," "Solomon and Sheba," "Some Came Running" and "Please Don't Eat the Daisies." There also will be a special children's matinee.

**ONLY TRAILERS CONTAINING SCENES FROM A MOTION PICTURE CAN TRULY SELL THAT MOTION PICTURE!**

### Trailer — made!

Only trailers fashioned from scenes of the movie itself can really sell your patrons.

**ONLY TRAILERS PREPARED BY COLUMBIA CAN CARRY SCENES FROM COLUMBIA PICTURES!**



## Makes Documentary on Hollywood for TV

From THE DAILY Bureau

HOLLYWOOD, Sept. 19.—A documentary film on Hollywood designed for showing on television is being produced here by David L. Wolper in association with Saul J. Turell. To be called "Hollywood and the Movies," it will be a two-hour history of the motion picture industry. Wolper said he has been given full cooperation by all of the major studios.

## 'Free' Television Lauded by Treyz

Special to THE DAILY

SALT LAKE CITY, Sept. 19.—The great thing about television is that it is competitive, free and independent, Oliver E. Treyz, president of the American Broadcasting Company Television Network said here. Treyz was in Salt Lake City to address the Utah Municipal League convention in the Newhouse Hotel.

"The American public is the boss," he said, "in contrast to Europe where television is controlled. The public here can turn a knob to a program of its own choice and liking. That is democracy in action."

Treyz said that westerns are here to stay, but that they would have to be good. He added that he was not aware of any trends toward westerns or crime programs.

"Trends," the ABC-TV head said, "are the result of public opinions and are not made by television. They are happenstances."

### Stresses Public Service

ABC this season is putting on public service programs, college sports and some new series such as the "Flintstones," according to Treyz. His company's rise in the last few years he attributed to more emphasis on programming and planning ahead.

He said "Flintstones" would probably be "one of the great hits or a failure," adding that it took two years in the planning.

He said that television should be brought to viewers' living habits rather than people being brought to television habits.

There are not too many commercials on television today in his opinion.

## B.V. Appoints Boone

The duties of Buena Vista publicity manager have been assigned to John Boone, it was announced by Charles Levy, advertising and publicity director. Boone, who will assume the post immediately, will also continue in his position as television advertising liaison, an assignment he has held for the past nine months. Boone previously held various publicity posts for the company.

# Expect Pay-TV Hearing Soon

(Continued from page 1)

proves the order the staff is drafting, hearings are likely to be held within the next two months, possibly in October.

The order being drafted for FCC will, it is believed, make representatives of theatrical exhibition parties to the proceedings. This will afford anti-pay-tv spokesmen an opportunity to be heard.

Marcus Cohn, attorney for major exhibition interests, asserted that if the commission does decide to hold an *en-banc* hearing instead of letting the question go before a hearing examiner he would hope that adequate time would be allowed and that the seven commissioners would attend and participate in the hearings. He noted that the whole FCC would have a chance to question high-ranking pay-tv proponents under oath, and that this would be the first time that they have been subject to cross-examination.

It is understood that the FCC plans

to schedule a full working week for the pay-tv hearings. In the light of their importance as a possible setter of precedent, it is to be hoped the attendance of commissioners at the hearings will be regular and that they will try to prevent their many other duties from attendance at the impending meetings.

### FCC Attitude Impartial

The FCC, in scheduling a hearing on the general subject of pay-tv, has avoided giving a clear-cut victory to either side in the controversy. It is to be expected that representatives of Hartford Phonevision, composed of RKO General and Zenith, will want to testify since the application for a pay-tv license to WHCT-TV precipitated the hearings. At the same time, the hearing itself would not be exclusively on the question of that specific application. An adverse decision on the broad question would, obviously, affect the WHCT-TV application.

## MPA, FCC

(Continued from page 1)

tics in the film industry and in broadcasting were different and that an overly literal interpretation of the anti-"payola" law might lead to an impossibly complex situation. MPA will, of course, represent its members' interests at the conference.

MPA, conscious of the potential impact upon Hollywood of the bill, has raised pertinent questions with legislators from California and elsewhere. Following this, floor debate in both House and Senate took place. This made it clear that it was not the intent of Congress to proscribe trade practices that had grown up over the years.

Efforts of the networks and the Broadcasters' Association to participate in the meeting were rebuffed by FCC. It adopted the viewpoint that broadcasters are customers of the motion picture makers, and that their presence might inhibit a frank and free discussion of film industry problems.

The motion picture representatives will, no doubt, make it plain that where time-honored trade practices appear on the surface to contravene the new law, FCC should exercise its waiver rights and permit the practice to continue. FCC employees are relatively unfamiliar with motion picture production practices. They now must, however, draft proposed anti-"payola" regulations that will reach into the film industry because of the existence of filmed tv shows and because theatrical films are exhibited on tv. Though there is no way of telling what regulations will eventually be proposed by FCC's staff, the informal conference to be held Wednesday will, it is hoped, give the people who are to draw up the proposals some ideas of the special problems faced by the motion picture industry.

## 'Future in Black'

(Continued from page 1)

television and plans to distribute two new tv series were also announced at the interview as on the upcoming agenda of NTA which is now separated from National Theatres and Television.

Referring to the FCC ruling at the weekend concerning option time, Oliver A. Unger, NTA president, predicted a trend to syndicate programming and a general improvement in tv variety. He said, however, that FCC should clarify changes called for in the ruling.

The two new half-hour series will be "Simon Underwater" and "The Third Man." Ungar reported that 62 markets have already purchased "Simon Underwater" and that a "record breaking" figure of 200 is expected.

NTA will have a substantial interest in a new tv station to be introduced in Ottawa and a smaller share of a forthcoming channel in Pembroke, Canada, it was disclosed. According to David Criesdorf, president of NTA, Canada, Ltd., these transactions developed as a result of the Canadian government's recent rule allowing the establishing of second tv stations in Canada.

Plans for entrance into the German tv market are underway for the company as well as the possibility of alliances with other European countries. Unger will depart shortly for the Continent in order to cement these transactions, it was stated.

Ted Cott, NTA head of station operation, told the press that tv station WNTA has reached the point where it will shortly begin to operate at a profit. He attributed this to the fact that the nation has come to what has been termed "the quality stage of tv."

A four-week study by the Neilson Co., Cott stated, proved that WNTA

## NTA's Post-'48s Sold In 17 Markets to Date

National Telefilm Associates' new "61 FOR '61" feature films from 20 Century-Fox, including an important group of post-'48 pictures, has been sold in a total of 17 major markets. Oliver A. Unger, NTA president, announced. Among the top features in this grouping are "All About Eve," "Twelve O'Clock High," "A Letter To Three Wives," and "Panic In The Streets."

The list of stations purchasing these pictures include:

WNTA-TV, New York City; WJCV-TV, Philadelphia, Penna.; WRCTV, Washington, D.C.; KTVI, St. Louis, Mo.; WCKT, Miami, Fla.; WOW-TV, Omaha, Neb.; WPHO-TV, Phoenix, Ariz. Also WHYD-TV, Springfield, Mass.; WHNB-TV, Hartford, Conn.; WJAR-TV, Providence, R.I.; KUTV, Salt Lake City, Utah; KOB-TV, Albuquerque, N.M.; KLRN-TV, Las Vegas, Nev.; WKZO-TV, Kalamazoo, Mich.; KFSA-TV, Fort Smith, Ark.; KLIX-TV, Twin Falls, Idaho, and WHBF-TV, Rock Island, Ill.

## Coast Charities Group To Open Drive Oct. 4

From THE DAILY Bureau

HOLLYWOOD, Sept. 19. — The Motion Picture Permanent Charities will open its 1961 campaign in the studios and allied industries on Oct. 4, with the all-industry kickoff luncheon at the Beverly Hills Hotel, it announced by Sidney P. Solov, MPPC campaign chairman.

The special luncheon, first such MPPC event in recent years, is expected to attract over 400 screen star, top studio executives and volunteer workers from throughout the industry.

The 1961 campaign will mark the 16th federated appeal and 20th year MPPC has conducted campaign within the film industry. Past drives have netted Los Angeles charities in excess of \$22,000,000.

## Mirisch Signs Zimbalist

HOLLYWOOD, Sept. 19. — Efren Zimbalist, Jr., has been set for a starring role opposite Lana Turner in "Eve Love Possessed," it was announced by Walter Mirisch who will produce Charles Schnee's screenplay version of James Cozzen's novel, to be directed by John Sturges for United Artists release. Zimbalist is best known to nation's audiences for his work on "77 Sunset Strip" television series.

Filming will begin late in October as a Mirisch Pictures, Inc., presentation in association with Seven Arts Productions.

programming was geared for the "adult product-buying audience" and that these were the people the sponsors wished to attract. "Play of the Week," for example, reached a 9 per cent adult audience during prime time periods, according to the report.

# Kahane Rites

(Continued from page 1)

at the House of Peace Memorial Park.

Kahane was brought out of semi-retirement in 1958, after the death of Columbia president Harry Cohn, to re-assume the duties of administrative head of the company's studio.

Born in Chicago, Kahane was graduated from the Kent College of Law and admitted to the Illinois bar in 1912. He began representing clients in the entertainment business early in his legal career.

## Spokesman for Industry

As a lawyer Kahane was often a spokesman for the motion picture industry in matters requiring delicate negotiations. Back in 1933 he represented the industry in Washington hearings on the National Recovery Act. In recent years he spoke for the major film companies to groups at charged the industry with permitting infiltration by political radicals. He also was important in dealings between the industry and labor unions, usually sitting in on negotiation sessions on labor contracts.

Kahane helped in the organization of the Orpheum circuit in 1919, for which he later served as general counsel, secretary-treasurer, and eventually vice-president. In the late 1920's he became vice-president and general counsel of the Keith-Albee group and subsequently was vice-president of Radio-Keith-Orpheum. In 1932 he came to Hollywood as president of the RKO Studios.

For many years Kahane had been on the board of directors of the Association of Motion Picture Producers. He received an "Oscar" for distinguished service to the industry in 1958.

Survivors include his widow, Mildred; a daughter, Mrs. Shirley Bonoff; a son, Benjamin, Jr.; two brothers, Leon and Davis, and three grandchildren.

## Davies Will Take Over

Valentine Davies, first vice-president of the Academy, will "assume the duties" of Academy president. In accordance with Academy by-laws, the board of governors must fill any vacancy of an officer from one of its ranks of board members.

Columbia studios will be closed tomorrow from 11:30 A.M. to 2 P.M.

All member studios of the AMPP will observe two minutes of silence tomorrow in honor of Kahane. Upon learning of the death of its president, the board of governors of the Academy of Motion Picture Arts and Sciences issued the following statement:

"On behalf of the membership of the Academy of Motion Picture Arts and Sciences, the Academy board of governors expresses deepest sympathies to the family of the late B. B. Kahane.

"Mr. Kahane was truly one of our industry's great leaders. He was widely respected and admired for his integrity and goodwill in whatever he devotedly undertook in both his indus-

# Sunrise at Campobello

(CONTINUED FROM PAGE 1)

of personalities who, whether admired or despised, at least are known intimately to literally billions of people the world over.

The picture is based on Schary's original play, produced successfully on Broadway by him in conjunction with the Theatre Guild, but the motion picture camera gives it much wider scope and depth than was possible on the stage. It tells of F.D.R.'s long fight against the ravages of poliomyelitis from August, 1921, when he contracted it while on vacation at Campobello Island until August, 1924, when he returned to the political arena and public life with the nomination of Alfred E. Smith at the Democratic convention that year.

The focus of the drama is on F.D.R. and the will power which made him seek an active instead of an invalid life. Bellamy's portrayal of these years of decision in the life of a man whose later career was to influence the lives of millions is a magnificent exercise in technical skill, as was his stage performance of the same role. Second only to his performance is that of Hume Cronyn as Louis Quincy Howe, Roosevelt's friend, counselor, gadfly and presiding genius of his political career.

But it is Miss Garson as Eleanor Roosevelt, F.D.R.'s wife and mother of five children, whose performance will leave audiences filled with tears and wonder. Coping with the problems of an invalid household, five strong-willed growing children, an autocratic and interfering mother-in-law—beautifully played by Ann Shoemaker—and learning the intricacies of politics at all levels, she gives the part a depth and emotional appeal which must win the praise of critics and audiences alike.

Supporting roles worth mention also are Alan Bunce as Alfred E. Smith, Zina Bethune as the teen-age and maturing Anna Roosevelt, and Jean Hagen as Missy LeHand.

The direction by Vincent J. Donehue, stagey in spots, is sound and knowing, and the color photography, sets and editing all contribute to a polished and technically excellent production.

Inevitably the story has political implications and references which may well attract abuse as well as praise in this campaign year. But even the bitterest of political partisans must admit that as a human drama it is magnificent motion picture entertainment.

Running time, 143 minutes. Family audience. October release.

JAMES D. IVERS

try and community. His loss will be sorely felt not only by the Academy, which he served so outstandingly during the past 18 months as president, but by everyone who had the privilege of knowing him."

Eric Johnston, president of the Motion Picture Association of America, issued the following statement here yesterday on learning of the death of B. B. Kahane:

"Ben Kahane was so much a part of Hollywood that his loss will be grievously felt by everyone. We shall miss him as friend and counsellor. We shall miss him as a leader who always stood for the best in motion pictures.

"His influence, his leadership went far beyond his own studio, where for so many years he helped to keep it among the tops in Hollywood. There was never a good cause in motion pictures that didn't have Ben's heart and talents, wisdom and drive. Hollywood will always be warmly remembered because it produced such men as Ben Kahane."

## Correction

Montgomery Clift is not a member of the Celebrities for Nixon-Lodge Committee, as reported in a story from Washington, D. C., in MOTION PICTURE DAILY on Sept. 6. His name was confused with that of Cliff Montgomery, who is on the list released by the Washington headquarters of the committee.

# A. Greenblatt

(Continued from page 1)

Pictures and one year later was appointed branch manager. In 1934 he opened his own exchange in the New York area. Subsequently he joined Gaumont British as a salesman, then moved up to branch manager, circuit sales head and general sales manager.

He then became branch manager for Monogram in New York and later joined PRC as vice-president in charge of sales, a post he held for four years. He left this job to return to Monogram as eastern district manager and later became eastern sales division manager.

## Joined Lippert in 1949

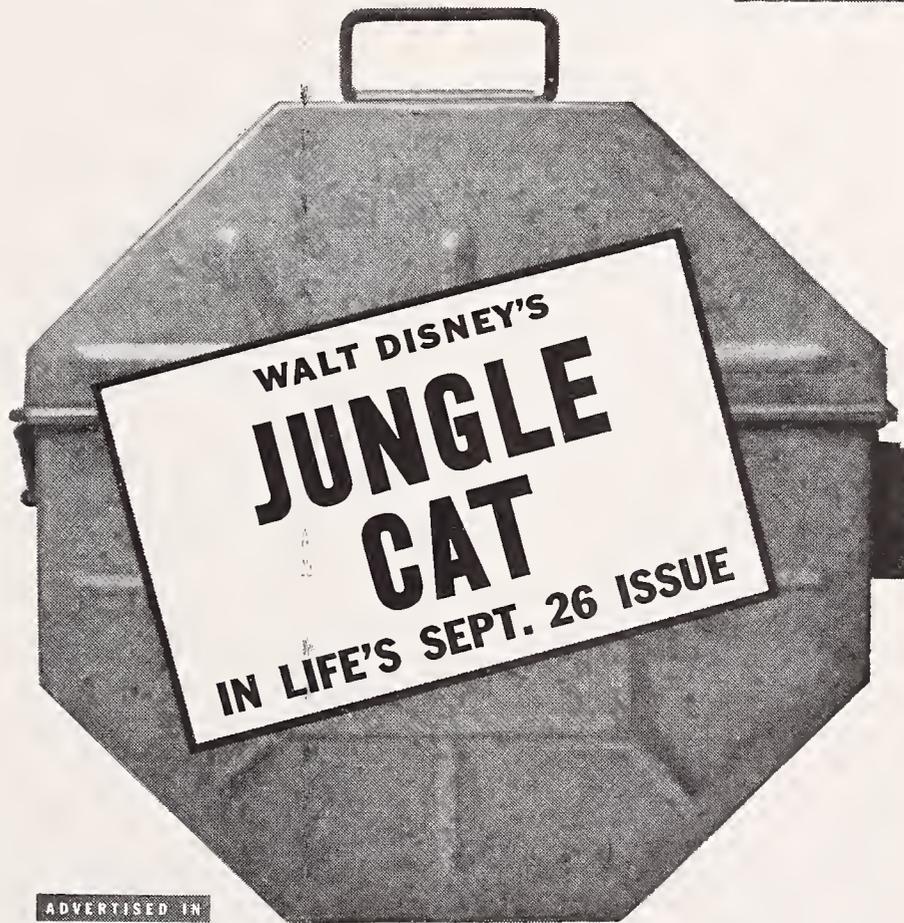
In 1949 he joined Lippert Pictures as vice-president and continued in that post until he moved over to Allied Artists in 1954 as special home office sales representative.

Surviving are two daughters, Mrs. Joan Markowitz and Mrs. Irma Chenetz, both of Plainview, L.I.

## Tours for 'Spartacus'

John Day, who trained the gladiators for "Spartacus," the Bryna Production being released by Universal, and is one of the behind-the-scenes personalities touring on behalf of the initial openings, will arrive here on Wednesday evening for two days of advance promotional activity. Day will do television and radio promotional appearances and participate in special press interviews aimed at the sports sections of the newspapers.

THE BIG ONES ARE ADVERTISED IN **LIFE**



ADVERTISED IN **LIFE**

THE BIG ONE IN MOVIE SELLING

# PEOPLE

Frank Gervasi, formerly director in the Mediterranean area for Motion Picture Export Association of America, is leaving that post to accept the position of vice-president of Fairbanks Morse Co., in charge of European operations. He will headquarter in Rome.

Capt. Robert C. Huber, pilot of the U. S. Air Force B-47 jet which crashed a few days ago, was the son-in-law of Art Hallock, manager of the Paramount Theatre and Pulaski Highway Drive-in Theatre, Baltimore. It is believed that the whole crew perished. Mrs. Huber is the former Gloriana Hallock.

Robert L. Montgomery veteran film industry publicist, has been named assistant public relations director of the Famous Artists Schools and Famous Writers Schools, of Westport, Conn. The writers school has just been launched; the artists school has been long established.

Hank Howard, formerly on the RKO Radio publicity staff, is now handling United Artists publicity in the Cleveland area during the absence of John Johns, who has been assigned to assist in planning the Texas premiere of "The Alamo" and the personal appearance tour of John Wayne.

Paul Reeb, active in a field other than films, has purchased the Theatre Transport Co. of Toledo from Ervin Albright and J. O. Schoeninger, as of Sept. 1. Only operational change by the new owner is the promotion of Ray Ludden from driver to office manager.

Oskar Messter, German inventor who died recently after 50 years of service to the motion picture industry, has been honored by the Society of Motion Picture and Television Engineers, which has added his name posthumously to its Honor Roll of distinguished pioneers in motion picture and television engineering.

## Unique Note Promotes 'Interns' at TOA Meet

From THE DAILY Bureau

HOLLYWOOD, Sept. 19. — Delegates to the Theatre Owners of America convention here last week found the following note marked "personal" under their doors at the Hotel Ambassador one evening:

"If you don't have an engagement tonight, may I suggest . . ." then the note had to be turned over and read: "You read 'The Interns,' best-selling novel by Richard Frede, soon to be produced by Robert Cohn Productions for Columbia."

## U.S. Eady Plan

(Continued from page 1)

to pay a percentage of receipts into the Eady fund which is employed to subsidize producers in proportion to the earnings of their individual films. Its principal purpose was to encourage British production and to strengthen its competitive position, particularly in relation to U. S. films in the British market.

Mirisch, who is president of the Screen Producers Guild, proposed in a speech to the TOA convention last week that an "American-type" Eady plan be devised on purely voluntary basis. He declared that it would be the most effective means exhibitors could devise to bring about the substantial increases on film production for which they have agitated over the past several years.

### See No Production Hike

Exhibitors who view the idea as tantamount to a voluntary increase in film rentals complained that no increase is warranted at this time and expressed doubt that if such a plan were adopted it would induce major studios to increase their production.

"The major companies don't need money for additional production," several exhibitors asserted. "Look at the companies' balance sheets. They don't suggest a subsidy is needed or that cash with which to make more pictures is lacking."

Other exhibitors examined the "voluntary" aspects of the plan and found them wanting.

"It would be the same with this as it has been with many other plans for 'voluntary' cash contributions from exhibitors," several observed. "Those who always pay would ante up, and the rest would cadge a free ride. Without enforcement provisions it would be unfair and unworkable."

Yet no exhibitor questioned wanted "enforcement provisions" for such a plan. "That would be inviting the government into the business, and no one wants that," they said.

Many said they are convinced that the best possible procedure for getting more pictures for exhibition is the one which they are pursuing now, support of the American Congress of Exhibitors' proposed production company, and the giving of every possible playdate support to new production companies such as Pathe Laboratories' Alpha company, the proposed Loew's Theatres' production project and similar new production activities.

## Mrs. Bessie Israel, 67

CLEVELAND, Sept. 19.—Mrs. Bessie Israel, widow of the late Louis Israel, pioneer Cleveland exhibitor who built the Heights Theatre (now the Heights Art) and owned the Center-Mayfield Theatre, Cleveland Heights, also the Ellet Theatre in Akron, died in Washington, D. C., at the age of 67, while visiting her daughter and son-in-law. She was also the mother of the late Jessie, wife of Joseph Rembrandt, manager of the Center-Mayfield and Ellet.

## Venice Festival Called 'Worst Yet'

From THE DAILY Bureau

LONDON, Sept. 17 (By Air Mail)—"Unless the Venice Festival improves it cannot take it for granted that it will continue to hold its place as one of the major international festivals," was the recommendation made by Andrew Filson, secretary of the Federation of British Film Makers, on his return from the festival. It was the worst festival he had been to, he added.

"All the time," he continued, "one felt that you were getting involved in internal Italian politics which affected the event in a way which is quite undesirable in an international festival." He thought the fact that four out of the 14 films in competition were Italian also caused considerable concern. "It seemed quite clear that if they had not been Italian films, two of them would not have been accepted," he said.

### Only Portions of 'Rocco' Seen

Another, "Rocco and his Brothers," would not have been accepted because it would not have been ready for the selection committee in time if it had been a foreign film. The selection committee saw only parts of the film and accepted the rest "on trust." It is a pity, Filson concluded, if an international festival like this becomes a shop window for national films.

The International Federation of Film Producers Associations meets here Oct. 27-28 and one of the main items on the agenda will be the whole question of film festivals.

## Mack Sons Take Over

(Continued from page 1)

as chairman of the board and as Filmack's southern sales representative and consultant. He and his wife, Belle, will take up residence in Miami Beach.

Bernard Mack becomes vice-president in charge of production, and Don a like position handling the company's expanding television business.

A testimonial cocktail party and farewell dinner was tendered Irving Mack recently at the company's headquarters here. All Filmack employees attended and Mack was presented with a television set as a token of esteem for his many years of service as Filmack's head.

## Jax Theatre Closed

JACKSONVILLE, Sept. 19. — The downtown, first-run St. Johns Theatre, owned and operated by Sheldon Mandell since its construction in 1941, closed its doors last night. Far from being a business failure, the St. Johns' closing was forced by the owner of the property, the Barnett National Bank, which will begin demolition work within two weeks with plans to erect a new bank structure on the site. Mandell still owns and operates the Five Points, another first-run house here in the Five Points Shopping Center.

## Cinerama Meet

(Continued from page 1)

options by the board subject to stockholder approval and B. G. Kranz, vice-president and director, 15,000 shares; and Sam Boverman, general counsel and secretary, 10,000 shares. The fair market value of the securities called for by the options was \$4.90 per share on Aug. 22, 1960.

Options are for 10 years and become effective at the rate of 20 per cent of the total number of shares granted for each year the option holder shall have remained in the continuous employ of the company. In the event of a distribution of all or substantially all of the company assets, the option holder has the right to exercise all or any part of the unexercised portion of his option regardless of the length of his employment.

In addition to these 25,000 shares Cinerama presently has 102,790 shares of common stock outstanding under employee restricted options. Of these 102,790 shares all officers and directors as a group hold options to purchase 85,000 shares.

### Six Up for Election

Directors up for election at the meeting and number of shares owned by each are Nicolas Reisini, 378,450; Paul A. Porter, none; John H. Harley, 3,125; Kranz, 300; Wentworth D. Fling, 1,050; Marshall A. Jacobson, 500. The election of six directors will leave one vacancy on the board, with the seventh not nominated at the time because management "believes it to be in the best interests of the company to await further developments in its operations with the objective of adding to the board a member who may contribute beneficially to these developments."

The meeting notice also lists salaries of certain officers for 1959: Fling, vice-president and director, \$82,294; L. Byron Cherry (now resigned), \$47,564; and all officers and directors, \$223,926.

## Cinerama Loss

(Continued from page 1)

ties—including the five original films in the Cinerama process—acquired from Stanley Warner Cinerama Corp. on Sept. 25, 1959, for \$3,000,000. The cost is written off to the extent of net earnings from such assets or at the rate of 20 per cent per annum, whichever is greater. From Sept. 25, 1959, to June 30, 1960, \$1,073,484 of the cost has been charged to income.

Reisini said full cost of the properties should be recovered before the end of 1961.

In determining its amortization policy, Reisini points out, the company did not give recognition to the estimated future earnings from foreign exhibition but expects such proceeds "alone will be a source of income for the company for several years."

Due to this prospect and "our plans for production of new Cinerama motion pictures, your management looking forward to the future with optimism," he concludes.

All  
the News  
That  
Is News

QP

# MOTION PICTURE DAILY

Concise  
and  
to the  
Point

QP

Vol. 88, No. 57

NEW YORK, U.S.A., WEDNESDAY, SEPTEMBER 21, 1960

TEN CENTS

## Two Steps Taken

### Set Plan to Aid Relations With Newspapers

#### Ask TOA, SPG Symposium Week Publisher Meetings

Two steps were taken yesterday by advertising - publicity directors committee of the Motion Picture Union in its continuing campaign to prove all phases of industry advertising-publicity relations with newspapers.

First of the projects was to set in motion plans for a symposium to be headed by the directors and representatives of the Screen Producers Guild and Theatre Owners of America to discuss the whole problem of newspaper advertising.

The second was to make arrangements for key industry people to meet with publishers visiting in the New York area.

### Variety Club Midwinter Meeting Here Oct. 12

Variety Clubs International will hold an important three-day mid-winter meeting of all International officers at the Hotel Warwick here on Oct. 12-14, it was announced by Edward Emanuel, International head of Vari-

Emanuel said that some 20 International officers from every section of the country will attend and that a full agenda will be studied and discussed. The International conventions will be held in New York.

### MPTE Journal Award to Technicolor Work

The 1960 Journal Award of the Society of Motion Picture and Television Engineers is being offered to free authors for a paper, "Synthetic Colors—An Experimental TV Bandwidth Reduction System." The paper presents the collaboration of William F. Schreiber, Christopher F. Schreiber, and others.

TELEVISION TODAY—page 8

## Film Dividends Continue Upward Trend; Rise to \$15,375,000 for First 8 Months

From THE DAILY Bureau

WASHINGTON, Sept. 20.—Motion picture companies paid cash dividends of \$1,706,000 in August, 1960, about \$400,000 more than the \$1,311,000 paid in the same month a year earlier. In July, firms' dividends totaled \$1,386,000, about double the year-ago figure of \$679,000.

For the year's first eight months, motion picture firms paid \$15,375,000 in cash, up from \$14,510,000 a year earlier. In the economy as a whole, corporations issuing public reports paid \$370 million in August, which is typically a month of light dividend payments. For 1960's first eight months, total dividends were \$7.8 billion, six per cent more than last year.

## Telemeter Tests Over-Air System

The "new developments" in pay-television that International Telemeter Corp. applied to the Federal Communications Commission for permission to test late last week "are just routine field tests of one of our over-the-air systems for pay-tv," Louis Novins, Telemeter president, said here yesterday.

"Extensive tests have already been conducted in the laboratory," Novins said, "and the system is at an advanced stage of development. It is expected to be in use by next year."

## No Exemption for Theatres in N. Y. Minimum Wage Law; Effective Oct. 1

Special to THE DAILY

ALBANY, Sept. 20.—The Motion Picture Theatre Association, circuit representatives and other exhibitors who pleaded for an exemption in the state-wide \$1 per hour minimum wage law becoming effective Oct. 1 of ushers, ramp attendants, children's matrons, messengers and other unclassified service staff workers, have lost their case.

A new minimum wage order No. 8-A, covering the amusement and recreation industry, as promulgated by industrial commissioner Martin P. Catherwood, provides for the "mandated" \$1 hourly minimum.

Dr. Catherwood had no other course to take, under provisions of the Assembly Rules Committee Bill, which the legislature overwhelmingly

## IFIDA Launches 'War' Versus Atlanta Censors

The Independent Film Importers and Distributors of America have raised a special "war fund" and retained the services of Heyman, Abram and Young, of Atlanta, Ga., in an all-out attempt to overthrow the Atlanta Film Censorship Ordinance, it was announced yesterday by Richard P. Brandt, president of TransLux Distributing Corp. and member of the board of governors of IFIDA.

"For some years," Brandt said, "our organization has been concerned over the highly arbitrary methods and capricious decisions of the Atlanta censors. We are determined to fight them to the bitter end."

## Impatient

### N.J. Allied to Weigh Action At Oct. 4 Meet

#### Availabilities Problem Again Vital, Members Say

Allied Theatre Owners of New Jersey has scheduled a special meeting for Oct. 4 at the organization's headquarters office here to again consider a course of action with respect to late availabilities for north Jersey theatres.

The long-standing problem was believed to be headed for at least partial solution without recourse to litigation when Edwin P. Rome, Philadelphia attorney for Jersey Allied, reported to the organization's meeting last month that partial concessions — believed to represent about one-third of the relief sought by the organization — had been granted as a result of conferences by Rome with distributors over a long period.

It appeared that the litigation for late availabilities would be dropped.

## Va. High Court Gets Test of 'Blue Laws'

Special to THE DAILY

RICHMOND, Va., Sept. 20.—This state's widely contested Sunday closing law, enacted by the 1960 General Assembly, reached the Virginia Supreme Court this week with a petition asking that it be declared invalid.

The high tribunal was asked by four Richmond merchants to reverse a decision here by Judge M. Ray Douglas in Hastings Court Part II, which upheld the constitutionality of the law.

## Machine Sells Theatre Ticket Without Operator

Special to THE DAILY

BALTIMORE, Sept. 20. — A new vending machine designed to dispense admission tickets at theatres without the presence of an operator was introduced today at the annual stockholders meeting of Universal Controls by M. Mac Schwebel, president.

The machine is called "Vendaticket" and is expected to be widely used.

לשנה טובה תכתבו

1960

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## PERSONAL MENTION

JULES LEVY has returned to New York from Hollywood.

OLIVER A. UNGER, president of National Telefilm Associates, will leave here with MRS. UNGER today aboard the "Queen Elizabeth" for Europe.

CHARLES SIMPSON, vice-president of Capital Releasing Corp., Atlanta, has returned there from the Coast.

WILLIAM WITH, manager of Fabian's Palace Theatre, Albany, N. Y., has left there for a vacation at Hyannis Port, Mass.

CHARLES H. "RED" MOORE, of the United Artists mimeograph department, will be married here on Saturday to ELIZABETH SCHEER at St. Martin of Tours R. C. Church.

SHELDON SMERLING, executive vice-president of Eastern Theatre Corp., Newark, will leave here today aboard the "Queen Elizabeth" for Europe.

J. EBB DUNCAN, for over 25 years the owner of Carroll Amusement Co., Carrollton, Ga., is recuperating at home there following a heart attack.

### Book Tie-in for 'Hot'

Bantam Books will publish a new motion picture edition of Joseph E. Levine's "Where the Hot Wind Blows," based on the best-selling Roger Vailland novel which was a Book-of-the-Month selection. The book, which will be backed by Bantam's promotional flyers and placed in book stores and all other outlets carrying soft-cover publications, will be in the nation's bookstalls the first week in October, five weeks prior to the national November release of the film.

**gems of showmanship!...**

**SPECIAL TRAILERS**

by **national screen service**

## TOA Sets Newspaper Drive

(Continued from page 1)

York area in order to discuss mutual problems.

The symposium with producers and exhibitors, with the latter expected to include other than TOA members, is a result of strong criticism of industry advertising at the TOA convention in Los Angeles last week. The ad-pub directors want to secure specific ideas of what their critics feel is wrong with ads and constructive suggestions for improvement.

Martin Davis, chairman of the ad-pub committee, was delegated to contact the producers and exhibitors for the symposium.

### Suggested by Pickman Group

The plan to seek immediate meetings with publishers as they come to New York was proposed in a report to the committee by Jerome Pickman, chairman of the sub-committee on the follow-up program for improving newspaper relations. The full Pickman report is in preliminary stages with research still being conducted on such statistics as sizes of newspapers in certain selected cities, circulation, etc. Help in compiling the data is being secured from industry advertising agencies, and from the results

the ad-pub directors will eventually decide in what direction to move first.

The committee also heard a report on newspaper practices by Jonas Rosenfield and one from Taylor Mills on possibilities for industry participation in the New York World's Fair. Ira Tulipan and Philip Gerard were appointed to a follow-up committee on the latter and will report to the full directors committee on whether MPA members should participate in the fair, and, if so, how.

The directors put in abeyance yesterday any decision on further action regarding the Compo-Marcus merchandising plan in Pittsburgh, pending results with "Jungle Cat," first film to be employed in the drive there.

In other business they decided to invite Richard Griffith, curator of the Museum of Modern Art film library, to attend the next ad-pub monthly meeting to discuss the proposed exhibit of motion picture poster art at the Museum.

The directors also passed a resolution wishing a "speedy recovery" to Gordon White, director of the Advertising Code Administration, who has been ill in the hospital and is now recuperating at home.

### Levy Is Co-Chairman Of Ad-Pub Directors

Charles Levy, Buena Vista director of advertising, publicity and exploitation, was named co-chairman yesterday of the Motion Picture Ass'n. advertising and publicity directors committee, a new post just created by the group. Martin Davis, Paramount national director of advertising, publicity and exploitation, continues as chairman of the committee.

Purpose of the new position is to provide a "training period" for the upcoming chairman of the group. Levy will succeed Davis next August.

### 'Esther' Openings in Israel, U. S. Dec. 1

Twentieth Century-Fox will open "Esther and The King" simultaneously on Dec. 1 in major cities of the United States and in major cities of Israel. The simultaneous openings in several key cities in a foreign market, along with regional premieres in the U.S., are a departure from previous 20th sales patterns.

First of the Israel cities to be selected are Tel-Aviv, Haifa and Elath, with others to be designated within the next several weeks. With Chicago as the "hub" city the Fox promotional effort for the picture will spread from coast-to-coast in the U.S.

### Earle Harris Named To Telemeter Post

Earle B. Harris, a veteran of 25 years in motion pictures and television, was named here yesterday as production manager of International Telemeter Company in an announcement by Leslie Winik, Telemeter vice-president.

Harris will assist executive producer Jean Dalrymple in the production of Telemeter presentations, including Broadway shows, off-Broadway presentations, operas, ballets and others for transmission this fall and winter on the Telemeter operation in West Toronto, Canada. These programs will supplement current motion pictures and sports attractions being offered by Telemeter.

### Jacques Grinieff Dies

PARIS, Sept. 20.—Jacques Grinieff, head of Pacific Films Associates, died here yesterday. Victim of a sudden heart attack, Grinieff had offices in New York, Paris and Montreal. He is survived by two sisters living here.

### 'School' Does \$7,100

Continental's "School for Scoundrels" grossed \$7,100 at Stanley Warner's Lane Theatre in Philadelphia, setting a first-week house record. The picture will stay on indefinitely.

### 'Campobello' Will Be Shown At Democrats' Women's Day

From THE DAILY Bureau

WASHINGTON, Sept. 20.—A special showing of Warner Brothers' "Sunrise at Campobello" will be feature of the Oct. 7 Democratic Women's Day sponsored by the Womens National Democratic Club. The wives of the Democratic presidential and vice-presidential nominees Mrs. John F. Kennedy and Mrs. Lyndon B. Johnson, are expected to attend.

### De Laurentiis to Make 16 Pictures in English

Special to THE DAILY

ROME, Italy, Sept. 20.—Producer Dino De Laurentiis today announced an important departure in his entire European production schedule of 16 films to be produced in 1961 and budgeted in excess of \$17,000,000 in the all films will be beamed for the worldwide market and all films will be made in English and dubbed for other markets. De Laurentiis also is expanding his studio facilities which now include two Rome studios.

In addition to the production of these 16 films, De Laurentiis will make co-production deals with other independent producers. He is also signing a contract list of top writer-directors and stars, as well as newcomers from all over the world for this schedule.

### Luraschi Executive Producer

To coordinate the program, Luigi Luraschi has been signed as executive producer in charge of international distribution. Luraschi resigned from Paramount Studios, where he headed the international department for 3 years to assume his new post.

Films slated to roll include "Barabas," "Pekin to Paris" and "The Two Colonels."

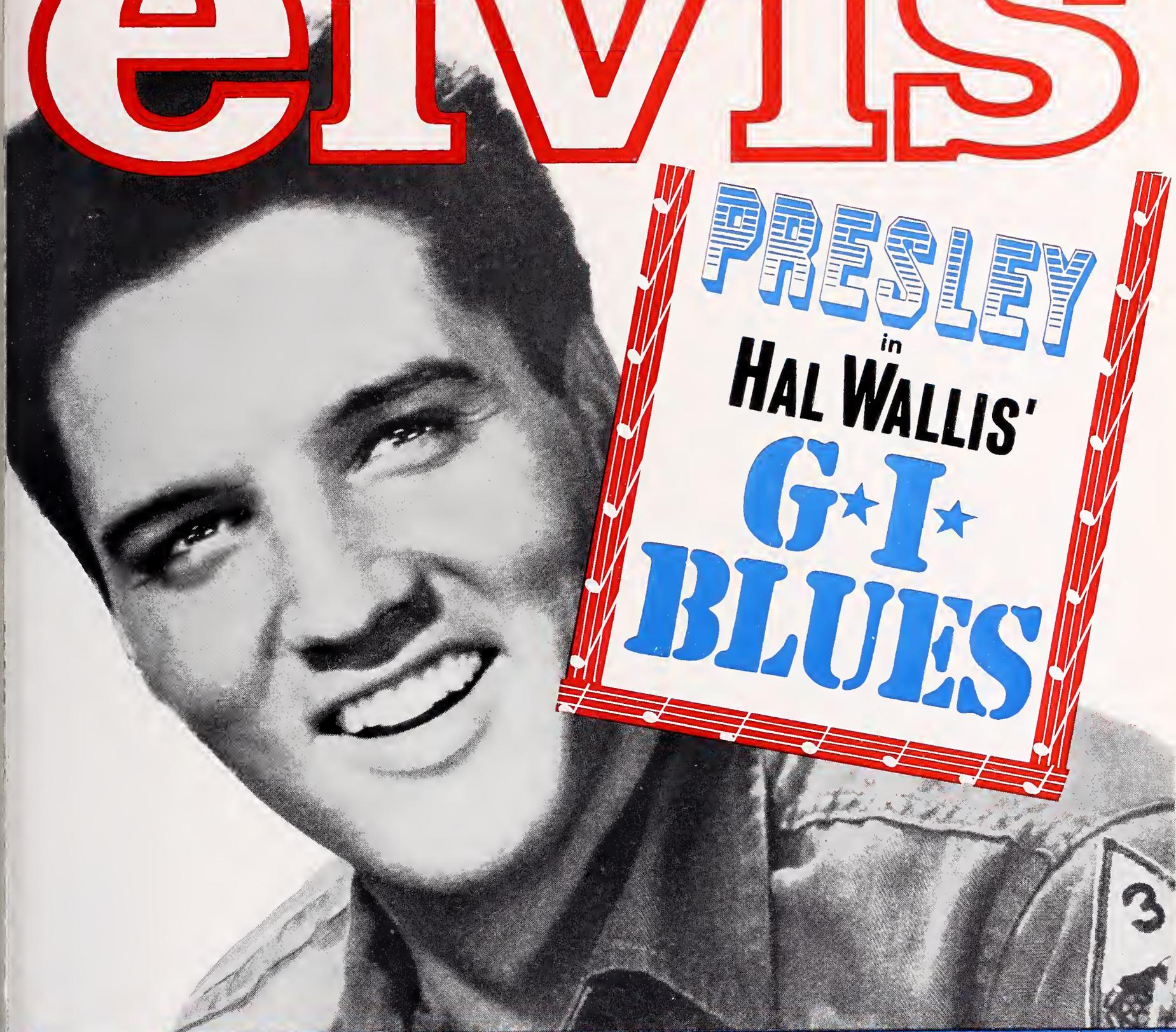
Other films going before the cameras in the next few months are "The Black City," "Four Dolls" and "Love on the North Sea." Currently in the finishing stages of production in Rome are "Back Home," "The Hunchback," "Hercules Pills," and "I Love, You Love."

### Triton, 20th-Fox Deal

HOLLYWOOD, Sept. 20.—A three picture distribution deal has been signed between Twentieth Century-Fox and the independent Triton Productions. The trio of films, slated for upcoming production are: "St. Francis of Assisi," "California Street" and "Journey of Jules Verne." Triton Productions is headed by Plato Skoura Spyros Skouras, Jr., and Charles Skouras.

PARAMOUNT PICTURES  
presents

# ELVIS



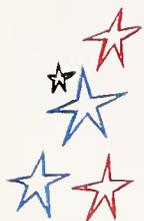
**PRESLEY**  
in  
**HAL WALLIS'**  
**G-I-BLUES**

★ ★ ★ THE RED, WHITE AND BLUE ★ ★ ★  
STAR-BRIGHT SHOW OF THE YEAR!

★ ★ ★ FOR THANKSGIVING! ★ ★ ★

# ALL AUDIENCES WILL GO FOR

**ELVIS  
SINGS!**



**JULIET  
SWINGS!**

**AND MOVIEGOERS  
WILL CHEER!**

# ELVIS PRESLEY



**10  
GREAT  
SONGS!**

A **HAL  
WALLIS**  
PRODUCTION

**TECHNICOLOR**

Co-starring **JULIET PROWSE** • Directed by **NORMAN TAUROG** • Writer

# ELVIS IN G-I-BLUES!

Presley is a new personality in the rousing, rollicking story of America's ever-lovin' overseas G.I.s! It's a romantic blitz—a three-day pass at those frolicking frauleins!



## G-I-BLUES



EDMUND BELOIN and HENRY GARSON • A PARAMOUNT RELEASE

# BIGGEST PRE-RELEASE SELL OF THE YEAR FOR **G-I-BLUES**

**NATIONAL MAGAZINES!** 4-color page in LIFE! Full page in SEVENTEEN!

**FAN MAGAZINES!** Modern Screen, Screen Stories, Movie Life, Movie Stars TV Closeups, Motion Picture, Movieland and TV Time, Photoplay, Screen Stars, Screenland, Stardom, Modern Stars, Star World!

**TEEN AGE PUBLICATIONS!** Teen, Teen Digest! Full page in INGENUE!

**SCHOOL MAGAZINES!** High school newspapers everywhere!

**SPECIALS!** Ebony, Jet, Hit Parade, Song Hits!

**RADIO ADVERTISING BUREAU NATIONWIDE CAMPAIGN!**

**RCA RECORD ALBUM PRE-SELLS PICTURE ACROSS THE NATION!**

Theatre circuit advertising-publicity heads are attending a special meeting in Hollywood to work out a comprehensive campaign for every theatre in the country!

**NEW YORK PREMIERE EARLY IN NOVEMBER...  
NOVEMBER 23rd ACROSS THE BOARD ACROSS THE NATION  
...CALL PARAMOUNT NOW!**

## N. J. Allied

(Continued from page 1)

which Rome had been retained would be held in abeyance indefinitely while discussions were held concerning the additional relief sought.

Yesterday, however, there were indications that Jersey Allied members are growing impatient with the continuing inaction and that demands for preparation of a suit against distributors are likely to be heard at the October 4 meeting.

Jersey Allied officers declined comment, referring all inquiries to the organization's attorneys.

Rome was in Chicago yesterday en route to California for trial of a case here, and could not be reached for comment.

### Under Discussion, Says Gold

George Gold, attorney and former Jersey Allied member, who acts as special counsel to the organization, was reached at his Paterson office, said he regards the matter as being still in the discussion stage and therefore did not wish to make any specific comments.

Some Jersey Allied members showed no reluctance to discuss their views but asked that their names not be used.

"We should have had injunctive relief a long time ago," said one.

"We have to do something. We can't go on like this," another said.

One Jersey Allied official said a few companies had agreed as a result of the last discussions to give pictures to Newark 14 days after their opening in New York. Others, he said, did nothing, and some of the benefits from the positive action were lost when Plainfield, N. J., was permitted by some companies to go ahead of Newark recently.

### Points to Seven Films

One Jersey exhibitor said seven pictures have been hard-ticketed for the months ahead in the New York metropolitan area. In the case of some of these pictures, he said, New York is the only place in which the policy will be maintained.

"This means," he said, "that we will have more pictures kept from us for longer periods than will exhibitors in any other part of the country. What do we do for product while we're waiting?" he asked.

### 7 a. High Court

(Continued from page 1)

law, and overruled arguments that the General Assembly had inadvertently repealed the legislation.

The petitioners also asked that Judge Doubles' order be suspended, ending the outcome of the appeal. Judge Doubles had dissolved a temporary injunction in the case.

Informed sources here say the high court probably will agree to review the case—or else reject the petition for appeal—when it meets here early in October. If the appeal is granted, arguments in the case probably will be heard in December, and a decision handed down early next year.

## REVIEW:

### Where The Hot Wind Blows!

Joseph E. Levine—Metro-Goldwyn-Mayer

GINA! GINA! WHO's going to get Gina? is the basic theme of this Franco-Italian co-production written and directed by Jules Dassin from the novel by Roger Vailland.

Yves Montand, as the unofficial boss of the village, is after her; her brother-in-law Paolo Stoppa also pursues her, and most of the village's male populace, both married and unmarried, admires Miss Lollobrigida, who portrays the servant girl of Pierre Brasseur, the aging lord of the Sicilian fishing village where the action takes place.

But Miss Lollobrigida, who romps through the film vivaciously flaunting her white teeth, nimble body and plenty of cleavage, eludes them all, as her heart belongs to the poor but honest agricultural engineer, Marcello Mastroianni. It is he whom she vows to marry, and steals a tourist's wallet, in addition to behaving as a female Fagin to a group of teenage hoodlums, in order to present her admired with a dowry.

Next to fishing, the denizens of this sultry village seem devoted to love-making. Also entwined in the story is an affair between the judge's wife, Melina Mercouri, a statuesque blonde who is in love with Raf Mattioli, Montand's young son.

After much goings-on highlighted by tragedy and tears, riotous passions and stark cruelties, Brasseur clears Miss Lollobrigida of theft charges by producing the missing money just before he dies. He wills his manor house to her. Miss Mercouri jumps to her death when Montand, who breaks up her romance with his son, attempts to seduce her. Miss Lollobrigida, a peasant Cleopatra, looks forward to marriage with her engineer.

The title song, "Where the Hot Wind Blows," by Jimmy McHugh and Buddy Kaye, is sung over the main titles by the Ames Brothers, and should prove an added impact to the typically elaborate Levine promotion campaign announced by MGM, the distributor of the film.

The film was produced for The Group of Four (Paris) and GE, S.I. Cinematografica Titanus S.P.A. (Rome). Running time, 120 minutes. Release, in November.

SIDNEY H. RECHETNIK

### Olympic Games Champ Is Signed by 20th-Fox

From THE DAILY Bureau

HOLLYWOOD, Sept. 20. — Rafer Johnson, world record holder and Rome Olympic decathlon champion, has been signed to a long-term acting contract at 20th Century-Fox studios by executive producer Robert Goldstein.

The former U.C.L.A. great who arrived over the weekend from his gold medal triumph in Rome, was immediately assigned to a top featured role in "Journey Into Danger."

Johnson is the second gold medal Olympian signed by 20th-Fox in recent weeks, joining figure skating queen Carol Heiss, who next month plays a starring role in "Snow White and the Three Stooges."

### 'Mon Amour' Dates Big

"Hiroshima, Mon Amour," French film in its 18th week at the Fine Arts Theatre here and with no end of the run in sight, is also doing well out-of-town, according to Zenith Films, the U. S. distributor. In Los Angeles it grossed \$10,000 each for the first three weeks. In Boston it opened at the Fenway to an opening week gross of \$11,000. In San Francisco at the Clay it did \$8,700 in the first week and is expected to run six months.

### Four Films Started, Making 28 Shooting

From THE DAILY Bureau

HOLLYWOOD, Sept. 20.—Twenty-eight films are in production this week, with the start of four new ones and the completion of one.

Started were "The Big Wave," an Allied Artists release of a joint production enterprise of Stratton Productions, Allied Artists and the Toho Company; "The Devil at Four O'Clock," starring Frank Sinatra, which Mervyn LeRoy and Fred Kohlmar are producing for Columbia Pictures; "Time on Her Hands," starring Ingrid Bergman, Yves Montand and Tony Perkins, with Anatole Litvak producing and directing, a United Artists release; "Royal Canadian Mounties, an API Production for 20th Century-Fox.

Completed was "Revolt of the Slaves," Ambrosiana Film for United Artists release.

### Set 'Lace' Screening

"Midnight Lace," the Ross Hunter-Arwin production for Universal-International release, has been selected by the Michigan Allied Theatre Owners for a special showing at their convention in Chicago, which takes place at the Sheraton-Cadillac Hotel on Oct. 12 and 13.

## No Exemption

(Continued from page 1)

cations as are permissible under the new statute. This could not upset or lessen the stipulated \$1 hourly minimum, 2) The introduction, at the 1961 legislative session, of a bill specifically exempting ushers and others whose hourly pay will be increased to \$1, Oct. 1.

The channel to the industrial commissioner is clear, insofar as the appointment of an amusement-recreation industry wage board goes for reconsideration of such matters as "minimum call-in pay, split-shifts and overtime." Ushers, for instance, must now be recompensed for four hours' service, if they are summoned for duty in a full-time theatre. For a part-time (nights only) house, the minimum call-in pay is two hours.

### Board May Be Appointed

A tri-partite board, consisting of three management representatives, three employee representatives, and three "disinterested" representatives of the public, could be appointed by Dr. Catherwood. Under the accelerated machinery outlined in the new law, it could be named, hold hearings and make a finding, within 90 days.

It is unlikely, however, that a board for the amusement-recreation industry would recommend changes in the areas of "minimum call-in pay, overtime and split shifts" which might result in the total payment of less money per week than workers in those three categories now receive.

Dr. Catherwood had suggested, in reply to questions from the floor by representatives of certain religious and other non-profit-making associations and of nursing homes, that they could appeal to the legislature for specific exemptions, not included in the new law. He did so at the first public hearing for "miscellaneous" groups held here in July.

Whether the legislature would okay an exemption for motion picture theatre ushers, for example, is another question.

### Machine Sells Ticket

(Continued from page 1)

and was described as combining the functions of an electronic currency identifier, automatic ticket issuer, and an electro-mechanical change maker in one integrated mechanism.

Schwebel said the machine could be adapted to sell tickets at air terminals, bus and railroad stations, stadiums and parks.

Schwebel also told shareowners that the company's sales and earnings for July and August were both ahead of the same months a year ago.

### Aids 'Lace' Opening

Myrna Loy, co-starred in "Midnight Lace," the Ross Hunter-Arwin production for Universal release, which has its world premiere at Radio City Music Hall in mid-October, is aiding in the advance promotion of the picture through television and radio appearances and press interviews.

## Telemeter Average \$1 Weekly in Summer

Toronto homes equipped with Telemeter pay-television service spent an average of \$1 weekly for summer programs, as compared with an average of nearly \$2 during the spring months, according to a survey in the current issue of *Broadcasting* magazine. The publication made a random telephone check of the 5,500 homes connected as of mid-September, it said.

Summer viewing fell off in both pay and free television, according to the *Broadcasting* check. Quoted as typical comments were: "There were too many outside things to do." "We were at our cottage." "We were traveling."

*Broadcasting* also said those who did not have Telemeter service in their Etobicoke homes showed an interest in its availability. Most of the non-subscribers said they probably would take service when it comes to their neighborhood.

Of the listeners contacted none reported any intent to discontinue the service.

## Telemeter Tests

(Continued from page 1)

anticipated tests will be completed in a relatively short period."

Novins said Telemeter has no present plans for promoting an over-the-air system. "In accordance with our plans we are concentrating on expansion of our cable system," he pointed out. A wired system is being employed by Telemeter in its Canadian project in Etobicoke.

In its application to the FCC last week Telemeter said it wanted to set up experimental technical tests in Saugus, Calif., for a six-month period. The company estimated it would spend \$46,700 on equipment and about \$25,000 for operations, in addition to leasing land at \$250 per month.

Telemeter also wants to test transmissions in hilly terrain around the California transmitter site. These will be done over frequencies that are part of Channel 3.

## Alland, Columbia Sign

HOLLYWOOD, Sept. 20. — William Alland Enterprises, Inc., independent production company headed by producer-director William Alland, will film a group of exploitation pictures for Columbia Pictures release in a multi-picture deal, it is announced by Samuel J. Briskin, Columbia's vice-president in charge of West Coast activities. Alland will produce all the films his company makes, and in special instances will also direct.

# AROUND THE TV CIRCUIT

... with PINKY HERMAN

A NEW series of half hour public affairs telefilms titled "Victory" and designed to inform the American public of our stake in the new world being developed by science, will be produced with the cooperation of the U.S. Department of Defense and will be NBChannelled sometime about November of this year, according to NBC News Veep Wm. R. McAndrew. . . . Ever since 1951, listeners to station WLAV, Grand Rapids, Mich., wondered, queried but never learned the identity of the station's popular personality "Mr. Unknown." Fellow's name is Carl O. Bergner, a native of Gloversville, N.Y., a six-footer, whose homespun philosophy and ken about people and the theatre is the result of his many years as a trouper. Carl also is the composer of the standard ballad, "There'll Never Be Another You" and his latest composition, "You," (Heartbreak Waltz) is another "Tennessee Waltz." (Are you reading, Patti Page?) . . . Honey Sanders, just back from a summer tour with "Pajama Game" and "Red Head," currently singing as well as acting in the Meadowbrook Theatre-Restaurant production of "The Student Prince."

☆ ☆ ☆

Last Saturday night, dining at the Maisonette Room of the newly-refurbished Hotel Madison in Boston, we discovered that manager Reed Seely's great following among show-folk was the reason why our fellow patrons there included Frank Fontaine and his charming Alma, Sherm Feller, Julius LaRosa, Carl (WBZ) deSuzea, Joe Lyttle and his new protege Martin Walker, Charles (Max Liebman-Sid Caesar Maestro) Sanford. . . . Al (You Call Everybody Darlin') Trace in town from Palm Springs, Calif. with a fine Columbia disc of his latest song, "If The Good Lord's Willing," which features a talented singer named Johnny Janis. . . . Walt Framer, just back from England has signed Morey Amsterdam and Virginia Graham to co-emcee a new half-hour audience-participation tv series "What's Your Problem?". Series will be telefilmed in all parts of the country. . . . Wedding Bells this fall for Fred (Mr. Krackerjacket) Stoessel and Toni Farrar of BBDO. . . . When Steve White and the NBChieftains chose "wall to wall" music as the fare for the net's listeners, it was a perfect chance for WNBC Producer Bill Weyse to bring his writing-producing-directing talents to bear. Bill, with a degree from the New England Conservatory of Music plus six years of heading tv shows at WDSU-TV in New Orleans, can't miss getting a chance soon to produce-direct his own tv series on the net. . . .

## NAB Convention Policy IFIDA 'War' For 1961 Unchanged

Special to THE DAILY

WASHINGTON, Sept. 20. — The convention committee of the National Association of Broadcasters has voted to continue the policy of conducting NAB annual conventions to attract top ownership and management. The 39th annual convention will be held May 7-11, 1961, here.

The committee reaffirmed the convention policy of 1959 and 1960 which makes registration to the convention open to all active and associate members of NAB and to anyone not eligible for membership, but limits attendance at certain radio and television management and ownership conferences to accredited representatives from active member stations and networks. All registrants may attend all open sessions of the convention, luncheons, and banquet.

The policy also limits exhibitors to associate members of NAB who manufacture equipment which is used in the technical operation of a broadcasting station or network. However, any registrant will be eligible to acquire hospitality quarters in accordance with the availability of facilities.

(Continued from page 1)  
sorship board. Because of these decisions some 30 to 40 motion pictures controlled by our membership—a number of which have Production Code Seals and approval of the Legion of Decency—have been prevented from exhibition in Atlanta motion picture theatres.

"IFIDA has therefore requested Heyman, Abram and Young, whose experience in Constitutional litigation is a matter of record, to proceed at once with the selection of a 'test case' and, if necessary, to pursue such case through the Supreme Court of the United States."

Brandt stated further, "Atlanta normally represents an important source of revenue for any motion picture. While this is sufficient reason for attacking the censorship ordinance, it is not the main reason for IFIDA's action. The most important reason for this action is the absolute necessity of fighting censorship wherever it arises and in line with this IFIDA has indicated its willingness to pursue unfair censorship laws in the areas of the country."

## REVIEW:

### The Half Pint

Sterling World Dist. Co.

HOLLYWOOD, Sept. 2

Here is one of those unheralded, independently produced films, made on a very modest budget, that merits exploitable consideration as good, family entertainment, which is bound to earn its salt with word-of-mouth publicity as a natural for the kids. Its three principal characters are a boy, a chimpanzee, and a hobo. Tommy Blackman is the ingratiating six-year-old moppet, and Pat Goldin is the Charleslinesque hungry hobo.

The screenplay is paced with humorous, heartwarming simple situations. Its action is set against back grounds in Los Angeles; and its story concerns itself with the boy's attempt to retrieve his pet chimp, which he believes has taken off on the back of a cab to join his father and mother on a vacation in Chicago, while he is left behind in the care of his grandfather, Ray Cordell.

The boy leaves home in search of the chimp and meets the hobo who was chased earlier by the frolicking chimp. He enlists the aid of the hobo to help him get to Chicago, but the tramp sees a possible reward at a meal by returning him to his home. Grandpa Cordell sends out an alarm on the missing chimp, then puts the police on a merry search for his grandson, who, he now believes, has been kidnaped.

A happy climax is effected as the boy, the chimp and the grandfather are reunited at the police station where grandpa himself was suspected of being the kidnaper.

Erven Jourdan is the genius behind the enterprise, having produced, directed, written and photographed the entire film.

Release in September, 1960. Running time, 73 minutes.

SAMUEL D. BERT

## SMPTE Journal

(Continued from page 1)

Knapp and Norman D. Kay on work done at the Technicolor Corporation.

Presentation of the Journal Award will take place during the fifth international congress on high-speed photography, which the SMPTE will sponsor Oct. 16-22 at the Sheraton Park Hotel in Washington, D. C.

## 'Magdalena' to Magna

Magna Pictures Corp. has acquired from William Shelton Films, Inc., the rights for distribution of "Magdalena" throughout the U. S. and Canada. Up to now, Magna has devoted its efforts to Todd-AO production, and distribution of "Oklahoma!" and "South Pacific."

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## Trade, Lloyd in Pact For 'The Freshman'

From THE DAILY Bureau

HOLLYWOOD, Sept. 20. — Walter Rade's Continental Distributing, Inc., reached an agreement with Harold Lloyd to re-release "The Freshman" throughout the U.S. A deal is in the ink stage to supply the silent-comedy classic with a new soundtrack, music and opening commentary by Lloyd.

Foreign distribution offers are being reviewed here by Lloyd, who returned recently from Berlin Film Festival, where the film was shown out of competition with a new soundtrack.

## V.C. Meeting

(Continued from page 1)

Scheduled for Miami in 1961 and Dublin in 1961, the preliminary plans for the annual celebration of Variety Clubs Week next Feb. 12-18, the expansion of Variety's humanitarian projects and the implementation of procedures voted at the recent Toronto convention are among items that International officers will examine.

## Radio Contest to Pace Fabian Theatre Opening

Special to THE DAILY

ALBANY, N.Y., Sept. 20.—Fabian's Pace Theatre will conduct a "star voice identification" contest in cooperation with the major distributors via a tieup with the 50,000-watt WY, Schenectady. The promotion is designed to spotlight the theatre's reopening, about Oct. 20—after a \$250,000 modernizing-redecorating program has been completed.

The 29-year-old house temporarily went dark on Sept. 11. Part of the facade-lifting job had been under way, during off-operating hours, since June.

Radio listeners will be asked to identify the recorded voices of screen "names." Prizes will be awarded. William With manages the Palace.

## Dorothy Malone Sues

HOLLYWOOD, Sept. 20.—Dorothy Malone has filed suit in Superior Court against producers of "The Day of the Gun" for equal billing with co-stars Kirk Hudson and Kirk Douglas. The complaint asked court to compel Universal and Bryna Productions to put Malone's name in the same size type as those of the male actors on advertising and in film credits, based on an alleged oral agreement.

## Newman, Ritt Company

HOLLYWOOD, Sept. 20.—A new company headed by Paul Newman and Martin Ritt will produce five pictures for Paramount release, it is announced by Jack Karp, Paramount studio head. Newman will star in three of the five pictures to be filmed over a period of several years. The Newman-Ritt company will occupy offices on the Paramount lot.

## REVIEW:

# Let No Man Write My Epitaph

Columbia

TAKE A GROUP of dreary, seamy characters in their natural habitat, in this instance the slums of Chicago in the 1950s, and you have a sombre melodrama that aims to shock an audience. The depressing subject matter is redeemed by some fine acting, especially that of Shelley Winters in her role of a "B-girl," who tries to raise her teenage son, grimly but excellently played by James Darren, above his background which includes a father who died in the electric chair.

A group of skid row personnel assume the roles of godparents to the boy, who is tormented by his high school "chums" who insist on reminding him of his hoodlum father and that his mother is a "B-girl." The group includes Burl Ives, a drunken ex-judge who is secretly in love with Miss Winters, and who mouths pithy philosophies throughout the film; Ella Fitzgerald, as a dope addict night club singer, who gets little opportunity to indulge in her forte as a top jazz songstress; Walter Burke, as a legless newsboy; Rudy Acosta, as a cab driver; Jeanne Cooper, as a lonely woman who picks up men at bars, and Bernie Hamilton as an ex-boxer.

When Darren learns that his mother is having an affair with Ricardo Montalban, who is outstanding as a bookmaker and dope peddler who also put her on dope, he tries to shoot Montalban. The latter wrests the gun from him and gets a henchman to inject the boy with dope. Ives arrives to rescue the boy, and Montalban shoots him. Before he dies, Ives succeeds in strangling Montalban to death.

The boy is now free to continue a promising career as a pianist, and to follow through with his love for Jean Seberg, daughter of the lawyer who had defended his dead father.

Boris D. Kaplan was recruited from the ranks of television to produce this film, which was scripted by Robert Presnell, Jr., from the novel by Willard Motley, author of the successful novel, "Knock on Any Door," which also was made into a film some years back. "Let No Man Write My Epitaph" was written as a sequel to the latter book.

Philip Leacock directed in leisurely fashion. Jimmy McHugh and Ned Washington wrote the song, "Reach for Tomorrow," which is briefly sung by Miss Fitzgerald.

Selling angles would include the names of Shelley Winters and Burl Ives, the fact that it is a sequel to "Knock on any Door," and the film's sensational theme.

Running time, 106 minutes. Release, in October.

S. H. R.

## Pittsburgh V.C. Drive Nets \$93,000 for Camp

From THE DAILY Bureau

PITTSBURGH, Sept. 20.—The annual Variety Club, Tent Number One, telethon over KDKA-TV, Channel 2, which ran for 16 hours on Sept. 17-18, netted \$93,000 for Variety Club's Camp O'Connell, its summer home for handicapped children. The new program will include a dental clinic and a brace center for the youngsters.

Supervised by Novak

Supervised by Robert Novak, the KDKA-TV program manager, the telethon featured Jackie Cooper, Roscoe Karns, Raymond Burr, Elaine Stritch, Shirley Bonne, Clayton (Lone Ranger) Moore, Whispering Jack Smith, Fabian and Virginia Graham, backed by a flock of local and area entertainers.

Phillip Beigel produced the telethon, aided by Dick Thrall, Jerry Lee, Joe Samuel, Blaze Gusic, Dick Simmons, and Tommy Seger.

A highlight of the show was the raffling of eight pairs of World Series tickets at Forbes Field.

## Increase Common Stock Of Electrovision Corp.

From THE DAILY Bureau

HOLLYWOOD, Sept. 20. — Electrovision Corp. shareholders have voted to increase the authorized number of the company's no-par value common stock from 3,000,000 to 5,000,000 shares at their annual meeting today.

Edwin F. Zabel, president, stated "there are no plans presently to issue the newly authorized shares. Additional shares have been made available in the event they are needed to accomplish future acquisitions in accordance with present expansion and diversification plans."

Profits from Electrovision's first non-theatrical activity, Air Cargo Equipment Co., for the 14-week period since the date of its acquisition, were reported in excess of \$60,000.

Electrovision stockholders reelected its board of directors for the forthcoming year, consisting of Sanford Drueker, Robert Lippert, J. H. MacIntyre, Martin Stone and Zabel.

# PEOPLE

Walter H. Manley, independent producer and former divisional sales manager for Republic Pictures, has joined Premiere Films, Inc., as vice-president and sales manager.

□

Mike Kaplan has been named European publicity director for two forthcoming films of Pennebaker, Inc., "The Naked Edge," and "Paris Blues."

□

Harold D. Cohen, who resigned last week from Ashley-Steiner, Inc., has opened his own offices here for the representation and management of literary, theatrical, television and motion picture producers and talent.

□

Howard Atlee has been signed to work on column and special publicity for "Girl of the Night," a Vanguard Productions film for Warner Brothers release. He will work in association with Al Sherman, Vanguard publicity head.

□

Aliee Lee, formerly with the Allied Artists office in Atlanta, has joined the accounting department of Buena Vista there, replacing Christine Turner.

□

John Pilmaier, formerly of Des Moines, has joined the M-G-M sales staff in Minneapolis. The company recently added to its roster there two new bookers, Del Winebrenner and Richard Mrocek. Both of the latter are new to the film industry.

□

Bob Capps, for several years an outside salesman for M-G-M in Jacksonville, is moving his family to Boston, where he will take over new duties as assistant branch manager for the company.

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20<sup>th</sup> ALWAYS HAS THE GREATEST STORY EVER TOLD!

MARILYN MONROE  
to star in "Goodbye, Charlie"

George Cukor to  
produce and direct the  
George Axelrod B'way hit!

Producer-Director GEORGE STEVENS to discuss  
**The Greatest Story Ever Told**  
to be made in TODD-AO

for entire  
Person-To-Person show  
on CBS-TV in October!

DEBBIE REYNOLDS will star in  
"CHAMPAGNE COMPLEX" (would you like  
another title???)

based on Leslie  
("Marriage-Go-Round")  
Stevens' hit play!

ELIZABETH (nuff said) TAYLOR as Cleopatra  
PETER ("Nun's Story") FINCH as Caesar in  
STEPHEN ("Ben-Hur") BOYD as Mark Antony

**CLEOPATRA**

starts production in TODD-AO

IRVING WALLACE'S  
**THE CHAPMAN REPORT**

Soon to be made by Darryl F. Zanuck Productions!

still on top of the  
BEST-SELLER LISTS  
after 4 MONTHS!

**CAN-CAN**  
in TODD-AO

toppling records wherever it  
plays, latest click in Stockholm  
(Holdovers, holdovers everywhere else!)

World's greatest writers  
currently scripting  
future productions!

NORMAN CORWIN—"Madison Avenue" • PAUL GALLICO—"The Day Christ Died"  
JOSEPH L. MANKIEWICZ—"Justine" • CLIFFORD ODETS—"Wild In The Country"  
ROBERT ANDERSON—"The Night They Burned The Mountain"

TITLE TUNE OF  
**NORTH TO ALASKA**

Zooming to the  
No. 1 song in  
the country!

and 20<sup>th</sup>'s CURRENT SENSATION is

Bing Crosby • Fabian • Tuesday Weld • Nicole Maurey in "HIGH TIME"



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That  
Is News



# MOTION PICTURE DAILY

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VOL. 88, NO. 58

NEW YORK, U.S.A., THURSDAY, SEPTEMBER 22, 1960

TEN CENTS

## EDITORIAL TOA's Convention

By Sherwin Kane

THERE was much about last week's annual convention of Theatre Owners of America in Los Angeles to commend and to make the event memorable in a long experience with exhibitor meetings.

Not the least was the excellent attendance, manifest in both the registration list and at every business session, whether an 8 A.M. breakfast meeting or a luncheon session brightened by speakers with something to say.

It was essentially a convention characterized by the earnestness, enthusiasm and optimism of the largest gathering of exhibitors that has turned out for a convention in many years.

Moreover, it was a well-planned and smoothly run convention.

The fact that no business was scheduled after the luncheon sessions not only encouraged afternoon attendance at the excellent trade show in spacious quarters adjoining the meeting rooms, but was responsible in large measure as well for the excellent attendance at the morning forums and business sessions.

For this, the convention chairmen and TOA's Joe Alterman and Al Floersheimer were responsible.

The seminars on merchandising, censorship and legislation, on equipment and maintenance, concessions operations and community relations, on drive-in operation and other practical subjects, were of genuine value to the exhibitors who participated in them, or heard the panels of experts in each field. The information and ideas provided are readily translatable into box office dollars and improved operations.

Unusual and valuable, too, were the contacts afforded with members of the Screen Producers Guild and the knowledge that many stars, by their own word, are willing and anxious today to go out on the road and help exhibitors sell their pictures.

The progress of the several plans for increasing the supply of product to the theatres, the announcement of the Loew's Theatres' production pro-

(Continued on page 2)

TELEVISION TODAY—page 6

## Commerce Unit Report to Guide FCC While It Plans 'Payola' Law Action

From THE DAILY Bureau

WASHINGTON, Sept. 21.—The Federal Communications Commission has announced that until such time as it can conclude its rule-making procedures to implement the new anti-malpractices law it will interpret and enforce the measure in the light of the House Commerce Committee report that accompanied the bill.

## MGM Portland Branch On Full-Scale Basis

Special to THE DAILY

PORTLAND, Ore., Sept. 21.—Metro - Goldwyn - Mayer's exchange here will become a full-scale branch on Monday.

Since July, 1958, it has not functioned as a full branch, as some of its activities were performed by the Seattle office.

Louis Amacher is the Portland branch manager. He and his staff will now perform all normal exchange operations.

The Portland exchange was never closed. Shipping and inspections were performed and M-G-M kept a branch manager, a salesman, and booker here in the interim period.

## ASCAP Groups Adopt Resigning Resolution

Both the writers' and publishers' classification committees of the American Society of Composers, Authors and Publishers unanimously adopted a resolution which places all resigning members on a "current performance" basis. This means that payments to resigning members for works remaining in the ASCAP repertory (and not

(Continued on page 3)

## Greek Industry Set Records for '58-'59 In Films Released, Paid Admissions

From THE DAILY Bureau

WASHINGTON, Sept. 21.—A boom in exhibition—both in number of pictures released and in paid admissions—was recorded in Greece during the 1958-59 theatrical season. A record total of 560 features played first-run houses, up from 483 in the preceding season, according to the U.S. Department of Commerce.

U.S. share of the Greek film market dipped during the period. It fell to 51.61 per cent in 1958-59 from 55.28 per cent in the preceding season. Royalty earnings in fiscal 1958 by U.S. Producers were the highest on record. Some \$628,255 was remitted here out of total deposits of about

\$725,000 for the account of American producers.

As of July 1, 1959, the total of the residual credit balances of all the U.S. accounts was some \$185,000. In the preceding fiscal year, \$578,000 was remitted abroad for films.

Boxoffice receipts in 1958-59 totaled \$9,243,362—up about 16 per cent from

(Continued on page 6)

## MPA Group in Plea

## Film Prop Gift Not 'Payola,' FCC Is Told

## Said to Be in Accordance With Malpractices Law

By E. H. KAHN

WASHINGTON, Sept. 21. — Practices which have been considered entirely normal in the motion picture industry for as much as half a century could be considered "payola" under the terms of the new law curbing malpractices in broadcasting, the Federal Communications Commission was told today by a group of motion picture executives who spent more than three hours in conferences with FCC officials.

Prominent among such practices in the film industry is the use as "props" in motion pictures goods supplied free of charge by the manufacturers.

The meeting was scheduled largely at the urging of the Motion Picture Association of America, which felt that it is clear that trade practices in

(Continued on page 3)

## Valentine Davies Now Academy President

From THE DAILY Bureau

HOLLYWOOD, Sept. 21. — Valentine Davies now is officially the new president of the Academy of Motion Picture Arts and Sciences, succeeding the late B. B. Kahane, it was announced today following interpretation of the AMPAS by-laws by Academy legal counsel Lloyd Wright, Jr., "re-

(Continued on page 2)

## Einfeld to Conduct Chicago 'King' Meet

Charles Einfeld, Twentieth Century-Fox vice-president, leaves here today for Chicago to conduct a one-day conference tomorrow with regional distribution and exhibition executives on the Dec. 1 world premiere of "Esther and the King." Chicago is one of the key cities in the simultaneous international premiere planned for

(Continued on page 3)

## PERSONAL MENTION

**R**ALPH HETZEL, vice-president of the Motion Picture Association and manager of the New York office, returned here yesterday from a tour of Africa and a visit to MPEA European offices.

**L**EO JAFFE, Columbia Pictures first vice-president and treasurer, is expected back today from Los Angeles, where he attended the funeral of B. B. KAHANE.

**M**ARSHALL SCHACKER, president of Premiere Films, will leave here on Oct. 1 for Europe.

**J**OHN WAYNE will arrive in Toronto tomorrow from Montreal. He will be guest of honor at a luncheon of the Queen's York Rangers at Old Fort York there.

**E**LIZABETH LOURINIA, daughter of GEORGE LOURINIA, director of Fabian's Mohawk Drive-in Theatre, near Albany, N. Y., will be married on April 16 to FRANK MATTOLACE.

**F. J. A. McCARTHY**, Universal Pictures assistant general sales manager and sales head for "Spartacus," arrived in San Francisco early this week from Buffalo.

**I**RVING RUBINE, vice-president of Highroad Productions, has returned to New York following 10 days of meetings at the Columbia studios in Hollywood.

### 'Butterfield' to Open New Arizona Theatre

Special to THE DAILY

**PHOENIX, Sept. 21.**—The opening film set for the new Kachina Theatre in Scottsdale will be the Arizona premiere of "Butterfield 8," an M-G-M release.

The Kachina is a Harry L. Nace, Inc., theatre. It will open Nov. 10. Costing over a half million dollars, it is designed for first run policy and has the latest equipment for extended hard ticket runs.



## Hartford TV TENT TALK

### Variety Club News

(Continued from page 1)

eral and Zenith Radio's subsidiary, Hartford Phonevision, was the commission's decision "that it would entertain requests for limited three-year operation of such systems under certain conditions in order to provide data on the basis of which a realistic assessment of the merits of pay-tv could be made." He gave no inkling of FCC action.

As Ford sees it, "the most important problem facing the commission today" is UHF-VHF television allocations. Though a number of alternatives have been considered, he said, "it is inescapable that the only present possibility of an expanded television system lies in the spectrum space now allocated to the television service."

#### No Exact Formula

Conceding that there is no precise formula for gauging the extent of future demand for tv service, Ford stated that "it must be assumed" that rapid growth will continue "if additional channels become available on which stations can operate on a competitive basis." This cannot be done in the VHF band unless mileage separation between stations is drastically cut "which will result in station coverage of VHF below that presently achieved by UHF stations."

A universal all-channel tv receiver is the key to any solution of FCC's problem, Ford said, noting that legislation to require set-makers to provide all-channel reception had received no action in the session of Congress just ended. "Narrow legislation of this type is essential" if the industry is to grow and expand, Ford asserted, since there is no indication that manufacturers will meet this need voluntarily.

By the time Congress returns in January, he added, FCC hopes to "have the alternative possibilities ready for presentation."

#### Cites N. Y. Testing Program

Ford also stated that FCC's UHF transmission testing program in the New York City area is proceeding, though he noted that the test will not be completed "for at least two years." He commented, however, that receiver legislation need not await the results "for no matter what the ultimate answer to this problem may be, UHF must play a vital part in it."

Ford re-stated his belief that the tv industry can police itself, saying that "it not only can, but will, and, in fact, is making much progress in that area." He commented, however, that FCC receives about 100 letters monthly complaining of crime and violence in broadcast programming. He went on to "emphasize once again that writers, sponsors, producers, agency men, station representatives, and everyone who touches this medi-

**MINNEAPOLIS** — Winners of the recent golf tournament of Tent No. 12 have been announced. Ralph Green established himself as the club champion, with Chuck Rubinstein as runner-up. Harry Ernst, with a 72, was top man among the guests. Other winners in various categories were Tom Lutz, Abe Bergman, Danny Lutz, J. Gaser, Clyde Cutter, John Dunleavy, Danny Ferreire and Marve Engler.

△

**BUFFALO** — The Variety Club of Buffalo will sponsor the opening night of the 1960-61 Buffalo hockey season, Wednesday, Oct. 5, at 8 o'clock in Memorial Auditorium. All profits, after expenses, will go to the club's charity, the Children's Rehabilitation Center of the Children's Hospital. Before the game there will be cocktails and a special dinner in the clubrooms, starting at 6 P.M., and following the game there will be dancing and card games at the club.

△

**ALBANY, N. Y.** — The three-story brick building of Tent No. 9 has been placed with brokers for sale, with the proceeds earmarked for the furnishing of new headquarters, the address of which has not yet been chosen.

### New Policy, Capacity For Pantages Theatre

From THE DAILY Bureau

**HOLLYWOOD, Sept. 21.** — The seating capacity of the Pantages Theatre here will be reduced from 2,812 to 1,506 for choice view-points in a \$125,000 face-lifting job to prepare for premiere of "Spartacus" on Oct. 19, which will be launched as a charity event sponsored by the Women's Guild of the Cedars of Lebanon Hospital.

Renovation will mark a change in the Pantages policy from continuous performances to reserved seats, with nightly performances and three matinees.

um in addition to the licensee, must be ever-mindful that he is, in effect, a guest in the homes of the nation and that he must serve, and his programs must serve, the public interest, convenience and necessity."

Ford commented that advance reports indicate some lessening in crime and violence in the coming season "even though most of these programs were arranged before it became evident that the public was aroused on this score." He hopes that "further progress in this area will be made" in the 1961-62 season.

## EDITORIAL

(Continued from page 1)

posal, and the several expositions on pay-tv developments, were of widespread interest and potentially major importance to exhibition.

But to this observer, the most impressive and significant aspect of the convention was the purposeful and confident outlook of the hundreds of exhibitors, small and large, from all parts of the country who were in attendance.

They made it apparent they have settled upon their goals and they are on their way.

### Davies President

(Continued from page 1)

lating to the unprecedented situation of a president passing away in office."

Wendell Corey, second vice-president, automatically moves up to the first vice-president post held by Davies. A new second vice-president will be elected at a future meeting of the Academy board of governors.

### 'Young Men' Popularity Reported Nation-Wide

Hall Bartlett's "All the Young Men," a Columbia Pictures release, continues to attract crowds in all major markets, the company reports. Latest figures are quoted from Kansas City, Cleveland, Cincinnati, Detroit, Los Angeles and Newark.

At the Loew's Midland in Kansas City, the Alan Ladd-Sidney Poitier starrer grossed \$4,860 in its opening two days. At Cleveland's Hippodrome Theatre, "All the Young Men" made \$15,491 in three days. The Adams Theatre in Detroit reports a gross of \$12,741 in three days and the Kent in Cincinnati grossed a \$9,351 in four days.

At the Paramount Theatre in Newark, "All the Young Men" racked up \$18,930 in five days.

In its Los Angeles multiple run, the action-drama grossed \$151,000 in 13 conventional theatres and nine drive-ins.

### Sees America Hurt by U. S. Films Overseas

From THE DAILY Bureau

**HOLLYWOOD, Sept. 21.**—George Heimrich, West Coast director of the National Council of Churches, told a Pacific Coast conference of Methodist ministers and laymen at a meeting here last night that the motion picture industry is responsible for a "gross and damaging misrepresentation of American life overseas."

"As a result, the most damaging anti-American propaganda being circulated in Europe and throughout the world can be said to be of our own making, and in a sense more dangerous than anything Russia may originate," he added.

## Three Trailers Set For MGM's 'Cimarron'

Metro-Goldwyn-Mayer has scheduled three theatrical trailers for Edna Ferber's "Cimarron," aimed at providing a maximum penetration to audiences in advance of key city, road show engagements now being planned.

In addition to the regular trailer, M-G-M has in work a special advance trailer in featurettes style and a teaser trailer. Also the studio is developing a variety of radio and tv spots and two tv featurettes.

"Cimarron," produced by Edmund Grainger and directed by Anthony Mann, is slated for key city openings at Christmas.

## Commerce Unit

(Continued from page 1)

to station or production personnel in consideration for product or service exposure, an announcement of the fact is required.

FCC is undertaking a thorough review of the question of sponsorship identification of broadcast material. It plans to issue new rules as soon as possible. Presumably, conferences on this will be held with industries in addition to motion pictures.

FCC says it wants to "afford the maximum possible guidance" to those concerned even before formal rule-making, which is usually a slow process.

The FCC staff members seemed very interested in what the film representatives had to say. The industry conferees, in turn, were all pleased and satisfied with the opportunity to explain the industry's problems and practices to the officials.

Present at the meeting representing the industry, in addition to MPA's Ed Cooper, were: Gordon Stulberg and Russell Karp, Screen Gems (Columbia); Donn B. Tatum, Walt Disney Productions; Saul Rittenberg, M-G-M; Bernard Dannenfeld, Paramount; Herbert Golden, United Artists, and Harold J. Berkowitz, Warner Brothers.

### ATFP Represented

In addition to these officials of MPAA member companies, the Alliance of Television Film Producers, Hollywood, was represented by its president, Richard Jenks; Frank Reel, Ziv Productions; Anthony Frederick, Revue Productions, and Harry Plotkin, a Washington attorney.

A number of high-ranking FCC officials were present. Among them were Harold Cowgill, head of FCC's broadcast bureau; Joe Nelson, a specialist in enforcing the new law, Gerard Cahill, an attorney in FCC's office of legislative liaison, and Ashbrook Bryant, chief counsel for the agency's network study group.

## LeRoy for 'Majority'

HOLLYWOOD, Sept. 21. — Mervyn LeRoy will produce and direct "A Majority of One" for Warner Brothers following completion of his work on Columbia's "The Devil at 4 O'Clock," which started shooting on location in Hawaii today.

## REVIEW:

### The Savage Innocents

Franco-British-Italian Co-Production—Paramount

THE MANNERS AND MORES of the uncivilized Polar Eskimo imposed upon him by the rigors of the frozen wasteland which he inhabits are realistically presented in this Franco-British-Italian co-production, which has been painstakingly produced by Malino Malenotti.

An off-screen narrator handles the documentary elements in the film which are woven about the conflicts of a young married Eskimo couple with the laws of the white man. The film has been expertly directed by Nicholas Ray from his own screen play which was adapted from the novel, "The Top of the World," by Hans Reusch.

The strange (to the white man, that is) economic and social customs of the poor Eskimo disclosed in the film include their crude eating habits and diet (including raw fish and worms), the husband's offering of his wife to a male guest to "laugh" with, leaving the aged and helpless to freeze to death as they become economically unproductive, the killing of first-born girl babies, and many such other laws and customs handed down from their forefathers. By the same token, the laws and behavior of the white man seem equally strange and "stupid" to the Eskimo.

Anthony Quinn gives a fine performance as the Eskimo husband of Yoko Tani, Japanese actress, who also acts effectively. Anna May Wong is well-cast as Miss Tani's mother.

The couple's adventures take them to a trading post where they have their first contact with the white man and his "stupid" customs. When a missionary visits his nearby igloo, Quinn offers him food and an opportunity to "laugh" with Miss Tani. When the missionary rejects both offers as no laughing matter, Quinn avenges the "insult" by banging the missionary's head against the igloo wall. Too hard a banging results in the missionary's death.

QUINN, MISS TANI and Miss Wong return north, as two state troopers begin a search for Quinn as a murderer. The following season Miss Tani gives birth to a son in a much too realistic episode in which she suffers through the pangs of childbirth alone and unattended. The troopers eventually catch up with Quinn, and take him south without affording him a chance to say goodbye to his family.

On the trip back their sled overturns and all three are thrown into the water. In a gruesome scene, one of the troopers freezes to death. Despite the fact that the second trooper, whose hands are frozen stiff, threatens to take him back as his prisoner, Quinn nurses him and returns with him to his igloo where Miss Tani and the boy are struggling to keep alive.

When the trooper regains his strength, Quinn and Miss Tani join him in the long trek south to civilization and justice. Growing fond of the couple, and grateful to Quinn for saving his life, the trooper implores them to return. Quinn insists upon explaining what happened to the judge. Realizing the hopelessness of this course, the trooper deliberately insults them both, and the bewildered Eskimos decide to return north. The dreary topography of the region has been expertly captured by the Technicolor and Technirama cameras.

Running time, 110 minutes. Release, in October.

SIDNEY RECHETNIK

## Einfeld to Conduct

(Continued from page 1)

the picture in major U. S. cities and their counterparts in Israel for the holiday.

Among other things to be discussed at the meeting will be the formulation of regional campaign policy and preparation for the nationwide personal appearance tours by stars Joan Collins, Richard Egan and director Raoul Walsh.

## 'Table' Here Monday

"The Captain's Table," a Rank Organization production, released here by 20th-Fox, will open at the 68th St. Playhouse on Monday.

## ASCAP Groups

(Continued from page 1)

licensed through another organization) will be based solely on their performances during the latest preceding fiscal survey year.

Adams explained that members have the option to elect either the current performance basis or to participate in ASCAP distributions on a basis which takes into consideration their length of membership, the performances of their compositions as "recognized works" and the five-year average of their performances, in addition to the current performances of their works. The option to receive payment on the alternative basis will not be available to resigning members.

# PEOPLE

Charles A. Smakwitz, zone manager for the Stanley Warner Theatres in the Newark and New York zones, has been elected president of the Syracuse University Alumni Association of Greater New York for the second year.

Chuck Connors has been named an alternate member of the board of directors of the Screen Actors Guild, substituting for Charlton Heston, who will be away from Hollywood for six months.

Charles H. Schneer, producer, has been invited by the organizers of the Cork Film Festival to participate in the festival's symposium entitled "The Maker Versus the Viewer and the Critic." One of the attractions at the festival will be Schneer's "The 3 Worlds of Gulliver."

Carl H. Goldstein has been appointed Screen Gems' sales representative in San Juan, Puerto Rico. His appointment was announced by Lloyd Burns, vice-president in charge of international operations of the Columbia Pictures' tv subsidiary. Goldstein will report to John Manson III, head of Screen Gems' Latin American sales, who makes his headquarters in Mexico City.

## Film Prop Not Payola

(Continued from page 1)

the film industry and in broadcasting are different and that an overly literal interpretation of the "anti-payola law" might lead to an impossibly complex situation.

### Not a Film Problem

The motion picture representatives called a number of factors to the attention of the FCC officials who will be in charge of drafting and enforcing regulations under the new law. It was pointed out that "payola" in the radio-tv sense was not a problem in movies.

The industry was not mentioned by the Legislative Oversight Committee, whose investigations led to the new law. Furthermore, the industry was not consulted in the drafting of the measure.

### Hard to Locate Records

It now appears, the FCC members were told that a rigid interpretation of the law, through regulation, could result in the industry becoming a victim of its strictness. In addition, it would seem well-nigh impossible for some of the filmed material now being shown on tv to meet all of the law's demands. Televised entertainment on films is not brand new in large part, and compliance with rigid rules might founder on the simple fact that records by now are either incomplete or not available, it was pointed out.

IMPORTANT NEWS FOR THE TRADE FROM JACK

# 'The Sundowners' attraction at Radio



(...and both being great showmen, they couldn't resist the opportunity to let everyone know that the current attraction at Radio City Music Hall is Warner Bros. "The Dark at the Top of the Stairs")

WARNER AND RUSSELL V. DOWNING:

# 'is the Christmas to City Music Hall



## Greek Industry

(Continued from page 1)

the preceding year. The U.S. share of total admissions declined to 47.85 per cent from 53.41 per cent a year earlier.

Russian participation in the Greek market remained virtually unchanged in number of films, but admissions to these pictures nearly tripled, reaching 330,460 in the 1958-59 season. The Commerce Department reports that "The Cranes Are Flying," a Soviet picture, "scored a big success in Greece, surpassed only by one U.S. film."

## 3 Films on Coffee Free to TV Stations

A motion picture series of three short films, devoted to the subject of brewing better coffee, has been released to television by the Coffee Brewing Institute, Inc. Two of the films, one five minutes in length, the other 15 minutes, deal with the correct steps to be followed in preparing a hot coffee beverage. The third film, a five-minute featurette, graphically pictures the methods used in making various types of iced coffee. The purpose of the series is to show the homemaker how to prepare a good cup of coffee every time.

### Designed for 'Home Show'

The film package, specifically designed for tv "home show" audiences, is being distributed free to tv stations by Vision Associates. Promotion, which is being conducted via a direct mail campaign aimed at program directors and station managers, features three giant coffee-colored posters.

## 'Israel Today' Abroad Very Well Received

From THE DAILY Bureau

HOLLYWOOD, Sept. 21. — Paul Ward-Brody, consultant to Eurovision and director of Telefilm, GMBH, told the press at a Hollywood Brown Derby luncheon today that "Israel Today," 28-minute documentary, prologued by Eddie Cantor, received 95 per cent approval by the people in Germany in its first telecast and will be repeated there as a "required viewing subject for children" in a move to help erase intolerance and bigotry.

The film was produced and photographed by Martin Murray and is expected to be submitted for Academy consideration before end of year.

## Togas for Usherettes

The 36 usherettes who will direct patrons for the reserved seat showings of "Spartacus" at the DeMille Theatre here will wear specially Hollywood designed togas rather than the customary usherette uniform, according to Walter Reade, Jr., president of Walter Reade, Inc. The toga costumes are inspired from those worn by Jean Simmons, who plays the role of Varinia in the Bryna Production.

# Television Today

## People, Politics, Problems, Profits Will Be Explored at NAB Meetings

From THE DAILY Bureau

WASHINGTON, Sept. 21.—The National Association of Broadcasters announced that its annual fall conferences for broadcasters will have a completely new format this year—a study in depth of people and politics, problems and profits. The first of a series of eight separate conferences in as many cities will be held in Atlanta, Ga., on Thursday and Friday, Oct. 13-14, at the Biltmore Hotel.

The principal speaker at the second day luncheon will be Noah Langdale, Jr., president of the Georgia State College of Business Administration. G. Richard Shafto, executive vice-president of WIS and WIS-TV, Columbia, S. C., a member of the NAB policy committee, will deliver the main address at the first day luncheon. Shafto will report on the policy committee's stewardship of NAB's affairs since the death of Association President Harold E. Fellows last March.

### Will 'Explore in Depth'

Everett E. Revercomb, NAB acting administrator and secretary-treasurer, said the Atlanta conference and those to follow would "explore in depth" the many pressing problems confronting broadcasters in a time of crisis and decision. Chief among these, he said, is politics—the science of government, the mechanics of government, and their relationship to the broadcasting industry.

Broadcast management problems, with emphasis on the human factor and the relationship between profits and people, money and manpower, also will be a highlight of the meeting, he said.

### Roundtable Debate Planned

Both topics will be the subject of speeches, discussion and roundtable debate at joint radio-television sessions on the conferences' opening day. "People and Profits" will be the theme of the morning meeting; with "Broadcasters and Politics" on the afternoon agenda. Howard H. Bell, NAB vice-president for industry affairs, will preside at the morning session. Vincent T. Wasilewski, NAB vice-president for government affairs, will preside in the afternoon.

A member of NAB's three-man policy committee will speak during the first day luncheon at each conference.

### TV and Radio Separated

Separate radio and television sessions will be held the second day to give radio and television broadcasters an opportunity to get together on problems peculiar to their own fields. These include radio public relations, TV information and the separate radio and tv codes. John F. Meagher, NAB vice-president for radio, will preside at the radio session and Charles H.

Tower, NAB vice-president for television, at the television session. The luncheon address of the principal speaker will follow.

Revercomb said speakers for the other seven conferences will be announced later. The remaining conferences will be held in Dallas, Tex., Oct. 18-19; in San Francisco, Oct. 20-21; in Denver, Colo., Oct. 24-25; in Omaha, Neb., Oct. 27-28; in Washington, D. C., Nov. 14-15; in Chicago, Nov. 21-22, and in New York City, Nov. 28-29.

### McCullough Is Chairman

In addition to Shafto, members of the NAB policy committee are Clair R. McCullough, president and general manager of the Steinman Stations, Lancaster, Pa., chairman, and Merrill Lindsay, executive vice-president, WSOY (AM-FM), Decatur, Ill.

## Who's Where

Three new account executives have been appointed by United Artists Associated, Inc., it was announced by Erwin H. Ezzes, executive vice-president. Fred Watkins and Frank LeBeau have been named as account executives for UAA's Dallas office, reporting to Dave Hunt, Southwest sales manager. Paul Weiss has been appointed to the Chicago office, and will report to John McCormick, Midwest sales manager.

Charles W. Goit, formerly national sales manager of Independent Television Corp., has joined 20th Century-Fox Television, Inc., it was announced by Peter G. Levathes, president. Goit, whose headquarters will be in New York, will assist Levathes in contact with advertisers, agencies and networks on behalf of Fox's present tv shows as well as new product now undergoing preparation.

Ned Cramer has been appointed assistant director of public affairs for WCBS-TV, it was announced by Frank J. Shakespeare, Jr., vice-president and general manager of the station. In the newly created position, Cramer will assist public affairs director Clarence Worden in developing and administering Channel 2's community service programs, and in creating new programs.

## Everybody's Going To Be There!!

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When?

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Why?

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\$10 and that includes admission to the track and a delicious dinner in the luxurious Empire Terrace Room.

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# MOTION PICTURE DAILY

Concise  
and  
to the  
Point



VOL. 88, NO. 59

NEW YORK, U.S.A., FRIDAY, SEPTEMBER 23, 1960

TEN CENTS

## Committees Set

### TOA Is Urging Exhibitor Role In 'Oscar' Show

#### Starts Wheels Turning on Other Convention Actions

From THE DAILY Bureau

HOLLYWOOD, Sept. 22.—Walter Reade, Jr., and E. D. Martin, representing Theatre Owners of America, met here with officials of the Academy of Motion Picture Arts and Sciences for a discussion of closer exhibitor contact with the annual Academy Awards presentation program and the prospects of including plugs for current and future films on the Academy's tv and radio program which plays to the largest audience annually.

The meeting followed a directive from last week's TOA annual convention here and was the first of a long list of post-convention business on which action is being or will be taken by TOA in the immediate future.

An Academy committee was named  
(Continued on page 3)

### SMPTE Raises Fourteen To Fellow Membership

The Society of Motion Picture and Television Engineers will raise 14 of its members to Fellow Membership Status this year, it was announced by a Society spokesman here. They are:

Robert C. Rheineck, chief engineer, film production department, CBS News, New York City.

Sigmund J. Jacobs, senior scientist,  
(Continued on page 6).

### Junior Review Program To Resume in Cleveland

Special to THE DAILY

CLEVELAND, Sept. 22.—Arrangements are being made by the Cleveland Press, the Motion Picture Council of Greater Cleveland, and local film distributors to resume the junior review program initiated last year by Adrian Awan, 20th-Fox publicity representative here at that time.

Special screenings are held on all  
(Continued on page 6)

### Warner Sees Brighter Industry Future Today Than Any Time in Recent Years

From THE DAILY Bureau

HOLLYWOOD, Sept. 22.—Motion pictures face a brighter future today than at any time in recent years, Jack L. Warner, president of Warner Bros., said here today. "At home and abroad, there is increased enthusiasm for films," he declared. "Not only are motion pictures drawing larger audiences but they are the subject of greater interest and more discussion."

Warner, who was in Europe this summer, said that wherever he went  
(Continued on page 2)

### Citizens Reopen Theatre in Toledo

Special to THE DAILY

TOLEDO, Iowa, Sept. 22.—The Wieting Theatre, closed for several years, has been reopened through the efforts of a volunteer group of citizens who set up a "community theatre group" for the project.

The campaign to reopen the theatre began last spring when a public meeting was called by Mrs. Willard Beadle and Mrs. Charles Mapletorpe, Jr. The response was tremendous with persons from all walks of life attending the meeting. Out of this  
(Continued on page 3)

### Eastman School Here Cites Skouras, Sarnoff

Spyros Skouras, president of 20th Century-Fox, and David Sarnoff, chairman of the board of Radio Corp. of America, were two of six leading American business executives named yesterday to be recipients of the first annual Eastman Achievement Awards  
(Continued on page 3)

## EDITORIAL

### Sick Pictures = Sick Industry

By Martin Quigley, Jr.

THE most disturbing word heard by exhibitors in Hollywood last week for the Theatre Owners of America convention was not on the shortage of product nor on high costs—those problems have been present for a long time—but on the current preoccupation of many of filmland's creative workers with the "sick" picture.

For the benefit of the uninitiated it should be noted that the "sick" picture is one that deals with unnatural sex in any of its assorted forms or with morbid suggestiveness and thinly veiled pornography.

Let there be no mistake: to the extent that the American motion picture industry concerns itself with "sick" pictures the industry itself is sick.

A substantial infection with this kind of sickness could lead—in a period of time—to the death of the theatrical motion picture industry as it is presently constituted.

Here is an issue that demands the immediate attention of everyone who believes in the future of the theatrical motion picture. It is not now a question of economics or survival of the fittest. It is a matter of life itself.

Too many "sick" pictures will have one inevitable result—a dead industry.

Just how critical the situation is may be judged from an example cited recently by the head of a major studio. "Right now," he said, "Hollywood writers are sitting around thinking of the sickest story they can imagine. Like having a brother and sister marooned on a desert island. Then—without showing any details of intimacies—after a time have the sister pregnant."

Efforts are being made to include suggestions—or more than sug-  
(Continued on page 2)

### Block of 125,000

### Technicolor Shares Bought By Eversharp

#### To Be Firm's Consultant; David Baird Buys 50,000

The Technicolor board of directors yesterday approved agreements under which 175,000 shares of the company's common stock will be sold at the price of \$8 per share, John T. Clark, president and general manager announced.

Of the shares, 125,000 will be sold to Eversharp, Inc. and 50,000 to David G. Baird, of New York. The \$1,400,000 proceeds will be used primarily to provide additional working capital for expansion of activities of  
(Continued on page 6)

### No Blanket Criticism Of Films: Heimrich

From THE DAILY Bureau

HOLLYWOOD, Sept. 22.—"I have never implied that all American films are guilty of dealing in over-emphasis on sex and violence for the sake of sex and violence, thus giving a false and damaging picture of American life."

With these words, George Heimrich, director of the West Coast bureau of the Broadcasting and Film Commission of the National Council  
(Continued on page 6)

### Contracts for Cinerama In Toledo Are Signed

Cinerama, Inc. has completed contracts with the Theatre Leasehold Corporation of Toledo, Ohio, for the exhibition of Cinerama at the Paramount Theatre there. Contracts were signed by B. G. Kranze, Cinerama vice-president, and Oliver Goshia, president of Theatre Leasehold Corporation of Toledo, and Jack Armstrong, general manager and operator of the Paramount Theatre in Toledo.

The Toledo premiere will be held on Nov. 22 and will be sponsored by the Old Newspaper Boys' Association.

## EDITORIAL

(CONTINUED FROM PAGE 1)

## PERSONAL MENTION

**C**HARLES EGAN, Motion Picture Export Ass'n. representative in the South Pacific area, has arrived in New York from his Bombay headquarters for a month's visit.

**NED CLARKE**, Buena Vista vice-president in charge of foreign sales, has left New York for London.

**ED SVIGALS**, vice-president of the Trans-Lux Distributing Corp., will leave New York on Monday for the Coast.

**JOSEPH MANKIEWICZ**, director-writer, will leave here next week for Alexandria, Egypt, to begin work on the script for 20th Century-Fox's "Justine."

**CHARLES KURTZMAN**, Loew's Theatres executive, has returned to New York from Hartford, Bridgeport and New Haven.

**HAROLD WIRTHWEIN**, Allied Artists Western division sales manager, became a grandfather for the sixth time, when his daughter, Mrs. ROBERT ANDERSON, of Canoga Park, Cal., gave birth to a girl, KATHY LEIGH, at St. John's Hospital, Santa Monica.

**CHARLES PILTZ**, Stanley Warner sound engineer, was in Albany, N. Y., from here.

**Kirk Douglas Due Here**

Kirk Douglas, star and executive producer of "Spartacus," the Bryna production being released by Universal-International, will arrive here from Hollywood for four days of advance promotional activity in connection with the world premiere at the DeMille Theatre on Oct. 6. Mrs. Douglas will follow Douglas into New York on Wednesday night for two days of advance promotional activity on the picture through the women's pages of the newspapers and through television and radio appearances.

## NEW YORK THEATRES

RADIO CITY MUSIC HALL

Rockefeller Center • CI 6-4600

THE DARK AT THE TOP OF THE STAIRS

ROBERT PRESTON • DOROTHY McGUIRE

A WARNER BROS. PICTURE in TECHNICOLOR

ON STAGE "THREE CHEERS" &amp; "KOL NIDREI"

gestions—of homosexuality, lesbianism, incest and variations thereof. There is even a report that the "heavy" role in one great screen classic has been rewritten to make the character a homosexual in order to put an extra "kick" in the new version.

In matters of natural sex the idea seems to be to get more and more daring and provocative—as "free" as the courts will allow. All kinds of "clever" ways are being found to include the strip-tease and nudity. The notorious freedom of the Broadway stage was and is a freedom of words. Hollywood pictures plan to show all kinds of scenes suggesting bedroom intimacies unthinkable on the modern stage or even in the immoral Restoration theatre.

Confronting such an avalanche of "sick" pictures what is the position of the Production Code and its Administration?

The answer, in a word, is that the Code and its Administration are "sick," too.

The Code is "sick" because it has been punched full of holes and interpreted to permit what the letter and spirit of the document—and the record of more than two decades of administration—have always barred.

**T**HE Administration of the Code is "sick" because, despite great good will, a lifetime of experience, and a splendid record of achievement, there is no encouragement in high places to do more than keep people out of jail for exhibitions that violate local obscenity laws. Many pressures are directed in the way of compromise and keeping producers' feelings as unruffled as possible.

It is true that, through the efforts of the Production Code Administration, when pictures reach the screen they are less "sick" than the first submitted scripts. Of course, there are occasions when the writers submit as "dirty" and "sick" a script as possible so that after much negotiation and compromise, a picture will receive a Code seal that still has plenty of so-called "punch."

Factors that have hastened the trend to "sick" pictures in Hollywood include the nature of much of the popular literary material and the types of pictures that have come from abroad. In recent years a number of foreign films with an unaccustomed "frankness" on sex and various aberrations have enjoyed a surprisingly large American audience. It is clearly difficult or impossible to keep out of Hollywood pictures scenes similar to those in imported product that receive both critical acclaim and public support. Moreover, one can hardly keep out of Hollywood pictures words in use in various U.S. newspapers.

**N**EVERTHELESS when the wrath of legislature or the public is aroused it will be Hollywood films that will bear the major brunt of the attack. In 1961, forty-eight of the fifty state legislatures are scheduled to be in session. In the majority of them there will be pressures for some form of control of movie content. These legislatures will be in session when the current crop of "sick" pictures now planned in Hollywood will be in release. It is easy to imagine what can happen.

The Supreme Court and subordinate Federal courts, and all state and local courts, may go right on rendering unanimously favorable decisions in questionable film censorship cases and still the industry may go on suffering more and more harm at the box office. The courts cannot make the public buy theatre tickets. The courts cannot cure a "sick" industry or doctor "sick" pictures.

This "sickness" can only be cured when the men who currently dictate the making of Hollywood pictures recognize their responsibility to themselves, to the entertainment medium, to the nation and to the world. Others in the industry who finance, distribute and exhibit pictures have an obligation to raise their voices until they are heard and the cycle of "sick" pictures becomes only an unpleasant memory.

If the current wave of "sick" pictures becomes a flood, prepare to say *goodbye* to the American film as the leading mass entertainment of the world.

## Warner Sees

(Continued from page 1)

he found people eagerly talking about current productions and also looking ahead to future pictures. Important motion pictures of substantial quality were credited by him for the intensified interest in films, both in the United States and abroad.

"Productions like 'The Nun's Story' and 'Ben-Hur' do far more than earn millions of dollars," he said. "They make millions of friends for film entertainment. It is pictures of quality which stimulate the motion picture-going habit."

The emergence of television as a full-fledged partner of theatrical motion pictures was another factor Warner cited for the film industry's encouraging prospects. "The period of pioneering and uneasy adjustment is ended. Television today is an equal partner within the motion picture industry."

## Staffs Interchangeable

At Warner Bros., technicians and production staffs as well as performers are interchangeable and the same production facilities are utilized. "In the production of films for both theatres and television the keyword is quality, and the prospects for quality films are unlimited," he said.

With theatre attendance, both domestic and foreign, reflecting accelerated interest, Warner expressed the opinion that the motion picture industry has every right to feel full confidence in a rewarding future.

Warner said he believed his company's faith in the healthy condition of the film industry and its future progress is manifest in the announcement of Warner Bros.' immediate and long-range production plans.

## Photo Seminar Set

The American Society of Magazine Photographers and the George Eastman House jointly announced a four-day conference on photojournalism. Leading photographers, editors and art directors will lecture on, and discuss, photojournalism in all its aspects, from the camera to the printed page. All sessions will be held in the Dryden Theatre of the George Eastman House, Rochester, N. Y., Nov. 2-5.

## 'Surprise' Book Tie-Up

A softcover pocketbook edition of "Surprise Package," the Stanley Donen production for Columbia Pictures release, will be issued. The book is based on the Art Buchwald novel and full credits for the film are included. Also involved in the promotion is a rack card and a poster, both with credits.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood Bureau, Zucca-Vine Building, Samuel D. Berns, Manager; Telephone HOLLYWOOD 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Circle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagher, 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 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, 10c.

## Singapore Showman is Olympic Medalist, Too

Special to THE DAILY

SINGAPORE, Sept. 19 (By Air Mail).—Tan Howe Liang, a member of the staff of the Cathay Organisation, Ltd., Singapore, distributors and exhibitors is an active and eager showman. But he excels in other fields, too. He has just returned here from Rome,



Tan Howe Liang

where he won a silver medal for placing second in the lightweight division of the weight-lifting championship events.

In the trials in Singapore Tan lifted much more than the total poundage registered by the Russian champion and gold medalist at the Rome games, but he could not reproduce his best at the actual event and had to be content with second place.

## Skouras and Sarnoff

(Continued from page 1)

in recognition of their outstanding contributions to the progress of their industry as well as to the progress and the economy of the country.

The awards will be presented this fall by the Eastman School of New York City.

The citation of Skouras said: "Spyros P. Skouras put his career and the solvency of 20th Century-Fox Film Corporation at stake, confident that the American public would come back to movie theatres in masses as they did in yesteryear. While many movie makers in the early 50's stopped making movies, fearing new processes would make their films obsolete and waited for a sign from heaven to resume production, Skouras spiraled ahead. Working 12 hours a day, and sometimes as many as 20, Skouras' war against time could kill any man. As tv was casting a heavy shadow over the movie industry, Skouras organized showmanship pep rallies throughout the country, and came up with the slogan that Movies Are Better Than Ever. An immigrant who arrived from Greece in 1910, Skouras saved Hollywood with his introduction of CinemaScope and other new processes."

The Sarnoff citation said: "David Sarnoff, an immigrant industrialist, who rose from a telegraph operator's

## REVIEW:

### Key Witness

Avon—MGM

THIS IS NOT an ordinary motion picture; it does not qualify for that adjective in story, theme or treatment. Under the tight direction of Phil Karlson, "Key Witness" is the gripping tale of the effects of juvenile switchblade murder on an average household.

The Pandro S. Berman production stars Jeffrey Hunter as Tom Morrow, who accidentally witnesses the murder from a telephone booth. He hears the knifing victim name his assailant and when the police arrive he is the only one willing to give information.

As a result of his following what he considers his civic duty, Hunter, his wife Pat Crowley and their two children are relentlessly and fiendishly tormented by a gang of hoodlums, led by Dennis Hooper as "Cowboy," the murderer. In their attempt to coerce Hunter into changing his testimony, the gang tries all night phone calls, ripping up his car, breaking his house windows, attacking his wife and kidnapping his children.

Hunter makes it to the witness stand and is ready to testify when his wife is beaten up just outside the courtroom by Hooper's nymphomaniac girl friend, Susan Harrison. This proves to be all Hunter can stand and he changes his story in an attempt to bring peace back to his family life.

Rumblings within the gang, however, bring the action back to Hunter's home and at the conclusion it is Hunter and a Negro member of Hooper's band who bring all the delinquents to justice.

There is a message in this Avon Picture which is clearly stated in the prologue. Law without enforcement is merely a word and enforcement without cooperation by the citizenry is completely useless. The makers of this film have driven home their point with emphasis.

Charles Wolcott's music is not only completely contemporary, but also adds much toward building the desired tension in the screenplay by Alfred Brenner and Sidney Michaels. Also up-to-date is the dialogue employed by the youths. It must be noted that this falls hard on ears unaccustomed to it and tends to take away from the effectiveness of scenes in which it predominates.

The cast, without exception, is excellent. There is an audience for this drama both in "art" houses which flavor their schedule with American "off-beat" productions and those theatres which have a high teen age attendance.

Running time, 81 minutes. Release date, October 1.

W. H. WERNETH

key to president of the Radio Corporation of America at the youthful age of 39, is one of the most quoted men in the U. S. on the subjects of tv, electronics, as well as the 'Cold War.' The firm's general manager at the age of 30, Sarnoff sat at the ringside of the Dempsey-Carpentier championship fight in Jersey City, to see for himself if there was such a thing as a mass radio audience. That was some 40 years ago and when 200,000 crystal set owners were found to have heard the Dempsey knockout of Carpentier over the airwaves, RCA plunged into broadcasting and radio set-making. Now Sarnoff is not only the pioneer and foremost leader in color tv, broadcasting and allied manufacturing, but through his efforts he has made giant scientific contributions to our national defenses as well as to other industries through RCA's electronic developments."

## Skiatron Ban Extended

WASHINGTON, Sept. 22. — All trading in the common stock of Skiatron Electronics and Television, Inc., continues to be suspended through Oct. 2, 1960, according to the Securities and Exchange Commission.

## Theatre in Toledo

(Continued from page 1)

group the community theatre organization was formed with no age limits or dues.

Mrs. Beadle was elected head of the executive committee. Mrs. Maplethorpe became secretary, and Mrs. Virgil Wulff, treasurer. All will serve three-year terms.

Prior to the formal opening of the theatre last Friday night a group from Theatre Guild, including many youngsters, gave it a big "clean-up" job. Male members of the Guild did carpenter work, including building the framework for a new wide-screen.

Family season tickets are being sold at \$20 for one year and single season tickets at \$10. Performances will be given on Friday, Saturday, and Sunday nights. Working personnel for operating the theatre will be on a volunteer basis.

The Wieting Theatre is unusual in that it was presented to Toledo in 1912 as a perpetual trust by the Wieting family. It is a large, red brick, well-preserved building located between the community buildings and a library at the east end of Main Street. Seating capacity is around 400.

## TOA Urging

(Continued from page 1)

to meet with the TOA committee and discuss the subject further. A joint announcement of results is expected to be made at a later date.

Exhibitors for the past several years have cooperated nationally in helping to build the home radio and television audiences for the annual Awards presentation program, using their theatre screens and other means of reaching the public to urge their patrons to tune in the Academy show. At the same time, they have felt strongly that the record audiences they have helped to build should be exposed to theatre attractions in the course of the annual "Oscar" program.

### Pickus Conference Reported

Albert Pickus, TOA president, who remained here this week to organize projects cleared by the convention for action, is reported to have had post-convention conferences with Geoffrey Shurlock, Production Code administrator, and with officials of the Screen Producers Guild.

It was proposed at the convention that company presidents be included in the continuing conferences between TOA and SPG, and that TOA name committees to get exhibitor reactions for SPG on synopses provided of proposed pictures, and set up a communications system to advise exhibitors of the itineraries of traveling producers, both for the purpose of exchanging views and facilitating promotion of producers' current or coming films through local media best known to the exhibitor.

Pickus also has designated a committee, to be announced later, which will evaluate the initial pictures to be produced by Alpha Prods., the newly formed producing-distributing arm of Pathe Laboratories, for whose releases TOA will help obtain guaranteed playing time.

### May Retain Ad Agency

Pickus also is giving consideration to a report from a joint TOA-SPG conference here which was critical of current film advertising. No course of action has been determined yet but it is regarded as likely the two organizations may ask an outside advertising agency to prepare sample campaigns for specific releases which offer new approaches and ideas in film advertising.

The Motion Picture Association advertising-publicity directors committee this week at a meeting in New York took cognizance of the convention's advertising criticism and announced its intention to invite TOA and SPG officials to meet with it and discuss their views on advertising. Both said they will be happy to meet with the MPAA committee but have received no invitation to do so yet.

(In New York yesterday, Martin Davis, chairman of the MPAA advertising-publicity directors committee, said invitations to TOA and SPG officials to discuss their views on film ads are in the mail now.)

*From* **UNIVERSAL**

**CARY GRANT**  
**DEBORAH KERR ★ ROBERT**

Produced and Directed by  
**STANLEY DONEN**

Screenplay by  
HUGH and MARGARET WILLIAMS  
from their Great London Stage Success

for a **GREENER CHRISTMAS!**

**MITCHUM ★ JEAN SIMMONS**

**" THE GRASS  
IS GREENER "**

... A GRANDON PRODUCTION · A UNIVERSAL-INTERNATIONAL RELEASE **TECHNICOLOR® TECHNIRAMA®**

# PEOPLE

## Technicolor-Eversharp Deal

(Continued from page 1)

the company's Consumer Photographic Products Division. The sale of these shares will be completed today.

The board of directors also voted to engage the services of Eversharp as management consultant for the CPPD. Eversharp has agreed to serve in that capacity through the year 1964, and as full payment for such services has been granted an option to purchase 250,000 additional shares of Technicolor stock at \$8 per share.

The option will be exercisable when substantial improvements are made in earnings of the CPPD, which for the year 1960 is expected to show losses in excess of \$1,000,000 after depreciation and write-off of pre-production expense. The option of Eversharp will become exercisable in installments, the first of which will become exercisable on March 30, 1962 as to 62,500 shares, if the CPPD has shown any net profit for 1961, and as to an additional 62,500 shares if the net profit before taxes for that year is \$600,000 or more.

Additional installments will become exercisable in later years if the CPPD shows substantially increased earnings before taxes for the prior years, in accordance with the following schedule: 62,500 shares on March 1, 1963, if earnings reach \$300,000; 62,500 on March 1, 1964 if earnings

reach \$900,000; 62,500 shares on March 1, 1965 if earnings reach \$1,250,000.

The maximum number of shares is 250,000 in the aggregate. Each installment will be exercisable until March 30, 1965 if the required earnings shall have been achieved in the fiscal year preceding the date of exercise.

Terms of the contract with Eversharp were recommended by a committee of independent members of the board of directors of Technicolor.

Clark stated that, in his opinion, this contract assures the company of the best possible consulting services in the operation of its CPPD, using the facilities and trade name of Technicolor. "The option terms also assure the maximum incentive to Eversharp to bring about a substantial improvement in earnings of the CPPD," he said.

In heavy trading on the American Stock Exchange yesterday, Technicolor stock advance 1½ points to a new high for the year of 10½.

### Junior Review

(Continued from page 1)

ternate weeks in the 20th-Fox screening room for two selected high school students from all Greater Cleveland high schools. An informative talk by the representative of the distributor whose picture is being shown precedes the screening. After the screening an open discussion is held. This discussion is tape recorded and sent to the distributor involved in the screening.

It is then the obligation of the student to write a review of the picture for his high school paper. After each screening Bea Neufeld, the *Press* junior editor runs a story on the event. The school paper reviews compete in a contest. Writer of the review judged the best gets a trip to Hollywood and a visit to the studios. Last year's winner, Steven Farber, 17, now a senior at Cleveland Heights High School, recently returned from his prize winning trip to the west coast accompanied by Miss Neufeld.

### No Blanket Criticism

(Continued from page 1)

of Churches, clarified the reported statements made in an address yesterday to a Pacific Coast conference of Methodist ministers and laymen. "For years there have been many pictures," said Heimrich, "which have made variable contributions to society both here and abroad. This office has led in encouraging public support for pictures coming out of Hollywood which have entertainment and moral values.

"Such pictures as 'The Diary of Anne Frank,' 'The Old Man and the Sea,' 'The Ten Commandments,' 'The Nun's Story,' 'Friendly Persuasion,' 'The Bridge on the River Kwai,' 'A Man Called Peter,' 'The Story of Ruth' and 'Ben-Hur' are certainly to be commended.

"I have also stated on numerous

## Will Address Trade Union Films' Aid to Art

From THE DAILY Bureau

WASHINGTON, Sept. 22. — The Motion Picture and Television Council of the District of Columbia will hear a lecture on Sept. 27 by Dr. Raymond F. Stites, curator of education at the National Gallery, on how a knowledge of art can be spread by the use of films.

A motion picture entitled "Art in the Western World" and a telefilm "Time Enough to See a World" will be shown in the National Gallery auditorium.

### SMPTE Raises 14

(Continued from page 1)

research department, the Naval Ordnance Laboratory, White Oak, Silver Spring, Md.

Edward P. Ancona, Jr., who is associated with the National Broadcasting Company in Burbank, Calif.

George C. Higgins, associate head of the physics division, Eastman Kodak Company Research Laboratories, Rochester, N.Y.

Fred J. Seobey, technical director, General Film Laboratories Corporation, Hollywood.

Eldon Moyer, retired senior development engineer, Eastman Kodak Company, Rochester, N.Y.

Morton Sultanoff, chief, detonation section, ballistic research laboratories, Aberdeen Proving Ground, Md.

John R. Turner, supervisor, equipment development, color technology division, Eastman Kodak Company, Rochester, N.Y.

Richard S. O'Brien, director, audio and video engineering, CBS Television Network, New York City.

Neal G. Keehn, regional vice-president, General Film Laboratories, central division, Kansas City, Mo.

Hubert Schardin, director, the German-French Research Institute, St. Louis, France.

Jerome C. Diebold, executive producer, Wilding, Inc., Chicago.

Richard E. Putnam, manager, studio and industrial television engineering, General Electric Company, Syracuse, N.Y.

Charles W. Wyekoff, research engineer, Edgerton, Germeshausen and Grier, Inc., Needham, Mass.

occasions that I am personally acquainted with many people in all phases of the industry who are deeply concerned about maintaining high standards of ethics and morality on the American screen.

"However, there have been over the past few years too many motion pictures being produced in Hollywood which over-emphasize sex and violence for the sake of sex and violence. As a result, leading authorities, not only in this country but overseas, have constantly called the attention of Hollywood the damage being done to the minds and morals and living habits of viewers. Furthermore, such pictures create an image of America overseas that is damaging."

**ONLY TRAILERS  
CONTAINING SCENES  
FROM A MOTION PICTURE  
CAN TRULY SELL  
THAT MOTION PICTURE!**

**Seeing is believing**

and only trailers containing actual scenes from your next attraction really let your patrons see what is coming soon.

**ONLY TRAILERS  
PREPARED BY  
COLUMBIA CAN  
CARRY SCENES  
FROM COLUMBIA  
PICTURES!**

All  
the News  
That  
Is News



# MOTION PICTURE DAILY

Concise  
and  
to the  
Point



V. L. 88, NO. 60

NEW YORK, U.S.A., MONDAY, SEPTEMBER 26, 1960

TEN CENTS

## EDITORIAL

### Did the Rogers Hospital Drive

By Sherwin Kane

LAG that has developed in the signing of theatres for participation in audience collections for the recent Will Rogers Hospital "O'Donnell Memorial Year" drive has heads of the industry's hospital and research laboratories worried.

Abe Montague, president, and S. Fabian and Ned E. Depinet, national co-chairmen of the combined audience collections and Christmas Suite drive, report that they are not getting the expected and very necessary support for the expansion of research laboratories and healing program at the Saranac Lake, N. Y., hospital.

The campaign started off well some weeks ago, they say, but of late there has been a let-up.

There would be no let-up, this observer is certain, if the exhibitors of America could visit Will Rogers Hospital and the members of the industry who are its patients there, and see the splendid care lavished upon them, the new hope, the new life instilled in them, and the gratification with which these efforts, made possible by the industry, are met.

Testimonials to the excellence of treatment, the worthiness of the projects, are received regularly from those who have been its beneficiaries. The following are excerpts from a letter received recently by Herman Robbins, one of the hospital's vice-presidents, from Irving Brickman, projectionist at New York's State Theatre, White Plains, N. Y., for the past 18 years, now a patient at the hospital.

"I want you to know that this hospital is a godsend to me and all the other patients," Brickman wrote. "The kindness and sympathy of the doctors and the warmth and affectionate care"

(Continued on page 2)

TELEVISION TODAY—page 7

## Modern Exhibition-Distribution Plan For Africa to Be Urged on MPA Board

Special to THE DAILY

A recommendation that the American industry set up a program of theatre construction and modern film distribution service for the new West African nations will be presented to company presidents when Eric Johnston, Motion Picture Association president, reports to them at a meeting being arranged for next week on his recent inspection of the new African markets.

Johnston was accompanied on the five weeks tour by Ralph Hetzel, (Continued on page 2)

### Foreign Exchange Is Asian Problem: Egan

The continuing shortage of foreign exchange in South Asian countries makes remittances the chief problem for American film distributors in that area, Charles Egan, Motion Picture Export Ass'n. representative, who headquarters at Bombay, said on Friday.

Egan is here for a month's visit and conferences at the MPEA New York and Washington offices, his first visit home in three and one-half years. He will visit Hollywood also before returning to Bombay.

Egan said the governments of India, (Continued on page 7)

### S-W to Appoint Swett Full-Time Albany Head

Alfred G. Swett, who has been manager of the Strand Theatre in Albany for the past four years, will shortly become full-time district manager of the Albany, Troy and Utica area for Stanley Warner, it was reported at the (Continued on page 7)

## Congress Will Give 'Serious Consideration' To Licensing and Regulation of Radio, TV Nets

From THE DAILY Bureau

WASHINGTON, Sept. 22.—The question of licensing and regulating radio and tv networks will be seriously considered by Congress next year, according to Rep. Peter F. Mack, Jr. (D., Ill.), of the House Commerce Committee.

"Many members of Congress, including myself, are convinced that the Communications Act, in focusing exclusively on the station licensees, does not subject to regulation those organizations which are responsible for the bulk of programs seen and heard by the American public," Mack told the Illinois Broadcasters Association in a speech delivered at Urbana, Ill.

Mack also said that he favored giving the Federal Communications Commission power to suspend a station from broadcasting for up to 10 days.

### Novins Is Elected a Para. Vice-President

The election of Louis A. Novins as a vice-president of Paramount Pictures was announced at the weekend by Barney Balaban, president.



Louis A. Novins

Novins is president of International Telemeter Corp., a division of the company and has served as chairman of the board of Telemeter Magnetics, Inc., since the latter corporation was organized as a Para- (Continued on page 7)

## All-Time Record Roadshows for 1961 Release Increase to 14

### Six Others to Be on Market At End of December, 1960

With the acquisition of the Broadway musical "Gypsy" by Warner Brothers this week and plans made to film it in 70mm, the list of pictures already announced for roadshowing in 1961 swelled to an all-time record of 14. These are to be added to six new ones between now and the end of December this year.

The actual number put on the market by the end of next year could, of course, be different. It could be smaller as producers of some of the films have cautioned that plans for a hard-ticket policy are "tentative" at this stage. In addition, some of the pictures, such as 20th-Fox's "The Great" (Continued on page 6)

### Industry Heads Assist B'nai B'rith Youth Drive

Leading figures of the motion picture industry will serve as divisional chairmen for the 1960 New York youth service campaign of the B'nai B'rith, the Jewish service organization. Abe Schneider, president of Columbia Pictures, and Sam Rosen, executive (Continued on page 6)

### Standard & Poor Notes Advance of Film Stocks

Motion picture stocks have advanced strongly in 1960, particularly in the past three months, the industry survey firm of Standard and Poor reports in its issue of Sept. 22 on the amusement industry.

"Near-term trends within this (Continued on page 7)

Pathé

LABORATORIES, INC.  
NEW YORK AND HOLLYWOOD

Complete facilities for every film  
need in black and white or color



**UNIVERSAL** takes pride in announcing  
on the **Seven Pictures Corp.** Production

**ROCK HUDSON**  
**SANDRA DEE**

Written by **STANLEY SHAPIRO** and **MAURICE RICHLI**

that production has started in Italy

# PHINA LOLLOBRIGIDA

## BOBBY DARIN



**“COME  
SEPTEMBER”**

In Eastman COLOR

CINEMASCOPE • LENSES BY PANAVISION

Co-Starring

# WALTER SLEZAK

Directed by **ROBERT MULLIGAN** Produced by **ROBERT ARTHUR**

A UNIVERSAL-INTERNATIONAL RELEASE

**ACCEPT  
NO**

**SUBSTITUTES!**

**ONLY TRAILERS  
CONTAINING SCENES  
FROM A  
MOTION PICTURE  
CAN TRULY SELL  
THAT MOTION PICTURE!**



**Hard sell...  
soft sell...  
there is  
no substitute for  
a scene trailer...  
and only trailers  
prepared by COLUMBIA  
can carry scenes  
from COLUMBIA pictures!**

All  
the News  
That  
Is News

QP

# MOTION PICTURE DAILY

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to the  
Point

QP

OL. 88, NO. 61

NEW YORK, U.S.A., TUESDAY, SEPTEMBER 27, 1960

TEN CENTS

## Circuit-Wide

### Merchandising Plan Adopted By S-W Circuit

#### Operation Showman's Choice' to Boost Grosses

Stanley Warner Theatres will put into operation immediately a new merchandising plan designed to help realize the greatest box office potential of individual pictures through a program to be known as "Operation Showman's Choice."

Plans for the circuit-wide merchandising project were completed at a meeting here yesterday of all Stanley Warner zone advertising men, conducted by Harry Goldberg, S-W advertising-publicity director.

Under the new program, pictures  
(Continued on page 3)

### Move to Implement MPA Political Fund Drive

Favorable response was reported yesterday to the industry's campaign to support the party of their choice as announced at the weekend by Eric Johnston, president of the Motion Picture Association. Exhibitor organizations are also considering a similar campaign to enlist the sup-  
(Continued on page 2)

### Town's 5 Theatres Bid For Every Picture

Special to THE DAILY

MIAMI, Sept. 26.—The product shortage has forced all five theatres in the Coral Gables area to bid against each other for every release, Lillian C. Claughton of Claughton Theatres  
(Continued on page 3)

TELEVISION TODAY—page 6

### CEA Head Sees 'Reasonable' Chance Pay-TV to Operate in England by '64

There exists a "reasonable possibility" that England will have pay-tv by 1964, according to Alfred Davis, president of Cinematograph Exhibitors Association, who is now in this country to find out all he can about it and also to examine the American product situation as it will affect England.

#### Carolina Theatres Had Good Summer

Special to THE DAILY

CHARLOTTE, Sept. 26. — Summer was a good season for Carolina theatres, executives of chains headquartered here said.

The executives were quoted in the Charlotte News business column "Trade Talk" as saying the summer was good, though most admitted it did not come up to the hot weather months of 1959.

Tom A. Little of Consolidated Theatres said business in indoor houses was down but, generally speaking, that in drive-ins was better.

Charlie Trexler of Stewart & Everett said "June and July weren't as good for us, but August was better."

An executive of North Carolina Theatres Corp., a United Paramount affiliate, said "We had as good a summer as we did last year."

Davis gave two main reasons in an interview here for his pay-tv prediction. He noted licenses presently held by the BBC and an independent television company with the British government will both expire during that year and that an agency of the government studying the possibilities of pay-tv is expected to reach a conclusion by that time.

The English exhibitor head de-  
(Continued on page 3)

### Interstate Starts Third Presidential Patron Poll

Special to THE DAILY

DALLAS, Sept. 26. — A statewide poll of movie patrons to ascertain their choice for president was launched this weekend by Interstate Circuit, which operates 80 Texas theatres in 25 cities.

The poll will cover a six-week  
(Continued on page 3)

### Compo Launches Dues Drive 6 Months Late; Had Been Postponed Because of Strikes

Six months late, the annual drive for exhibitor donations to Compo will get underway immediately, it was announced yesterday by Charles E. McCarthy, Compo executive secretary. The drive was originally set for April 1, but was postponed because of the strikes in Hollywood. The announcement followed agreement by the general sales managers committee of the MPA to make all company sales forces available for solicitation of exhibitor dues.

Letters of instruction will go forward immediately from all general sales managers to their division, district and branch managers to cooperate in the campaign. Monday, Oct. 24, has been set as the date for the first exchange area drive meetings. These will be attended by managers and salesmen of all exchanges in each exchange city. Representative exhibitors of each area also will be asked to attend.

McCarthy also pointed out that the six-month delay in the dues campaign resulted in a 33 1/3 per cent saving to both exhibitors and distributors in their Compo contributions.

## TV Gains

### Record '60 Net For AB-PT— Goldenson

#### Expects 3d Quarter to Surpass '59's \$1,340,000

Special to THE DAILY

BOSTON, Sept. 26. — Record sales and earnings for 1960 were predicted for American Broadcasting-Paramount

Theatres by Leonard H. Goldenson, president, in a talk to the Boston Society of Security Analysts today. A B - PT's net operating earnings last year were \$7,967,000.

Goldenson also said third quarter earnings through September are expected to be well ahead of last year's \$1,340,000, continuing the trend shown to date this year.

The AB-PT president said "television has been primarily responsible for the improvement shown this year  
(Continued on page 3)



L. H. Goldenson

### Wometco Will Open New Miami Theatre

Special to THE DAILY

MIAMI, Fla., Sept. 26. — Special dedicatory ceremonies and a closed screening will highlight pre-opening ceremonies here tonight of Wometco's newly finished 163rd Street Theatre, which marks its official opening tomorrow with the presentation of 20th-Fox's "High Time."

Wometco president Mitchell Wolfson and county commissioner Ben  
(Continued on page 3)

ADVERTISED  
IN THE OCTOBER  
ISSUE OF

**Redbook**  
The Magazine for Young Adults  
7,500,000 PRIMARY READERS

DORIS DAY · REX HARRISON

"Midnight Lace"

Universal  
International  
IN EASTMAN COLOR

## PERSONAL MENTION

**B. G. KRANZE**, vice-president of Cinerama, Inc., left here yesterday with **CHARLES REGAN**, president of the Greater Indianapolis Amusement Co., for the opening of "This Is Cinerama" at Regan's Indiana Theatre in Indianapolis today.

Producer **SAMUEL BRONSTON** has arrived here from Madrid, following completion of the principal filming of "King of Kings."

**JAMES R. VELDE**, United Artists vice-president in charge of domestic sales, and **AL FITTER**, western division manager, have returned here following a week of sales conferences in Los Angeles, San Francisco and Seattle.

**DON STAFFORD**, head of Dixie Theatre Corp., New Orleans, and **MRS. STAFFORD** are in New York for a two-week vacation.

**CHARLES H. ROSENBLATT**, vice-president of International Film Distributors, Inc., has returned here from a Central American business trip.

Director **VINCENT SHERMAN** has left for Europe on a combined business trip and vacation that will take him to London, Paris, and Rome.

**HENRY H. "HI" MARTIN**, Universal Picture vice-president and general sales manager, leaves here today for Salt Lake City.

**F. J. A. MCCARTHY**, Universal Pictures assistant general sales manager, leaves here today for Miami.

**ARTHUR COHEN**, director of Universal - International short subjects, has left New York for an extended trip to South Sea Islands, Australia, New Zealand and Japan. His trip will wind up in Tokyo, where Cohen will film a special featurette, "Jazz Orientale," for U-I.

## NEW YORK THEATRES

**RADIO CITY MUSIC HALL**  
Rockefeller Center • CI 6-4600  
**THE DARK AT THE TOP OF THE STAIRS**  
**ROBERT PRESTON • DOROTHY McGUIRE**  
A WARNER BROS. PICTURE in TECHNICOLOR  
ON STAGE "THREE CHEERS" & "KOL NIDREI"

## Three New Speakers Set For ITOO Convention

Special to THE DAILY

COLUMBUS, O., Sept. 26.—Three additional speakers have been announced for the silver anniversary convention of the Independent Theatre Owners of Ohio, to be held Oct. 12 and 13 at the Neil House here. They include **George Kienzle**, director of the Ohio State University of Journalism; **William R. Mnich**, president of WMNI radio, and **Mel Tharp**, advertising director of the *Columbus Dispatch*.

Kienzle and Mnich will speak at the Wednesday afternoon session. Kienzle's topic is "New Drive for Old and New Customers." Mnich will speak on "New Selling With Radio," and Tharp will address the Thursday merchandising session on "Newspaper Advertising Is Your Business." **Ken Prickett**, executive secretary, announced that the annual banquet, scheduled for Thursday evening, has been canceled so that delegates will spend only one night away from business.

## Green Dies in L.A.; Was IATSE Veteran

From THE DAILY Bureau

LOS ANGELES, Sept. 26.—Richard J. Green, who was general secretary and treasurer of IATSE from 1924 to 1930, died here yesterday.

He was a member of two locals—Stage Employees Local No. 2, Chicago, from 1908; and the Hollywood Projectionists' Local 165, from 1932.

Green got his start as a stage hand in New York working with "Doc" Potter, who had a vaudeville dog act.

## Harold Daly, 54

A requiem mass will be offered tomorrow for **Harold Daly**, veteran RKO Theatre manager, who died Sunday at his home in the Bronx after a brief illness. Services will be at the Church of St. Vincent Ferrer, Lexington Avenue and 55th Street, at 10 A.M. Daly, who was 54, is survived by his wife; two children; and one sister and one brother. Daly's last post was at RKO, Yonkers.

## New Franken Offices Here and on Coast

Organization of the Jerry Franken Company for advertising and public relations with offices in Hollywood and New York has been announced. The Franken Co. will be affiliated here with the **William F. Treadwell, Inc.**, public relations organization.

Franken resigned recently as head of advertising, promotion and publicity for National Theatres & Television, Inc., and National Telefilm Associates, Inc.

## 'I.A.' Seeks Contributions For Democratic Campaign

The Motion Picture Ass'n.'s plan to enable employes of member companies to make contributions to the political campaign funds of the party of their choice is not the first political campaign fund activity aimed at film workers.

The IATSE's committee on political education (Cope) has been actively encouraging contributions to the Democratic campaign fund ever since the AFL-CIO endorsed the Kennedy-Johnson slate some weeks ago.

## Political Fund

(Continued from page 1)

port of their members in the effort.

To implement MPAA plan **Johnston** yesterday appointed **Alfred D. Geto** as coordinator of the nonpartisan campaign. Geto will work under the direction of **Taylor Mills**, MPAA public relations director.

Geto has had wide experience in film activities, as well as in radio and television. He formerly was associated with **Donahue & Coe** and **Monroe Greenthal** advertising agencies.

The MPAA advertising and publicity directors committee, under the chairmanship of **Martin Davis**, will set up a special working committee to prepare material for a campaign kit and devise a means for effectively reaching every member of the production-distribution branches of the industry. The campaign kit will be made available to every department in the East Coast offices, the West Coast studios and in all exchanges throughout the country.

**Johnston** will meet with both presidential candidates this week. Because of a change in Senator **Kennedy's** schedule, **Johnston** will meet with him on Friday of this week, rather than Tuesday, as originally announced.

## Watson Rites Held

NEW ORLEANS, Sept. 26.—Funeral services for **Tom Watson**, veteran Paramount sales representative here, were held in his home town, Memphis. **Watson**, who died at 54 after a long illness, is survived by his wife, **Lillian**, and a five-year-old son, **Tommy, Jr.**

## On Technicolor Board

**Willard W. Keith**, president of **Marsh & McLennan-Cosgrove & Co.** of Los Angeles, has been elected to the board of directors of **Technicolor, Inc.** he fills the vacancy caused by the resignation of **Charles L. McDonald**. **Keith** is a director of **National Theatres & Television**, and other companies.

## Large Film Audience In England Is Cited

From THE DAILY Bureau

LONDON, Sept. 23 (By Air Mail)—"There is an enormous week-end cinema audience," stresses an announcement by the leading advertising film production companies **Rank Screen Services** and **Pearl and Dean**.

Some 3,290 cinemas are operating in Britain, says the report, with 11,100,000 seats sold each week. Of these, 5,800,000 are occupied by males and 5,300,000 by females. More than half the women in Britain, in fact, are cinemagoers.

Young people between 16 and 24 make up 39 per cent of the average adult audience. Of the entire population between 16 and 24, a tremendous 91 per cent are cinemagoers. And of these over a quarter go more than once a week.

The 25's to 34's make up 21 per cent of the average adult audience so young adults as a whole (16 to 34) fill 60 per cent of all cinema seats sold to adults. 1,230,000 people between 35 and 44 attend the cinema each week and this group forms 14 per cent of the average adult audience.

## Import Control Ends U Film Exports to Burma

No new American films have been shipped to Burma for months in consequence of arrangements made the some time ago for native commissions to assume charge of approximately 99 per cent of Burma's imports, including motion pictures.

American distributors contend that under the new system it no longer pays to send in new films.

So far as can be learned, the import agencies were not established by law, but were merely proclaimed. **Pakistan** has a similar import agency established but up to the present film have not been included in the import over which it exercises control.

## Plato Skouras to London

**Plato Skouras**, one of the founders of the newly formed **Triton Productions**, leaves for London today to finalize international production plans. The company's "St. Francis of Assisi" which will begin filming next week. Location sites in Madrid, Florence and Assisi. Fox will release the film.

**FILMACK**  
SPECIAL TRAILERS LEAD THE FIELD!  
Way Out In Front For Quality, Fast Service and Showmanship.  
ALWAYS GOOD! ALWAYS ON TIME  
1327 S. WABASH CHICAGO, ILL.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Fect Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOLLYWOOD 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London Bureau, Bear St. Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Circle 7-310. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagher, 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 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, 10¢.

## Move to Halt Films in Memphis Schools

Special to THE DAILY

MEMPHIS, Tenn., Sept. 26. — Superintendent E. C. Stimbirt reports the Memphis Board of Education has moved officially to put a halt to the showing of entertainment films in Memphis public schools, effective Sept. 1, 1961. He added, however, that it does not affect the showing of educational films. Paid admission pictures shown during school hours have been a source of revenue for principals to pay stationery, stamps and other office supplies which are not provided for in the school board's budget. It will be recalled that 15 years ago the number that could be shown during the school term was limited to 18. Principals themselves cut the number to five and some eliminated them altogether this year.

## Merchandising

(Continued from page 1)

which could be lifted out of their mass by special handling, by appealing to specific audiences, or which have in-built angles for making possible a substantial increase in the gross, will be chosen for concentrated attention.

"Operation Showman's Choice" is the result of coordinated planning on a variety of individual pictures during the past two years, Goldberg said, which resulted in the belief of the S-W advertising department, that more pictures would produce more money through specialized selling activity. The pictures coming under "Operation Showman's Choice" will be selected by consultation among the S-W ad men.

Present at the meeting here were: Irving Hillman, New Haven; Ed Booth, Newark; Roy Robbins, Philadelphia; Frank LaFalce, Washington; Henry Burger, Pittsburgh; and Larry Mintz, Milwaukee.

## Presidential Poll

(Continued from page 1)

period, closing Nov. 3 in order to tabulate ballots before the national election on Nov. 8.

Interstate's first presidential poll in 1952 accurately forecast Texas' swing to the Republican ticket and the ultimate election of Eisenhower. The 1956 poll also forecast Eisenhower's reelection.

Interstate theatres will have two ballot boxes in the lobby, one for each presidential slate. Patrons will deposit their ticket stubs in the box of their choice. A bulletin board in each theatre lobby will keep patrons informed of the weekly progress of the poll throughout the state.

Ballots will be tabulated daily by the theatre managers and each week's total will be sent to Interstate headquarters here. After the cumulative totals are determined, a report will be sent to each theatre.

# Pay-TV in England by 1964

(Continued from page 1)

clined to speculate on the number of channels that might be operating after 1964, but emphasized that "pay-tv seems inevitable." He said also that introduction of pay-tv in England would be a simpler step than in America because of the fact that British tv now operates on a wired system and because many homes there now have television sets on a rented basis.

In connection with the pay-tv question, Davis will travel to Etobicoke in Canada in order to examine the functioning of Paramount's Telemeter system there. He believes that this will afford him a chance to better evaluate the future of pay-tv, in which he expressed a personal interest.

Of present concern also to Davis is the number of pictures to be expected from the American market in the future. To that end he will go to Hollywood where he will discuss the problem with representatives of Warners, Columbia, Walt Disney, Paramount, MGM, 20th-Fox, and U.A.

Speaking of the present production picture in England, Davis stated that there will be between 70 and 90 top quality pictures next year with about 20 per cent of these being of American backing. This figure closely approximates the number of features made last year, he added.

He noted, however, that contrac-

tion continues in England with some 400 theatres closing last year and a report that 50 had been darkened in August of this year.

Davis then commented on the problems of "X" pictures, those which by law exclude the attendance of minors under 18 years of age. He said that a definite up-swing in the production and showings of such films had taken place and that he felt the cause lay in the fact that some exhibitors simply had no other product to run.

### Trend to Hard Ticket

On the subject of hard ticket exhibition, Davis stated that there was presently a trend to this in England. He observed that some five American films were presently being shown in London in this way. There have been no British pictures to warrant such exhibition and Davis added that he doubted the hard ticket pattern would become more predominant in the near future.

Davis said he has been in contact with Herman Levy, general counsel of Theatre Owners of America, and with his help he intends to meet American exhibitors while traveling across the country. He expressed interest in the problems of American exhibitors and their relation to corresponding troubles in England.

## Record Net

(Continued from page 1)

and this will continue to be the case in its expected growth over the years ahead."

He reported that AB-PT's theatre business was currently somewhat behind last year, due to the Hollywood strike which affected the release of pictures, particularly during the second quarter.

The ABC Television Network has been showing the most rapid growth of the three networks—a 22 per cent increase in gross billings in 1959 and a 28 per cent increase for the first seven months of 1960—the largest percentage and dollar increase of all networks, Goldenson said.

He predicted that, assuming a continuation of the upward movement of the economy and the trend of ABC's growth, the ABC Television Network could more than double its 1959 billings within five years.

Commenting on the improvement in the television network since the ABC merger in 1953, he noted that ABC-TV now had 110 primary affiliates covering 88 per cent of U. S. television homes compared with six affiliates and 34 per cent coverage in 1953; that 68 hours per week are now programmed compared with 12½ hours per week seven years ago. He said that from a weak third position, ABC-TV now ranks first in share of the

three network audience in prime evenings hours in 50 measured markets where all three networks have equal facilities.

Regarding international television, Goldenson predicted that it would be in operation within the next five to ten years. He reported his company's active participation in this field, through acquisition of minority interests in television stations to date in Australia, Venezuela, Ecuador, Lebanon and five countries of Central America. He indicated that additional investments would be made.

Goldenson also reported on the continued progress shown by the other AB-PT operations—its own television and radio stations and radio network, AM-Par Records, Prairie Farmer Publishing and the electronic companies in which it has interests.

### 'Spartacus' Sign Ready

One of the largest and most expensive signs to herald a motion picture in some time has been completed in front of the DeMille Theatre at Broadway and 47th Street for "Spartacus," the Bryna production being released by Universal - International. Measuring 90 feet by 88 feet, it has over 10,000 lamp bulbs and more than three miles of wire as it winds around the corner with an auxiliary "Spartacus" sign on an apron facing north on Seventh Avenue, which is being used for the first time in many years.

## Hearings May Delay Action on Pay-TV

From THE DAILY Bureau

WASHINGTON, Sept. 26. — Some questions have arisen which appear likely to change the timing of FCC action on the application for a pay-tv test in Hartford, Conn. The application, for allowing Hartford Phonevision, a subsidiary of RKO General and Zenith, to conduct a test of Pay-TV over WHCT, may not be acted on until late in the year. Earlier, however, the FCC hopes to hold hearings on the general subject of Pay-TV.

As things stand, there is some feeling a hearing on Pay-TV in general, followed by approval of a specific test application, might lead to strong protests. In that case, a time-consuming series of hearings might have to be undertaken. Under the new rules that FCC can establish, such potential problems can be short-circuited.

If FCC follows this plan, it appears as though the job of the opponents of Pay-TV will be made somewhat more difficult.

## 5 Theatres Bid

(Continued from page 1)

discloses in an article in the motion picture section of the *Sunday Miami News*.

"There just aren't enough pictures for the five theatres to be booked very far in advance," she explained. "There are times when we don't know what we'll be playing the following week."

"There's a good side to the business, too," she continued. "Today we can truthfully say that movie attendance is better than ever—when a picture is really good. For instance, a picture like 'Psycho' would have been good for two or possibly three weeks a few years ago when interest in tv was at its height. Now, more people have seen 'Psycho' than any picture played in the theatre since it was built in 1947.

"People are more selective today. They no longer say, 'Let's go to the movies.' They now say, 'Let's see what's playing at the movies.' And if they don't find a really good one, they stay home. But if there is a good one, they don't let tv, or anything else, keep them away from it."

She said the motion picture industry is definitely on the upgrade, able to hold its own against any other form of entertainment competition. This is demonstrated, she said, by the new theatres being built in Florida.

## New Miami Theatre

(Continued from page 1)

McGahey will be among the dignitaries present for tonight's events for the theatre, which is located in one of the nation's largest shopping centers. Employees of the center will be guests at the pre-opening activities.

The 1,265 seat theatre features rocking-chair type facilities on the main floor, an extra ten inches of leg room between seats and free parking space for over 4,000 patrons.

# THE SUCCESS STORY

**MARILYN MONROE**  
**YVES MONTAND**

JERRY WALD'S production

**LET'S MAKE LOVE**

TONY RANDALL · FRANKIE VAUGHAN  
CINEMASCOPE · COLOR BY DE LUXE



Directed by GEORGE CUKOR  
Written for the screen by NORMAN KRASNA  
Additional Material by Hal Roemer

**BING CROSBY**  
**TUESDAY W**



JOHN O'HARA'S  
**FROM THE TERRACE**

STARRING  
**MYRNA LOY**

PAUL  
**NEWMAN**  
JOANNE  
**WOODWARD**



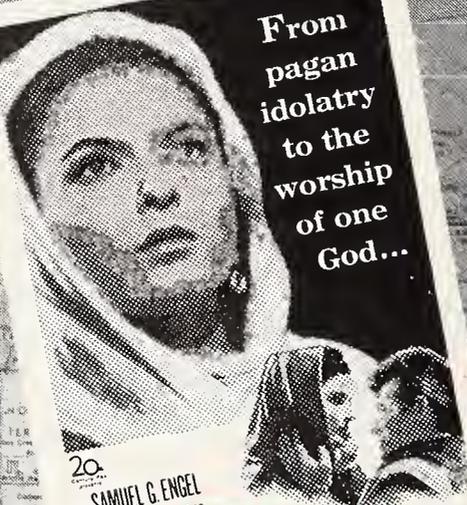
Produced and Directed by  
**MARK ROBSON**  
Screenplay by  
**ERNEST LEHMAN**  
CINEMASCOPE  
COLOR BY DE LUXE

FROM HEMISPHERE TO HEMISPHERE... 20<sup>TH</sup> HAS **SMA**

From pagan idolatry to the worship of one God...

**THE STORY OF RUTH**

STUART WHITMAN · TOM TRYON · PEGGY WOOD  
VIVECA LINDEFORS · JEFF MORROW · ELANA EDEN  
Directed by  
**HENRY KOSTER · NORMAN CORWIN**  
CINEMASCOPE · COLOR BY DE LUXE



20<sup>th</sup> Century-Fox  
A SAMUEL G. ENGEL Production

F. H. RICKETSON, JR. and TED R. GAMBLE present

**RICHARD BASEHART**  
**FOR THE LOVE OF MIKE**



RELEASED BY  
20<sup>th</sup> CENTURY FOX  
COLOR BY DE LUXE

CINEMASCOPE

**DESIRE IN THE DUST**



STARRING  
**RAYMOND BURR**  
**MARTHA HYER**  
**JOAN BENNETT**

CINEMASCOPE

# 'ROUND THE WORLD!

MAN  
MAUREY

HIGH  
TIME  
OR by DE LUXE  
EMASCOPE

LIKE NOTHING EVER  
KNOWN OR SHOWN!

SIR ARTHUR  
CONAN  
DOYLE'S  
**THE  
LOST  
WORLD**

AN IRWIN ALLEN PRODUCTION  
MICHAEL RENNIE · JILL ST. JOHN · DAVID CLAUDE FERNANDO · HEDISON RAINS · LAMAS  
Produced & Directed by IRWIN ALLEN · Screenplay by IRWIN ALLEN and CHARLES BENNETT  
CINEMASCOPE  
COLOR BY DE LUXE

20th CENTURY FOX JERRY WALD'S production

D. H. Lawrence's  
**sons  
&  
lovers**  
CINEMASCOPE

TREVOR DEAN WENDY MARY HEATHER  
HOWARD · STOCKWELL · HILLER · URE · SEARS

## AFTER SMASH AFTER SMASH!

THE SUPER-CORPORATION  
OF CRIME

**MURDER,  
INC.**

FROM THE  
BULLET-RIDDEN  
PAGES OF  
THE BEST-SELLER

CINEMASCOPE

MURDER, INC. starring STUART WHITMAN  
RAY BRITT and HENRY MORGAN · PETER FALK  
Screenplay by E. TUNICK and MEL BARR · BURT BALABAN  
Directed by T. BALABAN and STUART ROSENBERG  
Co-Producer LARRY JOACHIM

YOU HAVE TO SEE IT TO BELIEVE IT!

THE MIRACLE OF  
**STEREO-VISION**  
CINEMASCOPE  
and Color by De Luxe



**SEPTEMBER  
STORM**

YOU SEE IT  
WITH SPECIAL  
VIEWERS  
scientifically  
designed by  
master craftsmen!

The Rank Organization presents  
**THE  
30  
STEPS**  
COLOR BY DE LUXE

STARRING  
**KENNETH MORE · TAINA ELG**  
also starring  
**BRENDA DE BANZIE · BARRY JONES**  
with REGINALD BECKWITH · SIDNEY JAMES  
Screenplay by FRANK HARVEY · Produced by BETTY E. BOX  
Directed by RALPH THOMAS

**NORTH TO  
ALASKA  
and  
ESTHER  
AND THE  
KING**

soon  
will  
join  
them!



# PEOPLE

Leonard Goldenson, president of American Broadcasting - Paramount Theatres, is one of 13 persons appointed by President Eisenhower to the Advisory Committee on the Arts for the proposed National Cultural Center in Washington, D.C.

Harry A. Rosc, who has been manager of Locw's Majestic Theatre in Bridgeport, Conn., since 1944, has been appointed to a similar post at the Alpine Theatre in Brooklyn, N. Y. Mrs. Frances Augustine, long-time assistant to Rose in Bridgeport, becomes house manager with his departure. She will be working closely with Alfred Domian, manager of Loew's Poli, Bridgeport, who is to supervise the operation.

Phil Haddad, acting manager of the Capitol Theatre in Willimantic, Conn., has been promoted by Stanley-Warner to managership of the Stage, Manchester, succeeding Mrs. Olive Recave, resigned. Gerard Bouchard, formerly assistant manager at the Strand, New Britain, replaces Haddad at Willimantic.

Matthew T. Molitch has been appointed manager of the Washington division of Clark Transfer, Inc., Washington, D.C., it has been announced by James P. Clark, president. Molitch is executive secretary of the Film Carriers Conference of the American Trucking Ass'n.

Jack Partin, film row veteran of Portland, Oreg., has been appointed sales manager of United Artists' Seattle branch office with offices also in Portland. Partin rejoins U.A. after a seven-month venture in another line of business.

Erie Johnston, president of the Motion Picture Export Association, will receive one of Japan's highest decorations tomorrow afternoon in Washington from His Imperial Highness, the Crown Prince of Japan. In ceremonies to be held at the Embassy of Japan at 4:30 P.M., the Crown Prince will present to Johnston the First Class Order of the Sacred Treasure, in recognition of his contributions to Japanese-American friendship.

## Seadler Top Speaker At Youngstein Fete

Si Seadler, eastern advertising manager of M-G-M will be the principal speaker at the "Welcome Back Max" luncheon being tendered by New York's Cinema Lodge of B'nai B'rith to Max Youngstein, vice-president of United Artists and past president of the Lodge, at the Hotel Astor on Thursday. Robert K. Shapiro is chairman of the luncheon.

## Emanuel Praises Work Of Memphis V. C. Tent

Special to THE DAILY

MEMPHIS, Sept. 26. — The achievements of this city's Variety Tent, No. 20 were characterized as the kind which could serve as an inspiration and lesson to all tents by Edward Emanuel, international chief barker of Variety Clubs, in his formal presentation of the organization's coveted Heart Award to the local unit yesterday.

The Heart Award plaque, the second in its history to be won by the Memphians, was received by Chief Barker Howard Nicholson at ceremonies attended by many of the community's leaders. In association with the University Tennessee the Memphis tent embarked on a new project aimed at rehabilitation of children with heart ailments, and because of the outstanding results achieved since its establishment it was cited by Variety.

Emanuel stated that the Memphis tent typified the spirit of both Variety and of show business. "This," he said "is another face, another side of the complex personality we call show business. Our deeds are less likely to make headlines and are not always noticed. But let a star in Hollywood break a window of a neighbor by accident and headlines will appear. The thousands of Variety Club members have and are keeping a promise to help the underprivileged and handicapped everywhere. This is the face of the industry which is seen not by the public, but by unfortunate children day in and day out as their pain is alleviated, their bodies and spirits mended. That is our mission, to make happiness out of despair and not to be concerned with headlines."

## Sales Drive Saluting Aboaf Gets Underway

A five-week sales drive saluting Americo Aboaf, Universal International Films vice-president and foreign general manager—and marking the 10th anniversary of his leadership of U-I overseas—got under way yesterday and will run until Oct. 29, the conclusion of the company's fiscal year. Forty branches throughout the world will join in the annual sales push, competing for top honors in billings, bookings and collections. The drive will be captained by Ben M. Cohn, assistant foreign manager.

The "October Aboaf Month" theme is "BIG Pictures Mean BIG Grosses—Book U-I!" All overseas offices have been supplied with comprehensive drive kits. Office displays have been erected, stationery printed and mailings circulated to attract full exhibitor attention throughout the world.

## Bass Named V.P.

Julian Bass, associated with Donahue & Coe for the past 16 years, has been named a vice-president according to an announcement by E. J. Churchill, chairman of the board.

# Television Today

## See New Changes In Television Code

From THE DAILY Bureau

WASHINGTON, Sept. 26. — The television code board of the National Association of Broadcasters may be getting ready to undertake a fairly broad revision of the tv code. The group, scheduled to meet here Oct. 4, is likely to be presented with two alternatives in regard to code changes.

The first involves a revision both in form and substance, designed to reflect changes that have taken place in programming since the code's inception some years ago. There is some question whether this will meet with general enthusiasm, since some people apparently are reluctant to make extensive changes in a code which, they feel, is working pretty well. There is no disposition to deny that the present code is something of a patchwork; in fact, NAB itself cited this as a reason for reprinting the document last July in a form that incorporated all its many amendments.

The second alternative proposes a surface rewriting of the code. This would contemplate no significant changes in its scope, but would be directed primarily at making the language consistent. This, it is felt, might make it easier to limit the area of discretion concerning touchy subjects which some stations may feel they have under the present code.

## Urge TV Editorials On Regular Basis

Special to THE DAILY

MIAMI, Sept. 26. — The Florida Association of Broadcasters will urge its member stations to editorialize on a regular basis, according to Lee Ruwitch, executive vice-president and general manager of WTVJ, Miami, president of the association. This decision was reached by the board of directors of the FAB at their meeting held in Orlando recently.

The directors reviewed the procedures of editorializing as performed by those stations already including editorials in their broadcast schedules and agreed to recommend that all responsible Florida stations should follow suit. All FAB member stations will receive a kit on this subject including samples of radio and television editorials to be used as a guide.

In other business, Ruwitch read to the members of the FAB board a letter of commendation from Gordon Dunn, chief forecaster of the Miami Weather Bureau, on the "wonderful work done by the Florida Defense Network in keeping people informed on the progress of Hurricane Donna."

## Says TV Future Lies in Quality—Not Pay System

Special to THE DAILY

SALT LAKE CITY, Sept. 26. John K. West, vice-president NBC's western division, Los Angeles said here that the future of television is in the quality of its programming and not in cutting out commercials in favor of pay-tv.

"The American public may never get pay-tv," he said, "because nobody is interested in putting up the millions it would take to put such a program together."

West was here in connection with the changeover yesterday of television station KUTV to the NBC network. The station will affiliate with NBC while Columbia Pictures' KCP will switch to ABC. West was accompanied here by Tom Knode, vice-president of NBC station relations, New York.

"Programming is the heart of television," West said in an interview. "I don't think that much more can be offered for pay than is offered for free."

He said he believes the public has accepted the fact that their tv entertainment will be accompanied by commercials. "I also doubt," he added, "that the American people will pay to stay home."

He said that although westerners are still a favorite of the public there will be fewer on NBC next year than ever before.

Color programming will be doubtful that of last year, according to the NBC executives. He said that sales of color sets were up 300 per cent over last year and he felt the ultimate in tv programming would be in color.

West addressed a luncheon meeting of the Salt Lake Lions Club on a dinner meeting for KUTV employees to welcome them into the NBC family.

## Paramount Executives To Coast for Meets

Paramount executives Barney Balaban, president, Paul Raibourn, vice-president, George Weltner, vice-president in charge of world sales, and Russell Holman, eastern production manager, have arrived in Hollywood from New York for product conferences with Jack Karp, head of Paramount studios, and Martin Rackin, in charge of production.

**EAST COAST**  
MOTION PICTURE PRODUCTION,  
EDITORIAL and TECHNICAL SERVICES

**R FOR BETTER FILMS**

CREATIVE EDITING AND COMPLETE  
PERSONAL SUPERVISION

JOSEPH JOSEPHSON      45 West 45th St.  
Circle 6-2146      New York 36



Dear American Airlines:

I am the store coordinator for a nationwide chain. Name the airline and I'll fly on it. For courtesy, service and expert pilot ability my hat's off to your line, the number one airline in my book.  
*Harry Hillard*



Our Pilots, Mr. Hillard, are another of the reasons why American Airlines is first choice of experienced travelers. There are 1,750 of them; many are 15 and 20-year veterans—multi-million-mile Captains. Each follows a rigid apprenticeship with continuing company and government examinations. They are the elite **AMERICAN AIRLINES** of the Jet Age. *America's Leading Airline*

UNSOLICITED IN-FLIGHT LETTER FROM MR. H. HILLARD, NATIONAL STORE COORDINATOR, RAYCO AUTO SEAT COVER CO., PARAMUS, N. J.

THIS IS  
THE YEAR OF  
**SPARTACUS**

THESE ARE THE THEATRES ...

THESE ARE THE OPENING DATES ...

THIS IS THE GREAT ROAD SHOW ATTRACTION!

New York City	DeMILLE Theatre	October 6
Chicago	McVICKERS Theatre	October 13
Los Angeles	RKO PANTAGES	October 19
Boston	ASTOR Theatre	October 27
Philadelphia	GOLDMAN Theatre	November 2
Detroit	MADISON Theatre	November 3
Pittsburgh	NIXON Theatre	December 22
Cleveland	PALACE Theatre	December 22
Cincinnati	RKO GRAND Theatre	December 22
Atlanta	ROXY Theatre	December 22
St. Louis	ESQUIRE Theatre	December 22
Houston	DELMAN Theatre	December 22
Toronto	LOEW'S UPTOWN	December 22



All  
the News  
That  
Is News

QP

# MOTION PICTURE DAILY

Concise  
and  
to the  
Point

QP

DL. 88, NO. 62

NEW YORK, U.S.A., WEDNESDAY, SEPTEMBER 28, 1960

TEN CENTS

## At Hotel Astor

### Annual Compo Meeting Here On Oct. 25

#### Minimum Pay, Censorship, lections Head Agenda

The annual meeting of the Council of Motion Picture Organizations will be held Tuesday, Oct. 25, at the Hotel Astor, it was announced yesterday by Charles E. McCarthy, Compo executive secretary.

Because of exhibitor interest in post-1948 films, the meeting will discuss the possibility of a minimum pay for exhibitors and censorship of television stations.

### Three Additions to Emmy' Categories

TV's highest award, the "Emmys" of the National Academy of Television Arts and Sciences, will be awarded in substantially the same categories this year as last. The decision to retain the previous structure, with only three significant additions, was one of several made by the Academy's board of trustees at their meetings held last weekend in Phoenix, Ariz.

Harry S. Ackerman, the National Academy's executive secretary, said the additions were made to reflect the growth of television.

## Key City Christmas

### Openings for 'Greener'

"The Grass Is Greener," Grandon production starring Cary Grant, Deborah Kerr, Robert Mitchum and Alan Simmons, which Universal-International is releasing, will have its world premiere at the Astor Theatre in New York, launching a series of key Christmas openings.

Henry H. "Hi" Martin, vice-president and general sales manager of Universal, said the company will launch "Grass" with an all-out advertising and promotional campaign similar to the one accorded "Operation Petticoat" last Christmas.

## British Visitor Says Product Shortage Biggest Exhibitor Problem Over There

By SIDNEY RECHETNIK

The product shortage is England's major exhibition problem, just as it is in America, according to Jack E. Wright of the Savoy Theatre, Brighton, champion manager of Associated British Cinemas for 1959.

"Of course," Wright said at the Quigley Publications offices here yesterday, "we draw more upon our own studios than do the exhibitors in the United States. British-made comedies have been very successful since the War."

Wright, accompanied by his wife, will conclude a fortnight's visit to New York when he flies back to London tomorrow. He won the trip as an award for his winning the A.B.C. managers' competition in which some

(Continued on page 3)

## Screen Gems' Post-'48 Talks Called Tentative

Screen Gems has begun discussions with key television stations concerning terms for 275 of Columbia's post-1948 films, but no deals have been made yet, a spokesman said yesterday. The discussions, he added, are more or less exploratory in nature.

Abe Schneider, Columbia president, said some time ago that Columbia was in no hurry to begin selling its post-'48 films, but definitely contemplated doing so at a propitious time.

## Cipes to Handle 21 Col. Films for TV

Columbia Pictures has named Jay H. Cipes exclusive agent for the release to United States television of certain of its specialized pictures, the company announced yesterday.

The films, 21 in number, most of which were produced since 1955,

(Continued on page 3)

## Exhibitor Groups Back Get-Out-Vote Program

A number of exhibitor organizations are participating now in the American Heritage program to get out the vote for the November elections, and most of these look with favor on the Motion Picture Ass'n. plan to facilitate cash contributions by industry employees to the campaign funds of the party of their choice.

Theatre Owners of America, one of those cooperating with American Heritage, said it has received MPA's

(Continued on page 3)

## AB-PT May Drop About 100 More Theatres, Leaving Total of 350-400; Goldenson Says

American Broadcasting-Paramount Theatres expects to continue eliminating unprofitable theatres until its operations have been reduced to between 350 and 400 houses, Leonard Goldenson, president, disclosed.

The company's holdings now total 480 theatres. AB-PT has followed a policy of eliminating marginal operations for many years, but Golden's disclosure was the first indication of an approximate terminal stage.

The AB-PT head also revealed that directors of the company may consider paying a dividend in stock in November, instead of a cash extra, in order to maintain a strong cash position. AB-PT has been paying a dollar annually.

Goldenson had predicted record earnings for the current quarter ending this week and for the year, in a talk to the Boston Society of Security Analysts on Monday. He said television operations would account for the gains in this and subsequent years.

AB-PT's net earnings for the first six months of the year were \$5,653,000, compared with \$3,886,000 for the corresponding period last year. Goldenson said third quarter net will be substantially ahead of 1959's \$1,340,000 operating profit and \$1,522,000, after including sales of assets.

## At NAB Meeting

### Will Evaluate Post-'48s by Code Standards

#### See Possibility of Editing by Stations

By E. H. KAHN

WASHINGTON, Sept. 27. — The question of conformity of feature films, particularly post-'48s, to the Television Code, will be one of the subjects to be considered by the code board of the National Ass'n. of Broadcasters when it meets here next week.

The NAB TV Code bulletin notes that Code subscribers are urged "to review all of this material with care." Since the films were made for theatrical exhibition and not for tv, they should be weighed against the TV Code.

"Some of the material may require editing," the bulletin says.

## Valiant Aids Film Runs With Free TV Plugs

From THE DAILY Bureau

HOLLYWOOD, Sept. 27.—Valiant Films is instituting plans to provide exhibitors with showmanship facilities for its films which will give "roadshow treatment" to a continuous performance policy without loading the advertising budget, Sig Valiant said.

(Continued on page 3)

## Coca Cola to Sponsor World Series Picture

Special to THE DAILY

ATLANTA, Ga., Sept. 27. — The highlights of the 1960 World Series play between the New York Yankees and Pittsburgh Pirates will be captured for posterity—and the future enjoyment of baseball fans the world over—in a 35-minute color movie to be produced under the joint sponsorship of the Coca-Cola company, its 1,100 bottlers, and the American and National Leagues.

The 16mm film, recording the great plays of the entire series, will be made available through Coca-Cola bottlers to any organized group, anywhere, wishing to show it.

## PERSONAL MENTION

**SYDNEY M. GOLDMAN**, Radio City Music Hall's director of theatre operations, accompanied by his wife, **TESSA SMALLPAGE**, the concert singer, has left here for a four-week visit to Athens, Istanbul, London and Paris.

**JOSEPH H. HAZEN**, partner of producer **HAL WALLIS** at Paramount, has arrived here from Hollywood for home office conferences.

**DORIS DAY** and **MARTIN MELCHER**, her producer husband, were in Chicago yesterday from Hollywood as the first stop on a five-week tour of key cities to promote "Midnight Lace."

**NEIL HELLMAN**, Albany and Philadelphia exhibitor, leaves New York City today for Zurich, Switzerland, accompanied by **MRS. HELLMAN**.

**J. E. HOBBS**, branch manager for Allied Artists in Atlanta, and **MRS. HOBBS** are in Oklahoma City for a two-week vacation.

**PAUL ENGLER**, Birmingham, Ala., exhibitor, has returned there from Chicago.

Producer-director **STANLEY KRAMER** will return to New York from Germany on Sunday.

**MAURICE SILVERSTEIN**, vice-president of Metro-Coldwyn-Mayer International, has arrived in Europe, where he will spend two weeks in visits to Paris, Rome and London.

**SEYMOUR MAYER**, vice-president of M-C-M International, returns here today from Central America.

**JONAS ROSENFELD, Jr.**, Columbia

**gems of showmanship!...**

**SPECIAL TRAILERS**

by **national screen service**

## 210 Theatres Now Operating in Israel; Tel Aviv to Get 3 New Ones This Year

From THE DAILY Bureau

WASHINGTON, Sept. 27.—About 210 motion picture theatres are operating in Israel with a total seating capacity of 160,000, according to Nathan D. Colden, motion picture head of the Commerce Department.

### Eastman House Films to French Library Festival

Special to THE DAILY

BUFFALO, Sept. 27.—James Card, director of the George Eastman House Film Library in Rochester has taken a load of films to the National Film Library Festival in France. The Eastman House contribution to the Festival will be films directed by Joseph Sternberg, according to George Pratt, assistant curator, who opened the new season of film showings in the Dryden Theatre of the George Eastman House on Tuesday, Sept. 27.

While abroad, Card will attend meetings of the International Center of Photography, sponsored by UNESCO, in Pitti Palace, Florence, and of the International Federation of Film Archives in Paris.

"Miracle of Milan," directed by Vittorio deSica, was the first of the series shown in the Dryden Theatre, and which commemorated the 10th anniversary of the museum.

### Para. Appoints Wieder

Alan Wieder has been named West Coast merchandising representative of Paramount Pictures, effective immediately, it was announced here. He succeeds Bob Blair, who has retired. Wieder will make his headquarters in the company's Los Angeles branch. A veteran industry showman. Wieder has been associated with several of the major studios.

Pictures executive in charge of advertising, publicity and exploitation; **ROBERT S. FERGUSON**, national director of advertising, publicity and exploitation; and **RICHARD KAHN**, exploitation manager, are in Washington, D. C., for the American premiere of "I Aim at the Stars" there tonight.

**MARILYN COLD**, director of advertising and publicity for Flamingo Telefilms, is in Pittsburgh from New York today.

**HARRY BOTWICK**, Florida State Theatres supervisor for South Florida, is confined to Marcy Hospital in Miami for treatment of ulcers.

**WILLIAM F. McLOUGHLIN**, publicity and advertising manager for Cinorama in Detroit, will be married there soon to **JANET LEAMASTER**.

Tel Aviv accounts for 20; Haifa, 12; and the Israeli sector of Jerusalem, 11. Two new theatres were built in Tel Aviv in 1958, two in 1959, and three more are expected in 1960, but the number of theatres in outlying districts has remained stable.

During the 1959-60 fiscal year ending March 31, the Israel film censorship board viewed for release 459 pictures, compared to 492 in the preceding year. U.S. films reviewed declined from 41 per cent (216 films) for the previous year to 39 per cent (178 films). German speaking films also dropped, but the number of films from France, the United Kingdom, Italy, the Soviet Union, Spain, India, and Egypt increased. (Egyptian movies were approved before December, 1959, when a ban was placed on films produced in countries hostile to Israel.)

In fiscal year 1957-58, total ticket sales grossed about 25 million Israeli pounds and in 1958-59, 33 million pounds. (Israeli pound is worth about 56 cents in U.S. currency.) Taxes account for approximately 50 per cent of each ticket sold.

### Admissions Uninvolved In N.Y. County Tax

Special to THE DAILY

ALBANY, Sept. 27. — A proposed two per cent sales tax for Schenectady, Albany and Rensselaer Counties discussed at a luncheon meeting here yesterday by the mayors of Schenectady, Albany and Troy would not affect "admissions of any kind." So Schenectady city manager Arthur Blessing (who on July 29 had suggested the tri-county levy) said in answer to a question.

Mayors Malcolm Ellis, of Schenectady, Erastus Corning, of Albany, and Neil Kelleher, of Troy, announced that the proposed tax will be referred to the boards of supervisors in the three counties, for study. Mayor Corning declined, as he had before, to express an opinion on the merits of the proposal. Mayor Ellis and city manager Blessing strongly support it, as a method of relieving the property tax "burden."

### 'Stars' Opens Oct. 12

Columbia's "I Aim at the Stars" will have its New York premiere at the Forum Theatre on Wednesday, Oct. 12.

## New Optics for Palace To Launch 'Sunrise'

A completely new integrated optical system designed for New York RKO Palace Theatre by Bausch & Lomb was installed for the premiere of Warner Brothers "Sunrise at Campobello" last night.

Major advantages of the new B & L system are said to include: an extremely flat field sharp from corner to corner; uniform screen illumination with no washed out center; excellent color rendition, and freedom from color fringes.

The system includes a four-inch diameter barrel and has sufficient back focus to be used with the Simplex X-L projector.

Charles Horstman, RKO's director of projection, said, "The system delivers a tremendous improvement in screen quality over previous optical systems. It's the finest system I've ever seen."

## Services Held in N.O. For Berenson's Father

Special to THE DAILY

NEW ORLEANS, Sept. 27.—Funeral services were held here for El Berenson, retired theatre owner and father of Abe Berenson, president of Allied Theatre Owners of the United States and member of the national Allied board. The deceased, who was 77, resided in Miami Beach, where he died last Friday following a stroke.

Berenson entered theatre operations in Bogalusa, La., about 1928, where he operated the Redwood and Starwood in Cretna, La. He retired about 10 years ago.

**More light +**

**slower burn = lower costs**

**NATIONAL** TRADE MARK

**PROJECTOR CARBONS**

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Herbert V. Feck, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Eastern Editor, Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOLLYWOOD 7-2145; Washington, E. H. Kahn, 996 National Press Bldg., Washington, 4, D. C.; London Bureau, Bear St, Leicester Square, W. 2. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Circle 7-310. Cable address: "Quigpubco. New York" Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Gallagher, 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 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, 10c.

## Compo Meet

(Continued from page 1)

The minimum wage legislation at the next session of Congress, an unusually high attendance is expected, he said. The meeting will include sessions by members, the board of directors and the executive committee.

A heavy agenda is in preparation, according to McCarthy. Among other projects, this will include action on a minimum wage campaign, censorship, and the annual election of officers. The sessions will start at 10 A.M. in the Astor's East Ballroom.

## British Visitor

(Continued from page 1)

Five of the British circuit's managers participated.

The A.B.C. circuit plans to open England's first drive-in theatre, subject to local authority permission, and Wright, at Sandown Park, a race track near London, next year. The only difficulty foreseen in drive-in operation is the general inclement weather conditions in England, as compared to the U.S.

Both Mr. and Mrs. Wright were very favorably impressed with their trip to a drive-in theatre here during the week. "It's champion," declared the lovely Mrs. Wright. "It's a wonderful way to take children to the pictures. In England we have great difficulty in getting baby sitters."

The A.B.C. drive slogan, "Let's go to the Pictures," instigated several years ago, has proven very successful, said Wright, who also found it "when you have a fine picture they will turn out for it."

"It's uncanny," the showman said, "how the public seems to ferret out a bad picture even before it opens."

## British TV Poor

British television is "shocking" in its poor entertainment qualities, the rights declared. They were impressed with the considerable variety of shows in the U.S.

Wright cited the "enthusiasm" of the American exhibitor for his theatre and his work and said that the American exhibitor lacks nothing in the way of effective showmanship endeavours.

Business this year in England was considerably better than last year, a fact Wright attributed to the "poor" weather there this year as against the good weather of 1959.

Bowling alleys have become very popular in his country, said Wright, who pointed out that A.B.C. was converting closed theatres into centres for this popular amusement.

Wright paid tribute to Joseph E. Levine, Embassy Pictures president, for the large-scale campaign he accorded the British playdates of "Hercules Unchained." Levine "flooded" television and took full-page ads in the daily and Sunday papers, both unprecedented procedures there. The results of Levine's promotion and the blanket bookings on the picture paid off very well at British box offices, Wright said.

## REVIEW:

### September Storm

Edward L. Alperson—20th-Fox

FOR THE MANY fans who wonder what ever happened to 3-D, Edward L. Alperson presents the answer in "September Storm." It has been developed for the CinemaScope screen and is now called Stereovision. Although special glasses are still needed for the effect of the added dimension, they, too, have been improved for the comfort of the viewer. A modern story of a search for pirate's gold, the 20th-Fox adventure is set on and around the beautiful Spanish isle of Majorca. Director Byron Haskin's color cameras are quite an asset in telling the tale, and special mention must be made of the outstanding underwater photography of Lamar Boren.

As the story opens vacationing model Joanne Dru meets handsome Asher Dann, who is locally employed as maintenance man on the largest and trimmest yacht in the harbor. Since his rich employer is in Paris on business, Dann finds extra time for Miss Dru and a romance is soon blooming. Miss Dru is taken not only by his charms, but also because she believes Dann owns the beautiful ship.

Mark Stevens, a sailor in need of a vessel, comes onto the scene accompanied by long-time sidekick Robert Strauss. They know where there is \$3,000,000 in gold coins under 50 ft. of water, but they need a ship. Dann's would be the perfect choice, but he is understandably hesitant.

Stevens persuades Miss Dru by promising a four way split and she converts Dann to the idea and the unlikely quartet sets sail.

The trip to the treasure is marked by continual tension among the fortune seekers and happy-go-lucky Strauss begins to show a bad side to his personality, especially toward Miss Dru. It is during this time that they experience the storm of the picture's title. The storm has mental results on the four people in addition to the physical ones on the ship.

They finally retrieve the treasure only to have Strauss threaten Stevens with a spear gun, but he is saved by Dann even though he has taken Miss Dru from him. The Coast Guard takes over the ship when the adventurers return to Majorca and Stevens remarks that he might get half of the money after Spanish taxes and, of course, he has Miss Dru.

Coastal exhibitors will find many ways of exploiting this film and it should be especially popular with the many skin diving clubs which have been so successful in America.

"September Storm" is from a screenplay by W. R. Burnett which was based on a story by Steve Fisher. Paul Strader was underwater director for the DeLuxe color production.

Running time, 99 minutes. Release date, October.

W. H. WERNETH

## Cipes to Handle

(Continued from page 1)

were made in France, Germany, Japan, Italy, Austria, Mexico, Greece, Brazil and the Philippines. Several are Venice Film Festival winners, while others were produced in color. All of them will be post-synchronized in English.

Cipes, who has spent the past several years here and abroad assembling and dubbing packages of foreign art films for television, will announce a complete list of titles shortly.

## Leonidoff to Brazil

Leon Leonidoff, senior producer at Radio City Music Hall, has returned to Rio de Janeiro to make final arrangements for the importation of the Brazilian company of entertainers who will be featured in the Music Hall's next stage show, an all-Brizilian spectacle which will open in mid-October. Leonidoff will also visit Brasilia, the new capital city, to consult with its designer, Osear Niemeyer.

## Valiant Aids Runs

(Continued from page 1)

Shore, one of Valiant's executives said during an interview today at Hollywood Brown Derby.

Shore, accompanied by Benn Reyes, who is currently setting up an exploitation field staff to cover the 23 exchange areas which will distribute Valiant product, said that the company, which is an off-shoot of Distributors Corp. of America, will supply free TV plugs on its films in approximately 40 market areas in which it has a barter arrangement for spot announcements on features it owns for television.

Forecasting a \$2,000,000 domestic return on "The Sword and the Dragon" which opens here tomorrow in 28 theatres on a multiple run, Shore said the film is getting saturation TV plugs on five of the seven channels in this area.

Shore, leaving Thursday for a 10-day trip to England and the continent, said the company, in which

## Advise Catholics Avoid 'Class B' Pictures

Special to THE DAILY

ALBANY, Sept. 27. — Catholics are advised to avoid all pictures placed in Class B (morally objectionable in part for all) by the Legion of Decency in the current edition of "The Evangelist," Albany diocesan publication.

The comment is in the "Question Box," a column written by the Rev. Monsignor John J. Collins, pastor of St. Joseph's Church in neighboring Rensselaer.

A reader asked whether it is "all right" for Catholics to see Class B films. Father Collins replied the "best advice" is to avoid them—"in the hope such a course may eventually induce producers to present to the public only those pictures that are unobjectionable."

He called it a "deplorable fact that there are not a few Catholics who have not the slightest objection to attending movies that are 'objectionable in part for all.'"

## Get-out-the-Vote

(Continued from page 1)

invitation to join in its campaign contributions plan and indicated that it would receive favorable consideration.

A TOA spokesman said Albert M. Pickus, president, has not had time to act on the MPA invitation but called the plan "good public relations" for the industry and said it would be given prompt attention.

Independent Theatre Owners Ass'n. of N. Y. announced that all of its member theatres are displaying the non-partisan trailers of the American Heritage program urging qualified voters to register and vote in the coming election. However, there was no indication of organization reaction to the MPA plan for voluntary contributions by industry employees to campaign funds of the party of their choice.

Other regional exhibitor organizations are known to be cooperating in the work of lining up theatres for showing the American Heritage trailer. However, their attitude toward the MPA plan has not been ascertained yet.

## To Preview Cinema-Cafe

The new Trans-Lux 85th Street Cinema-Cafe will be previewed on Tuesday, Oct. 11, at an open house cocktail party for the trade and the press, it was announced by Richard P. Brandt, president, and Thomas E. Rodgers, vice-president of Trans-Lux Theatres Corp.

Fred Schwartz, Joseph Harris and Gustave Berne are also associated, will continue to acquire films for television for bartering purposes as an adjunct to its overall merchandising plans.

Valiant will announce its plans in a trade campaign shortly on six of the films it now has ready for release, which are owned by Vitalite Corp., of which Shore is president.

# The Wernher von Braun Story "I AM AT THE STARS"

**A**cross the nation, and the world, they're talking  
celebrated and controversial man of the  
Now his extraordinary real-life story blisters  
across the screen

## AMERICAN PREMIERE

September 28th at Loew's Palace  
Washington, D.C.

Sponsored by the Army Distaff  
Foundation, Inc.

## SPACE AGE PREMIERE

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(Site of Dr. von Braun's  
Rocket Research)

Launching Area  
Bookings Throughout  
The Southeast!

COLUMBIA PICTURES presents  
CURT JURGENS · VICTORIA SHAW in

the CHARLES H. SCHNEER production

ALSO STARRING

AND

GIA SCALA · HERBERT LOM · JAMES DALLY

Screenplay by J. DRATLER

Story by G. FROESCHEL, U. WOLTER, H.W. JOHN

Directed by J. LEE THOMPSON

A MORNINGSIDE PRODUCTION

Newsweek

NEW MOON RISES FOR U.S.

Detroit Times  
FIRST U.S. MOON  
CIRCLING EARTH  
Dramatic Firing  
Acclaimed by Ike

This Week  
MAGAZINE

I AM  
AT THE  
STARS

The Wernher von Braun Story

**"I Aim at the Stars" is red-hot now!...**

**About the most  
space age!  
s way**

*(Not printed at Government expense)*



# Congressional Record

PROCEEDINGS AND DEBATES OF THE 86<sup>th</sup> CONGRESS, SECOND SESSION

## "I Aim at the Stars" An Unusual Motion Picture

SPEECH  
OF  
**HON. JOHN SPARKMAN**  
OF ALABAMA  
IN THE SENATE OF THE UNITED STATES  
Tuesday, August 23, 1960

Mr. SPARKMAN. Mr. President, recently I was privileged, along with my fellow Senator from Alabama, LISTER HILL, to sponsor a congressional presentation showing of an unusual and important motion picture "I Aim at the Stars." This film is the story of Dr. Wernher von Braun, an adopted son of Alabama, whose work is so vital to our race into space. This film is distributed throughout the world by Charles H. Schneer and Lia Pictures beginning in late

this country after World War II, he has been the subject of much argument. But the picture "I Aim at the Stars" does not gloss over any of the facts. Starting with Von Braun's childhood and his youthful infatuation with rocketry, it fully covers those years in which he was chief of the group of German scientists who developed the V-2 weapon and his membership in the Nazi Party. The film also delineates fully the great decision that had to be made at the conclusion of the war by our military authorities on the disposition of the man, rocket and missile experts. It clearly shows the swiftness and the firmness with which the men of decision moved to corral the Von Braun group and offer them a working haven in the United States on a trial basis. The picture also shows, as we now well know, how that gamble paid off, not only to our advantage in the race for space, but in gaining us a large number of good and valuable citizens who might otherwise have been forced behind the Iron Curtain.

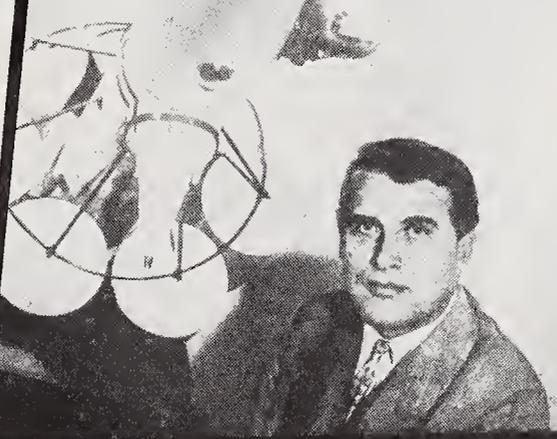
way in which he and his fellow scientists have become outstanding and useful citizens. Von Braun and his cohorts from Germany have contributed much of their time, their collective energies and talents, as well as their zeal to the progress of Huntsville, Ala., as an outstanding American community. They have also had a large share in forging the reputation of Huntsville as "Rocket City," a city and an area that has and will continue to be one of the Nation's guarantees to the peace and security of the world.

I found "I Aim at the Stars" a truly inspirational experience, and trust that others will undergo similar reactions in viewing it. Among the inspiring aspects are the dedication of Dr. von Braun to reach his goal of the "Rockets in Space" even when forceful opposition is encountered. The picture also shows the devotion of the masters of NASA to the continuing development of our space program. Equally inspiring is Dr. von Braun and his family as citizens of the United States is able to accept and nurture them so that they understand and live under the most favorable conditions of liberty and freedom. The picture is a full citizen's contribution to the Nation.

the Stars" is the first motion picture ever produced about a living person. It is, in many ways, the most valuable film of our generation, for it begins where the two World Wars, the Korean conflict, and the race between the United States and the Soviet Union have been the first to contribute to the most forthright person. And I believe that history has dared to be as blunt as this. The story this motion picture tells is the story of a man who has brought to the screen that not many stories in history have dared to be as blunt as this. Because of the manner in which it is told, I believe that people will see it, and I believe that it will be one of the most valuable motion pictures of our generation.

# LIFE

WERNHER VON BRAUN,  
U.S. SPACE EXPERT,  
MOON ROCKET MODEL



THE U.S.S. CELEBRATES  
SPUTNIK II IN AIR;  
VAST DISPLAY IN MOSCO  
NEW FUELS AND METHODS  
FOR TRIPS TO MOON

## Near-Rioting Mars Munich Preem Of Von Braun Biopic

Munich, Aug. 23. Young Communists and members of an anti-war organization staged a near-riot at the world premiere of Columbia's "I Aim at the Stars" here Friday (19) but careful planning by the Columbia film men prevented a serious outbreak.

Entire uproar was aimed at Wernher von Braun, ex-German who created the German World War II V-2 rocket and who has been one of the leading scientists in America dealing with the U.S. rocket program.

# VARIETY

The trouble started at a... held se



In Stockholm, the U.S.'s leading rocketeer, ex-German Scientist Wernher von Braun, clinked drinks with his Soviet opposite number, Professor Leonid Sedov, who as current president of the International Astronautical Congress called for all mankind's cooperation in the conquest of space. They reportedly agreed that such an objective takes natural priority over nuclear suicide by the human race. Later last week, Von Braun got a less cordial hello in his native land when he showed up in Munich for the world premiere of his film biography, *I Aim at the Stars*. Replying to pacifists' protests that the movie whitewashes his services to Hitler, the father of the V-2 rocket stated his credo of practical patriotism: "A war is a war, and when my country is at war my duty is to help win that war."

**Take "Aim" from COLUMBIA!**

# Emmy Awards

(Continued from page 1)

TV Academy's president, announced the unanimous decision, pointing out the 1960-61 "Emmy" Awards will be presented in the same 21 categories as last year, including outstanding achievements in seven "fields" of programming, as well as performing, directing, writing and technical achievement awards.

The three additional categories were brought in this year's structure to include the area of supporting performances and to salute the "Program of the Year."

## Plan Television Festival

Second major decision of the trustees was to inaugurate an annual international television festival with the first one to be held in New York City in the spring or fall of 1961 and the second in Los Angeles in 1962. Invitations have been extended and tentative plans made for major addresses to the festival delegates by the heads of the three broadcasting networks and for a festival day in Washington, D.C., climaxed by an address by the President of the United States on the festival's theme, "Greater World Understanding Through International Television."

Thirdly, the board decided to establish a publications committee and editorial board headed by Syd Eiges, NBC vice-president of press information, to prepare a major definitive book on the history, practices and future of American television, and a quarterly journal of programming and technical developments in tv.

## Lectures Popular

Additional developments at the meeting were the report that the organization's public information, lecture and service bureau is receiving an average of 20 requests a week for its lecture and counselling services to colleges, educational television stations and similar organizations in the month since its inauguration; the decision to provide financial and program assistance to the Academy's local chapters in Arizona, Baltimore, Chicago, Seattle and Washington, D. C., and to charter additional chapters in the near future.

The expansion of the fund-raising activities of the Academy's foundation to implement these projects and the Academy's planned television library and museum, as well as its established workshop, fellowship and scholarship programs was set in motion with plans to elect the foundation's board of directors and engage an executive director.

# AROUND THE TV CIRCUIT

with PINKY HERMAN

HOLLYWOOD:

AND as we were saying before we left George M. Cohan's Broadway, don't let anyone tell you that flying westward (or eastward) in a jet isn't all that it's cracked up to be—because IT IS! The fact that our trip was via American Airlines is strictly beside the point—because the jets of the other air lines are undoubtedly just as fine. But we're ahead of the story because although our annual vacation actually started last Monday, we flew out to Cleveland Friday to visit with a few radio-TV friends. At the Hopkins Airport there, WNBC Program supervisor Bud Ford picked us up and drove us directly to The Hotel Statler where Maestro Sammy Watkins had already reserved a suite for us. Sammy is one of the nation's most popular Ork Pilots (His orchestra was featured for 11 years of the Hollenden Hotel after which he moved into the Terrace room of the Statler where his music stirred the toes of Cleveland's Elite for the past 9 years). A shower and shave and out to Gene Carroll's studios where Gene and his charming Helene have been grooming talent for years TVia their WEWS programs. We can't ever forget Gene because in 1931 he and his former partner Glenn Rowell (Gene & Glenn—WTAM—Cleveland) introduced our first hit song, "Little Sweetheart of the Mountains." Gene has a new trio, the Heartbreakers and when he played us an acetate we remarked, "sounds like the Andrews Sisters." "I think so, too," answered the beaming and dynamic Carroll, and strangely enough, "I was the one who first brought the Andrews Sisters to New York from their native Minneapolis. Brought them to Rudy Vallee and then Lou Levy signed them and the rest is Tin Pan Alley history."

☆ ☆ ☆

At WERE, we spent some time with Carl Reese and Phil McLean, two grand guys and talented emcees-announcers. A beautiful young lady named Phyllis Carlisle came into the studio as we chatted with Phil and when we remarked how much she resembles singer Louise Carlisle, she said she was Louise's niece, Ork Pilot-songwriter Russ Carlisle's daughter. Later we visited Carl Lampl's office (headquarters of the internationally-famous Lampl Fashions) where we told Carl that his standard composition entitled "Close To You," recorded by Sarah Vaughn and just released on Capitol, was headed for hitdom again. Lampl, often referred to as "Night Mayor of Cleveland," has been an ASCAP member for 20 years.

☆ ☆ ☆

At WHK we met an enterprising young man named W. Gary Davis, who is promotion manager there and he knew all about us because before becoming a TV exec, he'd spent seven years with 20th Century-Fox in this area.

I. A. (Iz) Ruman, brother of Film Producer Sam Ruman and most successful insurance broker in Hollywood, met us at the L.A. International airport and drove us to Rudy Vallee's home in Hollywood Hills where we'll spend a week. Our limited vocabulary prevents an adequate description of the estate so we'll just utilize Hollywood's own w.k. phrase, "Sensationally Stupendous." (only we'll add "positively.") An hour after our arrival, Rudy loaned us the use of his Buick and we drove down to M. P. DAILY's office at Yucca-Vine Bldg. Manager Sam Berns was out making the rounds but his charming and efficient gal Friday, Ethel, was on hand to greet us, give us a desk, typewriter and other essentials a news-hawk might need.

## RKO Asks Waiver of Hearings on Transfer

WASHINGTON, Sept. 27. — RKO General has asked the Federal Communications Commission to refrain from having comparative hearings on the applications it has made to acquire from NBC (for \$11.5 million) its Channel 4 station in Washington and Channel 3 in Philadelphia.

Philco Corp. has filed a competing application for allocation of the Philadelphia channel and the *San Francisco Chronicle* has asked for the Washington channel.

RKO General contends that Section 310(B) of the Communications Act forbids hearings in which the qualifications of the transferee of a license may be compared with the qualifications of other contenders for the permit. The FCC was asked to take action on the transfer first, and then look at the question of the competing applications for the channels concerned.

## Profitable Quarter For NBC Radio Seen

Net sales of over \$1,250,000 during the last three weeks place the NBC Radio Network in a profit-making position for the first quarter of 1961, it was announced by William K. McDaniel, vice-president in charge of the NBC Radio Network.

"This assures NBC Radio affiliates of a substantially higher level of compensation during the first quarter of 1961 than was paid them in the first quarter of this year," McDaniel said.

## Post-'48s

(Continued from page 1)

station editing before telecast," the bulletin states.

If, after viewing, stations have any question concerning any of this product, NAB suggests that one of the three code offices should be asked for an opinion. The Code staff "will be happy to assist" in determining possible Code application, the bulletin asserts.

Also on the agenda will be coordination of operations of Washington, Hollywood and New York code offices. E. K. Hartenbower, chairman of NAB's Code Review Board, says that "the expansion and coordination of the three Code offices will benefit all Code subscribers in attaining steady, thoughtful improvement in the operation of the Code."

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a century of experience.

**GEVAERT**

THE GEVAERT COMPANY  
OF AMERICA, INC.

# PEOPLE

Claude Anison, formerly supervisor for the Williston circuit and the Canto circuit, Indianapolis, is the new manager of the Garden Auto Outdoor Theatre in St. Petersburg, Fla. The drive-in is owned by Ben Cohen, who operates from his home office in Cincinnati.

Sylvester J. Albano, owner of Albano's drive-in at Ravena, has been elected vice-president of the New York State Magistrates Association. Albano has served as justice of the peace in the nearby village of Coeymans, for 14 years. He was installed in the new post at the Association's annual convention in Grossinger's last week.

Frank Saviola has been named Buffalo branch manager of Paramount Film Distributing Corp., it was announced by Hugh Owen, vice-president. Saviola was a Buffalo salesman prior to his new appointment. John Serfustino takes over as sales manager of the branch. Both promotions are effective immediately.

Spyros P. Skouras, president of 20th Century-Fox, will be the host at a luncheon tomorrow in honor of Sarwat Okasha, Minister of Culture and National Guidance of the United Arab Republic. Other prominent Arab officials who will be in attendance at the Metropolitan Club luncheon are: Omar Loutfi, U.A.R. Ambassador to the United Nations; Dr. George Tomah, U.A.R. Consul General in New York; M.A.K. Taha, U.A.R. Mission to the United Nations, and Dr. Fathallah El Khatib, U.A.R. Mission to the United Nations.

Francis Lynch, Paramount sales representative in the Albany exchange district during recent months and before that a booker in the company's Albany and Buffalo branches, is now salesman for M-G-M in Albany. He succeeds Ralph Ripps, who was promoted to manager after Edward R. Susse had been sent to the larger Detroit branch.

## 'Midnight' Promotion

Doris Day, co-starred with Rex Harrison and John Gavin in "Midnight Lace," Ross Hunter-Arvin production being released by Universal-International, will arrive here from Hollywood on Sunday for 10 days of advance promotional activity in connection with the world premiere at Radio City Music Hall as the next picture. During her stay in New York, Miss Day will meet with press and record representatives. On Friday, Oct. 7, she will participate in a special "Midnight Lace" fashion show at the Hotel Plaza featuring 10 of the dresses designed by Irene, famous fashion designer, which she wears in the picture.

## Mexican Production Showed Drop in '59; 84 Pictures Were Made with 15 in Color

From THE DAILY Bureau

WASHINGTON, Sept. 27.—According to statistics of the Direction General de Cinematografia of Mexico, 84 feature films were produced in Mexico in 1959, of which 15 were in color, the Department of Commerce reports. This compares with 126 features reported produced in 1958 and with 106 in 1957. U.S. film companies accounted for the production of four of the 84 produced in 1959.

Average production cost of a feature film in 1959 was about \$94,700 compared with the 1958 average of \$63,120.

Total box-office receipts throughout Mexico were \$89,600,000 in 1959, with the Federal District accounting for 24 per cent. Theatre attendance was reported as 626,598,710 for the entire country, of which 101,350,402 was in Mexico City.

## Norris, Mrs. Twyman to Address Michigan Meet

Special to THE DAILY

DETROIT, Mich., Sept. 27.—Further details concerning the forthcoming Allied Theatres of Michigan 41st annual convention were made known here today.

The meeting, which is scheduled for the Sheraton Cadillac Hotel on Oct. 12-13, will be hosted by Peter P. Ellis of Pep Trucking Lines and will include among its guests Sen. Pat McNamara (D., Mich.), Mayor Louis C. Miriani of Detroit, Mrs. Margaret G. Twyman, director of community relations for MPA, and Glenn Norris, 20th-Fox general sales manager.

Alexander Film Co. will sponsor the opening day breakfast with luncheons during the convention being extended by Confection Cabinet, an ABC Berlo Vending affiliate, and Pepsi Cola Co. A cocktail party will be given by Roman Miro Carbon's Lee Artoe while the final dinner-dance will be co-sponsored by Coca Cola and the L & L Concessions Cos.

Artoe, as in the past, is donating a silver and marble trophy to be awarded to the owner or manager submitting the best business-building idea at the convention and National Carbon Co. has announced that it will maintain a suite for cocktail and nightcap parties throughout the convention.

A highlight of the gathering will be a special screening of U-I's "Midnight Lace" for the members of the convention.

Detroit's downtown first-run houses have extended invitations to delegates and their wives to attend any of their performances while the Music Hall will welcome the ladies of the convention to its Wednesday matinee.

## New Hellman Building

ALBANY, N. Y., Sept. 27. — Neil Hellman, operator of the new Hellman Theatre here and owner of two Philadelphia drive-ins, has announced plans for the construction of a \$1,000,000 building near the suburban-type theatre. He did not disclose the purpose of the structure, but said it would be revealed "in a month or six weeks."

## Showcorp. Expands

Showcorporation is expanding its selling force, having added four new representatives, according to C. Robert Manby, president. The additions include Empire Pictures, in the Southwest; Jack Jaslow in Pennsylvania; Max Westebbe for Upper New York; and Hazelton-Dynes in the Minnesota region.

## To Film 'Kingdom'

HOLLYWOOD, Sept. 27.—Sidney Harmon and Richard Wilson will film "The Kingdom of Man" for Columbia Pictures release under the banner of Hermes Production, Inc. Harmon will co-produce with Wilson, who is also slated to direct.

## 'Grass Roots' Campaign For 'Alaska' Slated

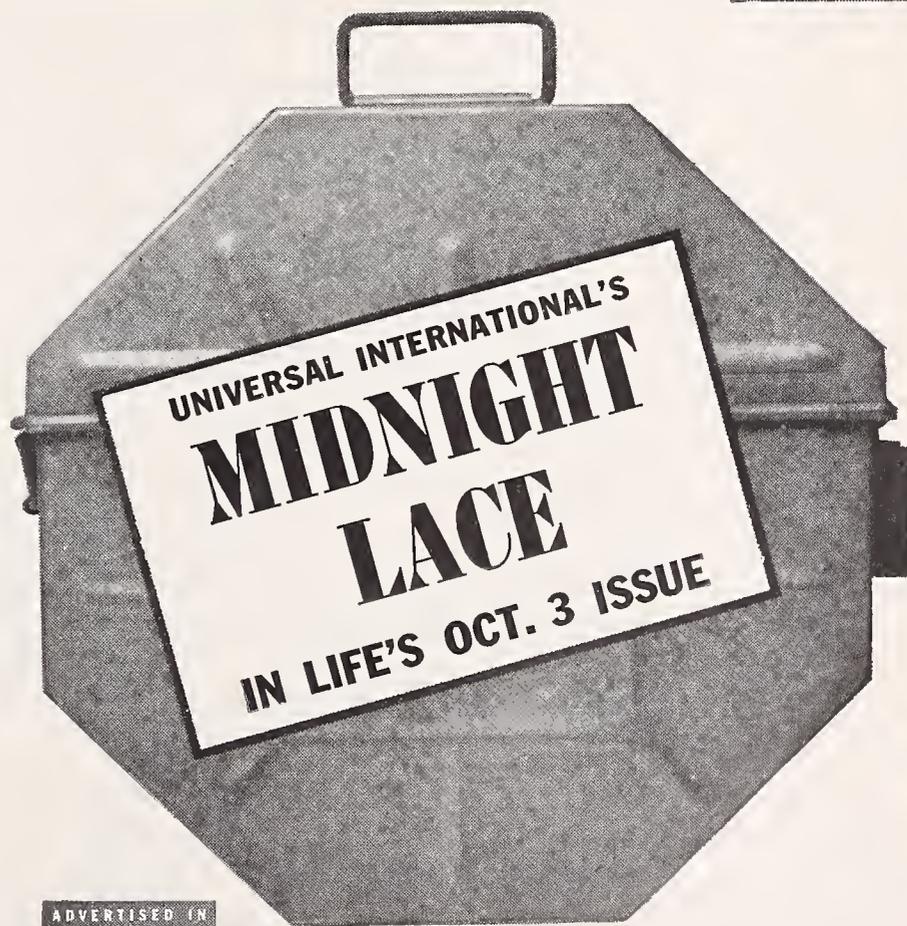
Twentieth Century - Fox's regional advertising and publicity force, will begin an intensive "grass roots" promotional campaign four weeks in advance of openings on the company's Thanksgiving release, "North to Alaska." The picture will receive a large scale national campaign, facets of which will be incorporated into the regional and local promotions.

Keynote of the campaign will be the promotion of the title song from the film, already recorded by Johnny Horton on Columbia Records. Months in advance of release, "Alaska" ads will carry heavy credits for the Horton song.

Horton is currently on tour in the U. S. and Canada, meeting with press, radio, tv and disc jockeys, plugging "North to Alaska" and his record. Following the tour, the singing star will make an appearance on the Oct. 5 Dick Clark show on ABC-TV and a late October Ed Sullivan show on NBC. In both of these appearances Horton will sing the title tune.

Fabian, a star of the film, is also going on a 40-city tour of the country, to meet with press, radio and tv personages on the local level. On Oct. 5, Fabian will appear on the premiere of the Perry Como tv show on NBC. Following this appearance, Fabian is slated for a spot in the Gary Moore tv show. In both of these appearances he will introduce and show film clips from the picture.

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"...I believe  
it is a  
beautiful way  
to open  
our theatres..."



...IT IS... BECAUSE

**IT'S THE GRAND** *New* **FLAG**

in National Screen's  
brand new—grand new

## **NATIONAL ANTHEM TRAILER**

in thrilling color

And the response we've gotten to this beautiful, fully-scored, full color trailer has filled our hearts with pride! All the scope, the sweep, the grandeur of this great land of ours are here, plus the thrill of the new Old Glory, waving in the breeze . . . prompting the statement at the top of this page, from Sam J. Russo, of the Eldorado chain in San Diego. Thank you Sam, and thank you, Al Dennis, manager of the Rivoli Theatre, in Toledo, Ohio, for letting us know about the exciting patriotic response of juvenile audiences in your theatre to our National Anthem Trailer. You must be right when you say, "you can't oversell this one."

And you can't afford to be without the one trailer that will dress up your program openings and closings for years to come . . . prints are available now at \$14.95 each.



**NATIONAL SCREEN SERVICE**

All  
the News  
That  
Is News



# MOTION PICTURE DAILY

Concise  
and  
to the  
Point



VOL. 88, NO. 63

NEW YORK, U.S.A., THURSDAY, SEPTEMBER 29, 1960

TEN CENTS

## All Branches

### Political Fund Appeal to Be Industry-Wide

*First Ever of Kind; To  
Set Details at MPA Today*

While a large segment of exhibition will participate in the plan to encourage voluntary contributions to the campaign funds of the party of their choice by industry employes, the organized industry program will be limited essentially to production and distribution, and among member companies of the Motion Picture Association of America, it was indicated officially yesterday.

However, exhibitor organizations and individual exhibitors will carry on a similar effort in cooperation  
*(Continued on page 4)*

### 7 Christmas Openings Set for 'Spartacus'

Seven Christmas openings have been set for "Spartacus," Bryna Production starring Kirk Douglas, Laurence Olivier, Jean Simmons, Tony Curtis, Charles Laughton, Peter Ustinov and John Gavin, which is being released by Universal-International.

The seven Christmas openings set for Dec. 22, follow the world pre-  
*(Continued on page 6)*

### Technicolor Appoints Three to Top Posts

*From THE DAILY Bureau*

HOLLYWOOD, Sept. 28. — Appointment of John J. Daly as assistant to the president was announced today by John R. Clark, Jr., president and general manager of the Technicolor companies.

Clark also announced the election of two new division vice-presidents: Paul W. Fassnacht, production, Technicolor motion picture division; and Robert A. Schaefer, in charge of consumer photographic products division, engaged in amateur photographic field.

**TELEVISION TODAY—page 5**

### MMPTA Lauds Compo Work, Urges Dues Payments

The biennial meeting of the Metropolitan Motion Picture Theatres Ass'n. here yesterday warmly commended the Council of Motion Picture Organizations on its program and activities in general and for its work in the area of Federal minimum wage legislation and in opposition to censorship, in particular.

The resolution recognized Compo's continuing need for funds and endorsed the current annual dues drive while recommending early and full payment of Compo dues by its members.

### L. R. Schwartz Is MMPTA Head

Leslie R. Schwartz, president of Century Theatres, was elected president of Metropolitan Motion Picture Theatres Ass'n. at the organization's biennial meeting at the St. Moritz Hotel here yesterday. He replaces Sol A. Schwartz, president of RKO Theatres, who automatically becomes MMPTA's board chairman, replacing Solomon M. Strausberg.

Other officers of MMPTA elected yesterday include: Eugene Picker, president of Loew's Theatres, first vice-president; Robert K. Shapiro, managing director of the Paramount Theatre, Times Square, second vice-president; James F. Gould, vice-president of Radio City Music Hall, treasurer.  
*(Continued on page 4)*

### 20th-Fox Invites Exhibitor Ideas; Starts Ad-Pub Promotion Series

Twentieth Century-Fox has instituted a program of exhibitor advertising and publicity conferences designed to cooperate with exhibitors throughout the United States in formulating ideas for promotional campaigns on the company's forthcoming releases.

First of the series of conferences was held yesterday at the company's home office with West Coast theatreman Bert Pirosh, president of California-Pacific Theatres, addressing top-level members of 20th's ad-pub department.

Charles Einfeld, 20th-Fox vice-president, called the idea "a forward move in the advertising and publicity fields" and "a boon for exhibi-

### FCC Sets Dates Oct. 24-28

## Can Cross-Examine in Conn. Pay-TV Hearing

### Ground Rules Permit Full Examination Of Witnesses; Exhibitor Counsel 'Elated'

By E. H. KAHN

WASHINGTON, Sept. 28.—Hartford Phonevision, Inc., has been granted a four-day evidentiary hearing before the Federal Communications Commission *en banc* in a unanimous FCC action.

### Lazarus Defends PCA at Meeting with Clergy

A defense of the effectiveness of the operation of the Production Code Administration was made yesterday by Paul N. Lazarus, Jr., Columbia Pictures vice-president, at the first of two conclaves here between the Broadcasting and Film Commission of the National Council of the Churches of Christ and representatives of the motion picture industry.

Lazarus emphasized that the industry has undergone tremendous changes within the past few years and stated that, "under the present conditions of a very diversified industry," he considered the job done by the PCA as quite adequate. "Self regulation is still effective," he said.

The current meetings, which are expected to become a semi-annual event, were called in order to examine the  
*(Continued on page 4)*

This is what had been sought by the company, which proposes to institute tests of toll television in Hartford, Conn., over WHCT-TV, Channel 18. The hearing will be public and the Connecticut Committee Against Toll-TV will be allowed to participate, as will five Hartford theatres, as fully qualified adversaries. The hearing will run from Oct. 24 through Oct. 28. Thereafter, interested parties will have until Dec. 1 to file proposed findings of fact, which the commission will take under advisement. No specific date for final commission action can be set,  
*(Continued on page 6)*

### TOA Accepts Bid of MPA Ad Group; No SPG Reply

Albert M. Pickus, Theatre Owners of America president, has accepted the invitation of the Motion Picture Assn.'s advertising - publicity committee to send a delegation to a meeting which will be called to discuss the recent criticism of film advertising by TOA and the Screen Producers Guild. A similar invitation was sent by the  
*(Continued on page 6)*

### 'Where Boys Are' to Be MGM Christmas Release

"Where the Boys Are" has been selected as M-G-M's Christmas-New Year's attraction, Sol Siegel, studio head, and Robert Mochrie, general sales manager, reported yesterday.

The picture, a comedy-romance of the Florida resort season produced by Joseph Pasternak, will be backed by one of the most penetrating advertising and promotion campaigns of the year, M-G-M said.

tion and distribution." The series of meetings, he said, will enable both exhibition and distribution to exchange ideas on the "vital job of selling product."

Einfeld pointed out that "no one knows his audience better than an exhibitor and is equipped to render the distributor a great service by  
*(Continued on page 4)*

## PERSONAL MENTION

**HOWARD MINSKY**, assistant to **GEORGE WELTNER**, Paramount vice-president in charge of world sales, returns to New York today from Chicago following a two-day business trip.

**MISCHA KALLIS**, advertising art director for the California office of Charles Schlaifer and Company, leaves Hollywood Sunday for a two-week visit to the advertising agency's New York office.

**CAM PRICE**, Jacksonville branch manager for the Capital Releasing Corp., has returned to the Florida office after visiting the Atlanta home office.

**DICK BROOKS**, Embassy Pictures publicist, will be married December 17 to **MISS PHYLLIS LEDER** of Westbury, L. I.

**AUDREY HEPBURN** and **GEORGE PEPPARD**, co-stars in "Breakfast at Tiffany's," arrive in New York from Hollywood today to start shooting this weekend on the Paramount picture.

**CARY GRANT**, star of the Grandon-U-I release "The Grass Is Greener," arrives in New York from London Oct. 4 for a series of meetings with U-I executives on advance promotion for the picture.

**EDWARD L. HYMAN**, vice-president of American Broadcasting-Paramount Theatres, accompanied by his assistant, **BERNARD LEVY**, is in Boston from here today.

### Services Tomorrow for Lewis, Technicolor Sec.

Funeral services for **George F. Lewis, Jr.**, a lawyer and secretary of Technicolor, Inc., who died in Lenox Hill Hospital here Tuesday following a brief illness, will be held at 11 A.M. tomorrow at the Church of St. John the Evangelist.

Lewis, who was 41 years old, became an officer of Technicolor in 1953. He is survived by his widow, **Trudy**; his mother, **Mrs. Elizabeth L. Lewis**, and a brother, **Robert G. Lewis**.

### 'Time' Bests 'Daisies'

Metro - Goldwyn - Mayer's "The Time Machine," topped the business of "Please Don't Eat the Daisies" by grossing over \$205,000 in the first five days of its engagement (Wednesday through Sunday) in 27 Loew's Theatres.

### Two Theatres, Producer Secure Loans from SBA

From THE DAILY Bureau

WASHINGTON, Sept. 28. — Two motion picture theatres and one producer received loans from the Small Business Administration during August. A direct loan of \$30,000 was made to **Barrera Marti, Inc.**, San-turce, Puerto Rico, which has 13 employees. A disaster loan of \$1,000 went to the **Pleasant Valley Drive-In**, Olive Hill, Ky.

**Pennsylvania Film Productions**, Philadelphia, a producer of motion pictures, that has three employees, received a direct loan of \$40,000 from the agency.

Total of all 484 loans approved by SBA during August was \$21,982,000, almost double the \$11,365,000 approved during July.

### MPPC Luncheon Oct. 4 Draws Studio Executives

From THE DAILY Bureau

HOLLYWOOD, Sept. 28. — The Motion Picture Permanent Charities kickoff luncheon October 4 took on added significance today when campaign chairman **Sidney Solow** reported that top leaders from the motion picture and television industries will be among 300 guests set to attend the event.

Major motion picture executives accepting invitations today are: **Steve Broidy**, **Roy Disney**, **Jack Karp**, **Ray Klune**, **Victor Carter**, **Robert Goldstein**, and **Jack L. Warner**. Television studio heads are: **Dick Powell** and **Albert Dorskind**.

**Sol Siegel** and **Sam Briskin** will be represented by **Marvin Schenck**. **Nate Colter** will represent U-I's **Edward Muhl**, and **George Murphy** will attend for **Desi Arnaz**.

**Walter Mirisch**, MPPC president, will preside at the luncheon.

### 'Campobello' Premiere Aids 'March of Dimes'

A total of \$25,065 was contributed to the National Foundation-March of Dimes as a result of the world premiere at the RKO Palace Theatre here last night of "Sunrise at Campobello," the Warner Bros. motion picture version of **Dore Schary's** play about **Franklin Delano Roosevelt** a decade before he became President.

**Mrs. Eleanor Roosevelt**, who is portrayed by **Greer Garson** in the film, headed the assembly of notables at the premiere performance. She was joined by **Schary**, who wrote and produced the screen drama, and **Vincent J. Donehue**, who directed the film and the play. **Zina Bethune**, featured in the cast as **Anna Roosevelt**, the **Roosevelts' only daughter**, also attended.

The picture is playing the Palace on a reserved seat policy.

### Cinema Lodge Welcomes Youngstein Back Today

Some 300 friends of **Max Youngstein**, the New York-to-Hollywood commuting vice-president of United Artists and past president of the Lodge, are expected to gather for lunch in the North Ballroom of the Hotel Astor today to help New York's Cinema Lodge of B'nai B'rith say an informal and affectionate "Welcome Back, Max."

As **Abe Dickstein**, president of Cinema Lodge, explains it, luncheons are usually given to departing executives but this time the procedure is being reversed, mainly because Cinema Lodge and the many other charitable and humane organizations with which Max is associated, are so grateful that he has again taken up headquarters in New York after a sojourn in Hollywood.

#### Seadler Will Speak

**Si Seadler** of M-G-M, will be a speaker, according to an announcement from **Robert K. Shapiro**, of the New York Paramount Theatre, who is chairman of the luncheon and Cinema's past presidents, will also be on the dais.

On hand to assist in the festivities will be some Cinema members like **Al Kelly** and probably **Joey Adams**. Also lending assistance will be actors **Tony Randall**, **Shirley Jones** and **Ina Balin**.

**Rabbi Ralph Silverstein** of Temple Sinai of Brooklyn and a vice-president of Cinema Lodge, will deliver the invocation starting about 12:30 P.M.

### Para. Home Office Group Concludes Studio Talks

From THE DAILY Bureau

HOLLYWOOD, Sept. 28. — Paramount's New York executives headed by president **Barney Balaban**, concluded production conferences with **Jack Karp**, head of the studio, and **Martin Rackin**, in charge of production, and left for the East today.

The executive contingent which arrived here last weekend, included **Paul Raibourn**, **George Weltner**, and **Russell Holman**. Their meetings were concerned with the company's intensive fourth quarter production program which has eight feature pictures scheduled for the cameras by the end of the year.

### Mrs. Al Fecke Dies

BOSTON, Mass., Sept. 28. — **Dorothy M. Fecke**, wife of **Al Fecke**, well-known New England film salesman for United Artists, died here suddenly yesterday of a cerebral hemorrhage. Funeral services will be held Friday. **Mrs. Fecke** was a sister-in-law of **Herbert Fecke**, advertising manager of MOTION PICTURE DAILY.

### Gay Capital Premiere Held for 'Aim at Stars'

From THE DAILY Bureau

WASHINGTON, Sept. 28. — Official, diplomatic, military and social Washington paid tribute to **Dr. Wernher van Braun** last night at the American premiere of Columbia Pictures' "I Aim at the Stars" at the Loew's Palace Theatre here.

Among the notables at the premiere were **Mrs. Mamie Eisenhower** and **Lt. Col. John Eisenhower**; **Secretary of the Army and Mrs. Wilber M. Brueker**; the newly-appointed chairman, **Joint Chiefs of Staff, General Lyman L. Lemnitzer** and **Mrs. Lemnitzer**; the newly-appointed Chief of Staff, **United States Army, Gen. George H. Decker** and **Mrs. Decker**; and **Lt. General Leslie R. Groves (USA Ret.)**, president of the Army Distaff Foundation, who was host for the evening. **Mrs. Bucker** and **Mrs. Lemnitzer** were patronesses of the event, and **Mrs. Decker** was general chairman. Some 250 patients of local military hospitals were in attendance.

Special guests of honor included **General H. N. Toftoy** and **Colonel James P. Hamill**, both of whom are portrayed in the **Charles H. Schnee** production based on **von Braun's** career.

In a press conference here today **Wernher Van Braun** said he feels sure that the film's reception will be controversial. Some will like it, some will not, but no one will be lukewarm. He refused to comment on adverse reactions in Antwerp, Munich and other European centers.

**Van Braun** claimed that it was often impossible to separate military purposes from peaceful ones. The purpose of the film was, as he saw it, to point up this dilemma facing scientists in every country. He declared he felt strongly about moral imperatives and that he did not think of himself as a hero.

### LeWitt Estate Filed

HARTFORD, Sept. 28. — The late **Atty. George LeWitt**, Connecticut film industry pioneer, left his entire estate—amount not disclosed—to his wife, **Mrs. Miriam Z. LeWitt**. Probate Court has disclosed. **LeWitt**, partnered with the late **John S. P. Glackin** in the **Glackin & LeWitt Theatres** in Connecticut for many years, died Aug. 20 at his New Britain home. A son, **Brooks**, associated with management of the **Berlin (Conn.) Drive-In Theatre**, and two daughters, also survive.

### 'Heaven' Bows Oct. 10

"Heaven on Earth," an American-Italian co-production which was filmed in the Vatican, will have its world premiere at the 55th Street Playhouse here on Oct. 10. Film is a **JB Film Enterprises** release.

Gordon McLendon

announces with pride  
the assignment to create and produce

## NATIONAL RADIO CAMPAIGNS

for

# THE ALAMO

JOHN WAYNE • RICHARD WIDMARK • LAURENCE HARVEY



and

# CIMARRON

GLENN FORD • MARIA SCHELL • ANNE BAXTER

### A FEW OF THE OTHER GORDON McLENDON CAMPAIGNS:

Samson and Delilah	Hell to Eternity
From Here to Eternity	Hound of the Baskervilles
Bridges at Toko-Ri	Man On A String
The Country Girl	The Gene Krupa Story
Never So Few	Tom Sawyer
House of Usher	A Night To Remember
Pork Chop Hill	Why Must I Die
The Glenn Miller Story	Shane
On the Waterfront	The Wild One

A Woman Like Satan

# Political Fund All-Industry

(Continued from page 1)

with American Heritage, thus giving the movement an industry-wide character.

American Heritage has informed MPAA that this will be the first industry to engage in such an activity on an industry-wide basis. Components of other industries have encouraged voluntary campaign contributions by employees on other occasions, it was stated, but such efforts never before attained industry-wide proportions.

The American Heritage program with which a large segment of exhibition is cooperating provides both for an internal encouragement of voluntary contributions to the campaign funds of either party by those employed in exhibition, and for the use of trailers calling upon the public to register and vote.

The producer-distributor plan was proposed by Eric Johnston, MPAA president, and has been accepted by

the member companies.

A "fill-in" meeting of MPAA company representatives is being held here today to review the plans and preparations for the effort. The company representatives at today's meeting will direct the campaigns within their respective companies. The campaigns will include all subsidiaries and affiliates, such as television, music and other companies, as well as the studios, film exchanges and home offices of all the various MPAA members.

Participation kits have been prepared and other materials required for the campaign are in preparation, so the hope now is that the effort can be gotten under way by the end of next week.

Johnston is scheduled to discuss the arrangements with the two candidates, Senator John W. Kennedy and Vice-President Richard Nixon today or tomorrow.

## MMPTA

(Continued from page 1)

urer; Philip F. Harling of Stanley Warner Theatres, assistant treasurer.

Members of the executive committee elected yesterday are: Leo Brecher, Eugene Picker, chairman; Samuel Rinzler, Samuel Rosen, Donald S. Rugoff and Sol M. Strausberg.

Directors elected are: Leo Brecher, Walter Brecher, Russell Downing, Emanuel Frisch, Harry Goldberg, James F. Gould, Philip Harling, Bernard Helfand, Murray Lenekoff, Harry Mandel, Martin H. Newman, Eugene Picker, Samuel Rinzler, Samuel Rosen, Arthur Rosen, Donald S. Rugoff, Leslie R. Schwartz, Sol A. Schwartz, Robert K. Shapiro, Stanley N. Silverman, M. O. Strausberg and Solomon M. Strausberg.

D. John Phillips continues as executive secretary.

### 'Goliath' for November

HOLLYWOOD, Sept. 28.—American International's new color spectacle "Goliath and the Dragon" starring Mark Forest and Broderick Crawford, originally set for Christmas release, has been moved up to Thanksgiving replacing "Konga." Switch was made necessary because of time-consuming special effects involved in the production of "Konga," the story of a 100-foot gorilla that rampages through London. "Konga" has been re-scheduled for a February, 1961, release.

## Defend PCA

(Continued from page 1)

findings of the NCCC's Study Commission on the industry and also to hear Dr. Bachman's report entitled "The Church and the Mass Media."

The churchmen again emphasized that they do not believe in "outside censorship" of the industry. They are anxious to learn "what role Christians can play in connection with the many facets of the entertainment world," they said.

Kenneth Clark, vice-president of the Motion Picture Ass'n., also spoke at the session yesterday, which was closed to members of the press. Clarke discussed the present position of the industry in general.

Two other MPA executives, Margaret Twyman and Taylor Mills, will address the meeting today.

### 20th-Fox Invites Ideas

(Continued from page 1)

lending his ideas on how best to sell a picture."

In each meeting a prominent exhibitor, in this case Pirosh, will address the ad-pub personnel outlining his views on what elements ought to be incorporated into advertising and promotion to best sell upcoming product.

Among the 20th executives who attended the initial session were Rodney Bush, exploitation director; Abe Goodman, advertising director; Edward Sullivan, publicity director; Martin Michel, radio-TV director and Nat Weiss, publicity manager.

### Set Remarque Novel

HOLLYWOOD, Sept. 28. — "Borrowed Life," the new Erich Maria Remarque novel, will be filmed for Columbia Pictures release by William Goetz Productions, with Laurence Harvey slated to be one of the stars.

# 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, *Techirama*; vv, *VistaVision*; rs, *Regalscope*.

## ► OCTOBER

AA—TIME BOMB: Curt Jurgens, Mylene Demongeot  
AA—BLOODY BROOD: Barbara Lord, Jack Bett  
AA—SEREGENTI SHALL NOT DIE, c: Documentary  
AIP—THE ROUGH AND THE SMOOTH: Nadja Tiller, Tony Britton  
AIP—JOURNEY TO THE LOST CITY, c: Debra Paget, Paul Christian  
BV—JUNGLE CAT, c: True-Life Adventure  
BV—TEN WHO DARED, c: John Beal, Brian Keith  
COL—I AIM AT THE STARS: Curt Jurgens, Victoria Shaw  
COL—LET NO MAN WRITE MY EPITAPH: Burl Ives, Shelley Winters  
COL—I'M ALL RIGHT JACK: Peter Sellers  
MGM—KEY WITNESS: Jeffrey Hunter, Pat Crowley  
MGM—WHERE THE HOT WIND BLOWS: Gina Lollobrigida, Yves Montand  
PAR—THE SAVAGE INNOCENTS, c, te: Anthony Quinn, Yoko Tani  
20-FOX—THE BATTLE OF AUSTERLITZ, c, cs: Leslie Caron, Rossano Brazzi  
20-FOX—DESIRE IN THE DUST, cs: Raymond Burr, Martha Hyer  
20-FOX—SECRETS OF THE PURPLE REEF, c, cs: Peter Falk  
UA—THE ALAMO, c, todd-AO: John Wayne, Richard Widmark  
WB—SUNRISE AT CAMPOBELLO, c: Ralph Bellamy, Greer Garson  
WB—THE DARK AT THE TOP OF THE STAIRS, c: Robert Preston, Dorothy McGuire  
WB—GIRL OF THE NIGHT: Anne Francis, John Kerr

## ► NOVEMBER

AA—HEROES DIE YOUNG: Erika Peters, Robert Getz  
AA—THE UNFAITHFULS: Gina Lollobrigida, May Britt  
AA—THE PLUNDERERS: Jeff Chandler, John Saxon  
AIP—KONGA, c: Michael Gough, Jess Conrad  
COL—SURPRISE PACKAGE: Yul Brynner, Mitzi Gaynor  
COL—HELL IS A CITY: Stanley Baker, Maxine Audley  
COL—JAZZ BOAT, cs: Anthony Newley, Anne Aubrey  
MGM—BUTTERFIELD EIGHT, c, cs: Elizabeth Taylor, Laurence Harvey  
MGM—GORG0, c: William Travers, William Sylvester  
PAR—G.I. BLUES, c: Elvis Presley, Juliet Prowse  
20-FOX—CIRCLE OF DECEPTION cs: Bradford Dillman, Suzy Parker  
20-FOX—NORTH TO ALASKA, cs, c: John Wayne, Capucine  
20-FOX—DOUBLE TROUBLE, cs: Tommy Noonan, Peter Marshall  
20-FOX—TESS OF THE STORM COUNTRY, c, cs: Diane Baker, Lee Philips  
UA—INHERIT THE WIND: Spencer Tracy, Fredric March (special dates)  
UA—THE MAGNIFICENT SEVEN, c: Yul Brynner, Eli Wallach  
UNI—MIDNIGHT LACE, c: Doris Day, Rex Harrison  
WB—THE SUNDOWNERS, c: Debarah Kerr, Robert Mitchum

## ► DECEMBER

AA—HEROD THE GREAT, c: Edmund Purdom, Sylvia Lopez  
AA—DONDI: David Janssen, Patti Page  
AIP—GOLIATH AND THE DRAGON, c: Mark Forest, Brodrick Crawford  
BV—SWISS FAMILY ROBINSON, c: Dorothy McGuire, John Mills  
COL—THE THREE WORLDS OF GULLIVER, c: Kerwin Mathews, Jo Morrow  
COL—THE WACKIEST SHIP IN THE ARMY, c: Jack Lemmon, Ricky Nelson  
COL—PLEASE TURN OVER: Ted Ray, Jean Kent  
MGM—CIMARRON, c, cs: Glenn Ford, Maria Schell  
MGM—MAGIC BOY, c: feature-length cartoon  
PAR—THE WORLD OF SUSIE WONG, c: William Holden, Nancy Kwan  
PAR—CINDERELLA, c: Jerry Lewis, Judith Anderson  
PAR—A BREATH OF SCANDAL, c: Sophia Loren, Maurice Chevalier  
20-FOX—FLAMING STAR, c, cs: Elvis Presley  
20-FOX—ESTHER AND THE KING, c, cs: Joan Collins, Richard Egan  
20-FOX—THE WIZARD OF BAGDAD, c, cs: Dick Shawn, Diane Baker  
UA—EXODUS, c, Panavision 70: Paul Newman, Eva Marie Saint (special dates)  
UA—FACTS OF LIFE: Bob Hope, Lucille Ball

### Levitch to North Park

BUFFALO, Sept. 28. — Lou Levitch, managing director of the Granada, Schine de luxe suburban operation here, has resigned and starting Oct. 6 will take over the operation of the North Park Theatre on Hertel Avenue, one of the first big community houses in Buffalo, and operated for many years by the Shea circuit.

### To Honor Al Becker

BUFFALO, Sept. 28.—Al Becker, Buffalo's veteran projectionist and theatre supply executive, who recently celebrated his 75th birthday, will be honored in recognition of that event by the barkers of Tent 7, Variety club of Buffalo, at a dinner in the clubroom, in Delaware avenue, on Tuesday, Oct. 18, it was announced here today.



# Television Today

## ABC to Aid in First Ecuador TV Station

The American Broadcasting Company International Division and Primera Television Ecuatoriana, S. A. have joined forces in the development of Ecuador's first television station, it was announced by Jose Rosenbaum, PTE general manager, and Donald W. Coyle, vice-president in charge of the ABC International Division of American Broadcasting-Paramount Theatres, Inc.

The station will begin operating in Guayaquil within the next few weeks on Channel 4. Guayaquil, as well as being the largest city in Ecuador, is the country's commercial headquarters and principal port.

ABC International will furnish Primera Television Ecuatoriana with engineering, technical, programming and sales assistance as well as financial aid.

AB-PT has also made agreements with five Central American broadcasting companies which comprise the Central American Television Network, and with broadcasting companies in Caracas, Venezuela, and Beirut, Lebanon. ABC also has a minority interest in News Limited of Australia, Inc., which participates in television broadcasting in Australia.

## Leeds' Desilu Contract Is Settled; He Resigns

From THE DAILY Bureau

HOLLYWOOD, Sept. 28. — Desi Arnaz, president of Desilu Productions, announced an amicable agreement had been arrived at settling Martin Leeds' employment contract as executive vice-president and providing for his resignation as a director of the company.

Termination of Leeds' employment resulted from differences between Arnaz and Leeds with respect to certain operating policies of the company.

## TV Drive for 'Hot'

A 248-station television network, designed to reach the full potential motion picture audience in top markets across the United States and Canada, will pre-sell Joseph E. Levine's forthcoming "Where the Hot Wind Blows." The campaign will be telecast into millions of homes within range of the specially devised "network," featuring several of the climactic scenes from the film.

## Hollywood Subject of 'Open End' Show Sunday

"The Movie Makers," a discussion of the various phases through which the motion picture industry has passed, will be the subject of David Susskind's "Open End" show on Channel 13, WNTA-TV, Sunday night, beginning at 10 P.M., EDT.

The industry panel will be comprised of George Cukor, Jerry Wald, Daniel Taradash, Fred Zinneman and Richard Brooks. They will cover, among other subjects, the star system, current changes in the industry, its personalities and box office performance.

## Our Gang Comedies Get High Rating in Premiere

The original Our Gang comedies are having their premiere showing on television in several key cities and immediately are proving to have as much appeal to the national funny-bone as they did when they were released to movie theatres by Hal Roach in the early 1920's.

In their New York television debut last week on WOR-TV, the first of the 78 Our Gang two-reelers acquired by David Dietz, of National Telepix, doubled the rating in the 5:00 P.M. time slot. The rating is even more significant considering the local competition from Khrushchev, Castro, Nasser and assorted other visitors.

### Adults Also Enjoy

Fundamentally aimed at children, the "Gang" comedies are demonstrating such a wide appeal to nostalgic adults as well that Dietz hopes shortly to move the program, called "Mischief Makers," into an evening time slot.

In Los Angeles and Chicago, where the first "Gang" series also got their initial television exposure this month, similar enthusiasm for the antics of the movie moppets is reported. In a late afternoon time spot, the show quickly moved from fourth to second place in a fortnight.

## Deny Dismissal Motion

A motion by Richard Randall and Network Film Industries, Inc., to dismiss a suit brought against him and the company by New York State attorney general Louis Lefkowitz was denied yesterday by State Supreme Court Justice George Tilzer. Judge Tilzer also denied a motion by the defendants for an injunction to bar the state attorney's office from issuing press releases mentioning the case. An early trial of the suit, alleging misrepresentation in the sale of stock, will be sought by the state attorney general.

## Warners Will Produce New 'Las Vegas' Series

"Las Vegas," a new television series set in the famous Nevada resort, will be developed for ABC-TV by Warner Bros., it was announced today by Thomas E. Moore, vice-president in charge of programming for the ABC-TV Network, and William T. Orr, vice-president in charge of Warner Bros. television production. The new series will be developed for the 1961-62 season on ABC-TV.

Principal characters of "Las Vegas" will be representatives of the Las Vegas police department and sheriff's office, with exclusive access to the files of the two law enforcement agencies.

Arrangements have also been made with the luxury hotels on the Las Vegas "Strip" for their co-operation in filming the series and in providing colorful background facilities.

The initial "Las Vegas" project will be produced by Jules Schermer.

ABC-TV plans to introduce "Las Vegas" as a 90-minute special, after which it will be a weekly, one-hour series.

## Who's Where

Peter A. Griffith has been appointed a vice-president of Transfilm-Caravel Incorporated, it was announced by William Miesegaes, president. The firm is a major producer of industrial shows and training programs, TV commercials and business films.

Milton R. Neaman has been appointed director of facilities of CBS, it was announced by Clarence H. Hopper, vice-president, facilities. He will be responsible for all departments of the facilities staff.

## Columbus Council Bars Burlesque Show Opening

COLUMBUS, O., Sept. 28. — The City Council has unanimously adopted an emergency ordinance sponsored by Mayor Ralston Westlake banning burlesque within a mile of any local church or school, thus preventing the Oct. 14 opening of a burlesque show in a South Side neighborhood house, the Parsons, to be renamed the Gaiety. Burlesque policy was to have been inaugurated by LeRoy Griffith, Cincinnati showman. Mayor Westlake submitted petitions signed by 3,300 South Side residents, protesting the burlesque policy.

## Post-'48 Uncertainty Hampers Film Sales

By JERRY HERMAN

The uncertainty regarding the release of post-1948 feature films to television has hurt the market for those distributors owning packages of films, both foreign and domestic, according to Flamingo Telefilms' president, Ira Gottlieb.

"Oddly, enough the holding off of the television market of post-48's has hurt us rather than helped us. There is a hiatus now in which everyone is waiting to see what will be released, when, and for how much. Once these features are released, our foreign films will play their own important part in tv programming," he stated.

### Foreign Films Accepted

Gottlieb, in an interview with TELEVISION TODAY, pointed to the recent report of the foreign films committee of TOA regarding the acceptance of foreign films dubbed into English for regular as well as "art" theatres, and said that foreign films are also being increasingly accepted by television. A great factor in this acceptance, he pointed out, has been the careful attention given to accurate lip-synch and voice and accent characteristics carefully related to the character speaking the lines.

"There is no question in my mind that foreign films will play an increasingly important part in tv programming," he declared.

## Douglas on Tour

Kirk Douglas, star and executive producer of "Spartacus," Bryna production being released by Universal-Intermittal, will visit Boston and Philadelphia early next week before the world premiere at the DeMille Theatre here and in Detroit and Chicago the week following the world premiere, for special promotional activity. Douglas will be accompanied by Mrs. Douglas and Stan Margulies, advertising and publicity head of Bryna Productions, who arrived in New York over the past weekend.

## Injunction Permanent

Judge Paul Streit in New York State Supreme Court has granted a permanent injunction restraining Bernard K. Hoffer and Exodus Motion Picture Corp. from using "Exodus" as the title for an Italian film produced in 1949 under the name of "Il Grido Della Terra" and released in the United States as "The Earth Cries Out." On Aug. 26 New York State Supreme Court Justice Henry Epstein had granted a temporary injunction against the use of the title of the new United Artists film.

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## Can Cross-Examine at Pay-TV Hearing

(Continued from page 1)

but it would be unusually speedy if it were to act before the year ends.

Marcus Cohn, counsel for the Connecticut committee, told MOTION PICTURE DAILY he is "quite elated and delighted with the whole thing." He pointed out that, as a representative of a fully qualified party to the proceedings he will be able to cross-examine pro-pay-tv witnesses. He noted, too, that they will be testifying before the FCC under oath for the first time. Cohn was pleased that the full FCC membership would have this chance to see and hear for themselves the plans of the pay-tv advocates.

A spokesman for the applicant, Hartford Phonevision, said: "We are very pleased that the commission granted our request for an evidentiary hearing *en banc* on our application for the Phonevision trial operations in Hartford. Since the members of the Commission are the decision-makers, it seems to me that all interested parties should be very grateful that the Commission was willing to set aside a week of its time to permit the parties to address themselves directly to it. This opportunity to present evidence and address arguments to the decision-makers is the ultimate in justice."

In hearing the application of the RKO General subsidiary for permission to conduct trial subscription tv operations over-the-air, the FCC said it will consider the following five issues:

"(1) Whether the proposed trial operation conforms with all the conditions set out in the third report on subscription television for the conduct of trial subscription television operations.

"(2) Whether the conduct of the trial subscription television operation

proposed at Hartford would deprive viewers of television program services which may otherwise be expected to be available under the established system of television broadcasting without the payment of a direct charge.

"(3) Whether the conduct of the trial subscription television operation proposed at Hartford would adversely affect competition in the television broadcasting industry.

"(4) Whether the conduct of the trial subscription television operation proposed at Hartford would impair the free exercise, by the station licensee, of discretion necessary to the discharge of its responsibility to the public in all respects, including: (a) the selection, rejection, and scheduling of all matter transmitted by the station, and (b) reasonableness of charges and conditions imposed upon subscribing members of the public for the installation, maintenance and use of decoding equipment, and the reception of subscription programs.

"(5) Whether, in the light of the information submitted in the pending application, the findings made and conclusions reached with respect to the foregoing issues, and the objectives of trial subscription television operations as set out in the Commission's first and third reports, the public interest would be served by authorizing the operation as proposed, or as otherwise limited or conditioned."

Ground rules for the hearing, set by FCC, provide for cross-examination of witnesses by the commissioners, by Commission counsel Louis C. Stephens, by Marcus Cohn, by counsel for the applicant, and by other persons who become qualified as parties to the hearing.

Persons wishing to appear may

file written request by Oct. 10 stating (1) on whose behalf participation is sought, (2) the specific interest of the persons, organization or other body to be represented, (3) the manner in which participation would assist the commission in evaluating the proposal, and (4) the amount of time desired for the appearance exclusive of time consumed in cross examination.

### Suggest Spokesmen

The Commission stated that it would facilitate the proceeding if persons with individual standing to appear, whose interests are substantially identical with other similarly placed persons, will arrange to be represented by spokesmen testifying on behalf of the group, and by counsel authorized to act on behalf of all members of the group in conducting cross-examination and presenting oral summations. To the extent that available time permits, and without repetitious testimony, the Commission will also endeavor to permit briefer appearances, not exceeding 10 minutes each, by other persons who, although lacking the requisite standing to be heard as of right, show that they are in a position to render useful assistance to the commission in making findings and reaching conclusions on the specific designated issues.

### FCC Hears UHF Plea

WASHINGTON, Sept. 23. — The Federal Communications Commission has heard arguments concerning its proposal to lift the licenses of ultra-high-frequency tv licensees who have not made use of their permits. These idle UHF channels are now assigned to commercial use, but construction on them has not started.

## Nine Races Set for V.C. Event Monday

The New York Variety Club will combine fund raising with showmanship at its Yonkers Raceway event scheduled for Monday night. The program, held for the establishment of playgrounds for handicapped children in New York, will consist of nine races named for a forthcoming motion picture.

Under the auspices of Tent No. 35, the racing event has been endorsed by the New York sportswriters on behalf of the Bill Corum Fund. Tickets for the night's entertainment which include track admittance and dinner, are priced at \$10 each.

Harry Brandt, chief barker, has announced the races as follows: 1—"Hell to Eternity" (A.A.); 2—"Midnight Lace" (U. I.); 3—"Butterfield 8" (M-G-M); 4—"Where the Hot Wind Blows" (Embassy); 5—"Bill Corum Handicap"; 6—"Inherit the Wind" (U.A.); 7—"G.I. Blues" (Para.); 8—"Esther and the King" (20th-Fox); 9—"Girl of the Night" (W.B.).

## 'Spartacus'

(Continued from page 1)

miere at the DeMille Theatre in New York on Thursday, Oct. 6, and the Chicago opening at the McVickers, Oct. 13; the Los Angeles opening at the RKO Pantages on Oct. 19; the Boston opening at the Astor on Oct. 27; the Philadelphia opening at the Goldman on Nov. 2, and the Detroit opening at the Madison, Nov. 3.

### Roadshow Basis

All openings are on a roadshow basis for extended and indefinite runs which have been cleared for as much as two years in New York. There will be 10 performances weekly with reserved seats.

### Seven Openings

The seven Christmas openings are at the Nixon in Pittsburgh; the Palace in Cleveland; the RKO Grand in Cincinnati; the Roxy in Atlanta; the Esquire in St. Louis; the Delman in Houston, and Loew's Uptown in Toronto.

## Mrs. Twyman to Speak At Memphis Meetings

Margaret Twyman, director of the Motion Picture Ass'n. of America's community relations dept., will fly to Memphis Sunday for a series of lectures there under the sponsorship of Malco Theatres and Memphis Better Films Council.

An audience of non-industry community and civic leaders will hear Mrs. Twyman on Monday, while members of Tri-State Theatre Owners (Tenn., Ark and Miss.) will attend the Tuesday lecture. She will return to New York on Wednesday.

## Lippert Sets 'Ridge'

HOLLYWOOD, Sept. 28. — Robert L. Lippert has purchased all rights to "Sniper's Ridge," an original story and screenplay by Tom Marruzzi, which John Bushelman will produce and direct for API for release by 20th-Fox. This is the seventh production announced by Lippert for delivery this year.

## PEOPLE

Kirk Douglas will receive the 1960 Alumni Achievement Award of the American Academy of Dramatic Arts at a supper dance at the Hotel Astor following the world premiere of "Spartacus" October 6.

John F. Cogley, author of several reports for the Fund for the Republic including one on Communism in Hollywood, has been named special assistant to Senator John F. Kennedy for the Presidential election campaign.

Myrna Loy and Roddy McDowall, both in the cast of U-I's "Midnight Lace" will be hosts tonight at a special screening of the picture for top stage and screen personalities.

## TOA Accepts

(Continued from page 1)

MPAA committee to Walter Mirisch, SPG president, inviting him to suggest a meeting date and topics for an agenda, but no reply had been received up to yesterday.

### Ads Criticized

Following a joint meeting of TOA and SPG committees in Hollywood earlier this month, the two issued a statement which characterized industry advertising as "not only sterile and antiquated, but one of the worst advertising programs of any American industry."

The statement said that to correct this "deplorable condition," it intends to lend its "full efforts to the development of a program of replanning, re-thinking, and obtaining a new and exciting approach to our merchandising mediums."

The MPAA committee, whose membership includes the advertising, publicity and exploitation heads of the member companies, promptly dispatched invitations to the two organizations to meet with it and suggest improvements in industry advertising.

## Famed Detroit Theatre Switching to 'Legit'

Special to THE DAILY

DETROIT, Sept. 28. — In a surprise announcement late this afternoon Presidents Charles T. Fisher of Fisher and Company and David Nederlander of Nederlander Theatrical Corporation revealed that the Fisher Theatre will show its last motion picture Dec. 31 to reopen as a "legitimate" house Aug. 1, 1961. Incorporated in the giant Fisher Building the lavish theatre was opened by Kunsky Theatrical Corporation November 15, 1928. The Nederlanders also operate the 3000-seat Riviera Theatre now alternating movies and "legit" policy. It now returns to pictures only.



# MOTION PICTURE DAILY



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TEN CENTS

## Set D-Day

### Political Fund Drive to Start On October 21

*Strategy Is Approved at  
MPAA Organizational Meet*

The motion picture industry yesterday set Oct. 21 as its D-Day — Democracy Day—in its nonpartisan campaign to get out the vote and raise funds for both major political parties. Strategy for the campaign was approved at an organizational meeting attended by representatives of MPAA companies at the MPAA headquarters.

The individual companies will immediately perfect their internal organizations to conduct the campaign.

The companies, starting Monday, Oct. 17, will distribute campaign literature and envelopes for contribu-

*(Continued on page 3)*

## Schade Gets SMPTE Progress Medal Award

The Society of Motion Picture and Television Engineers has named Otto H. Schade, Sr., staff engineer at Radio Corporation of America in Harrison, N.J., as this year's recipient of the SMPTE Progress Medal Award for outstanding technical contributions to the progress of engineering phases of the motion picture and television industries.

Schade joined the Electron Tube Division of RCA in 1931 and since that time has been engaged in broad studies of electron tubes and their

*(Continued on page 3)*

## Dashes Hopes

### FCC Sets "Limited Scope" For Hearings on Toll-TV

#### Schwalberg Will Not Accept Allied Post

Alfred W. Schwalberg, head of Citation Films, yesterday confirmed a trade report that he could not accept the newly created post of executive director of Allied States, national exhibitor organization. He indicated that commitments to Citation made consideration of the Allied post impossible at this time.

Schwalberg said he had conferred with Ben Marcus, chairman of an Allied committee designated to fill the new executive director post,

*(Continued on page 3)*

#### Md. TOA Board Studies Tax Threat, Legislation

*Special to THE DAILY*

BALTIMORE, Sept. 29.—A discussion of local tax situation and plans to deal with it were taken up during the board of directors meeting of the Maryland Theatre Owners Association this week.

President John G. Broumas of the

*(Continued on page 4)*

### Hollywood Is Still World's Best Production Locale, Youngstein Says

*(Picture on Page 2)*

Eleven months residence in Hollywood convinced an originally skeptical Max E. Youngstein, United Artists vice-president, that the production community still has the greatest motion picture talent and craftsmanship to be found anywhere.

Youngstein was given a luncheon by Cinema Lodge, B'nai B'rith, at the Hotel Astor yesterday to welcome him back to New York. He seized the occasion not only to praise Hollywood but to make an eloquent plea for more serious dedication on the part of members.

"We are inclined to give only a minimum of our time and effort, and token contributions until something jolts us out of our lethargy and

### Bars Joint Committee; Declares Evidence Must Bear Only on Effects of Hartford Test; Will Hear Theatre Representatives

By E. H. KAHN

WASHINGTON, Sept. 29.—The Federal Communications Commission has made available the full text of its order setting hearings Oct. 24-28 on Hartford Phonevision's application to run a 3-year pay-tv test over WHCT-TV, Channel 18 in Hartford, Conn. It reveals, among other things, that the FCC turned down the request of the Joint Committee Against Toll TV to be a party to the proceedings. It also makes it very clear that FCC plans to limit the scope of the hearing most stringently.

#### Menschell Will Head Pay-TV Hearing Group

*Special to THE DAILY*

HARTFORD, Sept. 29. — Bernard Menschell, president of the Outdoor Theatre Corporation, and member of the three-member executive committee of the Connecticut Anti-Pay-TV campaign, will head the Hartford delegation to the Oct. 24 Washington hearing on the upcoming Zenith-RKO General pay-tv experiment for Hartford's WHCT-TV (Channel 18). Morris Bailey of Bailey Theatres, and B. E. Hoffman, Connecticut Theatres, are other committee members.

Menschell is to meet with attorney

*(Continued on page 3)*

### Urges Clergy to Push 'Wholesome' Pictures

A challenge to "turn on your power for good pictures" was presented here yesterday to the Broadcasting and Film Commission of the National Council of Churches of Christ by Taylor Mills, director of advertising and publicity at the MPAA.

Noting that the organization rep-

*(Continued on page 4)*

### ASCAP '7-Month Income Is Up \$1,508,000

*From THE DAILY Bureau*

HOLLYWOOD, Sept. 29. — The American Society of Composers, Authors and Publishers had a gain of \$1,508,000 in income for the seven months from January through July this year over the same period for

*(Continued on page 4)*



Otto Schade

## PERSONAL MENTION

**BARNEY BALABAN**, president of Paramount Pictures; **PAUL RAI-BOURN**, vice-president; **GEORGE WELTNER**, vice-president in charge of world sales; and **RUSSELL HOLMAN**, Eastern production manager, have returned here from studio conferences in Hollywood.

**MACGREGOR SCOTT**, managing director of Associated British-Pathe, is in Toronto from London on a business trip. He will then come to New York and returns to England in mid-October.

**BERNARD MENSHELL**, president of the Outdoor Theatre Corp., has returned to Manchester, Conn., from New York.

Producer **HERBERT SWOPE, Jr.**, and his wife, actress **MARGARET HAYES**, have arrived here from Hollywood.

Script-writer **ELIHU WINER** has returned to New York from Hollywood.

**LEO LAJOIE** of the Capitol Theatre, Worcester, Mass., and **MRS. LAJOIE** sail Monday on a cruise to Nassau.

**MARION ZINN**, of the 20th-Fox publicity department, is in Washington, D. C., from here to confer on plans for the Moscow opening of "All About Eve."

**EDWARD FELDMAN**, Embassy Pictures publicity director, has returned here from Rome.

**EDITH HEAD**, Paramount fashion designer, has arrived here from Hollywood.

Producer-director **HOWARD HAWKS** will arrive here from Los Angeles at the weekend enroute to Nairobi for the start of "Hatari."

### 'Spartacus' Posting

Universal-International has developed a special posting campaign for the DeMille Theatre's world premiere engagement of "Spartacus," using bus posters, subways clocks, railroad station three sheets and 24 sheets. This is in addition to the record advertising campaign which includes some of the so-called "think" magazines, Jeff Livingston, executive coordinator of sales and advertising, announced yesterday.



**MAX YOUNGSTEIN**, (third from left) is congratulated by **Si Seadler**, toastmaster at the Cinema Lodge lunch in the U.A. vice-president's honor yesterday. **Abe Dickstein**, president of Cinema Lodge, is at left and **Robert K. Shapiro**, chairman, of the luncheon, right.

## Hollywood Best—Youngstein

(Continued from page 1)

group in the land. B'nai B'rith will succeed only in relation to the sincerity and effectiveness of the work done for it. Our goals are not only worthy ones, but are essential in today's world."

Of Hollywood, despite residential shortcomings of which he spoke, Youngstein said he no longer could subscribe to the idea held by so many in the East that it isn't the right place to make pictures for the world.

"It is the place," Youngstein declared. "Hollywood has the best in all departments, the best talent, the best craftsmen, writers, producers, directors. In 11 months residence there I built up a respect for it that I believe is fully merited." He made no direct reference to so-called "run-away production," although his remarks appeared aimed at it.

### Seadler on Vice-presidents

Si Seadler, MGM advertising executive, as toastmaster welcomed Youngstein with an irreverent dissertation on industry, and other, vice-presidents. "We have more of them than any other industry," he said. "We even have vice-presidents in charge of vice-presidents."

Seadler termed Youngstein "the industry's first shirtsleeve vice-president," and with this reference to Youngstein's characteristic working garb, the 14 dignitaries seated at the dais arose, removed their coats in unison and resumed their seats. Youngstein disdained to follow their example, telling the coatless ones they looked too shabby.

In a more serious vein, Seadler cited Youngstein's work for humanitarian and charitable causes, his gen-

erosity to friends, for his "courage," and commended him for his contributions to the industry and his company.

Abe Dickstein, Cinema Lodge president, also welcomed Youngstein back, referring to the capacity attendance which he attributed to the popularity of the guest of honor, and expressed appreciation of Youngstein's work for Cinema Lodge, of which he is a past president.

### Urges Membership Drive

Dickstein also called for efforts to enlarge the membership and urged support of the annual drawing for a Cadillac, sponsored by the Lodge.

Robert K. Shapiro was chairman, and Rabbi Ralph Silverstein gave the invocation. Seated at the dais in addition to those mentioned were: Arthur Israel, Jr., Burton E. Robbins, Jack H. Levin, Alfred W. Schwalberg, S. Arthur Glixon, Martin Levine, Joseph B. Rosen, Irving H. Greenfield and Saul E. Rogers, all past presidents of Cinema Lodge, and actor Tony Randall.

The latter said he had also been invited to a luncheon for Arabians but chose the one that would do him the most good. "So," he said, turning to the guest of honor, "Max, this is from the heart, . . ."

### Mrs. Burka Dies

WASHINGTON, Sept. 29.—Funeral services were held today for Mrs. Hannah Burka, wife of Max Burka, co-founder of the K. B. Theatre chain of the metropolitan area. She is survived by her husband, two sons and a brother.

## Sees Hard Ticket Trend Harmful

Special to THE DAILY

ALBANY, Sept. 29.—The present trend toward the production of motion pictures in 70mm, and for the exhibition of "special" films on a hard-ticket policy, will, if continued, bring "drastic changes in exhibition, will result in the closing of many small-town theatres and in the concentration of theatres in larger centers."

So Charles A. Smakwitz, Stanley Warner zone manager for Newark, N. J., said here last night, while attending the Albany premiere of "Ben-Hur."

The veteran theatre executive cited "Ben-Hur" as one of the pictures in release which could not be shown on a continuous show plan and at a regular admission rate. "This would be out of the question, physically and financially."

"For many years, the basic idea of motion pictures has been that they are tailored for a mass audience, are to be shown on a continuous policy and at moderate prices," Smakwitz commented.

"If the trend toward 70mm production and for a hard-ticket policy continues," he declared, "there is bound to be a drastic change in exhibition. Many theatres, especially in small towns, will fall victims, will go dark. Theatre unemployment will result. I do not see how it can be otherwise."

"Drive-ins are in somewhat of a different category, but if the trend toward 70mm production continues, they will eventually be affected, too," Smakwitz observed.

He continued: "Where will drive-ins obtain the steady supply of 'regular' pictures they need?"

### 'Can-Can' Set in N.O.

NEW ORLEANS, Sept. 29.—20th Century-Fox's "Can-Can" is slated to open at the Tudor Theatre on Canal Street on Friday night, Oct. 14. Frank Jenkins, 20th-Fox publicity representative, and Michael Lion, the Tudor's manager, are presently engaged in coordinating ideas for a "red carpet" premiere. The theatre will be refurbished throughout.

## NEW YORK THEATRES

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ON STAGE "THREE CHEERS" & "KOL NIDREI!"

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# Agreement to End Lippert-SAG Feud

From THE DAILY Bureau

HOLLYWOOD, Sept. 29.—A pact ending the feud between the Screen Actors Guild and Robert L. Lippert, which began in 1952 when the producer sold a group of post-1948 films to television without making additional payments to SAG is near completion, it was disclosed in a report by the Guild last night.

The agreement will necessitate Lippert's payment of a lump sum into pension and welfare funds for the actors. In the event Lippert releases films to tv made after January 31, 1960, he will be obliged to make additional payments to the actors. No residual payments will be made to actors for features sold to tv made between August 1, 1948, and January 31, 1960, in accordance with the SAG-AMPP agreement.

It is expected Lippert will become much more active in production upon settlement of the differences with SAG than his present limitations as liaison between API and 20th-Fox may permit. He will continue, however, to guide the theatre operations and diversification program of Electrovision in which he is a major stockholder.

## Political Fund

(Continued from page 1)

tions to all employees. During this week there will be meetings and appeals to employees to support the campaign, and the actual collection of funds will be held on Friday, Oct. 21.

The sealed envelopes containing the funds will be sent to each company treasurer who in turn will send them to MPAA to turn over, as employees direct, to Citizens for Nixon or Citizens for Kennedy.

This is the first time that any such plan was created on an industry-wide basis. In essence, the campaign aims to reach every voter in production and distribution with a strong appeal to exercise his vote, and to support the party of his choice with a cash contribution.

Every contributor's name and the amount of his offering will be kept absolutely secret through a double-envelope method developed at MPAA. No one, not even those heading up the campaign, will know who contributed or how much. This protection was one of the major points of agreement at the meeting.

Attending the meeting were: Roy Brewer, Allied Artists; Louis Gaudreau, Buena Vista; Herbert L. Golden, United Artists; Arthur Israel, Jr., Paramount; Paul N. Lazarus, Jr., Columbia; Howard Levinson, Warner Bros.; Anthony Petti, Universal; Silas F. Seadler, Metro-Goldwyn-Mayer; and Taylor Mills, Alfred D. Geto and Ken Clark, who presided, from MPAA.

# FCC Dashes Hopes for Allied Post Full Pay-TV Hearings

(Continued from page 1)

tionwide basis. FCC says that "it would needlessly delay and complicate resolution of the questions immediately before us" to attempt to cover the broader questions that are involved. These were dealt with, the agency says, before it set its ground rules for pay-tv tests. They "will be the subject of future hearings if renewed consideration is given later to a subscription television service going beyond the limited scope of trials." FCC would also await consideration of appropriate legislation before giving the green light to large-scale pay-tv.

FCC says it will "afford a full and fair opportunity" for presentation of matters bearing on the question of whether the Hartford phonevision application meets the conditions it earlier prescribed for trial toll-tv operations, "and whether it would be in the public interest to authorize such a trial operation."

### Concerns Test Only

In an apparent effort to fend off presentation of material that do not bear directly on the Hartford application, FCC notes that the applicant has submitted a mass of detailed material. This, it says, will be helpful. It will also enable persons participating in the hearing, "to the extent that they direct their submissions to the effects of the trial here proposed, to render useful assistance to the Commission in evaluating the proposal.

FCC spelled out to some extent, its reasons for permitting five Connecticut theatres to full standing in the hearing. It said: "The theatres concerned are located within the service area of WHCT, which proposes to devote part of its subscription television programming to fea-

ture films. The requisite interest of these theatre owners derives from the competition which they allege WHCT would create for local audience and box office revenues."

The Commission said there is "some question as to whether the Connecticut committee, as such, has the standing, as of right, to participate in these proceedings." It does not find it necessary to resolve this question, "having concluded that in the circumstances here prevailing, it is desirable, in the exercise of our discretion, to admit the Connecticut committee as a party jointly with the five theatres."

### Joint Committee Barred

Rejecting the request of the Joint Committee Against Toll TV to be a party, FCC says that it is "alleged to represent approximately three out of four of the motion picture exhibitors" in the U.S. it goes on to say that on the basis of the facts before it, the agency is "unable to find the requisite showing that the conduct of the limited three-year trial operation . . . would substantially and directly affect the interests of motion picture exhibitors located outside the service area of WHCT. "Moreover, its says, inclusion of individual theatres and of the Connecticut committee makes it unnecessary to bring in the joint committee.

As things now stand, there are 7 parties to the hearing: Hartford Phonevision, the applicant; the Connecticut committee; Stanley Warner Management Co.; Loew's Inc., Connecticut Theatres; Manchester Drive-In Corp.; and Outdoor Theatres Corp. The opponents are to appear on behalf of theatres within the WHCT service area.

## Menschell to Head

(Continued from page 1)

Herman M. Levy, general counsel of Theatre Owners of America, and executive secretary of the MPTO of Connecticut, and Sperie P. Perakos, president of the Connecticut Drive-In Theatres Ass'n., prior to the Washington trek.

Number of Connecticut exhibitors expected to go to the Capitol is yet to be determined, Menschell said today.

## SMPTE Award

(Continued from page 1)

influence on the performance of audio and video systems. His development, during this time, of the sine wave response technique for evaluating and specifying the several elements of a television or motion picture system to determine its over-all performance is recognized as a valuable contribution to the analysis of such systems.

His numerous investigations in the

motion picture and television fields have resulted in many significant contributions to technical literature. One of the most recent, of these contributions, "The Quality of Color Television Images and Perception of Color Detail," received honorable mention in the 1958 SMPTE Journal Award.

For his outstanding accomplishments in the fields of television and motion picture science and engineering, Schade has been granted 75 U.S. Patents. He is presently engaged in research on the extension of electron tube theory and the electrical and thermal design of nuvistor tubes.

## 'Surprise' Booked Here

Columbia's "Surprise Package," a Stanley Donen production starring Yul Brynner, Mitzi Gaynor and Noel Coward, will premiere at the Criterion Theatre here following the current attraction.

(Continued from page 1)

while in Milwaukee in the course of a Midwestern business trip recently. He said the Allied committee is seeking someone for the post whose background and experience "is similar to mine."

"I think it is a mistake to say they had settled on me," he observed. "They just want someone like me."

Originally, it had been the plan of Marcus and his committee to come to New York during the summer to confer with Schwalberg and presumably others in whom they were interested, but mutually agreeable dates were not available. The committee also was to consider establishing an Allied office here or in some other locality convenient for the person picked for the new post.

Al Myrick, Allied president, in announcing the creation of the post at the meeting of the Allied board of directors in Chicago last July had called Schwalberg the logical choice and the first to be considered for it. It was subsequently learned that other names mentioned as the type of individual to be sought for the post included that of Alex Harrison, former general sales manager of 20th Century-Fox, now retired and living on his ranch in Southern California.

### No Other Prospects

There was no immediate indication of whom Allied might be considering now that Schwalberg has eliminated himself as a prospect. However, with Allied's annual convention being scheduled for November in Chicago, it is generally believed that the Marcus committee will make a special effort to sign someone before then. Other members of the committee are Jack Kirsch of Chicago and Trueman Rembusch of Indiana.

Kirsch was in New York this week on Allied convention business but is not known to have contacted anyone in connection with the post. While the Allied board said the executive director would be an employee and not a policy making official, it is obvious that the person chosen would be the chief administrative officer. It is assumed he would in a large sense, replace Allied's long-time board chairman, Abram Myers, who before his resignation last summer, fulfilled the major administration functions of the organization from his Washington office.

## Renovation Scheduled For Theatre in Detroit

Special to THE DAILY

DETROIT, Mich., Sept. 29. — The Broadway Capitol Theatre here will soon undergo complete renovation, it was announced by Woodrow R. Praught, president of United Detroit Theatres. The new theatre, which will be named the Grand Circus, will have a seating capacity of 1,600, and will be equipped for 70mm as well as other wide-screen processes.

## Republic 39-Week Net Reported \$1,040,294

From THE DAILY Bureau

HOLLYWOOD, Sept. 29.—Republic Corp. had net earnings of \$1,040,294 for the 39 weeks ended July 30, Victor M. Carter advised shareholders in an interim report released here. This compares with \$375,678 for the first three quarters of fiscal 1959.

Gross income for the 39 weeks this year totaled \$19,946,558 against \$18,638,445 for the comparable 1959 period.

Studio rental and film processing income was cut into by the Hollywood actors' and writers' strikes, Carter said, in addition to the "seasonal factor which traditionally reduces third-quarter earnings." However, income in the fourth quarter has already accelerated considerably, he added, "further assuring excellent earnings for the current fiscal year."

## Maryland TOA

(Continued from page 1)

Maryland group, who is also a vice-president of the national organization, reported on the recent TOA convention in Los Angeles, and especially on the Alpha production program.

Other topics before the board included impending state legislation problems such as minimum wage and state censorship.

The directors approved Raymond I. Gibbs, owner of the Pen Mar Theatre, Cardiff, Md., as a new member and named William Fischer, of Carlin's Drive-in, as chairman for the 1961 annual convention.

New committees appointed are: membership, Abel Caplan, chairman; Sam Mellits, Raymond Gibbs and Newell Howard; finance, Douglas Connellee, chairman; Phil Isaacs and James Weinberg; legislative, William Fischer, chairman; Ray Light, Douglas Connellee and Hal DeGraw; drive-in division, George Brehm, chairman; William G. Myers and Dick Young; labor relations, T. T. Vogel, chairman; Natt Hodgdon and Henry Hornstein; exhibitor-distributor relations, Isador M. Rappaport, chairman; John Manuel and William Meyers; foreign films, Howard Wagonheim, chairman; Robert Rappaport; censorship, Robert Marhenke, chairman; T. T. Vogel and George Brehm.

## Four 'Hot' Records

Four major record companies—RCA Victor, Mercury, Chancellor and M-G-M—will release renditions of the new Jimmy - McHugh - Buddy Kaye title song from Joseph E. Levine's "Where the Hot Wind Blows," four weeks prior to the first openings of the film in November.

## Wilson Names Company

Producer-director Richard Wilson, who joined Columbia earlier in the year as an independent producer and who will release his product through Columbia has elected Hemes Productions, Inc., as the corporate name of his independent production company.

# Urges Aid from Clergy

(Continued from page 1)

resented a membership of some 70,000,000 persons, more than the number who will elect the president of the U.S., Mills emphasized the potential influence the church people could exert.

Suggesting that an accent on the negative approach be dropped and supplanted by a drive to support outstanding wholesome films which would otherwise die at the box office, Mills drew favorable reaction from the assembled clergy who plan to initiate the idea in a test area by using organizations on the lay level.

### Mrs. Twyman Speaker

"How to Develop a Responsible Attitude Toward Mass Media" was the subject at the address given at yesterday's meet by Margaret Twyman, director of the MPAA's community relations dept.

Speaking at the second of a two-day conclave, Mrs. Twyman stated that the churches and their members can and must take a more responsible attitude toward the motion picture industry. She noted that there

## ASCAP Income

(Continued from page 1)

1959, Stanley Adams, president, told a business meeting of the West Coast membership at the Beverly Hills Hotel yesterday.

Income for the seven-month period was \$19,668,982. Expenses were \$3,531,623. Percentage cost of operations was 18 per cent, which was one per cent less than last year.

The board of directors approved an amendment proposed by Pinky Herman, Otto Horbach and Arthur Schwartz, which would revise the voting procedure to insure approval or rejection of proposals for amendments by those votes which are actually cast by members. This alters the present system whereby most ballots are counted as negative votes.

## Hudson, Day Signed for U-I's 'Lover Come Back'

Edward Muhl, Universal-International vice-president in charge of production, has set Rock Hudson and Doris Day to costar in "Lover, Come Back," an original screenplay by Stanley Shapiro and Paul Henning.

The casting brings Hudson and Miss Day together again following their success in "Pillow Talk."

Robert Arthur will be executive producer on the new film with Shapiro and Martin Melcher as co-producers. Arthur and Shapiro were associated as producer and writer, respectively, on the Granart Production, "Operation Petticoat," now well on its way to becoming U-I's all-time top grosser. Seven Pictures, Nob Hill and Arwin Productions are associated with Universal in the production of the new film.

are forces presently at work which are striving toward this end.

The MPAA's Green Sheet program was explained to the clergymen and was enthusiastically received by them. Mrs. Twyman went on to recommend that churches encourage discussion of films at their meeting in order that the youths might become more selective in their choices.

She also pointed out that, if encouraged from the pulpit, church members could learn to speak up as individuals not only to discourage bad film making but also to congratulate those producers who gave them good pictures.

Mrs. Twyman cautioned that in the final analysis it was the box office response which would cause the greatest impression. The best public weapon, therefore, is to support good films and avoid those deemed unfavorable.

During her speech, Mrs. Twyman also praised the Pulpit Digest article by Alexander Ferguson which she suggested might be used by ministers as a guide toward good responsibilities.

## Big Drive to Launch 200 'Village' Dates

With over 200 engagements of "Village of the Damned" set to open beginning Oct. 26 in the Cincinnati-Indianapolis - Cleveland exchange areas, Metro-Goldwyn-Mayer is readying an advertising and exploitation campaign to bring the science-fiction film to the attention of more than 25,000,000 people.

Two major contributors to the penetration campaign will be a tv and radio barrage, developed and coordinated by Terry Turner, and a "surprise attraction" which M-G-M promises "will be of such magnetic nature that it will create enormous impact throughout the saturation territory."

Final arrangements for the "surprise attraction" are being completed and M-G-M expects to announce the details early next week.

## Baltimore to Honor Francis X. Bushman

Special to THE DAILY

BALTIMORE, Sept. 29.—Plans are underway here to honor former film star Francis X. Bushman, originally a native Baltimorean, at the Baltimore Advertising Club's luncheon Nov. 9 at the Emerson Hotel. Isador M Rappaport is chairman of the affair.

Bushman played the role of Mesala in a film version of "Ben-Hur" years ago, and during the luncheon a telephone conversation is being planned for him to speak with Stephen Boyd, who plays the same role in today's production of the screen classic. It is further planned for Bushman to visit Fort McHenry and to call on Maryland's Governor J. Millard Tawes during the day's program.

# PEOPLE

Isadore Lazarus, executive of Lazarus Theatres, New Orleans, has opened a cafe there called Cafe Jardin du Prince Conti, located in the heart of the French Quarter.

□

Arthur Blaustein, owner of the Right Bank coffee house and restaurant here, has been awarded the contract to operate the lobby cafe at the new Trans-Lux 85th St. Cinema-Cafe, it was announced by Richard P. Brandt, president, and Thomas E. Rodgers, vice-president of Trans-Lux Theatres Corp.

## Assoc. British Makes Deal with Mexican Firm

From THE DAILY Bureau

LONDON, Sept. 27 (By Air Mail).—Associated British-Pathe has concluded a deal with Television Asociados S.A. of Mexico for the distribution of a number of tv series in 21 Latin American countries.

The agreement, made by Macgregor Scott, managing director of Associated British-Pathe, and Leon Howard Cagan, president of Television Asociados, includes five series: "The Flying Doctor," "Secrets of Nature," "Torchy," "Habatales" and "A Time to Remember."

Announcing the deal, Cagan stated that there are 84 tv stations in Latin America, with another 100 likely to follow in the near future. The established stations service a potential 400 million people and arrangements have been made to dub the product in both Spanish and Portuguese. The main territories affected are Mexico, Puerto Rico, Venezuela, Brazil and Argentina.

Cagan represented both the American Broadcasting Company and National Broadcasting Company of America in Latin America before establishing Television Asociados in 1959.

## Tours for 'Stars'

Walter Weisman, technical advisor for Charles H. Schneer's "I Aim at the Stars," the film biography of rocket expert Dr. Wernher von Braun, and a former associate of the scientist both in Europe and the United States, is currently on a four-city tour in behalf of the Columbia release. Weisman will make personal appearances in Boston, Philadelphia, Washington and Atlanta, meeting with the press and taking part in radio and television interviews.

## Close Salem Theatre

SALEM, Ore., Sept. 29.—The Grand Theatre, Salem's oldest theatre and for the past few years operated by Foreman Theatre chain, has been closed. Equipment has been sold and the property will become commercial.

## Agree Anglo-French Co-Production Should Not Permit 'Hybrid' Pictures

By WILLIAM PAY

LONDON, Sept. 27 (By Air Mail)—Any Anglo-French co-production agreement should not permit the making of hybrid films, says a joint statement issued by the British Federation of Film Unions and the French Federation Nationale du Spectacle, following talks in Paris. For each co-produced film made in either of the two countries, there must be a co-produced film made in the other.

Other provisions put forward by the unions are:

- (1) The system of co-production is so arranged as to lead to an increase in production in both countries;
- (2) There is no reduction in the employment of any grade of film workers in either country;
- (3) The conditions of employment of such workers shall not be worsened in either country;
- (4) The first agreement shall be on a trial basis;
- (5) In the two contracting countries co-produced films shall be restricted to cinema release and shall not be shown on television.

Under the Cinematograph Films

Act 1960 provision is made for co-produced films to rate for dual nationality. Prior to the passing of this Act the road to dual nationality was blocked in the case of a British film. Previous Acts contained certain provisions governing the registration of a film as British. The film had to be made in a studio within Her Majesty's Dominions and a certain percentage of the labour costs had to represent payments in respect of the labour or services of British subjects.

The new Act, however, necessitates bi-lateral agreements between the British Board of Trade and its opposite numbers on the Continent and for some months discussions have been taking place between British, French, Italian, German producers and unions, to formulate an acceptable agreement.

Further talks are now scheduled between British producers and the Federation of Film Unions for mid-October when it is hoped to agree the principles of such an agreement.

tor may speak to the projection room by means of a loudspeaker or, alternatively, it may be switched into the theatre's house telephone system. The panel, in fact, incorporates high-reliability miniature components, but for this exhibition it was mounted in a fairly large desk.

### Skouras Hosts Luncheon For Arab Officials

Spyros P. Skouras, president of 20th Century-Fox, was host yesterday at a luncheon honoring Sarwat Okasha, Minister of Culture and National Guidance of the United Arab Republic. Other prominent Arab officials present at the Metropolitan Club luncheon were: Omar Loutfi, U.A.R. Ambassador to the United Nations; Dr. George Tomah, U.A.R. Consul General in New York; M. A. K. Taha, U.A.R. Mission to the United Nations, and Dr. Fathallah El Khatib, U.A.R. Mission to the United Nations.

Celebrities at the gathering were: Anne Bancroft, Maggie McNellis, Julia Meade, Julie Newmar, Ina Balin, Fabian, and Frankie Avalon.

### Col. Acquires 'Hours'

LONDON, Sept. 29. — Columbia Pictures has acquired for distribution in the Western Hemisphere, Great Britain and the British Commonwealth "Five Golden Hours," comedy starring Ernie Kovacs, Cyd Charisse and George Sanders, currently shooting in London, it was announced by M. J. Frankovich, vice-president of Columbia and head of European production.

# Television Today

## NAB Sets Program For Atlanta Meeting

From THE DAILY Bureau

WASHINGTON, Sept. 29. — The National Association of Broadcasters announced today the overall program for the television session of the NAB fall conference in Atlanta, Ga., on Friday, Oct. 14.

The discussions will feature tv's public image, the medium's activities in self-regulation under the Television Code, current problems, and tv's role in the future.

The announcement was made by Charles H. Tower, NAB vice-president for television, who will preside at the session.

Louis A. Hausman, director of the television information office of NAB, will speak on "The Image Asset" of television. Hausman, a former network executive, has headed the TIO office in New York since it was organized in 1959 to conduct an industry-wide and nation-wide program of information about television.

A review and discussion of Television Code operations, entitled "Your Stake in Quality," will be presented by Robert W. Ferguson, executive vice-president, WTRF-TV, Wheeling, W. Va., a member of the television code review board, and by Edward H. Bronson, NAB director of television code affairs.

Norman "Pete" Cash, president of the Television Bureau of Advertising, and William MacRae, TVB's director of station relations, will speak on "The Future of Television." Their presentation will include reports on the state of tv revenue and the Fort Wayne department store project.

Tower, before closing the session, will head a discussion of television problems. This feature will be entitled "A Look at the Balance Sheet."

The conference, first of eight to be held around the country, opens in Atlanta's Biltmore Hotel on Thursday, Oct. 13, with joint morning and afternoon sessions of radio and television broadcasters. G. Richard Shafto, executive vice-president of WIS and WIS-TV, Columbia, S. C., and member of the NAB policy committee, will deliver the luncheon address.

Following the separate radio and television sessions on Friday, the broadcasters will attend a luncheon featuring an address by Noah Langdale, Jr.

### TV 'Fire' Documentary

A half-hour television documentary covering filming of Metro-Goldwyn-Mayer's "Ring of Fire" has been prepared for NBC presentation by its affiliate station, KGW-TV, Portland, Ore. KGW's Doug Baker supervised two weeks of sound camera coverage, and after original beaming in Portland Saturday, the film will be shipped to NBC, New York.

## Who's Where

Arthur Greenfield has been appointed north-central area manager of Screen Gems' syndication sales force. He will headquarter in Detroit. Warren Rosenberg, who has been covering upstate New York for Screen Gems the past year, will move to Detroit to cover the north-central territory under Greenfield.

□

Todd Harker joins the CBS Television Network Press Information Department in Hollywood as a unit publicist effective immediately, it was announced by Ernest E. Stern, director of the department.

## Proartel Studios Open In Buenos Aires Sat.

The dedication of modern television studios built by Proartel, the program production company formed by CBS Television Stations Division and Goar Mestre, will take place in Buenos Aires, Argentina, Saturday. These facilities will provide live, film and tape programs throughout South America.

The program product of Proartel in Buenos Aires will be made available to Rio de la Plata, the Argentine corporation designated by the government as licensee of channel 13, as well as to additional television stations throughout Argentina and the Spanish-speaking world.

Attending the opening ceremonies will be Merle S. Jones, president, CBS Television Stations Division, and Goar Mestre, leading Latin American television executive. The dedication is a culmination of events which began Wednesday in which civic, religious, educational and cultural leaders of Buenos Aires are taking part. American entertainers who will fly to Buenos Aires for the dedication include Tony Bennett, Dorothy Collins and Raymond Scott.

## Tentative Selection of New NAB Head Is Made

From THE DAILY Bureau

WASHINGTON, Sept. 29. — The selection committee of the National Association of Broadcasters has completed tentative arrangements for employment of a successor to the late NAB president Harold E. Fellows.

The committee said it would not disclose the identity of the person selected until after a contract is negotiated and until after the association's board of directors is called into a special meeting to pass on the nomination and the contract.

The committee said it would have no further statement or announcement until these two steps have been taken.

## Projection Advances Demonstrated in U.K.

From THE DAILY Bureau

LONDON, Sept. 27 (By Air Mail). —New developments in automation and remote control for the cinema were demonstrated at the Photokina Exhibition in Cologne by the G. B.-Kalee Division of Rank Precision Industries Ltd. An electric timer device for automatic changeover of projectors and the latest remote control panel were shown for the first time.

Two Victoria X projectors were shown, fitted with a new electric timer device for automatic changeovers. The "auditorium" was lit with white floodlights in simulation of normal house lighting; coloured spotlights represented the stage lights. A Harkness Perlux screen was mounted in a working model frame, complete with motor-driven masking and curtains.

The actual changeovers, triggered by a mark on the film, were handled by the electric timer. All the external functions, such as the control of dimmers, masking and curtains were taken care of by the drum model Projectomatic.

The new Gaumont-Kalee compact remote control panel, normally installed in the auditorium, affords complete manual control of the presentation. With this panel it is possible to start and stop the show and to control all the external functions, at the same time monitoring the sequence of operations of the automatic changeover device by means of the various indicator lamps provided.

In a regular installation a telephone handset is provided so that the opera-

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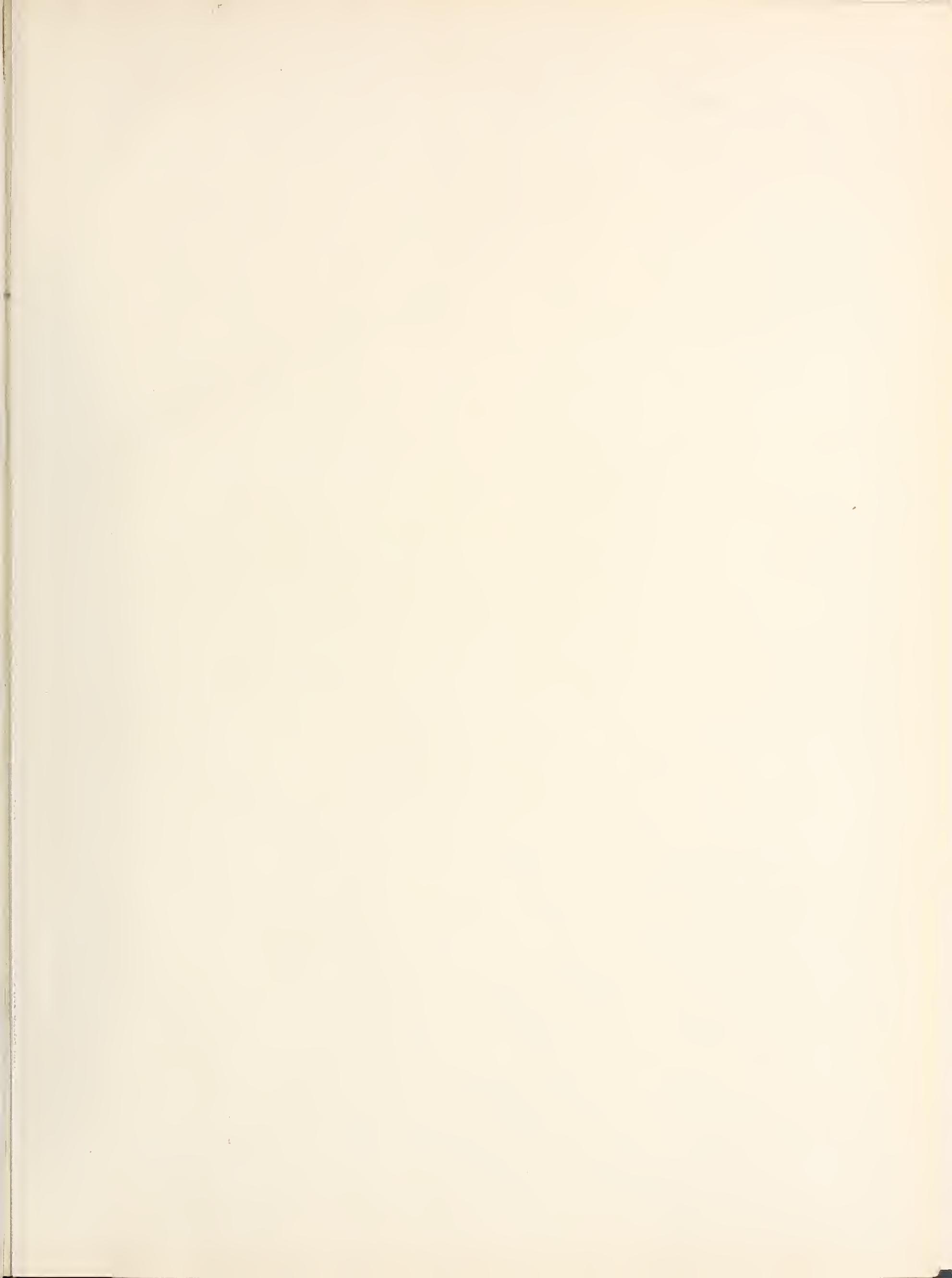
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