Beginning Now
Sustained B.O.
Upturn Seen
By Goldenson

Believes '56 Final Quarter
Will Surpass Last Year's

By SHERWIN KANE
A prediction that the expected upturn in gross theatre receipts this summer not only will be sustained but will result in a better final quarter this year than experienced in the 1955 fourth quarter, was made by Leon Goldenson, president of American Broadcasting, at the recent 21-day convention of Paramount theatres, at the weekend.

The prediction was based on the large part of the circuit's four-quarter performance that was expected from the attractive lineup of releases from (Continued on page 8)

New TV Survey Forecasts
956 Better than 1955

From THE DAILY BORER
WASHINGTON, July 1—The Commerce Department has predicted that the motion picture industry will exceed its 956 performance, at least the second half of the year will be better than in the first half, and that (Continued on page 8)

Daily Fox Purchase
of Schlesinger Circuit

CAPE TOWN, June 28—The $10,000,000 deal whereby 20th Century-Fox acquires Schlesinger African Theatres was ratified here today in the absence of Syros P. Skouras, 20th Century-Fox president. The largest such deal in the country's history includes 140 properties in both large and small towns. Twentieth Century-Fox paid $2,500,000 alone for the circuit's Cape theatres. The purchase was negotiated last summer and with today's ratification becomes an accomplished fact.

Pistor New Executive
Of W. J. German Co.

The appointment of John A. Pistor, distribution manager of the motion picture film sales department of Eastman Kodak Co., as an executive of W. J. German, Inc. of Hollywood, Calif., the distributor of Eastman professional motion picture film, has been reported by Kodak.

Joining Kodak in 1938, Pistor served briefly in the physics division of the Kodak Research Laboratories and with the quality control group before being named assistant foreman of the Cinex-Kodak film department in 1939. He later was transferred in 1946 to the company's motion picture sales department where he handled scheduling and distribution of all products.

(Continued on page 2)

Critical of Their Attitude
Roger Lewis Says Exhibitors Fail
To Take Advantage of Pre-Selling

By JACK EDEN

A warning that "it's time the major exhibitors more actively support the promotion campaigns of our films or they will soon find themselves without the near-million pre-selling campaigns" was made yesterday by Roger H. Lewis, director of advertising, publicity and exploitation for United Artists.

Issuing a warning that exhibitors should support the promotion campaigns if they feel they are a way of attracting larger audiences, Lewis added that the current campaign being carried out on "Trapeze" will serve as a guide for future promotional programs. While he did not directly pre-

(Continued on page 8)

See Soviets Seeking to
Enter Berlin Festival

By V. VON ZUEHLSDORFF
BERLIN, July 1 — With a view toward "restoring friendly relations" with West German film officials, the Soviet Government has ordered the return of its big radio broadcasting building to the West German government and, in addition, grant freedom to

(Continued on page 2)
Levy to Go Abroad on TOA Foreign Liaison

Herman M. Levy, general counsel for Theatre Owners of America, will leave here on July 20 for Europe to establish closer liaison between foreign exhibitors and producers to study the effect of commercial television on theatres and to investigate foreign rental ceilings on product, it was announced here.

Herman Levy

See No Early FCC Action on Toll TV

From THE Daily BUREAU
WASHINGTON, July 1—FCC observers still look for no early action by the commission on toll television. Commission officials have long been saying they wouldn't get to toll TV until after a decision on the allocation and interminute problem. They've now got that problem out of the way temporarily but observers believe the commission would love to long a breathing spell before tackling another rough problem like toll TV, and will put off consideration of the subject until September or October.

However one or two commissioners notably Commissioner Lee—will be pushing for early action, and could conceivably force the commission to consider the matter before the August vacation period starts.

PICTOR AS ACADEMY PUBLICIST

HOLLYWOOD, July 1—Academy of Motion Picture Arts and Sciences committee to select a public relations representative to succeed Howard Mayor Co., which had served the organization for several years until following this year's awards ceremony, has announced that Mars Harvey-Rotman, as counsel. The announcement said national and local public relations firms had applied for the post.

The academy split with Mayor was attributed, according to an academy statement issued at that time, to Mayer's request for an increase in the annual fee.

Pickman to Briskin

HOLLYWOOD, July 1—The announcement of Pickman, former production assistant to Jerry Wald at Columbia Pictures, as vice-president in charge of programming at Briskin Productions, Inc., was reported here by Irving Briskin, head of production for the studio. Pickman will arrange new film television series for Briskin, as well as Screen Gems, Inc., the tv subsidiary of Columbia.

RKO Contest to Vancouver

The Vancouver branch headed by Robert W. Smith has been awarded top honors in the RKO Canadian Short Subjects Sales Drive, it was reported Friday by the New York RKO office. Toronto, managed by Myrick Pickman, took second place honors while Barry Myer's Winnipeg establishment won consolation honors.

Compo Ad Feature Newspaper Story

COMPO's recent ad in Editor and Publisher featuring the leading summer attractions of the 10 major studios has attracted further attention as a daily newspaper feature story. Elmer Hughes, motion picture critic of the Boston Sunday Herald wrote a three column story holding the list as proof of the top-notch entertainment now available in the heat.

The story said in part:

"The film people are having a hard spring and are knocking themselves out to produce bigger and better pictures on the grounds that this is the ground upon which they can lick television. They can't afford to coast during the summer, and so, if you keep an eye on the newspapers and billboards, you will observe that some of the most promising productions of the year are being released right now.

Listing all the pictures in the COMPO ad, Mess Hughes concludes: "Well, there's the program for the next few months, and it looks from here like something to be proud of. Vancouver is worth putting up another slogan: 'Only The Best Is Good Enough.'"

Soviets Seek

(Continued from page 1)

several journalists now held captive in the Soviet Zone.

West German officials believe the Russian move is intended primarily to influence them into accepting Soviet entries at the 1957 Film Festival. Russia was represented at the Sixth National Film Festival completed here last week nor did its satellite countries compete for honors. No consideration of their offer was grant by West German officials who do not maintain diplomatic relations with Russia and Iron Cur- nal nations.

Winners Not Announced

First prize awards in the festival were not disclosed by German Minister of the Interior Schroeder as he distributed the gold ribbon winners. "Himmel Ohne Sterne (Heaven Without Stars), which was neglected at the Cannes Festival for political reasons and "Teufel in Seide" received the gold ribbon. Acting honors went to Lili Palmer and Wolfgang Pless.

While no meetings of the International Union of Exhibitors or the Federation of Producers were held during the festival, an impressive number of guests from many nations were present. Interest was centered on the German project to conduct a publicity campaign to bolster public interest in films. The plan, backed by all four branches of the industry here, will be promoted by West Germany as well as non-German and American distrib-

Warner Films Are Honored

HOLLYWOOD, July 1—Awards have been presented to Warner Bros. for "Santiago" and "Satellite in the Sky" by the Southern California Motion Picture Council.

Only 8½ hours!
Fly UNITED DC-7s
nonstop to
LOS ANGELES!

"the Continentals"—
Two flights daily!

UNITED AIRLINES
20th ANNOUNCES

Bigger than Life

A Motion Picture So Shocking

You Must Ask

How Did They Dare To Make It?
"I saw him take the first pill...and the next...and the next! Then he was lying for them...begging for them...forging prescriptions for them...and then..."
THE STORY OF THE HANDFUL OF HOPE THAT BECAME A FISTFUL OF HELL!

A theme so vital... so violent that we urge you to bring all your compassion and understanding to it!

20th delivers its most startling attraction since "THE SNAKE PIT"... from the director of "REBEL WITHOUT A CAUSE"!
Spotlighting the News

Auto Men: En Garde!

> Some weeks back a prominent Detroit advertising agency executive came out with some rather strongly worded opinions on the effectiveness of television as a medium to move automobiles out of the nation's showrooms. ABC-TV, with some vested interest in the matter, decided that the facts of the matter should be explored more thoroughly. This morning, therefore, the network is making public the results of a survey, the first fling of a detailed presentation in the campaign which they say will prove conclusively that automobile dealers prefer television over all other means of selling new cars. During the week of June 11, ABC-TV, through Trendex, conducted a survey of all the dealers in 16 cities throughout the country, 557, of whom 327 answered fully. They found that although newspapers are getting 50 per cent of the total automotive national ad budget and TV only 22 per cent, 48 per cent of the dealers themselves say TV does the best job in bringing customers into the showrooms; 49 per cent of the dealers, if limited to only one ad medium, would pick TV, and 49 per cent say that factory advertising should concentrate on TV. In his New York office Friday, Julius Barnathan, manager of research for ABC-TV taking indirect note of the tightness of auto sponsor money in the coming season, declared 1955 to be the second best year in the auto industry's history and said sales and production this year could only be down beat when compared to the 1955 "vintage" year. It may be, he said, that this year's decline would have been much greater if the companies hadn't used television. The important thing, he added, is not the decline, but that last year's amazing pace has continued as well as it has.

Putting Up the Money

> Three important sponsor contracts have been announced in the week: Screen Gems, with some pride, revealed that it has sold its forthcoming Tales of the 77th Bengal Lancers to the General Foods Corporation for sponsorship by Jello-O Gelatin on the NBC-TV network in the 1956-57 season. This marks the ninth Screen Gems program to be sold for network television during the season. ABC-TV announced in the week that the Union Carbide & Carbon Corporation has signed as a sponsor of Omnibus when that award-winning show makes its debut over ABC in the Fall. And NBC-TV announced that the Aluminum Company of America, which took over co-sponsorship of the Sunday night drama series when Philco dropped out last year, has renewed its sponsorship for another season. This good news is hardly surprising. The Aluminum-Goodyear series is generally regarded as one of the two or three top live drama series currently on the air.

Weekly "Sneak"

> A series of films never before shown to the public, featuring Hollywood stars, will replace Jane Wyman's Fireside Theatre program on NBC for the summer. The show, known as "Sneak Preview," will consist of unused "pilot" reels. Scheduled for showing are "Just Plain Folks," with Zsa Zsa Gabor and Cy Howard; "Merry-Go-Round;" "One Minute from Broadway," starring Brian Aherne and John Carradine; "Real George," with George O'Hanlon; "Way Back Home," starring Pat O'Brien; "Jed," with Celeste Holm, and "Calling Terry Conway," with Ann Sheridan.

Flexibility

> The secret of the success of syndication is flexibility, G. Ralph Branten, president of Allied Artists' subsidiary, Interstate Television Corporation, said in Hollywood last week in explaining the perennial success of "The Little Rascals" throughout the country. "Flexibility," he said, "is a merchandising factor that has accelerated bookings of syndicated films by large advertisers. Sponsors may choose their times and their market targets strategically to fit sales plans, instead of abiding by the 'take one, take all' format generally necessary in network programming." "Rascals," incidentally, is reported to have reached 165 markets, with more than 900 advertisers of all sizes sponsoring the show.

Ziv on Syndication

> Speaking of the values of syndication, Ziv TV last week offered some interesting facts and figures:

In Our View

The New York Chapter of the Academy of Television Arts and Sciences offered for inspection last week a "press kit" containing a recording of its history, its current plans and its future intentions. It makes interesting reading and affords opportunity for re-evaluation of the organization.

The basic conception of the Academy and its New York chapter which it is devoutly to be hoped will work coherently with the Hollywood unit, embraces inestimable values for the whole industry of television. The plans indicate a variety of pleasant parties and get-togethers throughout the year for this New York chapter, but important as these are for their values in cementing social contacts within the industry, of far greater importance are the plans for seminars, for example, which are recommended for the various groups in the industry, such as musicians, engineers, designers and so on.

An important part of the Academy's program, of course, is the annual awarding of the "Emmy" in the varied categories of television production, and everything possible must be done to keep them on the highest plane. All the way from preliminary planning to the bestowing of the awards. It is, in a word, the most publicized and glamorized of the whole of television's appearances before its vast public, and nothing must be permitted to mar the impression registered.

A word of warm commendation is due Ed Sullivan, Max Liebman and Tex McCrary, who were responsible for the establishment of the New York chapter, who enlisted the support of key persons in the industry in New York and who laid the groundwork for the development of an active and aggressive membership body in the east.

There is an infinite variety of ways in which the Academy can be of benefit to the industry and its personnel. No opportunity must be lost in developing fully that potential.

—Charles S. Aaronson
ass in Review

T SINCE THE FIRST BATTLE OF BULL RUN has there been anything more anticipated in a lifetime of death than the collision last Sunday night of CBS-TV's "The Great Gildersleeve," NBC-TV's "The Red Skelton Show," and NBC's "Your Man Jack." The latter's strategist must have been elated to learn a couple of weeks ago that the date they had reserved for Mr. Allen's premiere turned out to be the date of Mr. Sullivan's eighth anniversary, and version which clearly called for—a phrase—a host of stars, 90 per cent of whom just walked across the set or walked off from a film clip. Carrying the burden of Mr. Sullivan's were Kate Smith, in an all-summer-time appearance; Harry James and his group of bicycle-riding bears (who will have to do the busy scene of "Priest's Lives" before our amazement comes any more profound and meaningful).

Mr. Allen (see below) did fight fire with fire to the extent that he advertised Bob Hope's in-person appearance, just to have Mr. Hope show up for "my latest piece." The best of the week's live drama was "Noelle brunette," Jr.'s "changeling Harrigan," presented by NBC-TV's Alcoa Hour, starring Darrell McPeak and Janice Rule and directed by Herb Salmann, who now doubles as associate producer. "Harrigan," with scenes that suggested Mr. McPeak's late Broadway hit, "The Rainmaker," told the delightful story of how love eventually legitimizes an robberable fraud who claims he can fly.

Important among the week's special events was the early morning broadcast of a spectacular show which Dean Martin and Jerry Lewis provided Tuesday for the "Alcoa Show" which is located from Atlantic City. The boys were noticed together toward another in a way provided some wonderfully relaxed sense when dealing with J. Fred Muggs and Dave Garroway's cool and relaxed replacement, Raymore Emerson. Elsewhere in the week and in other detail:

**STEVE ALLEN SHOW (premiere), NBC-TV, 11 P.M., EDT, Sunday, June 24, 1956, live, from New York. For Brown and Williamson Tobacco, Aseco and Andrew Jergens.**

Theater or not Steve Allen turns to be the man to knock off Ed Sullivan remains to be seen over the bull. It can be said, how ever, on the short haul (i.e., one that the Mr. Allen and the around him at NBC came up a top-notch comedy-variety show. The Allen Cabaret has been happily swindled out of their sleep by Mr. Allen's "To-day," the premiere show was literary, and aggregative on the right. In addition it had a couple qualities on which Tonight has been or pretended to be strong: pace, comparative brevity. The Tonight Show is using its material and pre-taped material had been used pre-ently on Tonight) in the matter of several hilarious sketches, one up barreling those TV comedians which start off with the punch saying "Oh, hello there," when suddenly caught by the era, and another group being stories of wonderfully nonsensical gimmicks accompanying Mr. Allen on the piano. In addition, the show made use of the mobility of TV cameras where Mr. Allen has been doing on Tonight. In case, the rooftops adjoining the theater were used as the locale for an energetic modern ballet by Rod Alexander and Bambi Linn. The ballet itself was uncertain but the physical production was fascinating. Contributing to the opening night gaieties were Kim Novak, Sammy Davis, Jr., Vincent Price, Wally Cox, Dane Clark, as well as Tonight regulars, Schjohnston, and Gene Rayburn, Jules Green is executive producer, Bill Habach producer, and Dwight Hemlon director. Over all, of course, is the many-fingered Mr. Allen who, when the gags are forgotten, re mains a personality of taste, intelligence and style, commodities which have never been in long supply on Sunday nights.


That 90 minutes of prime television time could be devoted to one woman's drunk and still be fairly entertaining credit must be credited to the skill and variety of star Betty Field. As the moody librarian who pursues her secret love into ramshackle Newark cocktail napkins, Miss Field was always appealing, often funny and usually several steps ahead of the script which might have been a lot happier as a one-woman show. It was her weight effort by the people who earlier in the season provided such provocative and stimulating material as "Cyrano," "Caesar and Cleopatra," or the Sadler's Wells ballet company. "Happy Birthday," like its heroine, can be regarded as forgivable too by people who should know better. Judged within its own marked limitations, the Anita Loos play contained quite a few funny lines and a lot of very fancy performances.

**STUDIO ONE SUMMER THEATRE: "Mr. Arcularis," CBS-TV, 1 Hour, 10 P.M., EDT, Monday, June 25, 1956, live, from New York. For Westinghouse.**

Producer Robert Herridge's noble summer experiment over-reached itself last week in a technically proficient but verbose and cloudy adaptation of Conrad Aiken's "Mr. Arcularis," the strange personal revelations of a man dying in the course of a heart operation. Staged in its primitive symbolism and its rather formidable physical production, involving some very fancy camera work, "Mr. Arcularis" emerged as an unnecessarily complicated tale about a man suffering from a huge guilt complex because his mother bestowed her favors on his father's brother. The tale was a long-time in its telling in Mr. Herridge's somewhat over-literary adaptation which, as is his custom, emphasized the spoken word more than the picture, which practice, no matter how lovely the words, does not broaden the scope of television drama. John Drainie, unfortunately made up to look like Captain Kangaroo, ill as well as could be expected with the difficult little role, while Nancy Wickwire, as the several women in his life, was fine. Karl Genus directed.

**JOE AND MABEL: "The Bank Book" (premiere), CBS-TV, 1/2 Hour, 9 P.M., EDT, Tuesday, June 26, 1956, Film, For Geritol.**

It is unfortunate, perhaps, that Geritol, sponsor of this new series, puts such stress on the revitalizing of "sick blood." Such advertising copy almost demands a tie-in with the content of the show itself and several lay reviewers were not slow in making the connection. In its first installment, Joe and Mabel simply were not very funny, trying their darndest to make comic mountain out of a molehill of a situation built around Joe's turning down of a reward for finding a purse. As played by Larry Blyden and Nita Talbot, Joe the cab driver, and Mabel, his girl friend, come across with built-in charm and appeal which, in the right situations, could conceivably be parlayed into a first-rate series. Time will tell. Among the first-rate people involved are, in the supporting cast, Luella Gear, Norman Feld, Dick Van Dyke and Shirly Conway, and producer-writer Alex Gottlieb and director Ezra Stone.
Lewis Says

(Continued from page 1)

dict what the result would be should there be no increase of exhibitor support to the campaign, he said "there may be a sizeable decrease of future advertising or distribution, or other steps taken to remedy the situation."

Lewis said his aim was "to level with the major exhibitors who have shown that they understand the situation as a whole and are carrying the burden to the necessary extent."

The million-dollar promotional campaigns carried out for "Alexander the Great" and "Trapeze." $600,000 for "Trapeze"

He declared that the "major problem is not in spending a large amount of money to promote the film or films but in signing commitments that involve over $500,000. We made commitments in national advertising, posters and general promotion on "Trapeze" totaling $600,000 and this is of direct concern to us unless the advertising campaign comes to an end. Why should we commit ourselves to fail to be of support to exhibitors one way or another on what we are trying to do?"

Lewis said considerable comment to date coming from the major exhibitors has been critical in nature while there has been a complete lack of support or approval of what we are trying to achieve. There was some good comment received by the national magazines on the "Trapeze" campaign but our office failed to hear any responses from exhibitors on how they felt about the situation.

Asks "What Is Over-Selling?"

It was his belief that the criticism to date has been aimed directly at our possibilities of over-selling films but exactly what does over-selling mean? Who knows the distinguishing line or the point where we know whether or not we are overselling a film? No one, nor the exhibitors, has offered to answer that question and so it eventually rests upon our judgment.

Hollywood Artists executive labeled the "Trapeze" promotional program as the "test case" to determine exhibitor interest and said "steps will be taken one way or the other later to determine exactly what kind of programs should be carried out or if they should be limited." He declined to say whether or not the national pre-selling campaign conducted by his office but he warned "if there is no exhibitor support, cutting our expenditures is the most likely thing."

Says They're Taken for Granted

He charged that "theatricals take the promotional and national pre-selling campaigns for granted and they have been too preoccupied with the present to plan for the future."

It was his opinion that the pre-selling campaigns work for the industry, bringing the theatre into attention and restoring the popularity of films to the public. But, he added, "promotion campaigns are waged to sell films and the campaigns lose their importance if there is no exhibitor interest."

Showmanship Forum Planned by TOA

(Continued from page 1)

forthcoming Windy City convention.

Blank and Reade stated that the TOA pre-convention meeting will be restricted to members of exhibition. They pointed out that "there will be no exhibition with any distribution committees working on the same problems," but said that there were some possibilities of meetings with distributors following the forum.

Points to Rebuilds

Reade indicated that any meeting which may take place with representatives of distribution committees would be of mutual interest to all the exhibitors and that it would be desirable to meet all the exhibitors in its recent calls for an industry conference. He said that if distribution comes up with any good, new ideas, they will have to be taken advantage of.

However, both TOA officials, along with general counsel Herman M. Levy, and executives Claude Mundo and Joseph Alteman, agreed that any plan which would bring more people to the theatre box office should be supported.

Blank and Reade said that the TOA convention, which will be held on October 5, 6 and 7, will include a full day of sessions, with the aim of looking at the whole situation of the industry from a broad angle. They said that the convention will be held to give exhibitors an opportunity to discuss their problems and to hear from other exhibitors about their experiences.

Approve Credit Cards

The TOA executives disclosed that they were in favor of distribution's proposal concerning theatre credit cards. Reade said that he tried such a credit card plan in one of his New York drive-in theatres and that results were "nicer" due to economics at that time. Blank disclosed that he is currently trying the credit card plan at his drive-in theatre in Cedar Rapids, Iowa.

Blank disclosed that he has sold wire to the present holders of all distribution companies calling for assistance and participation in the exhibition's convention. He asked in a telegram for "Convention short run with cuts of your 1956-57 product."

This type of presentation has been very successful in the past. It is more important that exhibitors take this opportunity to plan for the future to know no of more effective way than to think of showing their inventories of themselves to the audience of all available for them to present in their communities.

Urges Home Office Talks

Blank said that he also has asked the sales managers to set aside a number of days for the TOA meetings to allow for individual meetings with TOA members at each home office. Sales managers' reaction to this was favorable, he said.

With Reade, he injected a note of optimism for July and August business, noting the excellent product which is forthcoming.

Gov't Survey

(Continued from page 1)

business for the year as a whole were above 1953.

This prediction was contained in the government's semi-annual survey of the outlook for major industry. The report, prepared by the Department of Commerce and Industry, said that the outlook for 1955-56 was "clearer than that for any recent year" and that results were "nicer" due to economics at that time. Blank disclosed that he is currently trying the credit card plan at his drive-in theatre in Cedar Rapids, Iowa.

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Goldenson

(Continued from page 1)

all companies now in view, and those in prospect for the remainder of the year.

Goldenson conceded that the final quarter last year was not a particularly good one, but that if the final quarter this year bears out his predictions, it will be significant, nevertheless, because it will follow upon one of the most prolonged slumps that exhibitors have experienced in recent years.

The AP-BT president said that current reports on business in AP-BT's theatre operations indicate that the expected upturn may be under way, noting that this week's reports indicate momentum to the trend. In widely separated AP-BT situations "Trapeze" opened to strong business last week, and with "The Edison Circus Story," "The King and I" and other strong attractions set for openings this week and in the near future, Goldenson said he was confident that business would rapidly attain an impetus sufficient to carry it forward to healthy levels.

Wants Box Office Values

He expressed the opinion that many Hollywood producers at present are too preoccupied with artistic goals and the attainment of perfection in turning out the highbudgeted productions. Much of this, he suspects, is being pursued at the detriment of box office values.

"Hollywood must has to get commercial," he declared.

In reply to a question, Goldenson said AP-BT has a continuing interest in further diversification, particularly in the electronics field. However, no specific decisions have been made yet.

Blank Calls Critics Of Theatres Stupid

Hollywood people who have reflected the attitude that theatre personnell are "more interested in selling popcorn than in keeping their theatres in the best possible operating conditions" were assailed here by Myron N. Blank, president of Theatre Owners of America, who called their statements and remarks "stupid."

Des Moines circuit executive said, "You cannot condemn all exhibition for the actions of a few. There are good and bad exhibitors. Ninety-nine per cent could care less, and only the interested in getting more people into their theatres and keeping their houses in the best operating condition is one way of doing so."

Install New Equipment

Advertising Age for 'Moby'

A wide-screen as well as stereophonic sound equipment are being installed at the Sutton Theatre which, with the Criterion Theatre, will offer the dual New York premiere engagement of Warner Bros.' film version of Herman Melville's 'Moby Dick' on Wednesday.

Work on the new screen and sound track installation has been in progress for six weeks at the Sutton.

Producer-director and screenwriter John Huston and Gregory Peck, who stars as Captain Ahab in the Technicolor presentation, meanwhile, will share honors with Natalie Wood, Michael O'Shea and Tom Franden as co-ecenters at the Hollywood premiere of the film tonight at the Pantages Theatre.

The stars will assist Art Linkletter in interviewing and introducing the screen and industrial leaders who attend.
Good Weather Helps, Too

**B’way Business Reported ‘Excellent’ As Many Summer Visitors Converge**

The influx of summer visitors to the city timed with good weather were reasons cited by Broadway theatre exhibitors, particularly at the Radio City Music Hall, Roxy and Paramount theatres, for "excellent box-office business" over the weekend.

Top grosser for the two days was the Music Hall, currently showing Columbia's "The Eddy Duchin Story," which rolled up $89,000. At the Roxy, where 20th Century-Fox's Cinemascope 55 production "The King and I" is the attraction, a two-day gross of $75,000 was reported. A five-day gross of $32,000 was at the Paramount, where Bob Hope is starred in Paramount's "That Certain Feeling."

Charles Einfeld, vice-president in

(Continued on page 4)

### Retaliation

**TV Shows Hit Hollywood As ‘On Decline’**

By LESTER DINOFF

The television industry got in twin retaliatory pokes at the motion picture industry on Sunday evening when two programs, the Goodyear Playhouse's "The Film Maker," and General Electric's "Man With A Vengeance," on the National Broadcasting Co.'s and Columbia Broadcasting System's TV networks, respectively, depicted the film industry as callous, bitter, and skidding rapidly in business.

The Goodyear program was based on a story written by Malvin Wald

(Continued on page 4)

### REVIEW:

**Somebody Up There Likes Me**

M-G-M

HOLLYWOOD, JULY 2

This hard-hitting picturization of the autobiography of the hard-hitting Rocky Graziano, former world's champion middleweight, looks like a box office knockout.

The pitying audience that witnessed the press preview at the Village theatre in Westwood had come to see "The Man in the Gray Flannel Suit," and was by no means pre-conditioned to a boxing story, but its reaction to this one rattled the rafters. That could be because this was so manifestly a true story, or it could be because some of the finest craftsmen in Hollywood had made it, but it couldn't be because favored performers were in the cast, for none were. Neither could color or special dimension account for the explosive applause, for the picture has neither of these. What it does have, in supreme measure, is integrity, impact, sheer theatrical entertainment. It figures to earn a fortune.

The picture picks up Graziano in 1942 as the small son of a drunken ex-pugilist whose cruelty, together with the family poverty and shun surroundings, sets the boy off on a career of crime, liberally and literally detailed in the picture, that culminates in his winning of the middle-

(Continued on page 5)
PERSONAL MENTION

ARTHUR M. LOEW, president of Loew's, Inc., has returned to New York from the Coast.

E. D. MARTIN, chairman of the board of Theatre Owners of America, arrived in New York from Europe yesterday aboard the "Ile de France," and will leave here today for Columbus, Ga.

REGINALD ARMOUR, Republic Pictures vice-president in charge of foreign distribution, has returned to Hollywood from the East.

STANLEY LEVY, of American Broadcasting-Paramount Theatres, was married in Springfield, Mass., to Jennie Ann Sternberg.

COOULL, ANTONY KEMINS, British director, will arrive here tomorrow from London via B.O.A.C.

HOWARD DIETZ, vice-president of Loew's, Inc., is in Santa Barbara from New York.

Oklahoma Circuit Expands With Six New Operations

OKLAHOMA CITY, July 2—Video Independent Theatres, Inc., have acquired four first-run indoor theatres and one drive-in in Lawton, Okla., Effective July 1, the Lawton, Dome, Merry, Vaska and Austin Drive-In Theatre become a part of the circuit's holdings. Joe Turner was the former owner. In addition the Esquire Theatre, Chickaska, was purchased from Mrs. Opal Gray.

Rosen 'Island' Director

HOLLYWOOD, July 2—Robert Rosen has been contracted to direct "Island in the Sun," the first of Darryl F. Zanuck's independent productions.

No Paper Tomorrow

MOTION PICTURE DAILY will not be published tomorrow, Independence Day, a legal holiday.

Study Making Low-Budget Pictures in Arkansas

LITTLE ROCK, Ark., July 2—The possibility of producing low-budget pictures in Arkansas has been the topic of discussion here at meetings between Governor Orval Faubus and a four-member exhibitor committee headed by Jack Braunagle, executive of United Theatres Corp.

Tom London, Ben Cohen, Sam Kirby and Braunagle advanced the theory to the state executive at the sessions.

$1 Million Earmarked For TV Programs By Columbia Unit

A $1,000,000 allocation for the development of new programs has been set aside by Screen Gems, Inc., TV subsidiary of Columbia Pictures, for two weeks of meetings here in Hollywood by Screen Gems executives.

Milton Pickman, vice-president in charge of programming, disclosed that some 20 new programs are being developed for the 1-5 series of the station.

He said that five new series are already completed and will include situation comedies such as "You Can't Take It With You," "Shore Leave" and "Girls About Town." Other types are "Kiddulah" program designed to appeal to both juvenile and adult audiences and musicals such as the recently announced "Captain Charlie's Snowbird." Production of pilots for all new series will take place between September and December of this year, he added, so that completed prints will be in the hands of the Screen Gems sales force no later than January of next year.

A new building adjoining the existing Screen Gems property in Hollywood will be purchased to augment the production and direction facilities. Remodeling of the present structure is expected to begin shortly.

Johnston Urges Federal Support for Education

PORTLAND, Ore., July 2—Federal support for education can be supplied without disturbing the autonomy of the nation's schools in local communities, Eric Johnston, president of the Motion Picture Association of America told the ninth annual convention of the National Education Association here today.

Johnston, who returned from Europe to address the NEEA meeting, said the NEA "must safeguard against any cutting of corporate or income taxes until we deliver adequate funds for restoring our national education system."

New England Wage Increase Enjoined

Special to THE DAILY

BOSTON, July 2—A temporary injunction to prevent the commissioner of labor and industries from enforcing the 90 cent minimum wage order for employees of amusement and recreation groups was issued today.

Buts a restraining order, which was signed by Frank C. Lydon, executive secretary of the exhibitor group.

Returnable in September

The injunction issued by the court is returnable in September when there will be a formal hearing on the merits of the case to determine whether or not a permanent injunction will be granted.

Attorney James C. Cahalan represented Allied, in its petition, which was joined by other independents in the commonwealth at the invitation of Allied.

As the situation now stands the minimum wage order of 75 cents per hour applied to employees in the industry is in effect. Commissioner of Labor Ernest Johnson on June 29 signed an order for the amusement and recreation groups for a raise from 75 cents to 70 cents per hour for ticket sellers, doormen, and assistant managers and for ushers to 80 cents per hour. Allied challenged this in its petition.

ASCAP Booklet Popular

Growing interest in copyright problems and performing rights societies throughout the nation is indicated by the requests mailed to date to ASCAP for its pamphlet, "Public Performance Rights in Motion Picture and Performance Right Societies." The 20-page brochure defines the rights of copyright owners in the U. S. with special emphasis upon the rights of public performance for profit.

'Marty' At Karlsbad

WASHINGTON, July 2—The Czechoslovakian Embassy announced that "Marty" will be shown at the ninth International Film festival at Karlsbad this month. The Embassy said that Herk Harvey, producer of the film, had accepted an invitation to take part in the festival, which runs from July 12 to 29.

Dividend from Universal

The board of directors of Universal Pictures Company, Inc., has declared a quarterly dividend of 45% cumulative preferred stock of the company. The dividend is payable September 1 to stockholders of record on August 15.

3 Copyright Bills to Senate

The House yesterday passed and sent to the U. S. Senate a bill to boost from $2 to $4 the registration fee for renewing copyrights.

The House also passed two other copyright bills: one to set a uniform Federal statute of limitations on civil copyright actions, and the other to permit copyright infringement suits against the U. S. government.

Malco Buys 4 in Kentucky

The purchase by Malco Theatres, Memphis, of four theatres in Kentucky has been announced by M. A. Lightman, Malco president. Included are two indoor theatres in Mayfield, Ky., and two drive-ins in Graves County.

Drive-in to Bow on July 4

The Marysville Drive-in, Marysville, O., the first open-air theatre in Union County, will be opened to-morrow with a fireworks display. Dave Ellman is the owner.

Coast Starts 4, Finishes 5

Four new pictures were started in Hollywood the past week, and five others were completed, for a total of 38 in work.

NEW YORK THEATRES

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People

Joe Cunningham has been named assistant supervisor of television operations for KVO's newly-established tv film service unit. He will report immediately to Fred Aherne, supervisor of tv operations at the KVO Pathé in Atlantic City, N.J. Cunningham was most recently with KVO Pathe in New York.

James J. Kelly, formerly managing manager for WABC-TV, New York, has joined the commercial division of Guild Films, Reub Kaufman, president of Guild Films, has also disclosed that Geoffrey Bernard has been appointed sales representative in England for the company.

Dan Sangaree, who has been manager of the Fourth Street Drive-in Theatre, St. Petersburg, Fla., has resumed his former post as manager of the Ritz Theatre, Bartow, Fla., succeeding Frank Sparrow, who has resigned.

Marilyn Reis, formerly in charge of production and public relations for Modern Screen magazine, has been appointed to handle all national and fan magazine publicity for Buena Vista Film Distributing Co., Inc.

Pickman

(Continued from page 1)

tion Picture Association of America, said here yesterday.

Pickman stated that he hoped the TOA forum “would bring forth something valid” in exhibition’s plans to exchange business-building ideas and to devise new efforts for improving today’s box office.

Commenting on his advertising-publicity directors’ attempts to devise ways and means of revitalizing the box office, Pickman said that a number of sub-committees are still working on their resolutions and that his full group would meet when the sub-committees have completed their work.

World Series

(Continued from page 1)

and the broadcasters will pay $3,250,000 per year. Baseball Commissioner Ford Frick, in whose RCA Building office the announcement was made, in the presence of NBC president Robert Samoff, Gillette president Boone Gross, and trade and sports writers—said he was glad the Baseball Pension Fund now is protected for another five years. He added there were other bids, but NBC’s was highest; and that the arrangement between the three parties these past years has been cordial, “the new arrangement is an especially happy one.”

Sunday Shows

(Continued from page 1)
of 35,000 feel that the referendum slated Aug. 2 will decide whether Jackson will have movies at all very much longer in the two theatres remaining in the city.

The Paramount Theatre, according to Alex Thompson, manager, has lost 8,431,441 this year through June 16th and officials of the Malco chain feel their house will be in the red. Nine theatres in surrounding towns have closed recently and four in Jackson. The opening of a television station in Jackson helped bring about the referendum proposal.

Mentions Films on TV

“Jackson has Sunday movies actually with about 20,000 looking at TV on Sunday,” M. A. Lichtenstein, head of Malco said recently. The question is whether the privilege of showing movies shall be limited to the television station or whether it should be extended to the theatres. He also pointed out the new James Joyce Museum, which charges admission, is open on Sundays.

Broadway Grosses

(Continued from page 1)

charge of advertising and publicity at 20th Century-Fox, reported that half of the attendance to date at the Rody for the Rodgers and Hammerstein musical has been composed of children and said that the influx points up the success of the advertising campaign which was “aimed at bringing the family to the theatre.”

Remodeled Park Avenue Policy to Be Set Soon

Availability of top product will determine whether or not the 509-seat Park Avenue Theatre due to reopen early this fall will exhibit “art films” or play as a standard house, a spokesman for the Walter Reade Theatre Circuit said.

Edwin Gage, circuit vice-president, said the theatre, closed since November, 1932 when it was leased to the National City Bank as a branch office, will be redecorated and painted later this summer to prepare for the opening in late September or early October.

TV Programs

(Continued from page 1)

and Jack Jacobs and depicted the industry as on the decline because of a downward trend at the box office which was attributed to television’s acquisition of studio jobs at studios’ favor of independents, reduction of personnel and long term contracts.

The General Electric show, a remake of a previous program, told the story of a top motion picture director who was “out” to get an aged actor attempting a comeback. His bone of contention was that when the actor was put in a role, the actor made him “crawl” as an assistant director.

These two programs, according to a number of motion picture industry officials, were “stupid depictions of present day industry conditions.” One film company executive stated that “television is a sore loser and that the Goodyear show was a means for them to get back at us for our dig at them as some of our pictures.”

Calls It ‘Malicious’

Many of the motion picture industry executives added after their reactions to the Sunday programs of both networks felt that “TV has lost no opportunity to downgrade the industry in the public’s eyes.” One executive emphatically stated that “The Film Maker” was “a vicious and malicious attack.” However, another film official, specializing in advertising and publicity, pointed out that the Goodyear year program was “interesting as it depicted an evolution of the screen.”

The Goodyear program’s central character was a studio executive producer who recognized the ideas and the people which make good films, not just money, and was considered the erstwhile “pace-setter” in Hollywood. The producer had practically unlimited freedom in producing his films which he considered “art.” However, his studio banker backers put pressure on him because of the decline of the box office and were eager to sell the studio’s library to television. The banker wanted to curb production drastically in favor of independent production due to the change in times, he said, and also sought to have personnel reduced and long-term contracts abandoned.

Freed, Miss Parsons To Producers Board

HOLLYWOOD, July 2—Executive board of the Screen Producers Guild has appointed Arthur Freed and Harriet Parsons as members to fill the unexpired board terms of Sol C. Siegel and William Goetz. Siegel and Goetz requested replacement on the executive board due to conflicting business schedules.

Fried, Miss Parsons To Producers Board

HOLLYWOOD, July 2—Executive board of the Screen Producers Guild has appointed Arthur Freed and Harriet Parsons as members to fill the unexpired board terms of Sol C. Siegel and William Goetz. Siegel and Goetz requested replacement on the executive board due to conflicting business schedules.
Somebody Up There Likes Me
(CONTINUED FROM PAGE 1)

weight championship at picture's end. This is factual material, recent, documented, headlined as it happened, and it is pictured in a completely factual manner. There is no glamorizing, no forced extenuating, no disguising of the deeds and motives of the central character. On the contrary, the picture has more unexplained violence, more resolute disregard of accepted order, than any comparable production of its class. At the same time it has momentum, directness and realism of a quality seldom attained by means of a camera.

The production abounds in excellent performances. Graziano is played by Paul Newman, seen heretofore primarily on Broadway and TV, who is sure to rise rapidly in film popularity in consequence of his role here.

The girl he marries is played by Pier Angeli, whose previous film appearances include none to compare with this role, and her manager is performing with surpassing skill by the great Everett Sloane. Sal Mineo, a TV performer seen also in the screen's "Crime In The Streets," and Eileen Heckart, from the stage, supply strikingly clear-cut supporting performances, as does the stage's Harold Stone as Graziano's father.

The picture is the over-all creation of the virtually infallible Charles Schnee, whose works include "The Bad and the Beautiful," an Academy Award winner, "Red River" and, more recently, "Trial."

The direction is by the expert and experienced Robert Wise, who directed another top-grade boxing picture entitled "The Set-Up," as if in foreshortened training for this bigger and better one. His work is faultless.

The screenplay is by Ernest Lehman, whose scripts for "Sabrina," "Executive Suite" and "The King and I" are getting him talked about as the outstanding recruit to the screen's writing force since Joe Mankiewicz.

Running time, 112 minutes. General classification. Release date, not set.

WILLIAM R. WEAVER

U-I to Have 8 Films
Shooting This Month

HOLLYWOOD, July 2 - With starting dates on six pictures having been approved by Edward Mulh, Universal-International vice-president in charge of production, U-I will have eight pictures before the cameras during July, with filming of these pictures spread from Munich to Toyo.

First of the new starters is "The World and Little Willie," starring O'Hara - John Forsythe - Tim Hovey, Technicolor starrer to be produced by Howard Christie and directed by Jerry Hopper. Shooting has just started.

Early A.M.: East-West

N.Y. Bow for 'Dick'

The dual New York premiere of Warner Bros.' "Moby Dick" at the Criterion and Sutton Theatres will bring the film version of the Herman Melville novel to both East side and West side film patrons simultaneously.

The Technicolor Moulton production, directed and produced by John Huston and starring Gregory Peck, will open at the Criterion in the heart of Times Square at 9:30 a.m., running continuously until 2 A.M., and at the Sutton, on Sutton 57th Street, at 10:00 A.M., the earliest opening ever scheduled at the East side theatre. The Sutton Theatre is installing a new and much enlarged screen and stereophonic sound equipment especially for the engagement of "Moby Dick." The Criterion was already equipped to show the film.

THE BIG ONES ARE
ADVERTISED IN LIFE

In LIFE's July 2nd Issue:

 Paramount Pictures
 That Certain Feeling

Warner Brothers
 Moby Dick

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FOX Portland, Ore.
CENTRE Denver
FULTON Pittsburgh
CAPITOL Washington
Martin Visited European Theatres

Finds Americans Ahead
In Concessions Operations

American theatremen can offer their European counterparts a lot more help in running theatres, especially in the handling of concessions, than European exhibitors can do for their U. S. conferees, in the opinion of E. D. Martin, chairman of the board of Theatre Owners of America, who returned here early this week from a three-month tour of North Africa and the Continent.

Martin, who along with his brother Roy Martin, operates a circuit of some 150 theatres throughout the Southern U. S., stated that his mission abroad was to survey motion picture theatre operations from an American's standpoint, to see if any European exhibition ideas could be used by American exhibitors, and to assist Myron N. Blank, TOA president, and Walter Reade Jr., TOA executive, at the Cannes Film Festival in France.

Martin said he visited, "as a paying patron" some 200 theatres from Tangers to Copenhagen and from East Berlin and Austria to the French coast. He was most impressed, he declared, with the courtesy of European exhibitors towards their patrons, the extreme cleanliness of their marble or stone theatres, and the "high plane"

(Continued on page 3)

3 U. S. Films Win in Berlin

By V. Von Zuehlendorff

BERLIN, July 4—Motion Picture Export Association of America member companies took three out of the four first prizes awarded by the International Jury at the Berlin Film Festival here.

Award for the best picture went to M-G-M's "Invitation to the Dance." Best male actress award went to Burt Lancaster for his role in "Trapeze." Other awards went to Robert Aldrich for directing "Autumn Leaves," and "Richard III" for second feature prize.

Top public vote rating went to the German film, "Vor Sonnenuntergang." The second place winner in this category went to "Trapeze."

Commerce Department Reports

West German Industry on-the-Rise; Production Up; 300 Theatres Built

WASHINGTON, July 4—All branches of the West German film industry experienced major growth in 1955, according to a report by Nathan D. Golden, Commerce Department film chief.

A record number of feature films were produced, he said, some 300 new theatres came into operation, box-office receipts were almost 7% above 1954, and export earnings of West German films also increased. Box office receipts and attendance this year will be higher than in 1955, Golden predicted.

German films produced a record 128 features last year, compared with 108 in 1954, according to the Commerce report. The number of color features rose from 26 to 39, and increases in documentary films and shorts were also recorded.

At the end of 1955, there were approximately 5,650 theatres in operation in West Germany and West Berlin, with a total seating capacity of 2,350,000. Golden said. This compared with 5,338 theatres with a 2,258,000 seating capacity at the end of 1954. Golden stated that the number of new theatres built this year was not expected to be as great as the number last year.

Motion picture attendance last year was put at 770,000,000—about 5% above the 1954 total of 733,000,000. Gross income of West German theatres was reported as having risen from about $980,000,000 in 1954 to

(Continued on page 2)
Showmanship

(Continued from page 1)

to the Universal studios in Hollywood, following a lengthy visit in Europe, pointed out that the "industry today would best be served by merchandising in this country. International in approach, Universal, for example, using fundamentally showmanship at the point of sale, a theatre manager will get right at his patrons. The Universal executive said that "lack of imagination for merchandising product is thinned out and impact on the public is generally lost." The theatre manager, armed with a new audience and a well-balanced community, will have better opportunities for attracting attention to his presentation, Daff said. Exhibition must have—

Universal Pictures has no plans to sell its backlog of feature films, television, Alfred E. Daff, executive vice-president, said. Daff said that only product which the company has sold to television was some shorts "some time ago."

Economically make theatre managers' positions more attractive. Since there are children, financially, in order to give incentive to managers to push a film wholeheartedly," he observed.

Daff asserted that presently there is "too much time spent on industry politics and not enough time spent on showmanship." He said that if the representatives of the major companies on the Senate Small Business sub-committee would have devoted equal amounts of time to pushing product, "business during that period would have been higher." He also stated that all reports published about detrimental industry conditions in the U. S. give the American industry a "black eye" in foreign countries.

In outlining Universal's optimism for the future, Daff said that of the 34 films which will be produced by the end of this year, 33 are currently set for release in 1955. He added that with exhibitors all over the country calling for more product, the company in 1957 will maintain its high production rate by scheduling at least 30 films to be produced next year.

Players Have Their Assignments

The veteran industry executive also disclosed that by the end of 1956, all of the overseas talents—actors, actresses, directors—who have been contracted by the company will have been given their assignments.

Commenting on Europe, Daff said that business is generally good, but there are three problem areas on the Continent for American companies. He pointed to France, Germany, and Italy, countries in which there are governmental restrictions and economic conditions, which, he said, hinder business.

Daff Favors Coast Junket for Press

A trip to Hollywood for members of the American press, as envisioned by the advertising and publicity director committee of the Motion Picture Association of America as one of the ways to revitalize interest in films, was brought to the attention of managers of Universal Pictures, said that "the closer the press is brought to the production of motion pictures, the better the public will understand they will have of industry problems.

W. Germany

(Continued from page 1)

about $205,000,000 for year of 1955. Turning to the distribution side, Golden said that 486 features were released in West Germany last year, compared with 402 in 1954. Of the 1953 total, 122 were German-produced, 215 were of U. S. origin, 55 were French, 31 Italian, 24 British, and the rest scattered among other countries. Golden declared that in foreign time for U. S. films, which amounted to about 35% to 37% during the 1953-54 year, picked up slightly in the 1954-55 year.

‘King’ Grosses

(Continued from page 1)

Theatre, Los Angeles, and $21,912 at the Fox Theatre in San Francisco. "The King and I" grossed $27,405 over the weekend at the Oriental, Chicago.

Other theatres reporting excellent business are the Roxy, New York; Warner, Atlantic City; Centre, Buffalo; Fulton, Pittsburgh; Metropolitan, Boston; Capital, Washington; Centre, Denver; Fox, Portland, Ore; 5th Avenue, Seattle; and the Fox, Atlanta.

Goldwyn to Get Award While on Trip Abroad

PABIS, July 4 — Producer Samuel Goldwyn will be awarded a “Victorine du Cinema Francais”—the French equivalent of the Oscar—at a dinner in his honor on July 11 here. Hosts at the dinner, which will be attended by notables of the French film industry, will be the magazines “Cinema” and “Le Film Francais.” The award will honor Goldwyn as a "pioneer of the industry and for the consistent high quality of his productions."

Goldwyn, accompanied by his wife, sailed for Europe tomorrow. In addition to Paris he will visit Brussels, Belgium, where the European premiere of "Guys and Dolls" will take place at the Eldorado Theatre on July 20th, as well as London and Rome.

Asks for ‘Safeguards’ In Showing Foreign Films At Colleges

From THE DAILY Urbar

WASHINGTON, July 4 — Senator James O. Eastland (D., Miss.,) chairman of that Senate’s Subcommittee, said today that more effective safeguards must be placed around the showing of foreign films in U. S. schools and colleges.

In discussing subcommittee hearings, one of the witnesses, Alexander Sherman, testified he distributes foreign films, including those of the Soviet Union, to Arkansas, and that he places these films mostly in colleges and schools.

“This propaganda campaign, upon which the Soviet and its satellites are spending such huge sums, is obviously considering the Kremiln to be an important front in the cold war,” Eastland declared.

Arthur Bromberg

(Continued from page 1)

opened the Bromberg Film Exchange in Birmingham. He joined the Triangle Film Corp. in 1915 as southern sales manager and four years later he organized the Southeastern Film Exchange here. He acquired the franchise here for Reparible Pictures in 1935 and sold it to Republic in 1941. Two years later he purchased the controlling stock in Monogram southern exchanges and was named president of that company.

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MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Walter L. Bens, Manager; Hollywood Bureau: Vincente Villa; Samuel D. Beren, Manager; William R. Weaver, Editor, Telephone Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urban Earley, Advertising Representative; Telephone Chicago 7-2145; London Bureau, 4, Bear St., Lester Stuen, Managing Editor; Peter Burnup, Editor; William Pray, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays. New York, 1909. Entered 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.
Martin in Report on Europe

WHAT HE SAW and what he deduced. E. D. Martin, circuit owner and TOA leader, at the office yesterday describing his inspection of the European industry scene. With him, at left, is TOA administrative assistant Claude Munds.

(Continued from page 1)

on which they present their product.
Pointing out that European exhibition business "seems to be pretty good," Martin said he studied the handling of concessions operations there and found it "way below American standards." In Europe, exhibitors do not push concessions as we do in America for theatres do not need the supplemental revenue," Martin said.

The presentation of motion pictures is primarily in European theatre operations," the TOA board chairman stated, adding that theatres outside the U.S. have a much wider selection of product than U.S. exhibitors. However, he did say that concessions in some European theatres are making headway. "In Austria, I saw popcorn warmers used; alcohol and chocolates

Wilcox Finalizing U.S. Release of ‘Daughter’

Distribution plans for the American release of "My Teenage Daughter" are being finalized here in talks between Herbert Wilcox and his American producer representative George Schader, the British producer said here.

Wilcox, who is scheduled to sail for England today aboard the Queen Mary, said that he is also casting his next independent production, "Yingse Incident," which will star Richard Todd and will be distributed by RKO Radio Pictures. The film will be made in England.

Ted Williams to Direct N. E. Jimmy Fund Drive

BOSTON, July 4—Ted Williams of the Boston Red Sox, has accepted the general chairmanship of the 1956 Jimmy Fund Drive, which is co-sponsored each year by the Variety Club of New England, the motion picture industry, and the Red Sox to aid the Jimmy Fund hospital for children stricken with cancer. At the news conference announcing his acceptance, Williams said he hoped to make the current campaign "the biggest in the history of the organization."

"I want to get support for the Jimmy Fund nationally in addition to locally," he added.

'Trapeze' Sets Records

Hecht and Lancaster's 'Trapeze' is rolling up the greatest business in United Artists' history in its 405 key date saturation booking, according to William J. Heineman, United Artists vice-president in charge of distribution. The film has established all-time theatre and UA records for both opening-day and weekend grosses in change areas throughout the country, he said.

On Oct. 1

NTN Will Have 7 Branches for 57 Affiliates

By JACK EDEN

Seven branch offices throughout the nation will serve at least 57 affiliate TV stations of the National Telefilm Network which will go into operation October 1, it was reported yesterday, by Ray Nelson, vice-president and general manager of the network, said that the New York office, which is to be augmented by the addition of some 25-30 employees by September 1, will serve as the focal point for other branch offices planned in Chicago, Los Angeles, Minneapolis, Boston, Dallas and Memphis. Sales force personnel will be added in each of the branches.

Says 'Tooling' Is Progressing

He said further tooling of the organization's films before the time but this should be accomplished as quickly as possible before active programming is started.

Nelson explained that National Telefilm Associates, Inc., established the network which has some 57 affiliates already under contract but he declined to name these TV outlets claiming that "others are to be added and we must withhold this information until the list is made complete."

Nelson did say that the one New York affiliate has already been signed but, again, declined to name the station. The primary object in shaping the network, he pointed out, will be "active programming because it is a selling factor. We want to create a television that doesn't exist now."

Web Affiliation a Factor

He explained this by saying that in certain locations the independent outlets will be due to active programming schedules by the national networks. In contrast, we intend to build up one of these independents in various cities to a status where it can compete favorably with the current network stations.

"We want to broaden the base of major market tv and induce more competition," Nelson concluded.

Five Films Shooting on RKO Lot During July

FROM THE DAILY Record

HOLLYWOOD, July 4 — RKO will have five cameras shooting this month, its highest production peak since the new studio took over, according to William Dozier, vice-president in charge of production. Started this week was "'Tale of Two Cities,'" he added, and beginning next Monday is "The Young Stranger." Set to start July 16 is "I Married a Witch." Now, before the cameras and scheduled to continue through July are "Bundle of Joy" and — on location at St. George, Utah— "Run of the Arrow."

Thursday, July 5, 1956 3

. . . NEWS ROUNDUP

t "War & Peace" Screening

Seven executives of Paramount Piec

es are in London today to attend a late screening of Leo Tolstoy's "War and Peace," which will be re-ded in late August by Paramount.

In producer Dino De Laurentiis and actor King Vidor, who started pro-

duction of the VistaVision-Technicolor film last year go Thursday, are expected to attend the screening also.

Paramount executives from New York include Barney Balaban, com-

pany president; Paul Rothbaum, vice-

president; George Weltner, world-

sales head; Russell Holman, term production head; Charles Asburg, supervisor of sales of "War and Peace." Jerome Pickman, vice-

resident in charge of advertising, publicity and exploitation, and Sid memanstock, advertising manager.

m'o Theatres to Martrons

Martrons Theatres, Inc., of Buffalo, Y., has taken over operation of the Cinematheatre at Buffalo and Rochester. Associated with James A. C. Duns, Inc., president of the company, are his son, John R., also of Dans-

me and William. P. Rosenow of Buf-

or. Martrons has long-term leases on two theatres, according to Martin. The houses have been operated by Flip Cohen of Caledonia and Morris truck of Rochester.

m'o to Start 'War Drums'

"War Drums," a color feature based on the life of an Apache Indian chief, will go before the Cel-Air Produc-

ers cameras this month in Utah. It will mark the 20th film made by the independent company of Aubrey st and Howard W. Kock over three-and-a-half-year period.

m'p Stay Drive-in to Open

The 600-car drive-in theatre now under construction near Nueva, N.Y., scheduled to open next Wednesday, out 12 miles from Albany, is just being run by Liggert & Flinn, New York.

m'p paradise in Third Week

"Crowded Paradise," starring Hume

wy and Nancy Kelly, has entered its third week at the World Theat-

ere.

m'p Jbny House Closes

The Colonial in Albany will close for the summer. It is an uptown sub-

quent-run, put back into operation at December after three years of activity.
BEYOND BELIEF!
BUT IT'S HAPPENING!
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FIRST TIME!
A fabulous city-of-the-future never-before-seen... built underground to launch the massive satellite!

THIS MONTH! WARNER BROS. BLAST IT OFF WITH A
FIRST TIME!
Flaming out of the earth's depths, the multi-stage robot rockets take off for the top of the universe!

Tumbling around the sun--five men and a girl marooned in the outer void!

IN THE SKY

STARRING
KIERON MOORE • LOIS MAXWELL • DONALD WOLFIT
AND BRYAN FORBES • JIMMY HANLEY • THEA GREGORY
PRODUCED BY EDWARD J. & HARRY LEE DANZIGER
PRESENTED BY WARNER BROS.

WATCH OUR STAR-DUST!
**National Pre-Selling**

"THE King and I" was selected by Marshall Scott of "Cosmopolitan" as the outstanding picture of the month for July. Scott says, "The picture is a delight from its beginning to its end. In between, there is the Small House of Uncle Thomas," an added Oriental conception of Uncle Tom's Cabin, and very probably the most charming ballet ever filmed."

Two striking color ads, one on "That Certain Feeling," and the other on "Moby Dick," appear in the July 2 issue of "Life."

Ed Miller interviewed Audrey Hepburn to get her reactions to her role as "Natasha" in "War and Peace," for the July issue of "Seventeen." Audrey says, "Playing Natasha is a completely exciting experience, it is an actress' hope of Heaven." In a romantically authentic bit of casting, Mel Ferrer—Audrey's real husband—plays "Prince Audrey," great love of "Natasha's" life. A two-page spread liberally supported with production photos illustrates the article.

"Last for Life" is advertised on the tables of papers in the July issue of "McCall's.

Lawrence J. Quirk, a member of the editorial staff of Quigley Publications, has written a historical sketch of the romances of cinema stars for the August issue of "Motion Picture." Titled "Loves That Rocked Beverly Hills," it deals with present-day stars and those of the early 20's. As for Grace Kelly, whose picture, "High Society," will have its premiere at Radio City Music Hall, Quirk says: "No one believes she is through with films. The driving inferiority complex, the intense compensative drive that sh, frail little Grace to outdo and outshine her more robust, exuberant brother and sister in childhood and adolescence is still part of her nature. Playing second fiddle to a European princeling with necessarily rigid ideas about male predominancy may sit ill with her."

Eleanor Harris has written a well-detailed profile of Elizabeth Taylor for "Look." The first installment starts in the July 10 issue. "Rainforest Country," Elizabeth Taylor's latest picture, and her co-star, Montgomery Clift, are prominently mentioned in the first installment.

**One Man's TViews**

By Pinky Herman

NOWAYS when someone tells me he is to leave for Hollywood he only reveals half the story. Unless he (or she) explains forthwith the reason for the westward trek, he's invariably asked, "The movies or tv?" Our Sunset & Vine scouts inform us that at least half of the activity there is now devoted to tv, live or filmed. Comes word that Screen Gems plans to develop at least 20 new tv programs for the 1957-58 season and has acquired the building adjoining its property on N. Beachwood Drive in Hollywood to house the augmented writers, producers and directors staff... Walt & Roy Disney, who between them have helped make dreams come true for thousands, found their own dreams come true during the past two days when they visited the scenes of their boyhood at Marceline, Kansas, where as guests of honor they participated in the dedication of 10-acres for the Walt Disney Municipal Park. Films of the occasion will be televised on a future "Mickey Mouse ABCclub" program.

**Review:**

Simon and Laura

Universal-International-Rank

The British have sent us a satiric TV, domesticity, triangles, and assorted other subjects in the film "Simon and Laura" and while the plot is not quite measure up to the standards of its source, the British humor is a little stronger in evidence, there are a number of amusing moments.

Peter Finch and Kay Kendall play a married couple in this ironical little spoof, and VistaVision and Technicolor lend nothing to be desired technically. Miss Kendall is Muriel Box slickly over the box out of bed and lights what is salable, and there is enough of the latter to keep American exhibitors in a fairly receptive free of mind, though chiefly because Kendall's popularity in this country is so high. And very lovely she is.

That she and Finch's comic remarks and arch posturings are more than a little bit over the ground is that Miss Kendall's writer's fault rather than theirs.

As a famed British thespian couple who battle in private and on tv over American Christmas night, and see the telecasts with a real-life domestic battle scene by millions of televiewers. Do they get fed up? No, somehow the viewers are getting fed up with the constant spectacle of housekeeping and some air-clearing royal rigors were just what they needed to spark up the program. So all ends happily.

Lending good support are Carmichael, a sort of "other man" sitting on Miss Kendall, and Mr. Finch, the viewer who does "other work" duty by Finch, Alan Melville who writes the script.

Running time, 91 minutes. Gen classification. For July release.

LAWRENCE J. QU

**People**

Lou Kravitz, former vice-president of two Chicago film companies, joined the staff of Fred Niles Productions as an account executive.

Lenore Lemmon has been engaged by Breon and Morgan Associates to do publicity work on "Fire Fox," Robert Aldrich's latest production for United Artists.

Raymond Woodaman has been named head of the RKO Studio change department, effective immediately.

Pier Angeli, who stars in M-G-M's "Somebody Up There Likes Me," made her personal appearance at Loew's State today at the opening of the picture.
Weather Helps

Holiday Boosts Business In All Situations

Four Broadway Theatres Set New Grossing Marks

The inclement weather which beset the national scene on Independence Day was proclaimed by circuit and independent theatremen as a major factor in boosting grosses in Broadway and neighborhood theatres to such a high plane that long-established house holiday records fell and new ones were chalked up.

New York City exhibition was most optimistic in describing their July 4th figures as four theatres, The Roxy, with "The King and I," The Criterion and Sutton, both with Moby Dick, and the 55th Street Playhouse, with "Bluff" announced that new grossing records were established.

The 20th Century-Fox CinemaScope production, its first week at the Roxy Theatre here, grossed a huge $13,000, according to managing director.

10 Feature Films Win Golden, Silver Bears at Berlin Festival

By V. Von Zuehlendorf

BERLIN, July 5—Ten feature motion pictures and documentary productions from six nations won top honors at the Berlin Film Festival which concluded here this week.

Four of the top honors, Gold and Silver Bear Awards, were presented to U. S. film representatives.

The Main Jury prizes for features, be Gold Bears, went to "Invitation" (Continued on page 6).

Philadelphia Jury Asks Censorship

PHILADELPHIA July 5—The June 30th Jury here has recommended that the City Council enact "immediately" a film censorship ordinance, in month-end report. The jury noted that "the similarity of criminal plans (Continued on page 7)

DCA in Deal With Wilcox

Distributors Corp. of America will invest $1,000,000 in the production of three British productions which will be produced in Great Britain within the next nine months by independent producer Herbert S. Wilcox, the British congress to be held here yesterday, prior to his departure for London.

Wilcox said that the three films, "Yangste Incident," "The Battle" and "Eastern Approaches," will have an overall production budget of over $1,000,000.

Under the agreement with DCA, (Continued on page 7)

SAG Letter Urges 'Revitalized' AAAA

From THE DAILY BUREAU

HOLLYWOOD, July 5—The Screen Actors Guild has proposed to the Associated Actors and Artists of America that a special meeting be called in the autumn, to be attended by all actor unions, "for the purpose of strengthening and revitalizing the international union." The proposal, in a letter signed by executive secretary John L. Dales, reads in part: "It seems imperative to us that we (Continued on page 6)

MPAA Members Vote Financial Aid

2d Audience Awards Campaign Assured

Organizing Work to Be Begun by Coyne; Compo Dues Drive to Commence Aug. 1

A new Audience Awards campaign sponsored by the Council of Motion Picture Organizations is assured of next fall in consequence of a favorable ruling by member companies of the Motion Picture Association of America on a Compo request for further financial cooperation. The MPAA member companies renewed their agreement to match exhibitors' dues payments to Compo up to a maximum of $120,000 for another year. The additional financing makes possible another Audience Awards campaign. Previously, there was doubt that the campaign could be repeated because Compo's treasury has been depleted by the current effort to obtain Federal admissions tax repeal or modification, and planning for a new Audience Awards or other projects could not go forward without the funds for conducting them having been assured.

Robert Coyne, Compo special counsel, returned to Washington yesterday to be on hand in the event the House Ways and Means committee meets to (Continued on page 6)

Rosen Appointed to TOA Convention Post

Samuel Rosen, executive vice-president and a director of Stanley Warner Corp., has been named honorary chairman of the TOA International Convention and Trade show which will be held at the New York City Coliseum, Sept. 20-25, it was announced by Myron N. Blank, president of Theatre Owners of America.

Blank stated that Rosen's acceptance of the post "is essential. The counsel and guidance of this popular (Continued on page 6)
Col. Offers Theatres Projection Pointers

Columbia Pictures has compiled a four-page brochure which it is sending to theatre operators and projectionists with each print of "The Eddy Duchin Story," offering suggestions for operation of the projection and sound equipment of the theatre so as to make the audiences the maximum possible enjoyment out of seeing and hearing the CinemaScope production.

The brochure, developed by studio technical director Gerald Rackett, presents four main subjects:

1. To get the maximum light output from the projector, the alignment of the optical system must be checked from time to time because with the intimate heating and cooling of the equipment, parts distort and warp and alignments are disturbed. Light losses of as much as 50 per cent can occur over a four to six month period because of this.

2. Keep the surfaces of reflectors, condensers and port glasses clean as a very small film of airborne grease on any of these surfaces can cut the light output by as much as 25 per cent causing a flaw in the picture and damage to the picture sharpness.

3. At each change-over, the reel should be carefully focused as the machine heats up, alignments and distances begin to change and focus should be checked during the first two or three hundred feet of a reel, as it will continually change until the machine and the optical parts have come up to their operating temperature. Very frequently reels go off focus about one-third of the time through their run for this reason.

4. The audience likes to hear well in all parts of the theatre and this will occur only if the horns behind the screen are pointed in directions that give the best distribution of both the high and low frequencies of the sound output. Clean sound optics is also needed.

Rackett also points out that Columbia averages out the density of its prints to fit the requirements of the brightest screens of first-run theatres and the low level light screens of the big drive-ins.

Aibras Rejoins NSS
As N. Y. Branch Manager

The appointment of Leo Abrams as manager of the National Screen Service branch at 630 Ninth Ave., has been announced by George F. Dumbow, NSS president, who reported that Abrams rejoined the firm in New York earlier this week. Previously employed by NSS, Abrams will succeed Al Rothchild whose resignation is effective Monday.

Small to Produce TV Series in Canada

Special to THE DAILY

HAMILTON, Ont., July 5—The facilities of the Canadian Film Industries studio here have been announced by producer Edward Small who will shoot his proposed $3,500,000 television series of 39 episodes, based on the "Lost of the Mohicans," in an area in the Studio by Arthur Gottlieb, studio head.

Gottlieb, in announcing the largest commercial television production ever to be done in Canada, said that Sam Newfield will direct the 39 episodes in 26 to 38 weeks.

Lon Chaney, Jr., and Johnny Hart have been signed as stars.

Club To Honor DeMille
For Int'l Human Relations

HOLLYWOOD, July 5—Paramount producer-director Cecil B. DeMille will be awarded the Dale Carnegie Club’s International Human Relations Award here Saturday for his film contributions to human relations and for his upcoming release, "The Ten Commandments," which "restates the principles of brotherhood and freedom given by the world by Moses."

The 74-year-old film pioneer will receive the award from Art Linkletter who will receive the club’s National Human Relations Award "for the warm fellowship of his tv programs."

Opinions of Pay-TV
Praise Sale of Series Rights to NBC Web

The purchasing of the television and radio rights for five years of the World Series and the All-Star baseball games by the National Broadcasting Co., for presentation on free television, dispels statements by the proponents of subscription television that baseball would be a major source of programming on toll-tv, according to the Committee Against Pay-to-see TV.

Baseball Commissioner Ford Frick earlier this week sold the baseball rights as managing partner of the Carlile Safety Razor for $3,250,000 per year for the five-year period beginning in 1957.

Many Believed to Have Bid

It is understood that a number of other television organizations, among them being those which handle closed circuit television programming, had put in bids for the World Series and All-Star games.

Exhibition, last October, had declared its opposition to having "the national pastime" transferred from free broadcast to toll, and previous to that, opposed toll-TV proponents who had repeatedly stated that baseball would be a major program source to toll subscribers. The representative of the Committee Against Pay-TV said that his group’s fight against pay-TV was one of the factors influencing the sale of the baseball rights to free television.

Indian Censor Revokes Seven Film Licenses

Increasing censorship problems abroad are aggravating the headaches of foreign department officials. Lately in a series of moves by India has resulted in withdrawal of censors’ certificates of approval from seven features having African locales for their backdrops.


The reason given for the banning of the films was that they might offend the susceptibilities of African natives.

NEW YORK THEATRES

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Richard and Germer, News Editor; Floyd E. Stine, Photo Editor; Bert Voss, V. Ecke, Advertising Manager; Samoil D. Burns, Manager; William R. Weaver, Editor, Telephone Hollywwood 7-2143; Chicago Bureau, 120 South LaSalle Street, Urban Farley, Advertising Representative, Telephone Financial 2-6284; Washington, J. C. Martin, Ross Wagner, Washington, J. C. Martin, Ross Wagner, Washington, J. C. Martin, Ross Wagner, Washington. Peter Burnham, Editor; William Pay, News Editor; Vincent Quigley Publishing Company, Inc., President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Nadia Quigley, Vice-President and Treasurer. Leo J. Quigley, Publishing Sales Manager. Distributed by Motion Picture Herald, Better Theatres and Better Refreshment Merchandise, published once a week as a part of Motion Picture Daily, Motion Picture News, Exhibitor, New Trade, Toll-Tv, City Cable and Cable Magazine published, once weekly at the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 for foreign; single copies, 10c.
M-G-M cordially invites you to attend the
THEATRE PREVIEW
of SOL C. SIEGEL's production
"HIGH SOCIETY"
In Exchange Cities from July 16th to July
19th inclusive. Invitations are in the mails.

SOON YOU'LL BE ABLE TO TELL FOLKS:
"YES, IT'S REALLY AS GREAT AS THEY SAY!"
Romance never dies

on the wide, wide-screen

Audiences truly live the lives and loves of their favorites as they see them on the wide, wide-screen. For here, as they sit in the theatre, is escape . . . freedom from the humdrum. New technics in production, processing and projection are responsible . . . new horizons achieved by an ever-searching industry working in co-operation with the Eastman Technical Service for Motion Picture Film.
**REVIEW:**

**As Long As You’re Near Me**

Werner—N.D.F.

This is a German-language picture dubbed in English. It co-stars O. W. Fischer, who’s been hailed as a European sensation and who is being besieged by Hollywood imports from another studio to act in American films, with Maria Schell, another performer reportedly popular abroad. It tells a story about a motion picture director and an actress utilizing as story material for a film in which she plays herself. It is not an unusual or otherwise notable story and it is slow and awkwardly unfolded. It is not good enough to make a name for itself in the art houses, and the dubbing is not good enough to deceive general audiences into accepting it as a cinematic product.

Uppermost among the problems presented is whether a general American audience will accept a dubbed version of any picture, from any source, as a picture, whereas the present import is entirely fictional and not massive. Secondly, the attraction gives a showman nothing but a title to work with. Thirdly, its length at 101 minutes, it cannot be used in a cinema without excising a small but effective scene which makes a continuity of interest break in a third quarter.

The scene of the script by Joehn Huth is present-day Germany. Director Harald Reinl travels to the city of Munich and with a steady resort to the cigarette-lighting and-smoking technique that was popular in German pictures some years ago, threads his dialogue with many excising events from a studio interior, where the director saves an extra girl from an accidental fire. The picture was shot in Germany, with no instance of the story. It is not a show for the art house, but for the general audience, and it is a story which can be used in a one-run house with minimum censorship.

**Berlin Victor**

(Continued from page 1)

The ATOI report on the survey shows that 20 million people participated in bowing, spending $250,000.00 a year for equipment and supplies, and $25 million for postage, mail and advertising. ATOI said that with leisure activities increasing as box office competition, expenditures for advertising on the theatre pages of local newspapers should be increased to run-of-the-paper so that film advertisements could catch the eyes of readers interested in other activities.

Expenditures Itemized

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Decision on ‘Happiness’

**Slated in Boston Today**

BOSTON, July 5—A decision as to whether or not the Swedish film “One Summer of Happiness” currently showing at the Beacon Hill Theatre is obscene will be rendered tomorrow by Municipal Court Judge John Fox.

The judge was called on to render a decision on the film after Miss Beatrice Whelton, assistant city censor and two detectives judged that the foreign film to be obscene in two specific sequences. Benjamin Sack, theatre owner, and Harry Harding, manager, were asked to delete the two sequences, but the court refused grounds that the court should decide.

The theatre was the subject of controversy last year when the French import “Game of Love” was shown and subsequently met with censorship troubles. The Massachusetts Supreme Court then rendered a decision calling pre-censorship of films both illegal and unconstitutional.

**To Reach Other Enthusiasts**

**Run-of-the-Paper Advertisements Pull Better, Says Indiana Allied**

Special to THE DAILY

INDIANAPOLIS, Ind., July 5— Allied Theatre Owners of Indiana, following its study of a survey report which points to an increase in leisure activities in leisure time and money, points out that more “movie dollars should be spent in advertising off the theatre pages and in other sections of the newspaper in order to reach more of the public.”

ATOI said that with leisure activities increasing as box office competition, expenditures for advertising on the theatre pages of local newspapers should be increased to run-of-the-paper so that film advertisements could catch the eyes of readers interested in other activities.

**Compo**

(Continued from page 1)

day on the new tax legislation. It is believed that planning of the new Audience Awards will get under way immediately upon his return to New York. The Awards campaign this year is expected to be streamlined and more effective than last year’s in its assistance to the box office of the nation because it will have last year’s experiences and admitted mistakes to profit by.

Meanwhile, a new drive for collection of Compo dues from exhibitors based on seating capacity of individual theatres, will be launched about July 15. Figured from exhibitor statements, the drive will be matched by distributors, up to the $100,000 maximum.

Officially, Allied States is not member of Compo and recommends that its members refrain from contributing dues to the organization.

**Globe to Go ‘Legit’**

(Continued from page 1)

negotiating with the Brandt circus since Sept. 1955, indicates that he would spend an estimated $500,000 renovating the 1,400-seat house.

A spokesman for the production firm said “Our problem was in putting a large theatre to give us sufficient seating capacity and the Globe was the only house answerin that description.”

Under the contract, William Zenz endeavored to find a buyer for the theatre before the contract was completed, and the theatre will be renovated for a store on 40th St. It will not be remodeled as a theatre.”

**Rosen Appointed**

(Continued from page 1)

and seasoned exhibitor is necessary. We of TOA are very happy that James has accepted the appointment.” Rosen is also one of five regional assistants to the TOA president.

The appointment of Rosen constitutes an already imposing string of committee appointments and possibly encouraging thinking exhibitors to direct the TOA convention planning. This outstanding group of shrewd, with preliminary plans already formulated, will give the TOA Supervisor, the only exhibiton in the annual meeting, Blank said.

**Superscope in Argentina**

HOLLYWOOD, July 5—The negative for “Section Desaparecidos,” a 6,100 foot Superscope process, has arrived at the North Hollywood Superscope laboratories for processing.

The film was produced by Guaranteed Pictures of Argentina.
4th' Grosses

(continued from page 1)

Hollywood, July 5

UNIVERSAL-INTERNATIONAL's series of talking-mule comedies has con-
traacted precedent and prophecy far too long and profitably for any
more. Either the bystander—whether he be a spectator or a
profit-minded hanger-on to the public's reaction to the substitution of Mickey Rooney for Donald
O'Connor in the principal (human) role. Nothing but performance for
paid-admission audiences can show for sure how the Francis followers are going to feel about this and other, less important, changes. But
with the film going into exhibition at a time when the junior members of the
ticket trade are free to attend, as now, the audience's answer to the
Francis questions should not be long in doubt, whichever way public need may run.

The story in which Mickey Rooney makes his debut as Francis co-star is a
blistery uninhibited script by Herbert Margolis and William Raynor
using to full advantage the spooked resources of a vast castle complete
with moat, dungeon, drawbridge, all the facilities of haunt fiction. Both
the man and the mule figure foremost and furiously in chases, escapes,
conflicts of assorted kinds, in and around the premises, before the
murders and motives in the story are adjusted. Virginia Welles, James
Flavin, Robert Goulet and Mary Ellen Kaye are secondary principals
involved in the plot.

Production is by Robert Arthur and direction is by Charles Lamont.
Running time 80 min. General classification. Release in August.

W. R. W.

Philadelphia Jury

(continued from page 1)

and operations in cases that we have
considered daily to scenes in many a
motion picture is striking.

The jurors recommended local cen-
tralization for the preservation of
our great city and particularly of our
youth." A film censorship bill had
been introduced earlier by Councilman
Wilbur H. Hamilton and it has been
referred to committee.

Day business would prevail on every
other day of the year. Trans-Lox
Theatres reported that its own release
of "Lovers and Lollipops" did "strong"
business.

The Paramount Theatre on Broad-
way reported that it took in $40,000
with "That Certain Feeling," currently
in its third week. "Trapeze" at the
Capitol, in its fifth week, grossed a big
$9,700. The Loew's State reported
that business was fair with the last
day of "Safari" and preview presentation
of "Somebody Up There Likes Me," which opened yesterday at the
theatre.

The Astor, with "The Proud and
Protesting," in its fourth week, and
the Victoria, with "The Catered Affair," in
its third week, both reported that
business was very good. The Mayfair
with "The Great Locomotive Chase"
replaced a $6,600 day and the Globe
Theatre, with two re-releases, "Brute
Force" and "Naked City," reported a
$1,200 day.

The Warner Theatre, which is cur-
rently showing "The Seven Wonders
of the World," in Curacau, and the
Rivoli Theatre, with "Okolemal", in
Todd-AO, also joined in hailing the
Independence Day business as both
said it was excellent.


grosses...
IT'S SENSATIONAL!
IT'S HILARIOUS!
IT'S SOMETHING SPECIAL!
IT'S ABSOLUTELY FREE!

BOB HOPE
AND
VICTORIA SHAW
PLUGGING
"THE EDDY DUCHIN STORY"

A really different and exciting advance ticket-seller for the hit that's playing to top grosses wherever it has opened!

- Play it in advance of your regular CinemaScope-Technicolor "Duchin Story" trailer! And even in advance of the great Technicolor teaser trailer!

Use it for cross-plugs! Also available in 16mm for TV use!

Narrated by and starring Bob Hope himself, it runs for five and a half unbelievably fast, fascinating minutes!

ASK THE MAN FROM Columbia ABOUT "THE VICTORIA SHAW STORY"
EDITORIAL

COMPO’s Useful Life Extended

By Sherwin Kane

NEW BALANCE of financial support of Compo by member companies of the Motion Picture Association guarantees this all-purpose industry organization another year of life. The companies’ action, many will agree, is well-advised.

One of the first results of it will be another Audience Awards, very likely on a streamlined and vastly improved basis, with some of the shortcomings of the first Audience Awards ballooning last year eliminated.

There is little reason to doubt that, properly conducted and sold to the public, the Audience Awards can be made a substantial box office stimulant, as well as a staunch contributor to a reawakened interest in motion pictures. As such, the Compo-conducted balloting will bolster the various other attendance stimulators being planned by advertising-publicity and distribution executives.

Another result of the continued company support of Compo very likely may be a final, and successful, campaign during the next session of Congress for elimination of the Federal admission tax.

It may well be said that without Compo these and other worthwhile industry endeavors could not be undertaken, or, if undertaken, could not succeed. For that reason, many are convinced of the truth of the saying that, if there were no Compo, the industry would find it necessary to organize one.

Surely, there is much for Compo to do. Success in virtually any of its endeavors promises not only to pay for its upkeep but to provide sizable dividends in all areas of the industry, as well.

The Sindlinger report showing the very large percentage of attendance in Southwestern survey area which can be credited directly to sales made by trailers exhibited in theatres, is of very special pertinence in these times of searching for efficiencies for box office. Reported in detail in this issue, it is recommended for careful reading and serious consideration.

Television Today

IN THIS ISSUE

Spotlighting the news in Television Today: highlights of the week just concluded.

Passing in Review—evaluation and comment

Showmakers—names making the show news.

In Oklahoma

34% of Gross Credited to Film Trailers

Special to THE DAILY OKLAHOMA CITY, July 8—Theatre trailers were found to be the primary influence behind $348 of every $1,000 expended for admission at first-run theatres here during a period of 84 weeks, according to a report issued by Sindlinger & Company. The research analysis company made the survey for a group of theatres.

(Continued on page 4)

Balaban Acclaims ‘War and Peace’

From THE DAILY Bureau LONDON, July 8—Barney Balaban, president of Paramount Pictures, who flew here from Paris to see the first final print of “War and Peace” in company with a group of other Paramount executives from New York, has hailed the production in these words: “I am happy to tell sincerely the motion picture industry and our own international Paramount organization.

(Continued on page 4)

B. P. Brooks Is Named To Stanley Warner Philadelphia Zone

The appointment of Bernard P. Brooks, film buyer for Fabian Theatres since 1942, as assistant zone manager and chief film buyer for the Stanley Warner Corp. in the Philadelphia zone was announced by Harry Kalmie, S-W vice-president and general manager.

Brooks entered the motion picture field in the ad sales department of Paramount Pictures. Later, he was transferred to the booking department where he became head buyer of the Jersey exchange. Then, he spent several years as a salesman for the company in upstate New York, leaving to join the Rosenblatt & Welt Circuit in New Jersey and Staten Island as general manager and chief film buyer.

The circuit also announced the advancement of Ted Minsky, presently...
Cinerama Calls in Outstanding Bonds; Pays Off Bank Loan

Cinerama Productions Corp. called in for payment all of its maturing outstanding debenture bonds totaling $1,086,500 and has paid off a $100,000 loan at the Marine Midland Trust Co., it was announced by Irving N. Margolin, vice-president and treasurer.

Margolin said that all of the Cinerama Production's debenture bonds totaling $986,500, will now be paid off, including the series "A" bonds of $600,000, series "B" bonds of $300,000 and series "C" bonds of $300,000.

The company, which had borrowed $100,000 from the Marine Midland Trust Co., paid off this amount full shortly before its due date June 30, 1956, Margolin said.

Only One Loan Outstanding

The sole bank loan which Cinerama Productions currently has outstanding is that of $200,000 at the Bankers Trust, Margolin said; that this loan is guaranteed by Louis R. Mayer, chairman of the board of directors of the corporation.

The company has arranged with Stanley Warner and Stanley Wynne, Cinerama Corp., which have the responsibility for exhibiting and promoting the Cinerama process, that there is a current distribution of a part of the net income to each of them from the first 15 theatres in the U. S. and Canada, Margolin said. He said the profits of all net profits were used for recoupment of exhibition and production charges and costs, except in certain payments in each of the Cinerama Productions Co., pay off certain of its debts and other expenses.

TOA Mails Invitations

Theatre Owners of America mailed invitations to some 50 to prominent theatre promoters, executives, all members of the nation exhibition group, to attend its showmanship forum at the Edgewater Beach Hotel in Chicago, July 30-31.

NOW BOOKING!
FEMALE JUNGLE
With JAYNE MANFIELD
"The Most Publicized Girl in the World"
and
LAWRENCE TIERNEY
OKLAHOMA WOMAN
in SUPERSCOPE
Starring PEGGY CASTLE and
KATHY DOWNS
N. Y. Civic Theatre

GEORGE J. WALDMAN
630 - 9th Ave. Phone: CI 6-1717

Circuit Executive Urges
Central Exhibition Fund From Tax
Repeal Benefits For Ad Campaign

MINNEAPOLIS, July 8—Funds which will be received from a possible repeal of the remaining Federal admission tax, if such a repeal is enacted by the Congress, will be used exclusively to sell motion picture entertainment to the public, according to Leo Ross, president of Home Theatres of Minnesota.

Ross, in outlining his plan, advocated that such funds be channelled to a central committee set up for the purpose and independent of any existing exhibitors or industry organizations to set up a campaign on a nation-wide basis for “selling motion pictures to the public.”

Sees an Emergency

Calling attention to the fact that the present industry situation “is so serious that unless we get some help from some source we will be out of business in six months,” Ross stated that “we need $200,000,000 annually to advertise nationally the idea that it is good for the public to go to the theatre and see a good picture for 10 or 70 cents—and there are no really bad shows. Get them back into the theatre and our ills will be cured.”

Exhibition and distribution have been fighting each other for many years to no avail, the Minnesota exhibitors, said, adding that the big trouble is that both phases of the industry have the same boat due to lack of box office receipts. We don’t have enough money to pay our running expenses. We can’t expect the government or the film companies to subsidize our losses. This business will go out of business if we do not get the public back into the theatres.”

Ross pointed out that the trick is to get $200,000,000 per year. Today we are paying that to the government in admission tax. If we could get that repealed, we could put that money in a pot for an advertising campaign on a local and national basis.

If we individually get our share of the tax, it would be good, but with group participation it could help all exhibition. It is important that the Federal tax on admission be repealed, but not unless we use it cooperatively for an advertising campaign which would help us all,” he stated.

Haden, Circuit Head, Dies

Llewellyn P. Haden, head of Jefferson-Lafayette Theatres, Inc., Charlottesville, Va., and also president of the Charlottesville Wooden Mills, died last week at his home in that city. He is survived by his widow, two sons and a daughter.

Goldenwyn Reports On
Sailing Incident

Motion picture producer Samuel Goldwyn, currently en route to Europe aboard the Queen Mary, acted as a "leg man" for newspapers who were chasing down reports that a man fell overboard from the Cunard line in New York’s Lower Bay. The Captain refused to answer questions.

Goldwyn, and his wife, contacted on the ship-to-shore telephone, reported to the newspapers that the missing man was a steward or “steward’s man” who had accidentally fallen over the side.

Integrate RKO Studios for TV

The integration of production facilities of the RKO Pathe studios in the East and West for the making of films for tv by RKO Pathe-TV, a division of RKO Radio Pictures, has been achieved after two weeks of conferences at the New York office.

Under the new system, the New York RKO Pathe Studio production staff will have access to the optical and camera effects department of the Coast studio, as well as personnel and technical facilities of both hair-styling and the 10 sound stages.

Also for Outsiders

The move, according to Fred Ahern, supervisor of television operations, "will not interfere with the continuing production at both studios of commercials and industrial motion pictures." He added that the activities of RKO Pathe-TV in the East would be available to outside tv film producers when not being used by RKO.

Costs Unions’ May Wages Rose to $130 Weekly

HOLLYWOOD, July 8—Craft union workers in the studios averaged $130 weekly earnings during May, according to the State Division of Industrial Relations. This compares with $125.19 in May of last year.

The work week averaged 41.1 hours in May, compared to 43.5 hours in May 1955.

Audio Devices to Trade
Stock on Amer. Exchange

Capital stock of Audio Devices, Inc., manufacturers and distributors of sound recording materials, will be traded, commencing today, on the American Stock Exchange, it was announced by president William C. Speed.

The exchange’s board of governors has approved an original listing of 619,957 shares of capital stock of Audio Devices and awarded the company an identifying ticker symbol of AOU.

The company, during 1955, reported an overall gain of 42 per cent in sales for its Audio tape and Audiofilm. Total sales in 1955 reach $5,472,871, compared with the previous year’s high of $2,453,750. Net income of Audio in 1955 after tax reserves was $219,965 or 35.5 cents per share compared with $38,500 and 10.5 cents per share in 1954.

PERSONAL MENTION

PAUL RAIBOURN and JEROME PICKMAN, Paramount vice-presidents, and Sid Blumenstock, advertising manager, have returned to New York from London via B.O.A.C.


ROY WINKLER, vice-president of Buchanan & Co., and George Buch-ardson, account executive, returned to New York on Saturday from Eng-

ARLENE FRANCE has left New York for London via B.O.A.C.

JOSHUA LOGAN, accompanied by Mrs. Logan, has left the Coast for Japan.

LEWIS HOBART, of the Washington Circuit, Cleveland, has left there for Florida and Mississippi.

DOUGLAS TRAYERS, RKO Radio production executive, returned to the Coast on Friday from New York.

JOHN HUSTON will leave New York today for the B.O.A.C.

JEFF LIVINGS, Universal Pictures advertising manager, is in Europe from New York.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; James D. Ivers, Managing Editor; Robert8 R. Stone, Photo Editor; Herbert V. Fiske, Advertising Manager; June H. Fasel, Production Manager; Hollywood Bureau, Universal/Vincent Building, Samuel D. Sterne, Manager; William E. Weaver, Editor, Telephone Hollywood 7-2431, Chicago Bureau, 120 South LaSalle Street, Urban Farley, Advertising Representatives, Telephone Chicago 1-2814, Washington, J. A. Ormsby, News Service, Universal, Broad Square, Chicago, Illinois, Peter Burnham, Editor, William Pay, News Editor, Correspondents in the principal capitals of the world, Motion Picture Daily is published daily except Saturdays, Sundays and holidays. Entered as second class matter at New York, N. Y., under the act of March 3, 1857. Subscription rates per year, $6 in the Americas and $12 foreign single copies, 10c.
Calls Media Complimentary

Mutual Quality Gain for TV
And Films Seen by Barry

M-G-M's decision to become an important factor in TV will mean a greater concentration on quality for the motion picture industry.

Charles C. Barry, Newly-named vice-president in charge of TV for Loew's Inc., parent company of M-G-M Pictures, says that M-G-M's tv aspirations "will involve a continuing supply of better-quality films for theatrical exhibition."

"Television certainly isn't going to make theater out of business; as a matter of fact, it will provide the most ambitious program of acting, writing and directing the entertainment world has ever experienced. This concentration will eventually bring forth an unprecedented stream of motion pictures, the like of which haven't been witnessed by theatre-going in several generations."

Three-Fold Activity

Initial plans call for activity in three divisions. As a starter, 770 M-G-M features and 900 short subjects of pre-1949 vintage will be released to individual television stations throughout the United States and Canada. Previously, there had been negotiations for the sale of this library to tv film distributors, but Loew's now intends to distribute the films through its own tv organization.

M-G-M classics are stored in the M-G-M vaults, but tv will not get the most fabulous production of all, "Come With the Wind." This will continue to be held for theatre presentation. "CWTW" has grossed over $50 million since release in 1939.

Loew's television future also entails entry into tv program production in the 1957-58 season.

Television Being Considered

The third field being eyed is that of tv station partnership.

Barry, a native of Boston, is married to the former Miss Florence Morris of Hartford. He held various executive posts in the radio, television and talent management fields prior to joining Metro this past spring. He points to overnight star status of such performers as Rod Steiger as indicative of the rapidly-moving developments in television.

"Nowhere else have we seen a medium such as television able to produce actors against a tremendous-
Balaban
(Continued from page 1)
that in all of my long experience in show business I honestly can think of only four or five other pictures qualified to rank with it.

Shown at Paramount House
Balaban is currently on a European business trip. The private screening of the Ponti-DeLaurentis production, which is in VistaVision and Technicolor, was held at Paramount's London Plaza Theatre.

Wald-Columbia
(Continued from page 1)
mediately. If he does not find a preferable connection, the agreement provides that he return to Columbia and serve out the remainder of his contract, including personal production of "The Last Hurrah," "Good Shepherd," "Sons and Lovers" and "Joseph and His Brethren."

Interests in films made under Wald's executive production are retained by him under the past terms.

was obtainable, it was reported that Samuel Schneider, Warner Bros. vice-president, would remain with the company as vice-president and treasurer, succeeding Major Albert Warner in the latter post. There has been, and continues to be, some doubt whether a complete agreement assuring Schneider's continuance with the company had been reached. However, the affirmative reports are given credence in circles close to the negotiations.

Say Key Officers Will Remain
As reported earlier, Jack L. Warner will become president, succeeding Harry M. Warner, in addition to continuing in charge of production at the studio. Ben Kalhoun, vice-president in charge of distribution, will become executive vice-president, with headquarters in New York. Other key officers of the company will continue in their present positions, it was indicated.

Contrary to earlier reports, it was stated that Jack Warner will not purchase additional shares in the company under the revised arrangements. He will, however, emerge as the largest individual shareholder merely by retaining the bulk of his present holdings, estimated at approximately 250,000 shares.

Stock Holdings Heavy
With some 600,000 shares of stock being acquired from H. M. and Major Albert Warner by the investing group to be subscribed for by some 17 participants other than Jack Warner, the latter could dispose of a substantial block of his stock and still remain the organization's largest individual stockholder.

To Screen 'Society'
Theatre screenings in all exchange cities are being planned for the week of July 16 for "High Society," M-G-M release of the Sol C. Siegel independent production which stars Bing Crosby, Frank Sinatra and Grace Kelly.

See WB Deal Near Closing
(Continued from page 1)

Trailers
(Continued from page 1)
clients in Oklahoma City and County covering a period ending June 9th.

A follow-up report, soon to be issued, will demonstrate that the theatre trailer in all other Oklahoma City and County theatres, excluding first-runs, runs about 12% higher as an influencing factor than it does among first-run audiences, it was revealed.

To ascertain the "circulation" of trailers, the last theatres they attended and the films seen: for every 1,000 who attended Oklahoma City first-runs during an average week, it was discovered that 47.2% were exposed to a trailer on a specific coming attraction since they had been to the same theatre for two consecutive changes of program.

Recollection Important
Of the 47% that return to the same first-run theatre for the next program, 84.7% can "play back" something they remembered from the coming attraction trailer they saw during their prior visit, the report showed. And 72.5% of them say that the trailer was an influence in their wanting to see "this picture."

Of the 34.2% motivated to attend the theatre primarily by a trailer, it was discovered further that 71.4% were "frequent" and 28.6% were "infrequent" moviegoers.

The average admission price paid by the "frequent" moviegoers was $2.40, or $175.68 and the average price paid by "infrequent" moviegoers was $1.86 or $81.4. Thus, the total average weekly expenditure of the 342 per 1000 who were motivated by the theatre trailer was $257.02.

Dollar Evaluation Computed
The report then summed up as follows: "It has been shown that the average weekly gross for the past 84 weeks of all first-run theatres on a consolidated basis, is $739.49 per 1000 attendance. Since 34.5% of the average weekly first-run gross is attributed to the theatre trailer, the dollar value of the theatre trailer is $257.34 per 1000 attendance.

"Or--stated another way, during the past 84 weeks . . . the interviewing shows that for every $1000 in gross at the first-run theatres, $348 came from expenditures which were motivated by the coming attraction trailer."

Stanley Warner
(Continued from page 1)
in charge of Philadelphia film buying, to the film department in New York, and Daniel B. Triester of the New York film department will be film buyer of the Los Angeles zone.

Ted Schlanger, Philadelphia zone manager, announced that A. J. Vann will assume supervision of the three Stanley Warner downtown first-runs, the Majestic, Stanley and Stanton Theatres, in addition to the out-of-town theatres which he has been handling. Jack Flynn will leave the film department there to become district manager and supervise a group of local theatres.
Spotlighting the News

Busy Days
ABC-TV is radiating good cheer and happy smiles and optimistic moments these days, with a reach report as of the beginning this month showing record-setting network billings for the first five months of this year. The $300,000 gross network billings represents an increase of 78 percent over the same period in 1955. The five-month gross rate, ABC shoves, amounted to the total for the first nine months of last year, of $3,420,000 increase being the 78 percent more than the fine gross network billings 1949 and 1950. There are more paradoxes like that, but the well-informed point is that ABC-TV is riding high, very wide and very some.

Pre-Convention
Starting next Sunday afternoon, ABC-TV, in its new "Campaign Roundup" begins its coverage of the political year in earnest. The show will be a sort of pre-convention round-up, presenting ABC and Newsweek correspondents in reports from all over the nation on trends and late political developments which will have a bearing on the two conventions. Quincy Howe will be moderator.

1,000,000 Development
The concrete result of those two days of Hollywood meetings at Screen Gems executives the setting aside of a budget of $1,000,000 for the development of new programs for the 1957-58 TV season. To this end, Milton White, who joins the company as a vice-president in charge of production, will negotiate with independent producers and stars for new packages to be included in the quota of 20, Production of all pilots will be in films of September and December, so that the completed prints will be in the hands of the sales force no later than January. Making the announcement, Ralph Cohn, vice president and general sales manager, pointed out that "one of the problems television faces is that pilots for new shows frequently don't come in on the scene late that when they are sold there is not enough time to prepare the whole series properly. By the beginning of the calendar year, we will have eight to 10 months to shoot the series."

Writers Award Writers
The Writers Guild of America, East and West, has set about a task which should be well-nigh impossible for anyone but a group of writers: picking the best television and radio scripts of the 1955-56 season. Under the rules of the game, each of the 1,400 WGA members may submit his best script in any or each of the eight TV and four radio categories. A complicated and foolproof method has been devised so that no author will be called upon to judge his own script (aw, heck). The reason for all this is no special dissatisfaction with other award-givers, although it may be a contributing factor. The winning scripts will be published in book form, one of the proceeds from which may find their way back to the Guild.

Words from NBC
The following are just some of the highlights of the thousands of words which poured forth from the NBC press department in the last couple of weeks. The NBC network's winter scheduling schedule ever purchased on the network's participating programs has been ordered by the Admiral Corporation on Today and Tonight; it amounts to almost $2,500,000 and calls for daily announcements on the news shows. NBC's "Tonight" is now on a full-color schedule through the show of September 3. Beginning with last Wednesday's show, the Kraft Theatre is now on a full-color schedule through the show of September 3. And, the network's coverage of five collegiate regional football games in each of the eastern, Big Ten and Pacific coast districts this Fall is three-quarters sold out. The network's coverage of eight national NCAA football games was sold out some time ago.

Statistics
Interesting, encouraging statistics emerged last week from the 1957 annual cost-of-doing-business survey of the National Association and Radio-Television Dealers Association in Chicago. Reported: a 10.1 per cent increase in radio and TV dollar sales volume in 1955 over 1954. The net profit ratio of 3.4 per cent was the highest since 1950. The 1956 prospect is good, with 63 per cent of the responding dealers expecting an increase in sales, while only 20 per cent foresaw declines.

(Continued on page 8, col. 4)

In Our View
It is, at the very least, difficult to understand what was in the minds of those responsible for the publication recently of the notorious "Blacklist Report," prepared by John Cogley and sponsored by the Fund for the Republic, of which Robert M. Hutchins is president and Paul G. Hoffman, chairman of the board.

Allegations in the report that a "powerful clearance ring" could give or withhold jobs from suspected Communists in the radio and television industry, were completely unsubstantiated, and the demands of Frederick Wolfman, the Scripps Howard specialist, that the Fund for the Republic supply proof of the existence of that alleged ring, or supply at least information as to the source of that allegation, met with the bland and blank refusal to divulge a "source of news information."

It is most unfortunate, in cases of this sort, that so often the truth never quite catches up with the rumor, the smear, the untruth, or whatever particular type of attack is used to do the damage, and to an extent at least this is true in this instance. It is especially dismaying that here a whole industry, in effect, falls under an indictment, and one which under the pressure of true evidence, doubtless would fall of its own false weight. A "true bill" could never emerge from careful inquiry. As Mr. Wolfman said originally, on publication of the report: "... the report cannot help but bring joy and comfort to the Reds."

The radio-televisioindustry, so much a public service, so much a source of great good for the nation as a whole, is here placed unfairly in an awkward position. It can only be hoped that those who come upon the Fund's report and its allegations will also view the charges with suspicion, and seek the truth before condemning.

—Charles S. Aaronson
Passing in Review

NEW SHOWS AND SUMMER REPLACEMENTS were being “birthed” all over the channels last week. Two of the more notable (The Ernie Kovacs Show and the Kaiser Aluminum Hour) are discussed at length below, as well as at least three of the new entries, NBC-TV’s Summertime Originals (Tuesday) and NBC-TV’s Sneak Preview (Tuesday) are outlets for pilot films of projected series which, for one reason or another, never got off the ground. No one of last week’s pilots was particularly diverting, although Sneak Preview’s “Just Plain Folks” fromspeculating a Hollywood writer and his Hungarian actress-wife, had a fair share of funny trade lines. And nobody has yet matched Zsa Zsa’s impersonation of herself. Devastating.

Friday night (June 29) was a sort of unofficial Victor Riesel Night on NBC-TV. Early in the evening Mr. Riesel kicked off—easily and informatively—his series of 15-minute Labor discussions, which was the subject of the same network’s Big Story segment. CBS-TV’s new Charlie Farrell film series and Vic Damone Show made their debuts back-to-back Monday evening. One of the most interesting of the debuts was Martha Roundtree’s latest variation on her usual theme, NBC-TV’s Swap and Conference. Wednesday night, during the course of which Attorney-General Brownell announced the Government’s anti-Trust suit against General Motors, a comp for Miss Roundtree and perhaps, for the Republican Party.

NBC-TV gave excellent coverage to the final track and field trials for the Olympic team. Los Angeles Sunday (June 29). The cameras succeeded in capturing a large percentage of the various events, which were not only many, of almost equal interest and also concurrent. It was a tough job, well done. Elsewhere in the week:


With this fine production it seems quite evident that a new and potent, live dramatic series has come to television under the auspices of a young man’s campaign to obtain a permanent job from the Army on grounds of mental illness. The Army’s problem was to find out whether the man was legitimately ill or simply a malingerer, complicated by the extent to which the young man went indicated he really was ill, but not exactly in the manner he had feigned. The authors detailed their complex psychiatric study with unusually crisp, dramatic scenes, beautifully staged by Franklin Schaffner and acted with force by Paul Newman in the central role, supported by Ed Andrews, Philip Abbott, George Grizzard and Hail Stoddard, among others. The physical production was elaborate and effective.


In a notable change of pace, you are there departed last week in its usual and sometimes altogether satisfying format to bring to the TV screen a graphic report on the embattled isle of Cyprus to-day. This was excellent living history and if it had any particular shortcoming, it was in the half-hour format itself. Here was a minute See It Now, on a subject that could easily have utilized a 90-minute jitter to cover 30 minutes, however, were well spent, both in presenting concise, informative background notes and in documenting some of the highlights in the mounting armed resistance against the British. Walter Cronkite was the articulate host, assisted—live and in-person—by Howard K. Smith under whose direction were filmed the special interviews with Cypriot leaders. “Cyprus Today” was another concrete example of the seeming pre-eminence of the CBS Public Affairs Department in matters of importance to our life and times.


The Robert Montgomery Summer Players, so-called, herein appear in their first of a warm-weather series of 21 one-hour films for NBC. As a matter of fact, that a permanent stock company will supply the cast of each week’s play. In this initial instance the program was an adaptation for television by Milton Gelman of a short story by Philip MacDonald. Of the six players in the summer stock company, three are involved in this particular plot and are still on the air: Charles Drake, Jan Miner and Tom Middleton. Middleton, young college student, brings for a holiday to his wealthy, California cliff-side home, a professor who is also, in 1956, in his easy way with the introductions and in his Perry Dovetonsils impersonation of a hirsute gentleman who manages to parody the “serious” as well as the “trash.” You could wish these very English gentlemen had been put in the role of the walk-on and the hero might have come out well in the end. As it is, a bit of the humor is almost non-existent and all that went out the window. This is price one pays for the occasional flashes of brilliance. The casual elegance of the Englishman, however, defies the good and the bad is hopelessly intertwined. The production, music, lighting, and work are excellent. Barry Sullivan is well directed and Perry Cross produced.

SPOTLIGHT

(Continued)

motion picture data

reported American film in com-"TV clation television’s Children’s Hour. The reason for the increase, as one can readily understand: it’s expensive and the quality is high. However, he added: “What we and our American friends say is Children’s Hour in America has been that every day. How well they do actually, we should be less objection, for, while the Am ca "travers our children’s hour, as good a little American program to be turning theirs into good Britons, and it might be a thing all round. But there is such qued pro quo, nor likely to...

Mr. and Mrs. New York

With mentioning any spe activities, NBC let it be known that Tex and Jinx McCa called Mr. and Mrs. New York, their employers, have some “broadcasting’s largest contract involving two local personalities their programs?” with NBC’s York flagship stations, WABC and WABC, to contract, that if the affected immediately, calls for the clusive services of the McCa for the next five years which the McCrannes operate, will in a number of thousands of dollars more the mikes and cameras, couple recently celebrated 10th anniversary with the two stations, in which decade they have viewed an estimated 16,000,000 or the equivalent of the population of Delphi, Indiana.

Helicopter Service

The Helicopter Air Service Change will use NBC roof to stop the Merchandise Mart heliport station in a new air service between downtown Chil and outlying points. NBC plans to make use of the service during the Democratic convention in Aug. Newsreel film shot at the convention can be rushed back to studios by helicopter in minute.

The Show-Makers

Michael Wilding and Havis Davenport star in "The Carroll Formula," on Screen Directors Playhouse, Wednesday, July 18 on ABC-TV. The cast includes Steven Geray, Roy Roberts, Donald Barry and Donald MacBride, Tay Garnett is the director and John L. Greene is the writer.

Robert H. Harris is featured in the repeat showing of "The Orderly World of Mr. Appleby" on Alfred Hitchcock Presents, Sunday, July 15, on CBS-TV. Others in the cast are Meg Mundy, Michael An-sara, Louis Larabee, Gage Clark, Helen Spring, Edna Holland and Molie Glassing.

Linda Darnell stars in "Five Corridors," second presentation of Screen Directors Playhouse, on July 11 over ABC-TV. Also in the cast are John Bentley Scott Forbes, Virginia Field and Pat Hitchcock.

James Mason stars in the suspense drama, "Duel at Dawn" to be presented on the new series, G.E. Summer Originals, over ABC-TV, Tuesday, July 10. Scott Forbes, Pamela Kellino, Paul Cavanaugh, Bruce Lester, John Dodsworth and Judy Osborn star.

Hal March, Carol Haney and Jayne Mansfield will be starred and Julie Wilson featured in a new television musical, "The Bachelor," written expressly for the Sunday Spectacular July 15 on NBC-TV. Arnie Rosen and Coleman Jacoby wrote the book and Steve Allen composed the music and lyrics.

James Barton will play the lead in "Man on the White Horse" in the second of the Kaiser Aluminum Hour series, July 17, over NBC-TV. Bruce Geller wrote the script, and Fielder Cook will direct.

Smoky Lanson will substitute for the vacationing Dinah Shore this Summer on a number of Tuesdays and Thursdays. The program will be known as Chevrolet on Broadway, Towne, Hamm, Joe Eich, Bob Wolter and Jamie Dina will assist on the NBC quarter-hour.

Cyril Richard, Jean Penn and Lois Hunt will be starred in the Producers Showcase presentation of "Rosalinda," in color and black and white over NBC-TV July 23. Edwin Lester will produce, Bob Banner will direct.

Joe E. Brown will star in "Country Store" on G. E. Summer Originals, July 17, over CBS-TV. The show was produced by Hal Roach Studios and directed by Abby Ber-lin.

Ethel Barrymore and Ronald Reagan are co-starred in "Prosper's Old Mother" on the General Electric Theatre July 15, over CBS-TV.

Richard Webb has signed a long-term contract with Screen Gems, Inc., television subsidiary of Co-lumbia Pictures Corp. Mr. Webb is known as Captain Midnight, star of the network series of the same name, and as Jet Jackson, the name for the syndicated version of Cap-tain Midnight.

At UNIVERSAL PICTURES TV DuPont Products (B. D. & O.) Marlboro Cigarettes (Leo Burnett) Studebaker (Benton & Bowles) Colgate Toilet Articles (Lennan & Newell) American Stock Exchange (Di rect) Budweiser Beer (D'Arcy Adv.) Hudsun Beauty Aids (Kenyon & Eckhardt)

DENVER—The annual golf tournament and picnic of Variety Tent 37 will be held Aug. 17 at the Lakewood Country Club. The daytime will be occupied with golf, swimming and picnic games, and the evening will be given over to dinner and dancing. Top door prize will be a 1956 Cadillac.

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BOSTON—The Variety Club of New England is sponsoring a luncheon honoring two RKO Radio men, Hutton F. Taylor and Otto Ebert, tomorrow at the Ritz-Carlton Hotel. The committee, headed by Bill Koster, of the Variety Club, and Dave Grover, of RKO, is made up of Al Glaubinger, United Artists; Harvey Appell, Columbia; Bucky Harris, Universal; Joe Longo, RKO; Arnold Van Leer, Paramount, and Carl Goldman, Independent Exhibitors of New England.

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ALBANY, N. Y.—Improvements to the athletic field, the addition of an infirmary building, and the purchase of six new aluminum boats were made by the Albany Variety Club in preparation for the opening of an eight-week season for needy boys at Camp Thacher, Thompson’s Lake.

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DETROIT.—The 1956 Variety Club golf party took place at the Tann O’Shanter Country Club and over 350 members and guests turned out for golf, refreshments at the 18th hole, followed by drawing of door prizes, a get-together and games.

TV Set Production
Decreased in May

WASHINGTON, July 8—Television set production in May was down from April but above May of last year, the Radio-Electronics-Television Manufacturers Association reported.

It put May output at 467,913 TV sets, compared with 549,692 in April of this year and 676,394 in May of last year.

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SPC to Install Officers

Newly elected officers of the Screen Publicists Guild of New York will be installed at a meeting Wednesday night (11) for two-year terms. They include Martin Blau of Columbia as president; Edwin Altschuh of Warner Bros, as vice-president; and Henry Kelley of 20th Century-Fox as secretary. The new Guild executive board, in addition to the officers, includes Sheldon Roskin and Herman Silver, Columbia; Leo Israel and Nat Weiss, Fox; Pete Gate and Jack Kingsley, Warner; Robert Berenson, M-G-M; Bert Sloane, United Artists; and Al Cohen, Universal.

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REVIEW:
Johnny Concho
Kent Productions—United Artists

“JOHNNY CONCHO” marks two innovations for Frank Sinatra: It is the first film for his new company, Kent Productions, and the first role he has played in a western. Action is not too well sustained in this picture but exhibitors who capitalize on Sinatra’s previous film record should find the United Artists release pleasing at the box-office.

Cripple Creek, Ariz., in 1875 is the setting for the film in which Sinatra plays a cowhand called “Johnny Concho” who more or less rules the 190-person populace simply by brandishing the name of his brother (Red Concho) who dominates the west with his gun. Sinatra rests on his brother’s criminal laurel until he learns Red was too slow on the draw in a gun-fight and has been killed. The killer, William Conrad, and his associate, Christopher Dark, bring the news to Sinatra who revets to his cowardly nature and finds the entire town, save for his sweetheart (Phyllis Kirk), has turned on him.

Eventually, Sinatra gains enough courage to return to the town where Conrad and Dark have taken over. In a moment of heroism, Johnny Concho brands the two men as “rats” and, after the two gunmen wound him, the remaining townspeople shoot it out with the villains, eventually killing both. The climax comes to Cripple Creek. A simple typing ending finds Sinatra recovering in the arms of Miss Kirk and deciding to remain in the town and begin life anew.

The screenplay is by David Harmon and Don McGuire based on a story by Harmon. David Harmon directed. Sinatra does no singing in the film.

Sharing the spotlight for acting honors are Keenan Wynn, as a once-powerful gunslinger turned church minister, who injects considerable comedy into some sequences; and Wallace Ford as Miss Kirk’s father and Willis Bouchey as the town sheriff. Running time, 84 minutes. General classification. For immediate release.

JACK EDEN

Ten More Stations Buy
20th-Fox Film Package

Feature films in the 20th-Century-Fox package being distributed by National Telefilm Associates, Inc., have been sold in ten additional markets, according to Harold Goldham, NTA vice president in charge of sales. At the same time he reported that the Theatre with Lill Palmer” series has been sold to five stations.

The 20th-Fox package, consisting of 52 films from the company’s library, is now sold in 21 markets. The latest stations to purchase it are located in Miami, Albuquerque, Detroit, Indianapolis, St. Louis, Norfolk, Buffalo, Colorado Springs, West Hartford, Conn., and Quincy, III.

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Charges Illegal Showing
Of Film on Television

In a Supreme Court action for alleged piracy, Herman Axelbank has filed suit against Paul Killiam, the Biograph TV Co., Sterling Television Co., and WOR-TV here charging the illegal television presentation of his film, “Sweet Memories” on the station’s “Movie Museum” program under the name of “The Pickford Family.”

Axelbank said that the illegal performance of “Sweet Memories,” produced in 1909, took place last week. He said that he owns all rights to this picture and that Killiam allegedly pirated the film.

New Policy Covers Drive-in
For Flood, Water Damage

BOSTON, July 8—Drive-in exhibitors can now purchase insurance against flood and water damage to all their equipment through a new type of policy now available in 30 states, including the six in New England, according to a report by Jack Wallack of A. Yarchin & Company, insurance agents here. The policy, which was field-tested by leading exhibitors along the eastern seaboard for over seven years, also includes coverage for fire, lightning, windstorm, vandalism, burglary, theft, collapse, earthquake, landslide and other miscellaneous perils, as well as flood and water.

Available Through Agents

Wallack, who worked closely for three years with the National Council of Compensation on a special committee to secure legislation, took them out of the garage and parking lot unit, said that drive-in owners can now buy this new policy protection through their regular insurance agents.

Gazzara, Corsaro, Gazzo
In New Production Firm

Michaél Gazzara, Ben Gazzara and Frank Corsaro have formed their own corporation, Trio Productions Inc., to produce films, television programs and theatre properties.

Gazzara is currently filming “End As a Man.”
**Warner Stock Deal To Be Closed Today**

Harry M. and Major Albert Warner will terminate their ownership interest in the company they founded with their brothers, Jack L. and Sam, 51 years ago. The purchase agreement for their shareholdings, and those of members of their families, amounting to an estimated $600,000 shares, will be closed today by the purchasing group headed by Serge Semenenko of the First National Bank of Boston. Reported purchase price is $18,000,000. Jack Warner retains the bulk of his stock in Warner Bros. Pictures and will become its president, in addition to continuing as studio head.

**M-G-M Will Begin ‘Economy Drive’**

From THE DAILY Variety

HOLLYWOOD, July 9—A severe and disciplined economy drive will be put into effect immediately at the M-G-M studios, Doré Schary, M-G-M vice-president and studio head, told a meeting of 110 key personnel here tonight. Schary also outlined plans for (Continued on page 7)

**Stellings Appointed TOA Forum Chmn.**

Ernest G. Stellings of Charlotte, N. C., has been appointed chairman of the Theatre Owners of America showmanship conference which will be held at the Edgewater Beach Hotel, Chicago, July 30-31. It was announced by TOA president Myron N. Blank.

Stellings, who is president of Stewart & Everett Theatres, in accepting the appointment, said that “the importance of this conference has already been recognized nationally, and I shall devote my best efforts to its ultimate success.”

He said further that the purpose of the showmanship conference, in regard to who would be invited to the forum, is “to select a cross-section of TOA members on a geographic and operating-unit basis of both large and (Continued on page 7)

**Launch Rogers Hospital Drive**

S. H. Fabian, national chairman of this year’s collection campaign, left, and New York co-chairman Harold Rinder, right.

By FLOYD STONE

Everyone in the industry should support this year’s Will Rogers Memorial Fund theatre collection, not because it is the industry’s own but because it is a public service, S. H. Fabian, national chairman, told the ways and means meeting yesterday of the Independent Theatre Owners Association and the Metropolitan Motion Picture Theatre Owners Association.

“Our motive may truly be,” he said, “that this is our very own. But the (Continued on page 7)

**In Summer**

N. Y. Business Gain Reflected Over Country

Theatres Report Grosses ‘Excellent,’ ‘Outstanding’

By JACK EDEN

The influx of summer visitors combined with humid temperatures provided Broadway theatres with another substantial upsurge in summer business—and the “excellent” grosses here were reflected in reports from other parts of the country over the weekend.

The Music Hall showing Columbia’s ‘The Eddy Duchin Story’ reported a gross of $97,000 in the first four days of its third week, a figure of $4,000 greater than for the same period in its second week. The overall (Continued on page 8)

**Vote on King Bill Likely**

From THE DAILY Variety

WASHINGTON, July 9 — The House Ways and Means Committee will start voting tomorrow on bills called up by individual committee members for action before Congress quits.

Rep. King (D., Calif.) has said he plans to ask for a committee vote on his bill to make the 10 per cent Federal admissions tax apply only to that portion of the admission price over $1. There’s no way of knowing just (Continued on page 6)

‘Bargain Nights’ Help

In Midwest, NT Told

From THE DAILY Variety

LOS ANGELES, July 9—Wednesday “Bargain Night” has increased average attendance as much as four times in some Midwestern towns, with domestic sales mounting proportionately, according to a report by Stan Brown to National Theatres personnel in that circuit’s periodical, (Continued on page 8)
PERSONAL
MENTION

BARNEY BALABAN, president of Paramount Pictures, and Mrs. Balaban will return to New York today from Europe aboard the “Queen Elizabeth.”

KENNETH CLARK, vice-president of the Motion Picture Association of America, returned to New York from Europe over the weekend and left the same day for his Washington headquarters.

IRVING H. LEVIN, president of Filmarkets, and Harri L. Mandell, vice-president, have arrived in New York from the Coast.

CAPT. HAROLD AUTEN, American representative of Greater Union Theatres, Australia, will return to New York from London today aboard the “Queen Elizabeth.”

RALPH SERPE, the Italian government's television representative in the U. S., is in Rome from New York.

ROBERT DOWLING, president of City Investing Corp., returned to New York yesterday from London via B.O.A.C.

RALPH D. HETZEL, vice-president of Motion Picture Association of Dallas in charge of the new company in New York, has returned from a brief vacation.

JOHNNY GREEN, head of M-G-M’s music activities on the Coast, is scheduled to arrive in New York from Hollywood on Sunday.

ROBERT ALDRICH, producer, has arrived in New York from the Coast.

PAUL BACK, Buena Vista’s manager in Omaha, will move late this month to the organization’s Chicago office.

BARRY JONES, British actor, will return to London today via B.O.A.C.

SAM KRESS, head of the M-G-M wardrobe department at the studio, will return to Hollywood from New York on Thursday.

FRANK MANZI, booker for Paramount in Hartford, has resigned to join the New Haven office of amalgamated Buying and Booking Service.

RITA HAYWORTH will leave New York for England today via B.O.A.C.

Services for Moon To Be Held Today

Special to THE DAILY

WENDELL, Conn., July 9—Funeral services for Raymond E. Moon, 50, assistant general sales manager of Universal Pictures in New York, who died at his home here Saturday, will be held tomorrow at Christ Church Cathedral in New York. Services will begin at 2 p.m. Interment will be in the church cemetery.

Raymond Moon was a retail executive at Universal and later became assistant general sales manager. At the time of his death, he was the general sales manager of Universal Pictures.

French Exhibitors Study Theatre TV

By HENRY KAHN

PARIS, July 9—Active consideration is being given by exhibitors who hope to include the home television in the theatre programs.

The exhibitor problem concerning TV use is that, if TV programs are used in the theatres, the programs would have to be transmitted over Post Office lines and, as the post office has a monopoly, only state programs would be available.

Exhibitors have considered seeking permission of the government to transmit private newsreels over its cables. A new set of regulations being considered for radio and TV is being urged that make provision for private interests to transmit programs over Post Office cables.

British Lion Studio Shows Profit Rise

From THE DAILY Eura

LONDON, July 9—Accounts of British Lion Studios Ltd., the subsidiary of the government-owned National Film Board, show an increase in profits from £134,507 in 1955 to £157,040.

Dividends of six per cent have been paid on the preference shares and 15 per cent on the ordinary shares.

The directors state that 15 feature films were made at the company’s Shepperton Studios in the year ending March 31, 1956, together with seven films for commercial television.

After allowing for depreciation, the accounts show the value of the studio and equipment as £1,114,790.

Senate Finance Group Approves Customs Measure

WASHINGTON, July 9—The Senate Finance Committee approved some changes in a House-passed bill to simplify U.S. customs procedures. The bill would change the 1930 U.S. tariff on imports, as well as ending some complicated present procedures now in use for figuring tariff duties.

Trotta Presides

Vinece Trotta, well known industry artist and dean of judges for the Miss America contest, will preside at a press breakfast at the Savoy Plaza Hotel here this morning for European contestants, here en route to the judging in Hollywood. They leave here by plane with Trotta and Mrs. Trotta tomorrow night, picking up American finalists on the way.

James White Named Western Manager For Thrillarama

Special to THE DAILY

DALLAS, July 9—James A. White has been appointed western zone manager for the Thrillarama Releasing Corp. here, according to an announcement by Albert H. Reynolds, president of the company, which developed the recent dual-film process. White is the company’s west coast zone manager.

James A. White is most recently vice-president in charge of sales for Milmark Productions, Inc. He was formerly a regional sales manager for the Chrysler Corporation, and during World War II, served on the Labor Management Board of the War Production Board.

D. Russell, company vice-president, is acting as the company’s southeastern zone manager with headquarters in the firm’s office here.

A central zone office will be opened in Chicago and an eastern zone office in New York City prior to the world premiere of “Thrillarama Adventure” in Houston on July 25, Reynolds said.

He also reported that Orville Me Donald Associates of Dallas, has been appointed national public relations counsel for the film.

NEW YORK THEATRES

RADIO CITY MUSIC HALL

Rockefeller Center

TYRONE POWER - KIM NOVAK

“THE EDDY DUCHIN STORY”

In Color and Stereo

and SPEKTACULAR VARIOUS PRESENTATION

BROADWAY-42ND STREET-74TH ST.

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** EDITING rooms **
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MOTION PICTURE DAILY Tuesday, July 10, 1956

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kame, Editor; Raymond Levy, Publishing Manager; James D. Ingersoll, Managing Editor; Rich ard Gertner, News Editor; Floyd E. Stock, Photo Editor; Herbert V. Fiske, Advertising Manager; Gus H. Frazelle, Production Manager; William C. Brown, Circulation Manager; Edward D. Baseler, Associate Editor; Sidney H. Heilman, Assistant Editor; Donald Ray, Assistant to the Editor;上映; and Howard Glazer, Advertising Representative. Telephone Financial 6-3074; Washington, D. C., Theatres, 6-3075; Hollywood, 7-2415; Chicago, 2-6388; St. Louis, 2-6620; Philadelphia, 9-2057; New York, 4-2057; Chicago, 3-3048; Los Angeles, 5-3050; Toronto, 2-6800; and Mexico City, 2-3000, 2-3005, 2-3055. The Motion Picture Daily is published daily except Saturdays, Sundays and holidays by Quigley Publishing Company, Inc., 1276 Sixth Avenue, Rockefeller Center, New York 20, Telephone Circle 2-1180. Cable address: "Ortingston, New York". Martin Quigley, President; James D. Ingersoll, Executive Vice-President; Edward D. Baseler, Vice-President and Treasurer; James D. Ingersoll, Vice-President; Courage Neall, Secretary. Other Quigley Publications: The Motion Picture Herald; Television Today; Motion Picture Daily.
Tuesday, July 10, 1956

Motion Picture Daily

British Minister Seeks Time Limit On Booking Bars

From THE DAILY EVENING

British Minister Seeks Time Limit On Booking Bars

From THE DAILY EVENING

To Bolster the Box Office

Music Can Help Promote All Types of Films, Says Young

The need for greater promotion by irrespective of the artists or the type recently by composer Victor Young.

During a visit from Hollywood to resume scoring of the upcoming Todd-AO production, "Around the World in Eighty Days," the musician and Decca-recording artist asserted that music has played a great part in the rise in popularity of motion pictures over the years. Its importance has increased, he observed, with improvements in sound recording techniques.

Comparing the changes in techniques, Young recalled the status of music when he first joined the industry in 1935.

First Pictures in 1935

"My first film was 'Anything Goes,'" said Young, "in which the stars were acting and there was a shying away from music. You could call this film a musical but it hardly sounded like one.

The sound technique was poor, there was no incentive to develop it because music wasn't considered as being worth the promotion it came to advertising a film. It took a long while before the picture and industry recognized the importance of music in selling a film."

Young related that the first link in Warner production came from Germany shortly before the outbreak of World War II and that research was carried on in the ensuing war years both in England and in the U.S.

"However, even then the film industry was the last to jump aboard the bandwagon and make use of the technique. After the recording perfected it to a point where phonograph sales were booming then the Hollywood studios agreed it was time to make their move and it has paid off at the box-office."

'A Promotional Feature'

"Many patrons take the music for granted," he declared. "This can be attributed to many things but principally to the failure of exhibitors to promote the music. It sets the pace, blends the moods and makes the audience more appreciative of the film. This is music's purpose and sometimes it's forgotten. Music is a promotional feature that helps sell the product for the exhibitor."

In Britain

Producers May Restrict Membership

From THE DAILY EVENING

LONDON, July 9—A long-ranking cause of friction among the members of the Producers' Association is involving a move to exclude any group's membership any member who also has an interest in exhibition will be brought into the open at a special meeting of the Association's executive council tomorrow.

Though little information has been given out, it is known that a hard knot of independent producers have formed a bloc, opposing themselves from such a move.

Their underground agitation came to a head in the executive's discussion of the submission of the Board of Trade to the shape of the industry's future policy.

Sir Henry Queried

Questioned on the matter, BFP&A President Sir Henry French admitted that to-morrow's special meeting of the executive had been called by the president "to consider whether certain statements which have been made on behalf of independent producers should be interpreted as meaning that, in their opinion, membership should be restricted to companies with an interest in exhibition."

In other words, were the malcontents to have their way, the vertically integrated Rank Organization, is set on carrying the fight into the enemy's camp.

Selection of the difference of view point prevailing in the Association is shown also in the nominations for the presidency and vice-presidency which come up for consideration on the following day (Wednesday) and BFP&A's annual meeting.

Sir Michael Balcon had been nominated for the presidency. Sir Michael's company, Ealing Films, which recently broke away from the Rank banner and now produces for M-G-M, had previously given notice of resignation from BFP&A. Sir Michael has declined to stand for the office.

Lawrie Nominated for V-P

On the other hand, James Lawrie—the original managing-director of the National Film Finance Corporation—but now an independent producer, has been nominated for the vice-presidency in opposition to Association's British Robert Clark. Much clearly will turn on the decisions taken at tomorrow's meeting.
Universal International presents

WALK THE

IN

CINEMASCOPE

STARRING

AUDIE MURPHY

ANOTHER BIG ONE
KEYED TO MEET TODAY'S
who defied Geronimo's legions of hate with the strength of his Faith and his love for a woman... to turn back the tide of savagery itself!
Science and Vision Merge

The merger of Science Pictures, Inc., and its affiliates with Vision, Inc., has been announced jointly by Francis R. Thayer, president of Science Pictures, and William E. Barlow, president of Vision. The new organization will serve clients in the U. S. and overseas in all phases of Motion Picture, animation and slide film work.

RKO Shooting 'Brave' Here

Shooting of the first in a series of feature length films to be released by RKO was started yesterday by Production Center, Inc., which disclosed that the picture, "The Tomorrow," should be ready for early December release. Under the RKO agreement, Production Center will complete a film every three months for a three-year period, or 12 films.

Coast Has 45 in Work

An increase in production during the past week brought the total number of pictures in work in Hollywood to a new high of 45. Ten new pictures were started and three others were completed.

Hazen, Wallis Conferring

Production plans for 1956-57 are currently being mapped out by the Coast by Hal Wallis and Joe Hazen of Hal Wallis Productions. Hazen, who arrived here from New York last Thursday, is also conferring with Wallis on the upcoming productions to be released by Paramount. Slated for future release are "Gunfight at the OK Corral," "Hollywood or Bust" and "The Rainmaker."

Goldbug Buys U.K. Novel

Jesse J. Goldbug of United Screen Associates has acquired the world rights to the published work of Frederick J. Thwaites, "The Mad Doctor," a novel the locale of which is laid in the jungle of East Africa. The book, published originally in England and played many times as a radio serial in that country, has never been published in the U. S.

Theatre Sell Swim Pools

Paramount Gulf Theatres, Inc., and the International Swimming Pool Corp. of Winter Park, N. Y., have concluded an agreement that provides for the display and sale of the Esther Williams Swim Pool Pak by the companies' and drive-in theatres of the circuit. Sample installations of the pool are to be placed for display in all houses. The pool sells at less than $2,000 installed.

Review:

Walk the Proud Land

Universal-International

Hollywood, July 9

Audie Murphy portrays here—with admirable restraint and in appropriately authoritative manner—the estimable John Philip Clum who, sent to Arizona in 1874 by the Department of the Interior to administer the affairs of the Apache Indians, achieved by means of kindness and understanding an unprecedented peace with the main body of the tribe and, by use of battle strategy learned from the Bible, took the warring followers of Chief Geronimo, with Geronimo himself, into custody. Filmed with care and dignity in CinemaScope with print by Technicolor, the picture, produced by Aaron Rosenberg and directed by Jesse Hibbs, stands well up on the list of westerns being described these days as "mature," and figures to wind up well too, on the list of today's money-makers.

The screenplay by Gil Doud and Jack Sher, based on a biography of Clum, opens with Murphy's arrival in the West to take charge of the San Carlos Apache Reservation, and follows him through informative and actionful incidents to the capture of Geronimo. The U. S. Cavalry contingent that has been harassing the Apaches, and the similarly disposed Governor Safford, are the heavies in the story, but there are bad Indians as well as good Indians, too, which sort of levels up the score as to audience sympathies. The whole of the narrative, unlike most in kind, leaves one with the impression of having viewed a section of history this event which brought it to the silver screen rather than a fictional episode, with a happy ending. (The printed post-script, stating that the notion didn't give the Apaches self-government until November of 1955, is an unusual and forceful feature of the production.)

Anne Bancroft as an Indian girl in love with Murphy, and Pat Crowley as his wife, are effective in their performances, and Robert Warwick is convincing as the Apache chief. Charles Drake, Tommy Rall and Jay Silverheels are others supplying important support.


WILLIAM R. WEAVER

Vote on King Bill

(Continued from page 1)

when the committee will reach a vote on King's bill—it could be tomorrow or it could be several days off.

Even if the committee approves the bill, the measure still must clear many other huddles. Chairman Cooper (D., Tenn.) told the committee that members shouldn't expect enactment of bills that don't clear the committee by unanimous vote, and that tax revision bill is likely to get unanimous approval, in view of expected Treasury opposition.

The committee, meanwhile, made it official that the comprehensive excise tax revision bill would not go anywhere this year. The committee, at a meeting today, agreed that the bill was too far-reaching to be acted on this late in the session, and so decided merely to have Rep. Forand (D., R. I.) introduce a new bill, embodying all the committee decisions thus far, and have business groups submit their comments on this bill between now and next January. The idea would be to permit Congress to act quickly on the measure next year.

Film industry groups had originally hoped to add an admissions relief amendment to this bill. The committee's decision to let this catch-all bill die indicates the industry suffered no great setback when such a tax reduction amendment was ruled out of order in connection with this measure.

General Aniline Bill Gets Comm. Approval

From THE DAILY BUREAU

WASHINGTON, July 9—The Senate Judiciary Committee approved a bill to permit the sale of the General Aniline and Film Corp. A House Commerce Committee has already decided against any action this session on any legislation in this field.

The Senate Committee's bill would authorize a full return of all vested property still held by the government. If the president should determine that foreign ownership is detrimental to the U. S. national interest, he could ask a court to require sale to U. S. owners, with the proceeds going to the owners of the property when it was vested.

Presumably General Aniline would fall in this category.

Glass to Reactivate as Independent Producer

HOLLYWOOD, July 9 – George Glass, who joined Recht-Laneaster Productions prior to the promotion of "Trapeze," this week will rewatch his independent producing company to make "Comedian," by Ernest Lehan.

At one point it was expected Glass would produce this property with H-L, but these plans have been abandoned by mutual agreement.

31 'U' Serials

(Continued from page 1)

sidely of Hygo, contracted for the purchase.

Negotiations are currently in progress between Hygo and two national accounts for the possible network programing of a half-hour show built around two serial episodes per program. In the event the sale is not effected, Hygo will make the film available for distribution to all tv stations.

Among the films purchased were 'Great Alaskan Mystery' with Ralp Morgan, 'Royal Mounted Ride Again,' 'Gang Busters,' "Scout's to the Rescue" and "Winners of the West."

Installation of Officers

Held by Atlanta WOMPI

ATLANTA, July 9—The officers and committee chairman of the Atlanta Club of Women of the Motion Picture Industry opened their new social year with a dinner at the Atlanta Variety Club. Following dinner, the board meeting was held, with Mrs. Jack Cowart presiding. Genevieve Daily and Lucile Dougherty, both of Cinerama, were voted on for membership. The balance of the meeting was devoted to a July project and national convention business.

Gay Brown, district manager Motion Picture Advertising, installed the new officers, at a dinner at the Variet Club.

Ted Schlagler, Stanley Warner Philadelphia zone manager, has been named by Gov. George M. Leader of Pennsylvania a commissioner of the Delaware and Lehigh Authority. Schlagler has been appointed to a five-year term to fill a vacancy on the bi-state commission. He is the first film industry figure so to be honored.

Sperie Perakos, general manager of Perakos Theatres Associates, has been elected to a three-year term as a director of the Yalke Club of New Britain, Conn.

Jack Keppner has been named assistant manager of Loew's Poli Palace Theatre, Hartford.

Charles Cutilis, formerly a restaurateur of Reading, Mass., has been named general manager of the Twin Drive-in Theatres in Reading, scheduled to open on July 14. Owners are Winthrop Knox, Jr., and George Hackett.

Carl Reardon, branch manager of Universal-International in Cleveland, pioneered the exchange to first place in the recently concluded Nat Feldman sales drive. Assisting Reardon were district manager Peter Rosain and the Cleveland division manager Peter Dana.
MOTION PICTURE DAILY

Thursday, July 10, 1958

EDITORIALS:

Magnificent Roughnecks

M-G-M to Start

Stellings Named

Bullfight

ILLUSTRATIONS:

Drive for Rogers Hospital

(Continued from page 1)

Onus Films

The struggle between the matador and bull, a historic sport that dates back to the days of early Greece, is presented factually, interestingly and entertainingly in this Janus Films release.

Produced and directed by Pierre Gramberger, "Bullfight" recapitulates the brutal struggle between the fam-

ous matadors-Manolete, Guerrieta, Pastor, Arruza and 14 others—and the proud bulls that seek out their prey and either severely wound their foe or re kill at the hands of the matadors. Considerable footage is devoted both to the training of the bulls for future arena battles and the instruction given to the young matadors long before they first take on the animal in combat.

While the film appears to have a limited appeal, it nevertheless treats the sport with a critical eye, pointing out the traditions of bullfighting and the transition that has taken place in the sport over the past seven centuries. For the exhibitor, the film offers much for exploitation. While the picture was not filmed in color, it captures the moods and historical traditions that can be found only in this ancient sport.

Running time, 76 minutes. General classification. For immediate release.

J. E. S.

In the THEATRE EQUIPMENT and Refreshment WORLD... ...with RAY GALL

A NEW all-vinyl plastic projection screen has been announced by the Bodde Screen Company of Los Angeles. B. M. Bodde, Jr., general manager, reports that, with all the company's screens it can be cast in one seamless piece of material up to a maximum size of 45 by 95 feet. The screen was developed through the cooperation of M-G-M's Projection Department headed by Merle Chamberlin, in collaboration with the studio's Technical Research Department, headed by Douglas Shearer.

U. S. Air Conditioning Corp. has moved its main offices and plant from Minneapolis to Philadelphia, where manufacture of the company's products has been under way for several weeks. So advises David E. Feinberg, president of the company. He states that the move was dictated "by the need for more efficient production fa-


milities and a location that is geographi-

cally closer to U. S. Air's sources of supply and its principal markets."

The Rowe Manufacturing Company is now supplying its "Ambassador" line of cigarette vending machines with the "showcase" display front in conceded white (the showcase is shown in the standee white) for locations where more subdued displays may be required. Production has been stepped up at Rowe's Whippney, N. J., plant on both the 14-column and 11-column "Ambassadors" and they are now available for immediate delivery anywhere in the country, according to Charles H. Brinkmann, sales vice presi-
dent.

Canada Dry Ginger Ale, Inc. has announced plans to centralize its mar-

keting approach and is carrying them out by creating several new execu- tive positions and extending the ad-

ministrative functions of others to cover both company-owned and li-

censed bottler sales operations. Roy W. Moore, Jr., recently elected exec-
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NEWES:

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Bullfight

ILLUSTRATIONS:

Drive for Rogers Hospital

(Continued from page 1)
THE BIG ONES ARE ADVERTISED IN LIFE

In LIFE's July 2nd issue:

N.Y. Film-making Now 'Satisfactory, Important': Fonda

New York picture making is competent, important, and in every technical way satisfactory, producer-actor Henry Fonda told the press yesterday at the Fox Movietone news studio, where he and writer Reginald Rose were hosts during shooting of Mr. Rose's television story, "12 Angry Men."

Shooting had two weeks' along, with probably three weeks to go, and director Sidney Lumet has planned minutely so there is literally no lost motion, Mr. Fonda commented. He also explained some half dozen actors are in the New York theatre, the picture has a New York locale, it has only one set, a courtroom, which the studio obviously handles easily; and the talent and technicians all are cooperative and capable.

United Artists will release the Orion-Nova Production's picture in 1957 out of sight of its schedule. The delay, Fonda understands, is because of a picture extant, "Seven Angry Men."

Building Theatre in Paris

PARIS, July 9—A 1,800 seat theatre featuring the most modern equipment available is under construction here. The three-floor house is under construction at one of the city's busiest intersections and features a facade made entirely of glass.

Grosses High, Nationally

(Continued from page 1)

take for the first 18 days of the run exceeded $427,500.

In its simultaneous dual run at the Criterion and Sutton Theatres, Warner Bros., "Moby Dick" was reported doing "outstanding business." The Criterion racked up $56,674 for the first five-day run that ended Sunday while the Sutton recorded $22,574 for the same period.

Certain Feeling' Strong

A three-day gross of $17,000 was reported by the Paramount where "That Certain Feeling" is in its third week. Business at the Astor Theatre was said to be "very good" with the four-day gross ending Sunday for Paramount's "The Proud and Profane" totaling $14,200. A spokesman there said the fourth week's gross would equal that of the second week.

The Victoria, with MGM's "The Catered Affair," had a "strong" gross for four days at $14,000 while the State, showing MGM's "Somebody Up There Likes Me," recorded $31,000 for the four days of its first week.

The three-day gross at the Roxy Theatre for 20th Century-Fox's "The King and I" was $7,200.

Elsewhere in the nation, first-run theatres reported strong summer attendance. Behind the record gross for its first week of "Moby Dick," the State Theatre at New Bedford, Mass., rolled up a figure of $6,579 for the four days ending Sunday. The Stanley, Philadelphia, drew $41,268 for the first six days for the same Warner Bros. release. In Boston's Astor Theatre, the film began its second week on Friday and compiled a three-day gross to Sunday of $17,134. The Paramount, Pagines and Wiltern Theatres in Los Angeles had a combined gross of $69,915 for "Moby Dick" in its first six days. The film grossed $21,955 at Houston's Majestic Theatre, the three Miami Theatres-Olympia, Beach and Gables-reported a four-day gross through Sunday of $42,109.

Duchin Widely Popular

Columbia's "The Eddy Duchin Story" was reported doing good summer business in Philadelphia, Chicago, New Orleans, Atlanta and Charlotte, N.C. A gross of $18,050 was recorded for the five-day run of the second week at Philadelphia's Randolph Theatre while the Woods, Chicago, reported a six-day gross for the opening week of $42,100. Other openings were $18,500 at New Orleans Orpheum, $6,000 at Manor, Charlotte, $7,500 at Atlanta's Rialto.

Up in the West, grosses at Omaha were called "outstanding," being assisted by the finish of the Ak-Sar-Ben horse races Saturday and the shift of the Omaha Cardinals American Assn. baseball team to road duty.

Omaha Likes 'Trapeze'

United Artists' "Trapeze" wound up its second week at the Omaha last Thursday with a "strong" gross and recorded $16,000 its first week. "That Certain Feeling" is reported doing far above average at the Orpheum and both "The Catered Affair" at the Brandeis and "Alexander the Great" at the State are enjoying "good" first week business.

Theatre circuit executives in the Metropolitan New York area described weekend business as "improving over the July 4 holiday" and said futures are likely in the major houses.

'Bargain Nights' (Continued from page 1)

"Showmanship," distributed at the weekend. The report says eight situations with 10 weeks of experience in "Bargain Night" averaged 3,088 attendance, with a $773.35 ticket gross and a $277.78 concession gross.

Corresponding figures before "Bargain Night" were 1,226 attendance, $630.74 from ticket sales, $139.10 concession sales. All seats sold at 25 cents.

O'Neil and RKO (Continued from page 1)

Genevieve Tobin, with the resumption of activity at the RKO studios. The cover design includes a photograph of O'Neil against a color still from the first production under his management, "The First Traveling Saleslady," which stars Ginger Rogers, Barry Nelson and Carol Channing.

Churchill Receives Humanitarian Award

In London Ceremony

By PETER BURNUP

LONDON, July 9—At his London home, Sir Winston Churchill has been made a Commander of the British Empire, his shape of Humanitarian Award presented to him by Variety Clubs International in 1954 "in recognition of his life-long devotion to the liberty cause and the promotion of international understanding among nations." The deed was carried out during Sir Winston's absence in the United States yesterday. The award was presented by a sub-committee of Variety Clubs International.

At an informal ceremony, Sir Winston was given the inscribed Gold Heart by C. J. Latta, European representative of Variety Clubs International.

In acknowledging the presentation, Sir Winston said that as long as he lived the Heart would remain on the mantelpiece of his home.

Company Heads (Continued from page 1)

group, chairmanmaned by Jerry Pickman, vice-president of Paramount Picture, will meet at 5 p.m. tomorrow afternoon at MPAA headquarters here. At the meeting a general review of the progress made thus far by its five sub-committees will be presented for study by the entire committee. It was reported that the full advertising-publicity group will argue the pros and cons of each proposal, decide upon the one most likely to succeed.

The five sub-committees are headed by Sidney Bush, 20th Century-Fox, M-G-M, Phil Gerard, Universal Pictures; Alfred Tamari, United Artists, and Paul Lazarus Jr., Columbia Pictures.

Bush's sub-committee has been investigating a proposal revolving around a Hollywood symposium, project under which leading motion picture critics and newspaper representatives would go to Hollywood to see how films are made and to get a broader understanding of production. Scudder's group has been studying motion picture advertising and how could be improved.

"Hitting the Road" Suggested

Gerard and his committee have been working on a proposal which would entail the company presidents and their advertising-publicity beat "hitting the road" for personal meetings with exhibitors, opinion makers, and the public, in some cases, in parts of the country, in order to boost motion pictures as the "number one entertainment medium." The nine-man committee of the board is studying various merchandising proposals which would help sell motion pictures at the local level. Lazarus' sub-committee has been investigating a proposal calling for a retention of a business management association which would survey the industry.
House Acts

The chances for a 7 Tax Cut strengthened

By J. A. OTTEN
WASHINGTON, July 10 - The Ways and Means Committee by revising the Forand Excise Tax Committee and specifically broadened its jurisdiction to include recommendations for excise tax changes, is apparently signalling a committee interest to consider excise tax changes next year.

The Forand Subcommittee was set last year to study technical and administrative excise tax problems. In final report this spring, it suggested the full committee might want (Continued on page 8)

Early Miller Heads Allied of Kansas-Mo. for the Fourth Time

Special to THE DAILY
CANSAS CITY, Mo., July 10 - Early Miller, operator of drive-in theatres in Leavenworth, Kan., and Joseph and Jefferson City, Mo., was re-elected president of the Allied Independent Theatre Owners Kansas and Missouri, Inc. The election, which initially was scheduled (Continued on page 7)

S77 Miners ‘See Now, by Later’ for Films

Special to THE DAILY
MINNEAPOLIS, July 10 - A “see now, pay later” plan covering miners paid by the steel strike is in effect in two Minnesota Amusement Com- munities (AB-PT affiliate) theatres in Virginia and Hibbing, Minnesota iron cities. Charles Wischell, MACO resident, announced in Minneapolis last week.

The credit plan was placed in operation Monday at the State theatre, Hibbing, and the MACO at Virginia covers all striking miners and members of their families.

Returns from 12-Day Trip

Balaban Predicts European Business Will Surpass Last Year’s Figures

Business in Europe at “this moment is a little behind last year” for Paramount Pictures but with a strong lineup of product to be released in that market shortly, the company’s overall gross should surpass 1955 business, according to Barney Balaban, Paramount president, who returned to New York yesterday aboard the Queen Elizabeth.

Balaban, who said that the main purpose of his 12-day trip was to see an answer print of Dino DeLaurentis’ production of “War and Peace” and to pick up my wife who has been in Europe since the wedding,” reported that Paramount presently in a number of spots is “off” but on the whole is good. We are even ahead in some spots.

Commercial television has affected business in certain European areas, especially in England, he pointed out, but its concentration is not very heavy there due to the economic situation in many countries. He said that the public, in most cases, cannot afford television receivers, but do not. (Continued on page 7)

Credit Card Survey Progressing Smoothly

The special sales managers committee charged with launching a survey of the Indianapolis-Marion County area to test public reaction to a theatre admission credit card system met here yesterday and reported that the Motion Picture Association of America proposal was progressing smoothly.

The sales managers’ sub-committee, with William C. Gehring, 20th Century-Fox vice-president, as chairman.

Legion Puts ‘Storm’ in ‘Separate’ Class

The film “Storm Center” was given “a separate classification” by the National Legion of Decency this week, which reviewed 14 pictures in all. This classification is given to “certain films, which, while not morally offensive, require some analysis and explanation or a protection to the uninformed against wrong interpretations and false conclusions.”

Explaning its reasons for so classifying “Storm Center,” the Legion (Continued on page 6)

Deal Closed

Warner’s Stock Transferred To New Owners

New Directors, Officers To Be Elected Today

Working control of Warner Bros. Pictures passed from the founders and members of their families exclusively yesterday to the group headed by Serge Semenenko, first vice-president of the First National Bank of Boston, and John L. Warner, production head of the company, who is scheduled to be elected president today.

The purchasing group paid approximately $18,000,000, or $30 per share, for an (Continued on page 6)

Drug Industry Fears New Film Will Give Cortisone ‘Black Eye’

The drug manufacturing industry is reported to be greatly disturbed over the possibility that the “miracle drug” cortisone will receive a “black eye” with the release of the new Twentieth-Century Fox film, “Bigger Than Life” in August. The picture, which stars and was produced by James Mason, deals with the psychotic effects that are sometimes produced by cortisone.

‘King and I’ Nearing Record ‘Robe’ Grosses

A record gross for “The King and I” was being freely predicted at 20th-Fox yesterday as sales executives avidly read and listened to the reports from around the country. In 15 openings around the country “King” was approaching or surpassing the records set by “The Robe.”
**PERSONAL MENTION**

SAM SPIEGEL, producer, has left New York for St. Petersburg, Fla.

Arthur Lubin, producer-director of "Escapade in Japan" for RKO Radio, and Winston Miller, associate producer, are both in Japan on a location-scouting trip to the interior of Japan.

Paul Bracco, chief electrician at the Paramount Theatre here, has died from a heart attack this week when his daughter, Mrs. Richard Jennison, gave birth to a girl at the New Rochelle (N.Y.) Hospital.

Arthur Kroll, Paramount district manager for Buffalo and Rochester, has left there with his family for a vacation at Cape Cod.

Robert Muller, director, will leave New York for London today via B.O.A.C.

Robert Mitchell will leave here for London today via B.O.A.C.

LYN HOCKEY THAMMEL, office manager for Academy Film Service, Cleveland, is the mother of a boy born there at the Deaconess Hospital.

**Gen. Precision Stockholders Approve Capital Increase**

Stockholders of General Precision Equipment Corporation at a special meeting here yesterday approved a capital increase, increasing the authorized shares of preference stock from 2,500,000 to 1,500,000 and the authorized common shares from 2,000,000 to 3,500,000. The authorized preferred stock remains unchanged at 500,000 shares. Approximately 73 percent of the outstanding common and preferred stock was voted in favor of the proposal.

The action places GPE in a position to make an offer to acquire the outstanding preferred and common stock of Graflex, Inc., Rochester, N. Y. The proposed acquisition would involve the issue of GPE stock of not more than 59,445 new preference shares and more than a like number of common shares.

**“Life” to Victoria**

"Bigger Than Life" has been set to debut at New York’s Victoria Theatre late this month, according to an announcement yesterday from Twentieth-Century-Fox.
EVERYBODY LIKES
"SOMEbody"!

The Excitement of the Week is M-G-M's SOMEBODY UP THERE LIKES ME"

HOT TYPEWRITERS!

THE TRADE!

VARIETY RANKS IT WITH "I'LL CRY TOMORROW"
"Superbly done. The same gutsy dramatic quality featured in M-G-M's 'Love Me Or Leave Me' and "I'll Cry Tomorrow," is present here in full measure. Sure of strong word-of-mouth to aid the selling."

FILM DAILY PREDICTS: "STRONG BOX-OFFICE"
"Should score highly. First rate drama, touched off with fine bits of comedy."

M. P. EXHIBITOR FORECASTS: "BOX-OFFICE HIT"
"Superior! Could go far both box-office wise and from an entertainment viewpoint."

M. P. HERALD SAYS: "TO REPEAT BOOK'S SUCCESS"
"Having captured a large section of the reading public... destined to repeat its success as a motion picture."

SHOWMEN'S TRADE REVIEW: "EVERYBODY WILL LOVE IT"
"Excellent! Turbulent, exciting, heart-warming, terrific. Screen's most rewarding entertainment. Your patrons will thank you."

HOLLYWOOD REPORTER HAILS: "VERY BIG ONE"
"This will be one of the very Big Ones in box-office returns. Sock popular B.O. attraction with a great heart. One of the most absorbing pictures ever made."

M. P. DAILY SAYS: "IT WILL EARN A FORTUNE"
"Audience reaction rattled the rafters. It figures to earn a fortune."

THE N.Y. PRESS!

"Hard, biting movie—and a good one... these are real people. Paul Newman should jump to movie stardom with this role. First-rate!"

—WILLIAM K. ZINSSER, Herald Tribune

"Excellent! Genuine emotion... powerful. You'll find this picture extraordinarily appealing!"

—ARCHER WINSTEN, Post

"Tremendous crispness and pace!"

—BOSLEY CROWTHER, Times

"Amazing and heartening story... An effective human document... Well worth seeing!"

—WANDA HALE, Daily News

"Action... laughter and wit..."

—ALTON COOK, World-Telegram

"Immensely absorbing... remarkably realistic and compelling... believable at all times..."

—ROSE PELSWICK, Journal-American

"Sympathetic warmth that cannot be denied. Explosively funny humor. Take our advice. Go see it!"

—JUSTIN GILBERT, Daily Mirror

M-G-M presents "SOMEbody UP THERE LIKES ME" starring PAUL NEWMAN • PIER ANGELI • with Everett Sloane • Eileen Heckart • and Sal Mineo • Screen Play by Ernest Lehman • Based on the Autobiography of Rocky Graziano • Written with Roseland Barber • Directed by Robert Wise • Produced by Charles Schnee

(Available in Perspecta Stereophonic or 1-Channel Sound)
PICTURES WITH A PURPOSE...
COMING THIS YEAR

“FLESH AND THE SPUR”
(WIDE VISION COLOR)

“Shake, Rattle and Rock!”

AND

RUNAWAY DAUGHTERS

NAKED PARADISE
(IN COLOR)

JET FIGHTER

“HELL RAIDERS”

SEE YOUR LOCAL
American International EXCHANGE!!!
**Warners**

(Continued from page 1) estimated 600,000 shares of Warner Bros. Pictures Co. stock from Harry M. and Major Albert Warner, and members of their families.

Additional purchases by the group in the market and from other sources reportedly represent total holdings of more than 600,000 shares. Jack Warner reportedly retains more than 200,000 of his estimated 330,000 shares, making him the largest individual shareholder.

The new stockholders will meet with the Warner Bros. board of directors today, at which time Semenenko and David Baird, investment broker and member of the group, are scheduled to be elected to the board. The board then will elect officers, with Jack Warner to head the company succeeding H. M. Warner, and continuing as head of production, Ben Kalmanoff, to be named executive vice-president, a new post, and continuing as head of distribution, and Samuel Schneider, vice-president, to be elected treasurer also, succeeding Major Albert Warner.

Officials to Continue in Posts

Other major executives will continue in their posts.

The policy of the new group, it is emphasized, will be to operate the company as an active theatrical film producing and distributing company, as it has been heretofore. There is no intention to liquidate any assets helpful to that policy, it has been stated officially.

The new group plans to continue to increase its holdings and, as circumstances permit, will make offers for tenders of stock at prices comparable to those paid the Brothers Warner for their shares.

**Sunday Film Ban Stays**

ATLANTA, July 10—An effort by Darlington Theatres, Inc., Darlington, S. C., to have Sunday motion pictures banned from its franchises permitted by ordinance apparently has failed in court.

The ministerial union had requested a delay of one month before the city council acted, and at a later meeting no motion to lift the ban on Sunday films was made.

**Warners To Make TV Commercials**

FROM THE DAILY BUREAU

HOLLYWOOD, July 10—Entry into the field of filmed television commercials has been announced by Warner Bros., which states that it will make available to advertisers and agencies the full technical resources of its motion picture studios, as well as the animated facilities of its cartoon division.

A new department has been set up in the Warner Bros. Television Division, the announcement revealed, and its further plans will be disclosed in the near future.

**Heineman Tells of ‘Trapeze’**

(Continued from page 1)

TRAPEZE is doing what they (and the whole industry) hoped it would do. And then some. William J. Heineman, United Artists' distribution chief, announces the good news at yesterday's press conference. With him, his sales experts: Milton Cohen, east and south; James Velde, general sales; Al Fitter, west; and Bernard Kamber, Hecht-Lancaster Productions.

**Cogley**

(Continued from page 1) people who, he felt, acted as “cleanance men” for entertainers seeking jobs.

Cogley named James O'Neill, director of publications for the America Legion; columnist George Sokoloff; Jack Wren of Batten, Barton, Durstine and Osborne, and Arnold Forte, chief counsel of Brat Breda Art-Defamation League. He said the men were those who could give clearance to entertainers who had been accused of Communist affiliations or were seeking work in entertainment industries.

Columnist Frederick Woltman was frequently “consulted” on clearances problems, Cogley said. He also called to the committee a letter to CBS from an attorney for Paul Robeson, the letter using the names of Roy Brew and radio-consultant Vincent Huneert as other “cleanance men.”

**Will Continue Today**

The committee is investigating a fund of the Board of Governors, which will hear additional witnesses tomorrow and Thursday.

Cogley told the committee he represented any implication that he was defending “anyone or anything in general.” He said he had merely tried to state the facts as he found them and did not attempt to express “a proof or disapproval” of any blacklist practices.

Under questioning as to why he stated particular points in particular ways, Cogley declared “there were 600 ways to write this book . . . this book could have been written in many ways, but this is the way I wrote it.”

**Broccoli Optimistic**

(Continued from page 1) parter for London next week when he will resume filming of “Fire Down Below.” Broccoli said the advent of Cinemascope is a huge expansion of our program some five years ago toward the industrial side of the doleums as a point to where “it was stronger this last year.”

Broccoli, who is in partnership with Irving Allen as owners of Warwick Films Productions Ltd. in London, said that films by independent producers have bolstered the industry.

“Undoubtedly, the trend is toward more independent productions.”

**Legion Puts ‘Storm’**

(Continued from page 1)

said: “The highly propagandist nature of this controversial film (book burning, anti-communism, civic liberties) offers a warped, oversimplified and strongly emotional solution to a complex problem of American life.”

Its specious arguments tend seriously to be misleading and misrepresentative by reason of an inept and distorted presentation.”

Ten in Class A

Placed in Class A, Section I, morally objectionable for general patronage, were “The First Travelling Saleslady,” “The King and I,” “Francis in the Haunted House,” “Magnificent Robbery” and “Pardners.”

In Class A, Section II, morally objectionable for adults, were “Black Sleep,” “Rebel in Town,” “Last for Life,” “Run for the Sun,” and “Santiago.”

In Class B, morally objectionable in part for all, were “Bandidos,” “He Laughed Last” and “Queen of Babylon.”

**M. P. Daily Photo**

W. F. DAILY PHOTO

(Continued from page 1)
One Man's TViews
By Pinky Herman

The transformation of RKO studios, from what is called Howard Hughes’ onetime “white elephant,” to “a bell-weather of its industry almost overnight,” under the reign of Thomas F. O’Neil, is described in a four-page story in the July 16 issue of Newsweek out today.

Much emphasis is given to the new operational techniques of O’Neil, president of RKO Telepictures, Inc., the General Tire and Rubber Co. subsidiary, who claims “our goal is to become a sort of General Motors of entertainment.”

O’Neil’s entry into the entertainment field, Newsweek reports, dates back to 1947 when, then an executive with General Tire, he took an interest in one of the firm’s radio investments, Boston’s station WNAC. On his entertainment expansion, O’Neil commented, “It’s a side-line, but it’s a lot more fun when you’re worrying about dames and comedians than it is when you’re worrying about the cap tax on some chemicals.”

Debt Recouped in 6 Months

The magazine report added, “O’Neil justified such confidence when he borrowed $25,000,000 to buy RKO last year. Less than six months later, he had, in effect, recouped the entire debt.” He sold 600 RKO films to a tv distributing firm for $12,000,000 plus a option to buy 150 more for $3,000,000.

Newsweek quotes O’Neil, who has confidence in the unlimited potentials of the film market, as saying, if “vaudeville comes back, we’ll probably get in that, too.”

Miller Relected
(Continued from page 1)

about two months ago but was delayed by circumstances, was made by the board of directors meeting in Kansas City.

Miller will be heading the organization for the fourth time, having been thrice named by the board.

Conforming to a recent change in the group’s by-laws, two vice-presidents, one from Kansas and one from Missouri, were chosen. Ronald Means, owner of the Oak Park Theatre in Kansas City, was named to represent Missouri and Ben Adams of El Dorado was elected as the Kansas official.

William Bradford of Carthage, Mo., was selected treasurer and Komp Jarrett of Nevada, Mo., secretary.

Miller is the representative to the National Allied Independent organization and Jay Wooten, Hutchinson, Kan., is alternate.

"BULL FIGHT"
"THE WHITE SHEIK"
ADDRESS ALL INQUIRIES TO—
CY HARVEY—JANUS FILMS
154 W. 55 ST. N.Y.C.
Presenting the Humanitarian Award

SIR WINSTON CHURCHILL receives award. London’s Variety men give to the man who for so long represented The West, his international Variety Humanitarian Award. C. J. Latta, London Tent 36 past chief banker, did the honors. In array above, at Mr. Churchill’s residence, chief banker Nat Cohen, Latta, Sir Winston, Sir Tom O’Brien, and Major Huskinson. First Briton given the award was Sir Alexander Fleming, discoverer of penicillin.

57 Tax Cut
(Continued from page 1)

to consider further admissions tax relief, but when the full committee started going over legislation to carry out the subcommittee recommendations, Chairman Cooper (D., Tenn.) ruled out of order amendments for admissions tax relief or other excise tax changes. He held that the subcommittee’s jurisdiction had been confined to technical changes, and not rate changes.

Lateness Acknowledged
Yesterday, the committee officially acknowledged that it was too late in the session to get action on the Forand Technical Excise Tax Bill, and ordered Forand to introduce a bill shortly to be available for business and public comment between now and next January.

Today, however, the full Ways and Means Committee formally revived the subcommittee, and broadened its jurisdiction to include questions of rate changes. The subcommittee may hold hearings this fall on rate matters, and then submit recommendations on rate changes to the full committee early next year.

Obviously, in view of its recommendations this spring, when its jurisdiction didn’t even include rate matters, the subcommittee will be favorably disposed to recommending some additional admissions tax relief.

Voting Has Started
The full committee started voting today on individual bills proposed by committee members, but didn’t reach any move for admissions tax cuts.

The committee approved two other special subcommittee investigations today. One, proposed by Rep. Mills (D., Ark.), will make a top-to-bottom study of the operations and effects of all U. S. tax laws.

The other, sponsored by Rep. Boggs (D., La.), would make a thorough investigation of U. S. tariff and customs policies.

Drug Industry
(Continued from page 1)
countered in administering the potent drug.

The reactions of drug industry executives, who saw the film at a preview last week, agree with the article in yesterday’s “New York Herald Tribune.” It was felt by these men that the mental aberrations induced while the picture’s central character (a sufferer from a fatal disease known as perierteritis nodosa) ignores his doctor’s orders and gulps down more cortisone tablets than his prescription has called for, “are likely to produce horror enough in the average audience to make a lasting impression.”

One of the executives attending was Dr. Edward Henderson, of the Schering Corp., a maker of cortisone drugs, who said the film “has the positive result of showing what comes of not doing as the doctor tells you.” He said that liberties had been taken in reflecting the normal doctor-patient relationship and more adequate warning would ordinarily have been given by the doctor in such cases.

The experiences suffered by the protagonist in the film which are “psychotic reactions” were described by Dr. Henderson as a “rare complication when patients are given a reasonable therapeutic dose.”

Credit Cards
(Continued from page 1)
it not at the office of Charles Reagan, M-G-M vice-president in charge of sales, with a representative of a industry survey organization.

It is understood that Gehring’s subcommittee, supported by executives from the Independent Motion Picture Association, has retained an industry research group for the survey which is expected to take a number of weeks.

Gehring revealed that once the survey of the public’s reactions is completed, the credit card would be put into effect within the ensuing six to eight week period.

SIR WINSTON CHURCHILL receives award. London’s Variety men give to the man who for so long represented The West, his international Variety Humanitarian Award. C. J. Latta, London Tent 36 past chief banker, did the honors. In array above, at Mr. Churchill’s residence, chief banker Nat Cohen, Latta, Sir Winston, Sir Tom O’Brien, and Major Huskinson. First Briton given the award was Sir Alexander Fleming, discoverer of penicillin.

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New Warner Management Pledges Increased Activity

**Fabian Denies Sale Rumors**

A denial of rumors that he is considering plans for disposal of Stanley Warner theatres and the company's Cinerama operations was issued yesterday by S. H. Fabian, president of Stanley Warner Corp.

"There is no truth in these yarns," Fabian said. "My confidence in the future of theatre business hasn't changed. I have no intention of selling Stanley Warner theatres.

"Certainly I'm interested in production. Our theatres—all theatres—live from motion picture production. Like every other exhibitor I am very much concerned about the shortage of product that now exists. I am still hopeful that the present production companies can furnish us our needs.

"As for Cinerama, last week our... (Continued on page 4)"

**Semenenko - Allen Investors Formally Acquire Working Control of Company; Executive Staff Is Reorganized**

By LESTER DINOFF

The world-wide facilities of Warner Brothers Pictures, Inc. "will wholeheartedly be turned toward the providing a constant supply of important and challenging motion picture product for the U. S. and world market," Jack L. Warner, newly-elected president of Warner Brothers Pictures, Inc., announced here yesterday following an organizing meeting of the new board of directors.

Serge Semenenko, senior vice-president and a director of the First National Bank of Boston, head of the purchasing group, paid approximately $18,000,000, or $30 per share, for an estimated 600,000 shares of the company owned by Harry M. and Albert Warner and members of their families in a transaction concluded on Tuesday and reported yesterday in Motion Picture Daily yesterday.

Other Appointments Expected

The directors yesterday elected Jack L. Warner, president, Benjamin Kal- menson, executive vice-president and Samuel Schneider, assistant to the president and treasurer. It is understood that other executive appointments will be announced soon.

The new president, who retains substantial holdings in the company which he and his brothers founded, also be... (Continued on page 4)

**No Intent to Attack Drug Industry: Mason**

A statement to the effect that he "had no intention of attacking the drug industry" in making the 20th-Century-Fox film, "Bigger Than Life," was issued yesterday by James Mason, its producer and star. The picture has come under the fire of executives of the drug industry as mis-representing the use and effects of the "miracle drug" cortisone in some respects.

Mason said that "Bigger Than Life" is "based on an actual true case history with complete documentation. What I have done is to attempt to... (Continued on page 5)
PERSONAL MENTION

F. E. Hutchinson, managing director of Paramount Film Service, Ltd., and Mrs. Hutchinson will return to England today aboard the "Queen Elizabeth."

William Dozier, EKO Video vice-president, is to leave Hollywood on Saturday for New York.

George A. Mans, president of Mans Amusement Co., Toronto, Ohio, has entered Cossington Memorial Hospital following a heart attack.

Herman Temple, industry consultant on copy and art, will leave New York today for Europe.

Jean Goldsmith, president of Toiors Film Corp., and Mrs. Goldsmith will sail from New York for Europe today aboard the "Queen Elizabeth."

William J. Gell, president of Monarch Film Corp., Ltd., will return to London on Sunday from New York via B.O.A.C.

Burlam Zachary, television film producer, will leave New York today for London via B.O.A.C.

Monopoly Charged in P.R.

SAN JUAN, P.R., July 11--A charge that distributors of major films, including both Hollywood and Mexican companies here were exercising monopolistic practices has been filed in Federal Court by Pedro Armenteros, an independent theatre operator. He asked $600,000 damages and a court order restraining the distributors from entering agreements which he said gave preferential treatment to circuit theatres.

Columbia Dividend

Columbia Pictures Corporation has announced that the Board of Directors at a meeting Tuesday declared a quarterly dividend of $1.06% per share on the $2.50 cumulative preferred stock of the company, payable on Aug. 15 to stockholders of record Aug. 1, 1956.

New 'Francis' to Palace

"Francis in the Haunted House," seventh and latest in the Universal-International comedy series dealing with the well-known tailing male, will open Friday, July 12, at the RKO Palace Theatre here. Mickey Rooney heads the cast of the film.

Outlines Fox Drive Today

From THE DAILY Evening

CHICAGO, July 11 -- A "World Showmanship Drive," marking the first joint sales drive conducted by 20th Century-Fox's domestic and international distribution organization, will be outlined today by Alex Harrison, general sales manager, at a two-day meeting of the Mid-West and Central sales districts. The concave, for which Harrison and C. Glenn Norris, Central District division manager, flew to Chicago, was the first of a series of divisional parleys in the next few weeks implementing the global program which will cover the third and fourth quarters of this year.

At the parley Harrison will describe the objectives of the 26-week showmanship drive, which will be subdivided into two 13-week periods, and the array of "top-notch" product.

Harrison will discuss possibilities of the sales organization to earn bonuses and special privileges offered by present Syros P. Skouras.

District managers T. O. Mc Cleaster, Central, and M. A. Levy, Mid-West, will head delegations of branch managers, salesmen and service personnel from their respective areas at the parley. Central district branch managers to attend are: Tom R. Gillian, Chicago; Robert L. Conn, assistant manager, Chicago; Robert C. McNab, Cincinnati; I. J. Schenert, Cleveland; Joe J. Lee, Detroit; and Roy Schmetz, Indianapolis.

Mid-West district branch managers to attend include David S. Gold, Des Moines; Joseph R. Neger, Kansas City; Jack H. Lohrenz, Milwaukee; Saul Maibach, Minneapolis; George Heyman, Omaha; and William C. Gehring, St. Louis.

New Tax Threat Looms in Detroit

Special to THE DAILY

DETROIT, July 11 -- A new threat to the existence of motion picture theatres and those with limited operating capital has arisen here in the form of an attempt to institute a tax based on percentage of air capacity operating systems by this city's Water Board. The city is currently undergoing a water shortage.

The object of the proposed tax is said to be to force theatres to install water re-circulating systems. Should the tax go through it is likely that many "periphery" operators will not wish to pay the tax nor will they spend the required $10,000 for the re-circulating systems.

A committee appointed by Allied Theatres of Michigan has appealed before a representative of the Water Board and has prepared a petition on the value of theatres to the community. It is feared that if Detroit puts the tax into effect other Michigan cities, closing some theatres for the summer and possibly permanently.

Ulric Bell Assigned As Screenwriter for 20th

Ulric Bell, assistant to 20th Century-Fox president Spyros P. Skouras for the past few years, has been assigned as a screenwriter for the film company.

Bell, who will still handle special assignments for Skouras, will devote most of his time to screenwriting. He will continue to have his headquarters here.

Victor Hansen's Anti-Trust Appointment Confirmed

WASHINGTON, July 11--The Senate confirmed today the nomination of Victor R. Hansen to head the Justice Department's anti-trust division.

Hansen, a former judge of the Los Angeles Superior Court, succeeds late Minnesota attorney George A. Hegar, who had been sworn in as a Justice of the Ninth Circuit Court of Appeals.

Theatre Business on Upswing in Mexico;
Expect 19 New Houses Built This Year

Special to THE DAILY

MEXICO CITY, July 11--Four new theatres are to be constructed in this city, and 15 in other cities by the end of 1956--in keeping with the general upsowing of business throughout the country. The four here will increase to 141 the number of theatres in this city, which is expected to have a population of 4,100,000 by December 31.

The principal builders in the provinces are circuits headed by Gen. Abelardo L. Rodriguez, ex-president of Mexico, Gabriel Alarson and Manuel Espinosa Iglesias. Alarson has just bought the historic bullfight ring in Puebla City, capital of Puebla State, which adjoins here. It is said that he may also convert it into a theatre.

... NEWS ROUNDPUP

Arthur Mayer in Washington

Arthur L. Mayer, special promotion consultant for Paramount Pictures on "War and Peace," will appear Friday in Washington, D. C., on two separate radio programs, a radio show, at a Lion's Club luncheon, and at a conference with the drama editors of the "Wash-ington Post" and "Washington Herald." He will discuss developments in the motion picture industry in addition to the new film.

Amalgamated London Office

Amalgamated Productions, Inc., New York, has opened an office in London under the supervision of Nat M. Melvin, who is responsible for all British films, and a veteran of film production, distribution and exhibition. Richard Gordon, Amalgamated president, recently returned from London, where he supervised completion of the company's first picture.

Large Marquee in Chicago

Balaban and Katz' United Artists Theatre in Chicago is to have a new marquee, described as the "nation's largest," to be completed by September.

Republic Exchange Change

Following the closing of Republic Pictures' offices in Portland, Ore., their product will now be handled in the Pacific Northwest from their offices in Seattle.

CBS to Discontinue Making Radio-TV Sets

The CBS Board of Directors decided to discontinue the sale and manufacture of radio and television receivers through CBS-Columbia, the radio and tv receiver manufacturing division of CBS, it was announced at the close of its monthly meeting yesterday by William S. Paley, chairman, and Frank Staitton, president.

"This decision in no way affects the future of the other CBS manufacturing divisions or its record in radio," they said. "CBS will continue to expand the activities of Columbia Records (the CBS record and phonograph manufacturing division), CBS-Hytron (the tube and semi-conductor manufacturing division), and CBS Laboratories (the research and development division of the company)."
Youngster Stops Show
On First Theatre Trip

PORTLAND, Oreg., July 11—It was a big event for a youngster when he was taken to a theatre for the first time to see “Song of the South” at J. J. Baker’s Broadway Theatre. How he stopped the show was reported in the local “Oregon Journal.”

“During a quiet moment,” it related, “he called in a loud, clear voice: ‘Mom, when is the commercial? I have to go to the bathroom.’”

See UHF As Aid to Competition in TV

WASHINGTON, July 11—Federal Communications Commission Chairman McConnaughy said today he felt fuller utilization of UHF frequencies would cut the power of NBC and CBS in the broadcasting field.

Testifying before a House Judiciary Subcommittee studying alleged monopoly in tv broadcasting, McConnaughy noted that CBS and NBC no longer dominate the radio field, as they did some 15 years ago. That’s because there are so many radio stations now, he said.

“‘That’s why we’re trying to utilize the UHF,’” he continued. “‘Natural competitive forces in this country solved the radio problem, and I think if we can utilize UHF, the same thing will happen in tv. If we get into the UHF, you’ll find not three but many networks.’”

Celler Sees ‘Huge Profits’

Subcommittee Chairman Celler (D., N. Y.) read figures on the 1955 profits before taxes of CBS, NBC and their wholly-owned stations. He said these profits amounted to a return on investment before taxes, of anywhere from 130 per cent to 220 per cent. He asked whether the commission didn’t “insulate these stations from competition” by not granting other channels in the area, and whether the commission shouldn’t concern itself with “these huge profits.”

FCC General Counsel Warren E. Baker said the FCC had no authority to control rates of broadcasting companies, and that Congress had specifically ruled that broadcasting should not be treated as a public utility but rather as a free competitive industry. If Congress wants the commission to do something about profits, he said, it must change the law.

English

British Tax Said Closing Small Houses

By PETER BURNUP

LONDON, July 7 (By Air Mail)—The plight in which hundreds of small exhibitors throughout Britain find themselves as a result of their inability to secure relief from the entertainment tax was graphically expressed in a letter printed this morning in Lord Beaverbrook’s “The Daily Express.”

The letter, which is from John G. J. Tabels, Majestic Cinema, Mapperley, Nottingham, reads:

“Recently I was glad to read in our paper a slight protest over entertainment duty affecting small cinemas, of which hundreds now are being forced to close down through over-taxation.”

Now ‘In the Red’

(He then listed some figures for comparison: In 1953 profits were 52 shillings, 8 shillings, 1 pence; tax was 3,890 pounds, 17 shillings, 4 pence. In 1956 he said admission was down 5 per cent and he was “in the red” after tax.)

The letter continued:

“For working seven days a week, many, many hours a day, the only profit I have by the way of salary was £300—£400 ($840 to $1,120) on sale of ice-cream and chocolates.

“After ten years of paying nearly £3,000 ($8,400) a year in tax I am trying to sell this modern cinema, 25 years old, for any industrial purpose. Our 10,000-12,000 local inhabitants, who for a quarter of a century have had pleasant, clean entertainment will now go without.”

Calls Condition National

“Tax has closed four cinemas in Nottingham—Belvedere Palace, Boulevard, Queens and Gossy, Netherfield. More will follow, and this is going in all round the country.”

“Last week I showed ‘A Town Like Alice’ and after 2,556 admissions the result was another loss in his week. Look who gets what.” (Stables then wrote that he had a loss of over 5 pounds ($14) from the picture’s booking after deducting rental and expenses.)

Wants Relief ‘Now’

“I feel a national paper such as ours could force the government to review tax now for small cinemas and legitimate theatres and not wait until he next Budget, . . . . Middle classes today are being hounded to death by his ever-rising cost of living, and they will turn and bite at the next election (as at Tonbridge), and then it will be too late to save the country.”

Yank for ‘Night’ Bow

The United States Marine Corps and Allied Artists will join forces on July 25 to launch the world premiere of “Hold Back The Night,” starring John Payne and Mona Freeman and telling of an episode in the Korean campaign, at Camp Pendleton, Calif. More than 200 film luminaries, members of the Hollywood press corps and studio executives will be transported by chartered train for the premiere.

Get set, Mr. Exhibitor—

IT’s the FRESHEST COMEDY IN YEARS!

seventeen’s

Picture-of-the-month selection for August

The Ambassador’s Daughter

Olivia de Havilland
John Forsythe
Myrna Loy
Adolph Menjou

Co-starring

Tommy Noonan  Francis Lederer
Edward Arnold  Minor Watson

Written, Produced and Directed by Norman Krasna
In CinemaScope  Print by Technicolor
Released through United Artists

SEVENTEEN Magazine, entertainment guide for America’s top movie-goers . . . the young women under 20, creates a lineup at your boxoffice on SEVENTEEN’S film-fare say-so!
REVIEW:

Seven Men from Now

Warner Bros.-Batjac

Hollywood, July 11

You've got to go back to the late William S. Hart, greatest of the motion picture West's strong, silent men, for a full precedent with which to compare this story and its star, Randolph Scott. (And if anybody knows a better precedent to go by in the matter of box office success, the industry at large has good use for it today.)

Like many of the unforgettable Hart hits, the ones that played repeat engagements throughout the nation and most others, "Seven Men from Now" is a story of man stalking man, motivated by revenge and undisposed to settle for any satisfaction short of death. And like all of the Hart heroes, Randolph Scott is a stern, unsmiling, straight-shooting avenger who makes no apologies for killing his men. This revenge-type story has a good deal to be said against it, by and large, but nobody ever has succeeded in proving it unpopular dollar-wise. "Seven Men from Now" figures to be a money-maker on all counts.

The period of the story and screenplay by Burt Kennedy is mid-19th century, and the scene is in and about a settlement called Silver Springs. Scott portrays a former sheriff of the town, voted out of office but still operating on the side of the law, whose wife has been killed in a Wells Fargo holdup staged by seven men. These are the seven men of the title, and Scott is out to catch up with and kill all seven of them.

In the course of his quest he encounters a number of surprises, including a young woman played by Gail Russell, and outdrives a considerable number of unlawful citizens fatally. There are other killings than his, quite numerous others in fact, and all of them are well-staged and dramatically interesting. When the seven men and sundry others are dead, Scott and Miss Russell are in a fair way to get married in the predictable future and set themselves up in a little gray home in the Warner-Colored West.

Lee Marvin, as deadly a Western badman as Randolph Scott, Bill Hart, Broncho Billy, Tom Mix or even the Lone Ranger ever shot it with, is outstanding in a supporting cast that includes Don Barry, Fred Graham, John Barradino, John Phillips and many more.

The picture was produced by Andrew V. McLaglen and Robert E. Morrison, manifestly close students of office box office values, and it was directed forcefully by the always showmanly Budd Boetticher. Running time, 78 minutes. General classification. Release date, Aug. 4.

WILLIAM R. WEAVER

Two Washington Towns Without Indoor Theatres

CENTRALIA, Wash., July 11—Both this town and Chehalis, in the central part of the state, are now without motion picture theatres, following the sudden closing of the Fox Theatre here.

Ron Gamble, who has managed the Fox and the Liberty Theatres here, in addition to the Chehalis Theatre, will now continue to operate a drive-in between the two towns. He said that the indoor theatres may be reopened on weekends in the fall.

(Centralia, Wash., July 11) The Blunt Briti Anti-Defamation League told the subcommittee it was a "distasteful thing" for the entertainment industry to blacklist performers accused of Communist associations without giving them a hearing. When Chairman Walter (D., Pa.) said he did not think there was any blacklist, Forster insisted there was one even if it were only a rumour. James O'Neill, former national commander of the American Legion, denied the Legion blacklisted entertainers but said he had no apologies for putting the Legion's officers to keep Communists out of entertainment jobs.

WB Pledge

(Continued from page 1)

With the announcement that Benjamín Kalushenko, vice-president in charge of sales, has been named executive vice-president of Warner Brothers Pictures, Inc., unconfirmed reports state that a major film company would select its next sales head from within its own ranks and those most prominently mentioned were Ray Haines, Western sales manager, and Jules Lapidus, Eastern and Canadian sales manager.

"We intend to go forward with absolute confidence in the future of this business and in the great contribution which we know Warner Brothers Pictures will make towards that goal.

Expresses Appreciation

The newly-elected president, highly optimistic for his company and the future of the industry, continued "I am very happy that my brothers, the board of directors, and the distinguished financial group have placed their confidence in me, and that I am well supported by the board and management of the company which our family has pioneered. On behalf of my brothers and myself, I want to thank our employees and stockholders, as well as our friends and associates everywhere, who have shown their loyalty and devotion throughout the years. I want to assure them that we—and they—are in business more confidently and more proudly than ever before."

PCC Forwards $637,250 To 17 Organizations

Hollywood, July 11—The Permanent Charities Committee has mailed checks aggregating $637,250 to 17 major health and welfare organizations which share its collections. This is the largest half-year disbursement in PCC history.

SPG to Conduct Panel On Television July 31

Hollywood, July 11—The Seven Producers Guild will conduct a panel on "Producer Position Regarding Television as a Source of New Stars and Stories" at a round-table meeting with the press on July 30. The meeting is scheduled to be held at the Brown Derby.
Opinions on Reviews
See Newspaper Critics Having Both Good and Bad Influence

LOS ANGELES, July 9—Film critics do have an influence at the local level for both good and bad, in the opinion of several house managers of National Theatres, as reported in the current issue of the circuit's house organ, "Showmanship."

The question asked was "Do you place any value or harm on newspaper critics' opinions—good or bad?"

The critics have an "influence to some degree, particularly at the local level in that the reviews occur either on opening day or immediately after. . . .", according to manager Emil Franke of the Fox Theatre, San Diego. "National reviewers via the syndicated columns, radio and television lend credence only to the 'block busters,' which already are pre-sold. Therefore, I do not feel local reviewers can influence this type of entertainment in any constructive manner—good or bad. . . . My only objection is that every critic I have worked with eventually goes for 'art' or off-the-beaten-track pictures and they are not our big grossers."

Herman Kerskon of the Paramount Theatre, Oakland, was of the opinion that "reviews that talk down the merits of a picture do not keep the public from seeing a picture if it has something which excites their interest. . . . In short, it's my experience that rave notices have had a great effect on attendance, whereas 'downbeat' reviews have had little influence."

According to Bob Bothwell of the Fox Theatre, Detroit: "The plus or minus value of a critic depends entirely upon his effect on real or potential theatre-goers. . . . If the picture reviewed by a critic has been sold primarily by newspapers and does not receive a favorable review, it could ruin a picture and a reviewer's judgment; if, however, this same picture enjoys word-of-mouth advertising, no combination of critics could stop the potential patron. Here, we feel the critics have a value."

Hollywood Opinion Voiced

From Hollywood, where he manages the Iris Theatre, William J. Katsky, Jr., had this to say: "As a great many of our patrons here are engaged in the production of motion pictures, we find considerable evidence of the effect of both printed and trade paper reviews, good and bad. . . . However, we find that some industry members place no value whatsoever in reviews, good or bad; they have personal reasons for wanting to see their selection of programs."

Name Grainger (Continued from page 1)

his residence here with Mrs. Grainger, formerly was president of M. A. Shea Enterprises, operating a New York and Eastern states circuit. Prior to that he had been in the wholesale drug business for 20th Century-Fox. After leaving the Shea circuit, Grainger was assistant to the vice-president of the RKO Theatres circuit, and later was sales manager for Republic Pictures, a post from which he resigned last month.

Crescent Amusement was founded by the late Tony Sudeman.

MPEA to Resume

The weekly board of directors meeting, Johnson said MPEA seeks return to the pre-pact calling for some 100 film licenses and an increase in dubbing costs for black-and-white and color. Also discussed at the session were a report on Italian government film legislation, lawyer's fees in Japan and the film problem in Indonesia.

Drug Industry

(Continued from page 1)

Dramatically portrays the evils of indiscriminate use of drugs and in doing so should be aided and applauded by the drug industry.

Penetration of drugs and narcotics today is a growing evil in our society and certainly one that must be met head on. An ostrich, head-in-the-sand, attitude is no answer to the evils of narcotics and drugs.
SOLID GOLD APOLOGY

It's somewhat unusual to have to apologize for success, but we sincerely beg pardon of the hundreds of press and industry guests who were unable to be seated at the preview screening of THE SOLID GOLD CADILLAC at Loew's 72nd Street Theatre on Tuesday evening.

Apparently, the happy word had spread everywhere about the new Judy Holliday-Paul Douglas comedy, for a completely unprecedented number of invitation ticket-holders brought one or more extra guests along.

We're naturally delighted with the response to our picture, but we're genuinely sorry for whatever inconvenience you may have suffered.

Please bear with us. A new theatre screening of THE SOLID GOLD CADILLAC is being arranged. If you were among those who were unable to be seated at the first screening, please write or phone us for your tickets. Guaranteed seating, of course!

COLUMBIA PICTURES
In Early 1957
Cinerama Sets
Plans to Make
Own Pictures

Tentatively Announce 1st
Production as 'Hopalong'

By LESTER DINOFF
Cinerama Productions, Inc., "will
wipe out its current debts of $295,-
000 early next year" and shortly there-
after, possibly following the annual
stockholder's meeting in May, will
engage in production and distribution of
feature length motion pictures under
the supervision of board chairman
Louis B. Mayer, according to
Theodore R. Kupferman, vice-presi-
dent, and Irving N. Margolin, treas-
urer.

Kupferman, highly optimistic about
the future of Cinerama Productions,
said that the product which the com-
pany is planning to produce and dis-
tribute will be made in the Cinerama
process, backstopped possibly by
(Continued on page 5)

Drive on Communists
Defended by Brewer

By J. A. OTTEN
WASHINGTON, July 12—Roy M.
Brewer told the House Un-American
Activities Committee today that the
motion picture industry now has well
in hand the problem of Communist
infiltration.

Brewer, now New York manager of
Allied Artists and former vice-presi-
dent in Hollywood for the interna-
tional alliance of Theatrical and Stage
Employees, declared that "the situa-
tion is improving daily and by and
(Continued on page 6)

King Bill Decision
Delayed in House

From THE DAILY BUREAU
WASHINGTON, July 12—A House
Ways and Means Committee decision on
the King admission tax relief bill
was delayed again today as the Com-
mittee bogged down in a lengthy dis-
cussion over another bill.

The committee has agreed to vote
(Continued on page 5)

Report Due
By Ad Heads

The Motion Picture Association of
America's advertising and publicity
directors committee will submit a
comprehensive report on their work
thus far on proposals for revitaliz-
ing the box office to MPAA president
Eric Johnston, who is scheduled to re-
turn to New York next Wednesday
from the West Coast, according to
Jerry Pickman, committee chairman.
Although Pickman, vice-president
(Continued on page 5)

Predicts Return of
State Censorship

Special to THE DAILY
Commenting on the story in Mo-
ton Picture Daily about the recent
grand jury report in Philadelphia re-
commending the establishment of mo-
tion picture censorship for that city,
Dr. Hugh M. Flick, executive assist-
ant to the New York State Commiss-
ioner of Education, said, "It may take
a little time but I am confident that
the pendulum of public opinion will
swing back to some reasonable and
legal form of regulation."

Dr. Flick, who headed the New York
(Continued on page 5)

Cite Journal American
Aid to Film Industry

The "New York Journal American's"
publication of a series of banner lines
urging readers to go to motion picture
theatres for their entertainment was
cited yesterday by Robert W. Coyne,
CMPO general counsel, as a major
service to the industry.

Urging other newspapers to adopt
such a policy, Coyne said "among
other characteristics the Journal has
two that are of special interest to the
motion picture industry—the paper's
readiness . . . to help the motion
picture industry and also its large
circulation."

 Paramount Slates 10
Major Releases for
Final 6 Months of '56

Ten major Paramount films will be
released during the final six months of
the year, it was announced yester-
day by the company which said the
schedule includes special engage-
ments of Cecil B. DeMille's produc-
tion of "The Ten Commandments" and
Ponte-DiLaurentis "War and Peace."

 Paramount's general release sched-
(Continued on page 5)

Resurgence
Resumption at
Warner Studio
Now in View

New Owners Can Buy
Another 200,000 Shares

Jack L. Warner, newly elected pres-
ident of Warner Bros. Pictures, will
leave here for Burbank today to im-
plore the policy of increased ac-
vity at the studios which he heads. His
departure concludes an extended stay
in New York during which the nego-
tiations for the sale by his brothers,
Harry M. and Albert Warner, of their
controlling stock interest in the compa-
nies to investment groups represented
by Serge Semenenko and Charles
Allen, Jr., were concluded and the com-
pany's board and management slate
reorganized, as reported earlier.

Indications are that new production
planning will be begun at the studio
immediately upon Jack Warner's ar-
(Continued on page 5)

Carlisle Resigns As
Controller of W.B.

Samuel Carlisle, controller, assis-
tant treasurer and a director of War-
ner Brothers Pictures, Inc., has re-
signed his posts due to ill health, it
was reported yesterday.

Carlisle, who was associated with
Price, Waterhouse & Co., before join-
ing Warner Brothers in 1926, will
remain in an advisory capacity for a
few years, it was said.

Walter Meidholder, who is an assis-
tant controller of Warner Brothers
Pictures, has been elected controller,
succeeding Carlisle, it was learned.

EDITORIAL

Changes at Warner Bros.

By Sherwin Kane

The advent of the able and outstand-
ing new investors in Warner
Bros. Pictures and the executive recon-
organization of the company
this week was welcome news not only to the company's personnel
but to the industry at large. Both the corporate and management
changes add strength, spirit, youth and morale to the great Warner
organization.

Bringing to the company's board of directors such experienced and
capable financial and industrial minds as Serge Semenenko and Charles
Allen, Jr., constitutes an extremely valuable gain in counsel and wisdom
available to the company and its management.

That such men, together with their associates, chose to invest
a minimum of $16,500,000 (the investment can be increased to $22,-
000,000 in the next 30 days) at a time when theatre attendance was
at one of its most depressed levels in years, and when on all sides one
could, even without listening for them, hear the dire prophecies
from the mouths of some of those who pioneered this industry, and
other forebodings that revealed how near to hysteria were some who
occupy responsible positions among us—when they could be aware of
(Continued on page 5)

Goldsmith Writes on
Toll-TV Problem

The lack of any future in the film-
ing of commercials for pay-as-you-see
Television has been cited by Dr. Alfred
N. Goldsmith, chairman of the board
of the National Television Film Coun-
cil, in the NFTC's monthly news-
letter.

While he said the remainder of the
(Continued on page 6)
Survey Made by Politiz

**Attendance Seen As Most Frequent At Ages 20 to 29; Least At 55-Plus**

According to a national research study, theatre attendance reaches a numerical peak among people 20 to 29 years of age and is the lowest in the 55 and over category.

In its “Survey of U.S. Markets, 1956,” the Politiz Research Bureau, Inc. conducted the poll under sponsorship of “Look Magazine” and reported that some 1,625,000 in the 20-39 age category had seen at least one film during the year preceding the interviews. While the figures taper off somewhat in the age groups, the report disclosed that some 26,000,000 people in the 690 years of age or older said they had seen at least one film during the week prior to the poll.

**Claim 20.8% Coverage**

The Politiz Research Bureau added that the 26,000,000 figure represents slightly more than 20.8% of all the people 10 years or older living in private households in the nation. The bureau also pointed out that a larger share of the national theatre audience is found in suburban and small cities than in either rural communities or in cities of metropolitan areas.

**Lease Cuban Theatre as New Production Studio**

Special to The DAILY

Havana, July 12—The Blanquita theatre, a 675-seat house here, has been leased to Famous Productions, Inc., a Miami, Fla., motion picture concern, for conversion into a motion picture production studio, according to Alan M. Baskin, president of MPL. Baskin said that the air conditioned structure will easily accommodate four to six sound stages. An innovation will be a glass-enclosed lobby where the public can view the activity.

**Cuba Growing as Popular as a Filming Site**

**Columbia Gets Top From Sidne**

HOLLYWOOD, July 12 — Geor Sidney Productions, independent picture producing company organized by George Sidney to produce pictures for United Artists and with Continental financing, will produce four of the studio's top features for 1957-19 film, President Harry Cohn announced.

Cohn said that “An American in Switzerland,” Mackinlay Kantor best seller; “To Joey,” co-starring Rita Hayworth, 5,800,000. Kim Novak; “Jeanne Eagels,” bio written by Mrs. Lucius Fuchs; and “Great Sebastians,” for script by Sam and Bella Spewack... Sidne will personally direct four pictures. Fred Kohlmar will supervise producer credit on “Tulip Time” and “Jeanne.”

**New COMPO Ad Cites Promise on Tax**

The need for lifting the Feder admissions tax is pointed out by COMPO in its 65th in a series of art in the July 14 issue of “Editor & Publisher” which promises to be the means by which the order will remove the tax at the cessation of hostilities.

**Saleslady Opens Aug. 15**

The First Traveling Saleslady, the first production made under the new RKO management, will have its world premiere Aug. 15 at the Golden Theatre in San Francisco. Arthur Laфин, producer-director of the film, and Ginger Rogers and Carol Channing who share feature roles in the production, will participate in the premiere festivities.
MR. BENJ KALMENSON
WARNER BROS. PICTURES NEW YORK, NY

THROW OUT ALL THE SUPERLATIVES EVER USED IN THIS BUSINESS,
BECAUSE NONE OF THEM IS BIG ENOUGH TO DESCRIBE "MOBY DICK".
IT DIDN'T ONLY BREAK THE ALL-TIME RECORD YESTERDAY AT OUR
CASINO THEATRE, BUT IT DID IT BY ALMOST A THOUSAND DOLLARS.
CROWDS SO GREAT WE STOPPED SELLING MANY TIMES DURING THE
DAY AND TURNED AWAY ALMOST AS MANY AS PLAYED TO. AND, WE HAD
FOUR OTHER STRONG PICTURES IN TOWN PLAYING AGAINST IT. "MOBY
DICK" IS A MASTERPIECE--A BOX OFFICE MASTERPIECE. EVERYBODY'S
BUYING IT, MEN, WOMEN AND CHILDREN. AND THEY LOVE IT, TOO.
THIS ONE IS GOING TO STICK AROUND FOR YEARS TO COME. THE
BOYS IN THE ADVERTISING DEPARTMENT MUST HAVE HIT THE RIGHT
APPROACH TO CREATE THE INTEREST WE'VE HAD HERE. CONGRATULATIONS,
AND THANKS TO ALL OF YOU FOR ONE OF THE TRULY BIG PICTURES IN
THE HISTORY OF THIS BUSINESS.

W.C. HUNT, HUNT'S THEATRES INC.
**MOTION PICTURE DAILY'S BOOKING CHART**

<table>
<thead>
<tr>
<th>ALLIED ARTISTS</th>
<th>COLUMBIA</th>
<th>M-G-M</th>
<th>PARA.</th>
<th>REPUBLIC</th>
<th>RKO</th>
<th>20TH-FOX</th>
<th>UNITED ARTISTS</th>
<th>UNIV.-INTL</th>
<th>WARNERS</th>
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<tr>
<td>(Aug. Releases)</td>
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<tr>
<td><strong>NO PLACE TO HIDE</strong></td>
<td>(Color)</td>
<td>David Brian</td>
<td>Marsha Hunt</td>
<td>Colli Flor</td>
<td>72 min.</td>
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<tr>
<td><strong>CANYON RIVER</strong></td>
<td>(Color)</td>
<td>George Montgomery</td>
<td>Martha Henderson</td>
<td></td>
<td>89 min.</td>
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<tr>
<td><strong>THE YOUNG GUNS</strong></td>
<td>Russ Tamblyn</td>
<td>Gloria Talbott</td>
<td></td>
<td>85 min.</td>
<td></td>
<td>(Aug. 8/12/56)</td>
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<td>(Sept. Releases)</td>
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<tr>
<td><strong>STRANGE INTERLUDE</strong></td>
<td>(Color)</td>
<td>Beatrice Alice Murray</td>
<td>Edward Arnold</td>
<td>Ann Harding</td>
<td>71 min.</td>
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<tr>
<td><strong>CALLING HOMICIDE</strong></td>
<td>Bill Elliott</td>
<td>Kathleen Carr</td>
<td></td>
<td>63 min.</td>
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<td>(Aug. 18/56)</td>
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<tr>
<td><strong>EARTH VS. FLYING SAUCERS</strong></td>
<td>Hugh Marlowe</td>
<td>Joan Taylor</td>
<td></td>
<td>82 min.</td>
<td></td>
<td>(Aug. 8/15/56)</td>
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<tr>
<td><strong>THE WEREWOLF</strong></td>
<td>Dan McGowan</td>
<td>Jayne Meadows</td>
<td></td>
<td>80 min.</td>
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<td>(Aug. 4/7/56)</td>
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<tr>
<td><strong>THE PROUD AND PROHABE</strong></td>
<td>William Holden</td>
<td>Debrah Kerr</td>
<td>Thelma Ritter</td>
<td>111 min.</td>
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<td>(Aug. 15/21/56)</td>
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<tr>
<td><strong>THE VAGABOND KING</strong></td>
<td>(Color)</td>
<td>Joan Evans</td>
<td>92 min.</td>
<td></td>
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<td>(Aug. 12/24/56)</td>
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<tr>
<td><strong>BEYOND A REASONABLE DOUBT</strong></td>
<td>(Color)</td>
<td>Dana Andrews</td>
<td>Joan Fontaine</td>
<td>92 min.</td>
<td></td>
<td>(Aug. 24/24/56)</td>
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<tr>
<td><strong>THE KING AND I</strong></td>
<td>(Color)</td>
<td>Deborah Kerr</td>
<td>Yul Brynner</td>
<td>131 min.</td>
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<td>(Aug. 14/24/56)</td>
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<tr>
<td><strong>THE FIRST TRAVELING SAILSLADY</strong></td>
<td>Ginger Rogers</td>
<td>Barry Nelson</td>
<td></td>
<td>92 min.</td>
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<tr>
<td><strong>THUNDER OVER ARIZONA</strong></td>
<td>(Color)</td>
<td>Robert Ryan</td>
<td>Anita Ekberg</td>
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<tr>
<td><strong>THE KILLING</strong></td>
<td>Sterling Hayden</td>
<td>Coleen Gray</td>
<td></td>
<td>82 min.</td>
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<td>(Aug. 7/6/56)</td>
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<tr>
<td><strong>REBEL IN TOWN</strong></td>
<td>John Payne</td>
<td>Ruth Roman</td>
<td></td>
<td>74 min.</td>
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<td>(Aug. 8/20/56)</td>
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<tr>
<td><strong>FRANCIS IN THE HAUNTED HOUSE</strong></td>
<td>Mickey Rooney</td>
<td>Virginia Welles</td>
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<td><strong>AWAY ALL EDGAR</strong></td>
<td>(Color)</td>
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<tr>
<td><strong>WALK THE PROUD LAND</strong></td>
<td>(Color)</td>
<td>Richard Widmark</td>
<td>Felicia Farr</td>
<td></td>
<td>84 min.</td>
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<tr>
<td><strong>RAW EDGE</strong></td>
<td>(Color)</td>
<td>Rory Calhoun</td>
<td>Yeastie DeCarlos</td>
<td>74 min.</td>
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<tr>
<td><strong>I'VE LIVED BEFORE</strong></td>
<td>Jack Mahoney</td>
<td>Lee Bowman</td>
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<tr>
<td><strong>EDGE OF HELL</strong></td>
<td>Hugo Hass</td>
<td>Francesca De Stefani</td>
<td></td>
<td>76 min.</td>
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**Key:** SYSTEM: CS—CinemaScope; VY—VistaVision; SA—SuperScope (anamorphic print). SOUND: Ss—Four track magnetic stereophonic sound; Ss [2]—Separate stereophonic sound print; Ps—Purton technical directional sound; MA—multi-track magnetic sound; O—standard optical sound. 1956 1 Western Picture Sales Price: $1.00.
EDITORIAL

CONTINUED FROM PAGE 1

such things and still proceed to consummate their huge investment, then indeed has the Warner organization, and the industry of which it is a part, gained men of confidence and foresight. Even now the times are proving them right.

THE MANAGEMENT changes at Warner Bros. also speak impressively of enthusiasm and confidence in the industry's future. It was immediately apparent that Warner personnel, vastly improved in morale, read that, and permanency, into the changes.

There is the opportunity for the company's new president and production head, Jack Warner, to throw his whole heart into the task at hand—reactivating the dormant studio and starting exciting entertainment again on its way to the screens of the world's theatres. And in the allocation of authority among Warner, Benjamin Kalminson and Samuel Schneider there is created a top management team that will be hard to match and impossible to beat for years to come.

Sentimentally, many in the industry will regret to see the co-founders of Warner Bros.—Harry M. and Major Albert—retire to the leisure they have worked for so long and so well, but all must concede they leave their company in the very best of hands, while themselves remaining as members of its board and among its counsellors, when needed.

Help the Will Rogers Hospital

RARELY indeed does this industry go to the public for help to be passed along to its own members.

One of those extremely rare occasions is the annual Audience Collections for the Will Rogers Memorial Hospital at Saranac Lake, N. Y., which is maintained by the industry for its own, and for members of other branches of the entertainment world, who have been stricken with tuberculosis.

The public contributions received from the annual Audience Collections campaigns for the hospital by no means meet all of its financial needs, but they do help to a very important extent. In return for those contributions, the public interest is being served at the Will Rogers Hospital by continuing research in treatment of the dread disease and development of a vaccine which one day may be as great a boon to mankind in the prevention of tuberculosis, as is the Salk vaccine in the prevention of poliomyelitis.

Thus, it is proper that a public which in greater numbers every year is becoming familiar with the uniquely beneficial and humanitarian achievements of the Will Rogers Memorial Hospital, be given the opportunity to become partner in its work. Experience has shown already that audiences do not resist this collection.

Next week is your chance to participate in this dedicated work to which so many of your fellow industry members devote substantial amounts of time, thought and labor. The collection campaign is directed by Si H. Fabian, head of Stanley Warner Theatres, who is treasurer of the Will Rogers Hospital.

Enroll your theatres in the Audience Collections campaign. Have the collections made for at least the duration of one booking. But if you limit it to one booking be sure to include a weekend in order to realize the maximum possibilities.

State Censorship

(Continued from page 1)

State censorship board for six years, disagrees with many in the motion picture business who say that "censorship is on the way out." Furthermore, he does not believe that self-regulation by the industry can be an effective solution of the problem. The fact that 50 per cent of the pictures submitted for licensing in New York State are foreign-made and therefore outside the Production Code, is another reason to question the efficacy of self-regulation, in Dr. Flick's opinion.

Report Due

(Continued from page 1)

in charge of advertising and publicity for Paramount Pictures, declined to say when the "comprehensive report" would be presented, it is expected that Johnston will receive the report next week in order to be brought up to date on all activities of the association's committees.

No date has been set for another meeting by the full advertising and publicity committee. However, since most of the MPAA group will continue their work in small, private sessions.
Cinerama Plans Production

Continued from page 1

CinemaScope or VistaVision versions. Margolin pointed out that once the company's debts are all wiped out, it is possible that a general expansion of the company will be authorized. In order to prepare for the entry into production and distribution, Kupferman said that the Cinerama Productions board of directors has been considering this move for some time and "it is expected that the announcement will come at our next stockholders' meeting."

May Put Boyd Life on Film

It was indicated that Cinerama Productions initial producing venture will be the life story of Boyd, the stunt man who rose to fame as "Hopalong Cassidy."

Kupferman stated that under the agreement the company will have all rights to the Cinerama process, his organization can enter production at any time. He said that while Cinerama Productions could produce and distribute its own product, the Cinerama films would be "naturally presented in S-V houses equipped for the process."

The Cinerama Productions officer said that with the experience of Louis B. Mayer available to use, it is only natural that the company's board chairman would advise on proposed projects. Stanley Warner, member of the board of directors, is reported to have indicated the company's optimism for the company's future, said that in 1953, when the agreement was entered into with Stanley Warner, others were optimistic to the tune of $6,200,000. "Early next year we will wipe out our remaining $295,000 debt and may announce our first dividend shortly thereafter," he said.

No Merger, Say Both

Commenting on reports of a merger between Cinerama Productions and the organization backing the Cine- miracle process, Kupferman and Margolin both emphatically declared: "No merger of companies is contemplated here."

"It is always possible for product produced by Cinerama Productions to be shown in Cineramaced theaters in order to secure additional film rentals." The Cinerama Productions officer.

Goldsmith

Continued from page 1

toll-tv picture is clouded, he added the commercial picture seems much clearer. "Pay tv advocates have taken the stand that their transmissions would contain no advertising. Assuming that policy is lived up to... there would clearly be no toll tv market for film commercials." And since some of the free tv audience would be drawn away by pay television, presumably the gross demand for film commercials for free tv would be correspondingly reduced. Accordingly, it looks as if commercial filming fees no bright prospects so far as pay television is concerned."

The Goldsmith Planning

Proceeds from the world premiere of "Secrets of the Reef" on July 23 at the Harlem-Theatre will go toward the Herald-Tribune Fresh Air Fund, it was announced yesterday by Walter Reade Jr., director of the Reade Theatre Cinemat which operates the house. The film in Eastman color is a nature drama enacted by the under- seas inhabitants of a coral reef off the Florida coast.

the same coverage of the conventions as gave in 1952.

Newscast make-up deadlines on Thursday will offer little worry, another newsreel spokesman added, "because most of the party battles should be settled in the first three days. We feel the GOP nomination will be a formality and we are concentrating on the Democrats in Chicago. If they nominate by Wednesday, then we'll make our make-up deadlines and the films will be at the Theatres by Saturday."

FCC Assent Withheld

On Immediate Testing

Of Toll-Tv Petition

From THE DAILY Burea

WASHINGTON, July 12—The Federal Communications Commission has turned down the most recent request for immediate authorization of subscription television.

Last month, Lou Poller asked if Commission for permission to solicit ownership of WCAN-TV in Milwaukee from Mid-West Broadcasting Co. which owns, to a new firm, cable Television Exhibition, Inc. He said he was opening the station under the new company with 25 per cent of the time devoted to toll-tv programs, and asked the FCC to waive whatever rules it would have to waive to permit this schedule.

Today the Commission returns Poller's petition as "not acceptable for filing." It notified Poller that the Commission does not have any rule to cover the request he made. Toll tv is not yet authorized, the FCC said, and therefore the commissioner can "entertain" the petition.

Brewer Defends

Continued from page 1

large is now in reasonably good shape... so far as I know, there is no effective effort being carried on today by Communists in the Hollywood studios."

Brewer testified as the committee continued its hearings on the fund to the Republic report on "blacklisting in the entertainment industries. Brewer said that "blacklisting," in the sense of an "illegal, improper, sinister activity," does not exist in the industry but admitted that since the 1947 Hollywood hearings, people identified with Communism have not been hired by the studios.

Points to Commie 'Blacklist'

Brewer emphasized his feeling that the industry has tried to make it a "snap" as possible for people who have been blacklisted to return involved with Communism to clear themselves.

The fund report, Brewer said, "ignores the basic problem confronting the motion picture industry—the problem of Communist infiltration of the industry, which the fund prefers to brush off."

Brewer also charged that Hollywood Communists have "operated on a blacklisting plan of their own through character assassination of anti-Communists." Right now, Brew- er said, "the line of communication between the hard core of the Com- munist Party and the people who did the work for them in Hollywood have been effectively severed."

A 'Foremost Objective'

Meanwhile, committee chairman Walter (D., Pa.), in a dinner speech in Philadelphia, declared the committee has failed that "infiltration of the entertainment industry is one of the foremost objectives of the Communists at this very moment."
**For New Pictures**

**Fox and Rank Exploit Films On London TV**

First in UK to Use Video Product Promotion

By WILLIAM PAY

ONDON, July 15—Twentieth Century-Fox and the J. Arthur Rank organization are the first motion picture companies here to buy time on a commercial television network to advertise their London releases. Three 60-second spots have been used by Fox on the Sunday night (Associated TeleVision) program in London to advertise the release Anthony Kimmins’ CinemaScope fare “Smiley.” These spots, featuring Shirley Abicair singing the song “Smiley,” and Colin Petersen as the villain, will be transmitted in the break for “I Love Lucy” program.

**Probe of Monopoly Television Industry to Resume in Sept.**

By J. A. OTTEN

**Division Today.**—Washington, July 15—A House judiciary subcommittee will resume its study of monopoly problems in the television industry in September with public hearings in New York. Subcommittee chairman Celler (D., N.Y.) said the New York hearings would go into “all phases of advertising on television and all facets of programming.”

**Pale Heads to Mull OA ’56 Meet Bid**

A letter on the Theatre Owners of America’s request for convention space will be taken by the Motion Picture Association of America within the next two weeks when the MPAA’s general managers committee will “initially meet” during that period to discuss the exhibition group’s request.

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**UA Convinced ‘Little’ Pictures Make Money**

United Artists, having proved to its own satisfaction that in order to prosper it is not necessary to make “fewer and costlier” pictures, will continue to finance and distribute as many “little” pictures as its substantial release schedule can readily accommodate, Arthur Krinn, president, said on Friday. “The little pictures serve a function in the industry,” he said. “We will continue to make them.”

There is a big variation in the budgets of such pictures released by U. A., Robert Benjamin, board chairman, added.

**Eastman Develops New Type of Film**

MGM, Columbia, 20th Century-Fox and several independent concerns are planning to shoot some of their forthcoming product in a new-type black and white film invented by Eastman Kodak, according to the latter firm.

Labeled “Plus X Type R,” the film is said to eliminate irregular printing and through a finer grain “give a clearer, more definite picture,” by MGM cinematographer Harold Mazzirarti, who is using it to shoot “Capital Offense.”

According to Mazziratti, the finer grain is achieved by a combination of the original negative with the duplicate, utilizing the best physical qualities of each. MGM plans to use it on all its forthcoming productions.

The cost involved, according to Eastman Kodak, is no greater than for current black and white films.

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**Bucking the Industry Trend**

**All-Time UA Record Set in the First Half**

$4 Millions Gain in Gross Over 1955; Production Investment at $50 Millions

By SHERWIN KANE

(Picture on Page 4)

A report of uninterrupted progress by United Artists, with the establishment of more all-time company records during the first half of the current year in both domestic and foreign gross business, the attendance recession of that period notwithstanding, was given to the industry press on Friday by Arthur Krinn, U. A. president.

The company’s world gross for the 1956 period to July 7 was $28,530,000, which compares with a gross of $24,200,000 for the corresponding period last year, or a 15 per cent gain.

The domestic market accounted for approximately $3,000,000 of the gross increase this year, and the foreign market for the other $1,000,000, Krinn reported.

**Earlier Prediction Was Accurate**

He recalled that early this year he had predicted a 1956 gross of approximately $65,000,000. In making that prediction, he said, it was estimated that the half-year gross would be approximately what it has turned out to be.

“That we have arrived at this juncture on schedule, so to speak, is of immense satisfaction to us in view of the decline in theatre attendance in the United States and Canada during the first six months. We have been bucking the industry trend in achieving our target,” Krinn said, “and it means another record year for United.”

(Continued on page 4)

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**R. L. Bendick Joins Whitney Pictures**

From THE DAILY BUREAU

HOLLYWOOD, July 15—Marian C. Cooper, vice-president in charge of production of C. V. Whitney Pictures, Inc., has announced signing Robert L. Bendick to a term contract as producer-director on his staff.

Bendick, with whom Cooper shared producer credit on “This Is Cinerama,” and whom Cooper describes (Continued on page 5)

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**Television Today**

**IN THIS ISSUE**

PAGE 6

- Television Today marks its first anniversary—looking backward over the 12-month, a staff man retraces the long journey out of Erichown.

- In Hollywood, Martin Manulis discusses some of his ambitious plans for CBS-TV’s forthcoming Playhouse 90.

- Passing in Review—The week’s highlights in shows.
PERSONAL MENTION

ALEX HARRISON, 20th-Century-Fox general sales manager, and C. Glenn Nomus, Central-Canadian division manager, have returned to New York from Chicago.

CARL W. DUDLEY, president of Dudley Pictures Corp., left here Saturday for London via B.O.A.C.

RAYMOND A. KLEIN, executive manager of operations at the IRO Radio studio, left Hollywood over the weekend for New York.

JOHNNY GREEN, head of the M.G.M studio music activities, has arrived in New York from the Coast.

CHARLES FRANKE, trade press contact at Paramount Pictures, has left New York for a week at Lake Placid.

LACE BROWN, United Artists director of special events, left New York at the weekend for Florida.

SAM ZINNAROLO, producer, and SUEY FRANKLIN, director, are due in New York from London, the former on Wednesday, the latter on July 25.

ZACHARY SCOTT has arrived in New York from London via B.O.A.C.

N. Y. Fund cites Local for ‘Outstanding Service’

A citation by the Greater New York Fund has been presented to the Moving Picture Machine Operators Union, Local 306, for recognition of “outstanding service” in behalf of the 425 welfare and health services affiliated with the Fund.

Herman Gelber, local president, as well as Steve D'Angiolo, business agent, and Ernest Lang, secretary, received the citation last week from Lt. Gen. Willis D. Crittenberger, president of the Fund.

Annually, union members have been projecting campaign films of the Fund for metropolitan audiences in cooperation with the Metropolitan Motion Picture Theaters Assn., Independent Theaters Owners Assn., Skouras Theatres Corp., and the National Screen Service. These organizations were cited individually for their contributions to the Fund. At the same time, an award of merit was presented to Joe Coco, veteran New York and Hollywood local 306 officer, who has been showing Fund films to hundreds of business firms and union groups in New York during the past five years.

Promotional Plans Outlined

Georgia Exhibitors, Distributors
Set Campaign to Boost Attendance

ATLANTA, July 15—Georgia theatre owners and operators and film distributors will launch a statewide campaign designed to increase theatre attendance next month. Initial plans for carrying out the campaign are being handled by the Georgia Motion Picture Theatre Owners and Operators Association.

The need for “overhauling” the advertising and publicity sections of theatres was stressed by J. H. Thompson, president of the group of the campaign. He said that the “emphasis being placed on sex and violence is keeping a large number of the potential audience of women and children away from theatres.”

Other projects suggested for use in the campaign include: state-wide use of a slogan to be selected by members, encouragement of more enthusiastic support of films by people employed in the industry and the addition of nurseries in theatres for the convenience of parents of young children, who would otherwise have to hire baby sitters.

A contest is to be sponsored by individual theatre owners and operators. At the association’s meeting a committee was appointed to carry out details of the campaign, which is set to begin Aug. 15. Representative distribution is Gordon Braden and Paul Wilson, both of Atlanta. From exhibition: O. C. Liao of Rome, Ga.; A. B. Pintle and E. W. W. Warner of Harrisburg, Pa.; Kent McKey; and Fuber Minche of Clayton, Ga. Representing women of the industry are Mrs. Jackie Cowart, Mrs. Inman Elwell and Mrs. Aline Robbins, of WOMPI, Atlanta.

Fabian Promotes Two Film Buyers-Bookers

The joint promotion of both George Trilling and Bernard Mervin, to fill the position soon to be vacated by Bernard Brooks, has been announced by Fabian Theatres. Brooks has been appointed assistant zone manager for Stanley Warner in the Philadelphia zone.

Trilling is a veteran showman and film buyer. He has been associated with Fabian Theatres for over a decade and has been in charge of film buying and booking for the circuit’s theatres in Pennsylvania and Virginia.

Mervin has been associated with Fabian Theatres since 1938 and for the past several years has been film buyer and booker in the New York Metropolitan area. He will assume the buying and booking for the Albany-Troy-Schenectady area in addition to his present duties.

Praise WB Ad Dept.
On Moby Campaign

Gil Golden’s boys in the Warner Bros. house office advertising department are taking bows for kudos from Eastern showmen on their campaign for the two-theatre opening here of “Moby Dick.”

As W. C. Hunt of Hunt’s Theatres, Wildwood, N. J., wired Ben Kalmen, national advertising vice-president: “The boys in the advertising department must have hit the right approach to create the interest we’ve had.”

Business rivaling that at the two-theatre Gotham run is being reported from many other situations, with specific credit going to the campaign for playing an important part in the results.

Budget of $40,000

By established standards for pictures of the caliber of “Moby Dick,” the New York advertising campaign was not an extravagant one, having been limited to $4,000, according to Showmen. They point out that any of numerous angles might have been emphasized in advertising, to the detriment of the picture. It would have been very easy, for example, to have permitted the idea to get abroad that “Moby Dick” belonged to the freak-monster school of cinema.

That it did not, but instead helped draw record business to theatres in which it made its bows hereabouts is to the real credit of the Warner house office advertising department. – S. K.

H. Birch appointed To Filmack Post

From THE DAILY BUREAU

CHICAGO, July 15—Harry H. Birch has been appointed executive vice-president of Filmack Studios of this city, according to an announcement by Irving Mack, president.

Birch will assume direction of Filmack’s live action production and will be in charge of the firm’s new sound stage, which is scheduled to open Aug. 1. He formerly was chief cameraman and camera department head for WBBM-TV, Chicago CBS station. He had held the same position previously with WBKB, Chicago ABC outlet.

4300 Theatres Sign For Rogers Hospital Collection This Week

Approximately 4300 theatres has signed for the WB Rogers Memorial Hospital Collection drive to begin this week, with number of late registrants still to received, according to Si Fabian, National advertising and promotion.

Moit, if not then Fabian said, “have pledged to the Henry Fonda collection trailer, bring up the house lights, and call for a one-cent subscription for four days during the next several weeks, at a time when there is a strong program.”

During the past week the rounds of top circuits was completed, the pledging of Fox-Midwest, Fechar and Marcro, Commonwealth Penn Paramount, New England, Florida and Boston, and Cinemor, Great States, Balaban Katz, Blatt Brothers, Paramount Go Skiball, Schine, Solomon, Ruggoli and Becker, Conoverer, Jamsen, Ram force, Cleroft, Interliver, Switzer Show, Trans-Lax, Polkend and Ring’s Interstate, Consolidated, Snap Hamid-Waxman, Alliance, Mel Pol Newbury and others.

San Francisco Active

The San Francisco Exchange will conduct its campaign during the latter part of August, with Blumenau Theatres taking the lead with its caravans. Robert Nally of the United Theatres is exhibition chairman, and Salvation of Warner Brothers, is the distribution chairman for this territory.

Fabian said that all Cinerama theatres throughout the country will use the Henry Fonda trailer prior to its retention, and will hold an audience collection.

‘Prisoner’ Awarded Prize

LUXEMBOURG, July 15—The Arthur Rank Organization film “The Big Country,” which was awarded the 1951 Grand Prize of the International Catholic Office for the Cinema has been awarded the 1952 prize because of its “inspirational and quality...has contributed much to the spiritual progress and the development of human values.”

Alce Guinness stars in the film, which describes how a bishop is imprisoned to save the lives of the children of a native tribe, and is tortured to crypto after months of ruthless questioning.

Hansen Sworn In

WASHINGTON, July 15—The Justice Department’s Anti-Trust Division has sworn in a new chief, Victor B. Hansen, former Los Angeles judge, who sworn in as the government’s trust-buster on Friday.
The modern inexpensive in-and-away-from-theatre advertising that pulls in patrons wherever they're seen... without extra imprinting headaches!

You get attractively displayed card coverage for your pictures... handsomely mounted in 14 x 22 footed, silver-colored frames... including your own personal Dater Service... all in one package!

Investigate N.S.S. DISPLAYAWAYS today... contact your nearest N.S.S. Salesman or Exchange for information on how to do away with printing bills... and on how to properly and inexpensively display your attractions... all over town!

get 'em all over town!
Motion Picture Daily

Monday, July 16, 1936

U. A. Heads Deny Report Of Republic Merger

Arthur Krim, president of United Artists, and Robert Benjamin, board chairman, denied a report published elsewhere that a proposal for amalgamation of the company with Republic had been made to them by B. Gerald Cantor, who holds an option to purchase H. J. Yates' stock in Republic Pictures. Both said they had never met Cantor nor talked with him.

Sales Heads

(Continued from page 1) and other industry matters, it was learned here at the weekend.

Following the "informal meeting" of the distribution sales heads, an answer will be immediately forwarded to TOA so that the national theatre man's association can plan their annual meeting further.

TOA president Myron N. Blank renewed his organization's bid for MPAA support in late June when he met with MPAA vice-president Ralph Hitzel and proposed that the distributors give financial support, have a production exhibit at the convention, and help TOA in handling the foreign film personnel who will attend the convention. The TOA convention is set for Sept. 30-25 in the New York City Coliseum.

The MPAA, in the past few months, has hosted banquets at the annual meetings of both TOA and Allied States Association and also has taken booth space at the trade shows run in conjunction with the exhibitor conventions. However, previously, the association used to grant up to $10,000 for convention support to both TOA and Allied.

The sales managers committee, at its meeting, will also informally discuss the credit card system shortly to be launched in Indianapolis on a test basis, following a survey of that territory of the public reaction to such a plan.

U. A. Progress Report Given

UNITED ARTISTS' president Arthur B. Krim, at a press conference in his office, reported the progress of its distribution program. With him, assistant promotion manager Al Tamarin, sales chief William Heineman, board chairman Robert Benjamin, and national promotion director Roger Lewis.

(Continued from page 1) The progress "in this quarter," as the third quarter is traditionally the best, was "justifiably optimistic" in view of that record. Krim commented on the progress interview by Robert Benjamin, U. A. board chairman, and William Heineman, vice-president in charge of distribution, said that U. A. has built up "the healthiest backing of product in the country's history." That backlog, he said, represents an investment in current and soon to be released pictures that is larger in editing or shooting now—of $56,000,000.

Current Slate of 41 Films

"Our slate of films for the future is larger than ever," Krim commented. "We have 41 pictures representing a cash investment of $35,000,000 either completed, being edited or now before the cameras. We have an additional $15,000,000 invested in pictures recently released."

Citing a line-up of a dozen or more important pictures among those scheduled to go into production later, Krim pointed out that U. A. is maintaining a position of starting new productions in sufficient volume to keep it 10 to 12 months ahead of its release of product. Thus, with a production schedule geared to a minimum of four pictures starting monthly for the foreseeable future, U. A. can assure the theatres of a continuous flow of product for the next three years.

Krim was asked how he would explain U. A.'s continued progress in view of declines in overall industry fortunes earlier this year.

Still Developing

"United Artists is still developing," he said. "It hasn't yet reached a plateau representative of its normal operating level. And we're thankful for that."

Replying to a question, Benjamin said U. A. officials are continually giving thought to the sale of backlog films to television, and to the possibility of a public stock issue by U.A. "No definite proposal in regard to either has been advanced, he added."

Also at the conference were Roger Lewis, advertising-publicity head; Milt Nathanson, publicity manager; Al Tamarin, assistant director of advertising-publicity, and Burt Sloan, trade press contact.

U. A. Record Weekly Gross And Bookings Marks Set

During "United Artists Week," July 1 through 7, the company did a gross on domestic business of $5,640,000, W. J. Heineman, U. A. distribution vice-president, told a trade press conference on Friday.

In the second week of the drive, he reported, the company achieved a new record of 18,000 feature bookings.

TV Probe

(Continued from page 1) the talent problem." He declared the subcommittee would hear network executives, independent film producers, and distributors, UHF station operators, and individual TV artists.

The subcommittee wound up the Washington phase of its hearing Friday, taking additional testimony from CBS president Frank Stanton and in open session from Federal Communications Commission chairman George C. McNaughley. The subcommittee chairman then charged that the FCC had done nothing to help UHF station operators and that the commission's July 25 order on de-interlacing was a "mercy window dressing."

Fund Probers to Hear 'Blacklisted' Entertainers

WASHINGTON, July 15 - How Un-American Activities Committee Chairman Walter (D., Pa.) told a group planned to have as witnesses all entertainers listed in the Fund for the Republic report as having been "blacklisted" on grounds of Communist association.

"We want to ask them where they were when they were blacklisted," he said. Walter, a sharp critic of the Fund report on employment practices in the entertainment industries, his committee is investigating the purpose and methods of the report.

Legion Revises 'Riffi'

Substantial revisions in the French import "Riffi" have led the Legion of Decency to revise its classification of the film from Class C (condemned) to Class B, morally objectionable for all part.

U. A. Claims One-Week Canada Booking Record

During "United Artists Week," July 1 through 7, the company had 16 pictures, or $2,212,000, year's release available in Canada, with $738,506 booked for the latter number, 1,694 booked into 922 Canadian theatres in the week, W. J. Heineman, U. A. vice-president in charge of distribution, told a trade press conference on Friday.

Heineman claimed the performances constitute an all-time record for the company.

Only 8 1/2 hours! Fly UNITED DC-7: nonstop to LOS ANGELES! "the Continentals"— two flights daily!

UNITED AIR LINES

Boston Leaders Report 'Sauces' Grosses

BOSTON, July 15—A record non-holiday weekday gross of $4,040 was reported at the Pilgrim Theatre here following the opening of Columbia's "Earth vs. the Flying Saucers."

The New England territory saturation campaign by Columbia was kicked off Wednesday. Other grosses to date include $1,250 in Springfield's Bijou, $1,600 at Providence's Strand and $1,200 at the College, New Haven.

 frowned at by a group of leading theatre men, who are quoted as saying it is creating a public "yearning for the past" and driving the audience back to the 19th Century."

Canada Admissions Up

OTTAWA, July 15—Theatre admissions increased 4.9% between April and May this year, a Canadian Government survey showed.

New England Theatres
**Fox, Rank**

(Continued from page 1)

- three consecutive Sundays of the film's London release, commencing July 22. Estimated cost of the three weekends is $3,000 ($8,400) per day. The Rank Organization's first tv commercials will advertise "Jacques," and six 15-second spots will be concentrated in the week prior to the film's release on July 23. Four spots at the peak hour viewing time will go out on the Monday to Thursday AR (Associated-Rediffusion) program and two on ATV at the week-end.

At current rates these six spots cost approximately $2,500 (1,000).

Works Closely with BBC

It is pointed out by Fox representatives here that for some time now the Rank industry has been co-operating very closely with the BBC and commercial tv companies in the production of film programs as entertainment. While it is a great believer in the value of these programs, Fox has always felt that a drama should be treated in a perfectly integrated advertising campaign. Audience reaction to shows that have been rated first in cinema-grams as a publicity rulers, followed by posters and rulers. Although the "Smiley" tv advertising is in the nature of an experiment, plans are well advanced for it to continue the use of this medium in the London area, with a possibility of it being used at a later stage of networking the spots.

**New RKO Sales Drive to Honor Daniel O'Shea**

Daniel T. O'Shea, president of the TO vice-president in charge of the company's sales, has called the "Dan O'Shea Drive," it is announced by Walter Branson, TO vice-president in charge of worldwide distribution. The sales competition, with cash prizes for winning exchanges, will run for 10 weeks beginning Aug. 31. Among the top RKO productions to released during the drive are "The Test of a True Gentleman," "Rear Window," "Operation 11," "Beyond a Reasonable Doubt," "Public Enemy," "Run of the Arrow," "Bundle Joy" and "The Brave One.

**and to new RKO Post**

Norman Land has been named to a new foreign post of publicist manager for RKO in Europe and the Near East, it is announced by Walter Branson, RKO vice-president in charge of worldwide distribution. and headquarters will be in Paris.

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**REVIEW:**

**Davy Crockett and the River Pirates**

*Walt Disney—Buena Vista*

While this film may fail to measure up to the first Davy Crockett production, it nevertheless has an enormous sales potential at the box office—among the younger generation, particularly, and also for some adults. Fess Parker is again featured in the leading role and he has the assistance of Buddy Ebsen and Jeff York.

As Crockett, Parker puts an air of heroism into his every action. Ebsen is cast as his lifelong friend and the story finds them winding their way out of the forests in Kentucky to board a boat destined for New Orleans to peddle their furs. Much footage is spent on the rivalry between Parker and York, cast as Mike Fink, a boastful river captain, but this feud ends as the two join hands to rout a band of river thieves. The finale sees Parker and Ebsen again leaving "civilization" for the Indian territory.

Three songs, "Ballad of Davy Crockett" (old melody with new words), "King of the River" and "Yaller, Yaller Gold" are introduced quite uniquely and provide additional points of selling for the exhibitor.

Bill Walsh produced and Norman Foster directed the Technicolor film which was written by Tom Blackburn and Foster. The pace is slow and easy for the most part but it quickens intermittently to activate the interest of the children.

A short subject called "Man in Space," filmed in color by Technicolor and adapted from the original "Disneyland" television production, is available with the feature, "Davy Crockett and the River Pirates." The short runs for 33 minutes.

Running time, 81 minutes. General classification. For July release.

JACK EDEN

**Rank Building New Theatre in Hamburg**

From THE DAILY Bureau

LONDON, July 12 (By Air Mail)—

The Rank Organization has announced that it has formed a company for the purpose of building and operating a first-run theatre in Hamburg.

This theatre is at present under construction and is expected to open in late autumn. It is to have 600 seats and will be equipped by Rank Precision Industries (T. B. Kalleo Department), for screening films made in wide-screen systems.

Theatre will be operated in close co-operation with J. Arthur Rank Films, the German distribution company of the Rank Organization, in order to ease the difficult first-run situation which exists in Hamburg. This will facilitate the proper planning of the timing of releases of important films not only from Rank studios in Britain but also from outstanding German and other sources.

While the company's plans do not involve any large-scale acquisition of theatres in Germany, consideration is being given to the acquisition of a limited number of first-run outlets in other major cities.

**Stanley Warner**

(Continued from page 1)

equivalent to $1.01 per share on the common stock then outstanding.

Theatre admissions and merchandise sales, rents from tenants, etc., for the 39 weeks ended May 26, 1956, amounted to $70,758,100, as compared to $68,630,600, for the same period ended May 28, 1955.

The net profit for the quarter ended May 26, 1956, after all charges was $400,000, as compared to $600,500 earned in the same period during the prior fiscal year. This is equivalent to 18c per share on the common stock outstanding as compared to the 1955 quarter's earnings of 27c per share on the then outstanding shares.

**Bendick Joins**

(Continued from page 1)

as "one of the most brilliant men in the entertainment world," joins the company immediately. Prior to resigning NBC, producer to join Whitney, Bendick had produced "Wide World" and "Today," among other shows, for that network. Earlier he had received the Peabody Award for his "United Nations in Action."

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**PEOPLE**

William K. Hughes, Australian Olympic Committee director, who will arrive here tomorrow from Europe, is expected to render the decision as to whether or not four Americanencies furnishing news film to tv stations will be permitted to film the November Olympic Games in Melbourne.

Lynn Parnall, public relations consultant to Rodgers and Hammerstein and Cinerama, will leave here tonight for the Coast, where he has scheduled two weeks of publicity conferences.

Paul Wiek has been named operations and credit manager of Du Mont, New York, Inc., distributing subsidiary of A. B. Du Mont Laboratories. Wiek for many years was credit manager for Du Mont's television receiver division.

Leonard Shannon, Disney studio publicist, is coming here in connection with the campaign on Disney's forthcoming "Westward Ho the Wagons."

Mrs. Alice M. Corham, director of publicity for United Detroit Theatres, has one foot in a cast as a result of an accident in which she broke a bone.

**Self-Regulation Group**

Continuing Film Study

The self-regulation committee of the Motion Picture Association of America met last week to continue its study of all phases of the motion picture industry's self-regulation and to bring chairman Barney Balaban, president of Paramount Pictures, who had been in Europe, up to date on the progress made by the group.

**Chile Wins in Loew's International Competition**

Chile, under the direction of manager John O'Brien, has placed first in the 1956 Arthur M. Loew Tribute, annual inter-office quota competition among Loew's International's foreign offices, the company announced.

Other offices which exceeded their quotas in the 10-week event were France, Robert Lacoste, manager; Indonesia Alex Wenas manager; Finland Abele Drisin manager; Australia and New Zealand N. Bernard Freeman, managing director, and Israel, Edward Castin, manager.

**SUPERSCOPE STANDARDIZES THE WIDE SCREEN**

ONLY SUPERSCOPE PROVIDES ANAMORPHIC RELEASE PRINTS FROM STANDARD "FLAT" NEGATIVES

PRINTS BY TECHNICAL OR IN BLACK AND WHITE

2:35 SCREEN ASPECT RATIO WITH OPTICAL SOUND

2:35 SCREEN ASPECT RATIO WITH MAGNETIC SOUND

**MOTION PICTURE DAILY**

**Monday, July 16, 1956**
Spotlighting the News

On Making Receivers
▶ A couple of days before the event (CBS's official announcement last Wednesday that it was discontinuing the sale and manufacture of TV and radio sets), Paul Galvin, president of Motorola, in an interview in Chicago, predicted that there would be no more than six or eight receiver manufacturers within a few years. Said Mr. Galvin: receiver manufacturers are going through a "shaking out" period, an internal upheaval in which the weaker manufacturers will go by the board and which will eventually lead to a more stable market. Industry sales this year are down about 15 per cent while inventories are at an all-time high. By its action, CBS joins in (set manufacture) retirement such as Arvin, Capcarr - Farnsworth, Sentinel (now owned by Sagnavox), Spartan, Stewart-Warner, Stromberg-Carlson and Raytheon, all of whom pulled out within the last two years. Of the current producers, Mr. Galvin said five probably did more than 50 per cent of the business—RCA, Motorola, Philco, Admiral and Zenith. The order of precedence is Mr. Galvin's.

On Selling Receivers
▶ There appears to be little rhyme or reason behind the fluctuating figures marking the set production month-by-month, and the retail sales of radio and television sets. The Radio-Electronics-Television Manufacturers Association reports that for May both production and sales of TV sets increased over April; TV set sales were below the May, 1955, level; radio set sales were up in the same relative periods, while TV set production in May increased over a year ago. During the first five months of 1956, it is reported, 2,662,177 TV sets were produced and retail sales totaled 2,428,888.

Money & Confidence
▶ Jack Gross and Phil Krasner, owner-operators of California Studios in Hollywood, not only have the confidence to put up their own money to produce the currently shooting series of 39 half-hour films based on O. Henry, but they are ready to use the series to get back into the distribution end of the business. Mr. Gross, who with Mr. Krasne a year and a half ago sold his interest in United Television Programs, Inc., to MCA, said last week that if "network interest" in the series has not been established when the first 13 stories have been filmed—Gross-Krasne, Inc. will use the series to form another syndicated sales organization.

Public Relations
▶ The public relations of the National Association of Radio and Television Broadcasters is coming in for a close once-over. Harold E. Fellows, president of the association, has announced the appointment of a board committee to study the association's public relations activities. A meeting of the committee has been scheduled for July 25 at NARTB headquarters in Washington.

Big Billings
▶ The Hal Roach Studios commercial division has had a happy duty to perform when it posted a $1.75 per cent increase in billings for the first six months of the fiscal year as compared to 1955-half-year figures. Sidney S. Van Keuren, vice-president and general manager, was the most happy fellow announcing the figures. He added that the percentage increase is almost a total for all of 1955, and was predicated on the winning of 12 new major advertisers during the January-June period. The production head further revealed that the bulk of new business continues to be placed by New York and Chicago agencies, attesting to the ever-increasing swing from east to west in commercial film production.

Private Wire
▶ Irving B. Kahn, president of the TelePrompter Corporation, last week in New York had some further words to say concerning the formation of that private wire communications system in the TV industry. Mr. Kahn heads a committee of 16 industry executives which is currently studying the system that would be administered by an association comprising, in membership, the benefactors of the system. Other studies are under way to confirm preliminary figures regarding savings in costs and increase in efficiency. Under the plan, Western Union would provide land lines and public taps recording and transmitting equipment. Cost of installing the wire over some 35,000 miles and the establishment of five switching centers is estimated by Western Union to be between $5,000,000 and $5,000,000.

Honorary Title
▶ Dr. Lee de Forest, often referred to as the "Father of Radio," has been appointed as Honorary National Chairman of the Board of Governors of the National Education Association in Science Foundation Beverly Hills. The foundation conducting an intensive campaign in radio, TV and films to have scientists presented in a more favorable light so that youngsters will want to study sciences and eventually eliminate the shortage of engineers.

Serials to TV
▶ Some 31 Universal serials mat between 1936 and 1947 have been sold to Hygo Television Films. In The deal gives Hygo exclusive

In Our View

IT NOW comes to our attention that by some bewildering alchemy of natural phenomena, days and weeks have flowed into months, it is mid-July once again, and one whole year has passed since Television Today first fell into the air-conditioned clutch of a television executive.

A huge number of energy units have flown across TV screens, decisions without number have bounced across executive desks, and innumerable problems have beset the seats of the mighty—and the not-so-mighty—in this year of progress. For progress there has been, without question. There are those who would argue the matter, and those whose super-critical eye lights ever upon that which is wrong and overlooks that which is good, or right—or at least aims in the proper direction.

The year has seen Congressional searchlights played upon the manifestation of "bigness" which exudes from the major networks, and yet "bigness" as such has no inherent harm, and has contributed much to the industrial greatness which is America. And so, too, with television. In its offerings to the public Television has progressed well, indeed, if not always too wisely, but that is in the nature of a growing, developing medium only to be expected. The important point is that television, program-wise, has been striving, constantly and unremittingly, and at a cost which only "bigness" would permit, to reach for higher standards in its presentation to the public.

It is notable in this year past that television has come to understand the vital, responsible role it has come to play in the affairs of the nation, and recognizes the basic obligation it has as a public servant, a servant who has rights, but only as they stem from the will of the public served. In the year past, the elements of which the industry is composed have fought their own competitive fight, and will continue to do so, but the fight has been clean, and the public has not suffered, and in that the whole nation has gained.

—Charles S. Aaronson
OP/ED

MEMO TO THE EDITOR

OUR MAN TAKES TIME OUT TO THINK—ABOUT A YEAR OF TELEVISION

DEAR SIR:

You undoubtedly know that this morning's edition of Television Today marks our first anniversary, an occasion which clearly calls for throwing another log on the Merchenthaler and lighting up a mellow copy of the Saturday Evening Post (from a current madrigal) that tastes good like a cigarette should.

As Winston Churchill said when he sat down to write his monumental "History of the English Speaking Peoples," the first 100 years are always the hardest—a thought which we might ponder on this happy, sentimental morning.

It seems like only yesterday that you supervised the installation of that 21-inch RCA receiver in my digs and left with the instructions to watch as much as I could physically bear. At the time of course, I had no idea that it was a special, two-way job, and that when I was not watching it, it was watching me. I'm not carping. I've become accustomed to the blank, gray face—observing all that goes on in my electronic surroundings. Like some hypnotized, I've come to take advantage of the fact that it can be turned on and off, almost on a moment's notice.

It's difficult to realize that but 52 short weeks ago I was so naive I thought a pilot film was a TV show about fliers, that concern mobility referred to the slightly wobbly effect on some dolly shots, that canned laughter was the sardonic attitude taken by an ad agency man when he got fired and that a remote had reference to the distance between me and my viewfinder. I've learned a great deal, but I've also lost something which can never be recaptured: the complacency that exists in the belief that the known world is comprised of just five boroughs.

Since those first halcyon days when Television Today was in process of conception, our staff has waxed and waned, the world—on occasion—has exulted in the birth of Elvis Presley—and reviewed an average of nine hours of television programming each week, which average does not include the programming viewed without review. We have in 52 weeks spent a conservatively estimated total of 408 hours in front of our boxes.

Following the lead of the network research staffs, we may say that this total is equivalent to the time we might spend in making 17 round-trip flights between New York and London, in watching 254 press cocktail parties, in viewing 312 feature length films or in pushing, with our nose, a peanut from Putney, Vermont to Brattleboro. (In network circles, this is known as statistics analysis, requiring a certain amount of free association of elegant ideas.)

It is argued in some circles that the critical judgment tends to get as flimsy as a female sleeve when subjected to the variety and number of TV shows as our staff have been able to watch this year. This, however, is silly. It may be that one member of our staff, a little punchy after 18 hours of continuous duty, insisted on criticizing the quality of the film used on a totally live show, but generally we get no punchier than the lay audience and we, of course, are always on the lookout for the first symptoms of punchiness (like not applauding the Hazel Bishop commercials or forgetting to write away for the Kraft recipe booklet).

I believe it is part of our function to view—in your words—as much programming as we can physically bear. In this way only can we write of Maurice Evans' "Faming of the Shrew," in light of Jackie Gleason's The Honeymooners—to the detriment of neither, of Noel Coward's "Blithe Spirit" with memory of Our Miss Brooks, of an in-person appearance by Lou Nova and a characterization by Jay Novello in the same role. To do justice to the programming being turned out is to compare it to a production number by the June Taylor dancers. Like life itself, TV programming is an unending cycle, the comprehension of which requires a tremendous variety of experience, as well as a Saarinen posture chair.

Reviewing, however, has taken up only a fraction of our time in the last year. We've attended press conferences, tracked down reciters and editors in turn been trapped by voible press agents.

We've tried to equate—constructively—the vast number of film features the motion picture companies have sold to TV with the same companies' statements that TV is putting a dent in certain areas of their business. We've tried to make sense out of audience ratings, encouraged intelligent commercials and berated laborious hard sell.

We've sat through innumerable presentations relating to audience penetration and cost per capita. And we will continue to do so in the coming year, even if, at times, we suspect that all audience penetration and cost per capita graphs are made up in the same Third Avenue loft. It's long been our belief that there is just one vast kitchen, probably underneath 14th Street somewhere, that serves all the Chinese restaurants in the city. But we won't say so until we can prove it.

The first 100 years are the hardest. We have only 99 more to go before it becomes easy—and, probably, not nearly so much fun.

VINCENT CANBY
watch closely!
television's incredible statistics can be even more bewildering in this record year—if you don't watch them very carefully all the time.

Take the question of measuring* a program's popularity. Do you count the total audience—the number of people who tune in during the course of a program (including those who tune out after sampling it), or do you measure the average audience—the number of people who watch it during the average minute?

Without a single family changing a minute of its viewing behavior you can arrive at a surprisingly different set of figures.

The total audience** measurement can produce the most astronomical numbers. But the average audience concept has far greater value for a sponsor. Because it is a much more accurate index of the number of people who have seen an advertising message, it has clearly gained more acceptance in the industry.

The clearest single fact about the 1955-56 television season to date is that on an average audience basis CBS Television broadcast 7 of the 10 most popular programs at night and 8 of the top 10 in the daytime. Moreover, its average program had a 12% larger rating at night and a 64% larger rating during the day than the second ranking network.

A record that continues to establish CBS TELEVISION as the world's largest advertising medium.

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*All data based on NITI Averages: October '55-April '56

**On this basis too, CBS Television comes out ahead with 6 of the top 10 nighttime programs, 8 of the top 10 daytime programs, and averages both day and night 1 million more viewers than the second ranking network.
Passing in Review

IT WAS A SIGN OF THE PRESENT SEASON rather than of the times that two of last week's best shows were film repeats of shows seen in the 1955-56 season. Tuesday night NBC-TV's Armstrong Circle Theatre featured a kinescope recording of his new musical, "The Lady in the Wind," a fine example of what the Armstrong "actuals" have come to do so well. The following evening CBS-TV's 20th Century-Fox Hour brought back its 45-minute film version of "The Life, Death and Last Will and Testament of Christopher Bean," to reconfirm the original opinion here that the program is better, and generally of higher quality than the CBS offerings. The first seven minutes did not destroy the total effect.

Among the week's disappointments were the Alcoa Hour's haphazard highland fling at a comedy, "The Piper of St. James," on NBC-TV Sunday. July 29, and the same network's Kraft Theatre presentation of "The Long Arm" Wednesday night. The latter, written by Marjorie and George Faulkner, started off well enough along semi-suspense lines, and then flitted away its time with some interesting but not very dramatic observations on the nature of justice and the law ("justice is not one of the laws of nature"). The authors seem to have planted in the first act the seeds for their third act denouement that the climax was anti...

The delights of the week were almost accidental, including Senator Mike Mansfield's straight-forward, articulate appearance on Martha Rountree's second Press Conference show, NBC-TV Wednesday night. If this quality holds, Press Conference could become a public affairs discussion program. On another level entirely, but surprisingly good viewing, was the return engagement of the talented Michael Brown group on NBC-TV's Tonight Monday night. The group, which does spirited dance-song versions of folk spirituals, should be seen around town. As a pleasant and unpretentiously with no effort whatsoever, is ABC-TV's Eddy Arnold crew, featuring Chet Atkins and his right arm, which is a guitar. For them, somehow, Wednesday night seems a little less hectic. Elsewhere:

STUDIO ONE SUMMER THE ATaris "song of a summer Night." CBS-TV, 1 Hour, 10 P.M. EDIT, Monday, July 9, 1956. Live from New York. For Westinghouse.

One of these Monday nights producers Robert Horridge is going to come up with a production that scores in all departments and realizes various promises made individually in each of his shows thus far. "One of a Summer Night," written by Charles Garwnt, was perhaps the most interesting show of his summer series from the straight-playpoint of view. Utilizing a carefully stylized set that somehow managed to suggest (almost at one and the same time) two city apartments, a back alley and a Dixieland jazz place, all bathed in the atmosphere of the sweltering city. These backgrounds, indeed, were a lot more fascinating than the play itself. Still, utilizing an unintentionally irritating character, a successful lawyer, who has become obsessed with the idea that his wife is passing him by, the lawyer hankers to reapture his youth by playing Dixieland jazz and the entire business of Mr. Garret's script was concerned with his antics. But he doesn't adjust to his brash, non-musical-existence. As written and played, there was little sympathy for any of the people, principally because their troubles were never defined except in the most general, general social fashion. Kenneth Utt starred and Carl Genes directed. The production also featured an oppressive message that forced itself on the viewer's consciousness with the persistence of a migraine headache. A little bit of theme goes a long, long way.

SUMMER ORIGINALS: "Duel at Dawn," ABC-TV, 1 Hour, 9 P.M. EDIT, Tuesday, July 10, 1956. Film. For General Foods. An interesting comparison between the story-telling abilities of radio and television could have been made last week by the alert (or simply anti-social) citizen who might have been switching the dials of both instruments. Ten days ago Alexander Dumas' well-known short story, "The Duel," was featured in a first-rate radio transcription, starring Laurence Olivier, over ABC Radio's Mystery Time. This was followed last Tuesday night by Samma Originals' version of his novel. Both film version of the same classic, produced by and starring James Mason and adapted by two men who didn't even have the nerve to give Dumas any credit whatsoever. Mr. Mason's version, directed by Roy Kellogg, was technically competent. It also was a dull recording. That the 18th century tale from which Dumas' sardonic twine ending had been amputated to allow for a happy fadeout. This really is not a legitimate basis for the cussion of the comparative merits of radio and television drama, of course, but among viewers who also heard the Olivier version, there has been a sardonic question of the old adage that seeing is believing.

FORD THEATRE: "The Lady in the Wind," NBC-TV, 1/2 Hour, 9:30 P.M. EDIT, Thursday, July 5, 1956. Film. For Ford Motor Company.

One again is proved that very often the performance of expert players can of itself bring a routine dramatic offering a cut above its run-of-the-mill fellows. In this instance Teresa Wright has the accomplished help of Claude Dauphin and some assistance from Kerwin Mathews. The theme is that of a young lady who has turned often to play in this effort, but the overall effect has been her parents' death. But when she marries a young artist who is rather too deeply immersed in his work, it emerges, and when she agrees to work for her employer, the young husband misunderstands and trouble is bred. It may sound trite, but keenly perceptive performances of depth and subtlety are to be expected. Especially effective is Miss Wright. The writing is relatively par for this type of brief television dramatic effort, but the total effect is marred by a certain extent by the inclusion of occasional bits of dialogue which are unbelievably cliche, and a setting which strains credulity since the script's explanation is not forthcoming. In general, however, with Linda Darnell offering an outstanding performance, it is impossible to be effective. She is supported by John Bentley and Scott Forbes in particular, as doctors. Miss Darnell, American tourist, brings a friend to a London hospital for an emergency operation, and accidentally comes upon a murder. Her efforts to convince the doctor to whom she appeals meets with doubt, until, in a tightly-written, fairly taut final scene, she proves her contention and the criminal, one of the two doctors, is apprehended. John Bentley directed well, but he permitted a lapse or two, which is especially harmful in a half-hour show.

THIS IS SHOW BUSINESS. NBC-TV, 1/2 Hour, 8:30 P.M. EDIT, Tuesday, July 10, 1956. Live, from New York. For Hazel Bishop.

For some peculiar reason which may very well have its origins in format, four attractive and/or intelligent people came across in a manner that most kindly can be described as lachrymose in last week's installment of "This Is Show Business." The four included hostess Pat Friedman and panelists Barbara Stanwyck, Martha Raye and Jane Mason. Mr. Friedman introduced for cussion the question of whether or not Arthur Miller will be able to find happiness in his marriage. Underneath the ensuing banter there was the obvious impression that all felt the subject was too much concern to them at all, which isn't surprising in view of the radio's limited importance, and because led by the man made radio's Conversation so much fun?" was padded with the truth of next week by a variety act, recapturing their very inauspicious work debuts. A rock and roll singing duo, in fact, looked for the world like one of the Kellino's familiar parodies, Cross, and produced by Irving Mansfield.

HOLLYWOOD: There's around town that Casey Tibbs, young, personable, world's champion cowboy, who appeared in Screen Directors Guild Playhouse segment last week, can use film's pilot for himself and director Tony Garven to launch new series. Mort Fine and Dave Friedkin are enjoying switch to making a feature film, "Dove Schary at MGM, but his hankers out for another series as soon as the "experience is over. . . . Irv Brecher is being offered the role of Mike Groucho, etc, after their Oregon fishing trip.

Martin Leeds is due back Desilu's next week after six weeks in the East. Things should be humming again at the Motion Picture Center on his return. Deni Williams, Peter Goetz's assistant, got acquainted with the cultural and group's heads, in National Audience Board on Wednesday, on her first trip to Hollywood and San Francisco Miss Williams told us the NAB newsletter will eventually pres many of the non-profit organization, the TThe Bureau of Advertising's unusual wide-screen presentation of its search reports, gets a well- served and highly applause from the coast's advertisers, who witnessed the event at the Ambassador's Cacochne Gate. Top personnel of Storyboard which closes its west coast office this week, have banded together to form Quartz Films Inc., the new headquarters at the same address.

Johnny Green, general music director of Metro Goldwyn Mayer will conduct two Woolworth Hour programs over CBS-TV network July 29 and August 29, Nolde Concerts of the Metropolitan Opera and Joe Daskulis, popular pianist, as scheduled for the July 29 program.

Monday, July 16, 1956
The Show-Makers

Robert Sterling has been signed to cover of ceremonies for the 67 programs of General Elec.
The 20th Century-Fox Hour.
hour continues through the summer, with repeat telecasts of host successful dramas premi-
On alternate Wednesdays in September. The new fall will start September 19.

Sreal Yamaguchi, Duke Ellin-

CBS-TV to an exclusive television

“The Partners” stars Luther Adler,

Dick Haymes, Henry Youngman

Barth, Vincent Youngman

“Sincerely" BERNS announced

on Bancroft, Warren Stevens

Peter Graves co-star in “The

Leda Darnell and Trevor Howard

Vincent J. Donehue, TV and

Who's Where

week these changes:

Alberts will join WNDU-TV

Druker, associate pro-

Dowling recently joined

J. Kelly has joined Guild

Robert Sterling has been signed
to the opening show of

Sey am Laine Time, hour variety

Trinidad director.

the teleplay from a story
ged by Gladys Hasty Carroll.

CBS-TV. P. M.

CBS-TV. Peter 

Spotlight

on-air

Tie the Dough, a new Monday

30. It is announced by Richard

charge of programming for

WABC-TV in New York. He

will serve as an account executive

Beryl Denzer, associate producer

Bristol-Myers director. He was formerly

Transfilm, New York, has

appointed head of the firm's

Selmer, Louis Sebring, presi-
don of the TV commercial

William Dowling is now head

Broadcasting Co.

merchandising manager for

sightful thanado le typewriter for

ABC's WABK, director of

the three regional sales

announced by Edward A. Montanux,
central sales manager for NBC

tv sales.

Martin Manulis, producer of the

Playhouse 90 series, which

11, gripped over his vichyssoise

and cold salmon at Scandia, as he

lined plans for the hour and

a half weekly show which will have

3:00 to 11:00 P.M. time

Manulis, who left his producer

post with Climax to handle the

new series, was prophetic in

viewing the impact of the Thurs-

day nights on CBS-TV as the

runners of similar “double-feature"

TV attractions on other nights of

the week. Playhouse 90 will be

presented live, with one filmed show,

produced by Screen Gems shown

every fourth week. Eva Wolas,

formerly story editor for Mr.

Manulis on Climax will produce the

filmed presentation under Fred

Brinkin's supervision.

There will be four sponsors pick-

up the $100,000 taw for the

new series each week. Two of

the sponsors will alternate with

the other two each week for the

major commercial pitch. Ronson,

Bristol-Myers and Singer Sewing

Machine already are committed.

The fourth sponsor, to be

announced, is currently negotiating.

An increase in story budget has

been provided to protect the quality

of the show, Mr. Manulis pointed

out. Original scripts will be

 purchased and adapted for

$5,000, while the rights to plays, novels

and magazine stories will have a

ceiling of $5,000 plus adaptation

costs, which may run an additional

$2,500. Mr. Manulis expects to have

20 scripts ready by September.

Sixteen are now being written. The

series will open with Rod Serling's

adaptation of Pat Frank's novel, “Forbidden Area," a shows, under

the Strategic Air Command.

Listing as examples the calibar

of shows to be expected, Mr. Manu-

lis spoke of "Sincerely, Willis

Waydo," which Frank Gilety is

adapting from John P. Marquand's

latest book; Maxwell Anderson's

play, "The Star Wagon," which

Miss Grifin wrote the screenplays of "A

Man Called Peter" and "Good

Morning Miss Dove" for 20th Century-

Fox); and Gore Vidal's original

script, based on his grandfather's

father, Senator Gore, second

youngest Senator in the U. S. and

blind since childhood.

Screen Gems' first of eight films

for the series, "The Country Huns-

band," has already been completed

and stars Frank Lovejoy, Barbara

Hale and Felicia Farr. Mr. Manu-

lis also plans to feature multiple-

star-casting in a shows, us-

ing four or five top stars in each.

The producer will have three

complete units operating at all

times with a director at the head

of each. John Franklin, Ralph Niel-

son and Vincent Donehue have

already been assigned to the director

posts. Mr. Donehue will do four

shows and then be replaced by

Arthur Penn.

TALENTLESS TELEVISION ATTACKED

George Jean Nathan, dean of drama

critics, says that the competition of

offered the stage by television is about

date as that offered the New

York Philharmonic by a Trined

Gamazon. I take a dim view of this. Writing in the current issue of

Esquire, Nathan claws through the
guts of TV and bores its very soul.

His outspoken report on talent less

television, "Spiteful Theater," will draw

ows of the New York Philharmonic by

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guts of TV and bores its very soul.
broadway's biggest becomes marilyn's best!

20th CENTURY-FOX presents
Marilyn Monroe in Bus Stop
and introducing Hollywood's newest hunk of man...

Don Murray

with

Arthur O'Connell
Betty Field
Eileen Heckart

Based on the Stage Play by William In...
F. Ricketson

Special to THE DAILY
DENVER, July 16 - Frank H. Ricketson, jr. president of Fox Inter-
Mountain Theatres here, has been appointed general manager of Nation-
al Theatres, Los Angeles. The ap-
pointment was made, it is stated, due
the decision of Elmer C. Rhoden, Na-
tional Theatres president, to devote
more of his time to "Cinemiracle" and the production of films in the new
wide-screen process.
Already a vice-president for Na-
tional and manager of the Eastern
(Continued on page 2)

New Warner Posts to
Martin and Meihofe

Thomas J. Martin, formerly assis-
tant treasurer of Warner Bros. Pic-
tures, Inc., has been appointed con-
troller of the motion picture com-
pany and Walter Meihofe, formerly
auditor, has been appointed assis-
tant treasurer; it was announced here
yesterday.
These appointments follow the
resignation of Samuel Carlisle as
controller of Warner Bros., although
Carlisle is continuing with the film company in a consultant capacity.

By J. A. OTTEN
WASHINGTON, July 16—The House Ways and Means Committee today
voted to boost the Federal admissions tax exemption from 50 cents to $1.00.
Under the committee decision, motion picture theatre tickets or other
admission charges costing $1 or less would be completely free from the
Federal 10 per cent admission tax.
Tickets costing over $1 would be taxable on the entire amount, how-
ever. That is, a $1.20 ticket would have a 12 cents tax.
The committee thus actually ap-
proved a modified version of the so-
called King Bill. The original bill
sponsored by Rep. King (D., Calif.)
would have exempted the first $1
of each admission charge from the tax.
That is, tickets of $1 or less would
have been tax free and tickets over
$1 would have been taxable only on
the portion over $1. The $1.20 ticket
mentioned above would have had only
a 2 cents Federal tax.

King Accepts Mills’ Revision

Rep. Mills (D., Ark.) and other
committee members suggested in the
committee's executive session discus-
sion of the bill that the original pro-
posal might be considered as going
too far, and that some opposition
might be eliminated if the bill were
changed to a straight increase in the
exemption, with the charge applying
in full to tickets costing more than
(Continued on page 6)

MOTION PICTURE
DAILY

NEW YORK, U. S. A., TUESDAY, JULY 17, 1956
TEN CENTS

H. C. Un For Soul Approves
A Modified Tax Bill

Chances of Passage This Session Seen
Slight; Time Element Is An Obstacle

Would Exempt Admissions of $1 and Less

REVIEW:

HIGH SOCIETY
MGM—VistaVision

"HIGH SOCIETY" is another humdinger in the industry's current run of
big ones which, as distinguished from some predecessors, throw
off multi-colored sparks when in contact with a theatre screen. Said
sparks assume the shape of stars when reflected in the eyes of audiences,
and of dollar signs when mirrored in the orbs of showmen.
This musical version, updated and transferred from the Main Line to
Newport, of the late Phillip Barry's "The Philadelphia Story," is slick,
fast-moving, ever-entertaining comedy in sophisticated surroundings
and down-to-earth humor, talk and situations, a large part of it adult
in conception. It is illuminated with the names and happy, popular talents
of Bing Crosby, Grace Kelly, Frank Sinatra, Celeste Holm, Louis Arm-
strong and members of his premiere jazz troupe, and celebrated others
in a distinguished supporting cast.
It's loaded with Cole Porter music. It's in becoming VistaVision and
color by Technicolor. Its setting and settings in the top-ranking summer
playground of what remains of American society, plus its eye-catching
(Continued on page 3)
Theater Business Optimistic: Attendance Up: Grainger

By I. D. BRAY

NASHVILLE, July 16—"The feeling in the theatre business today is optimistic and the general trend in attendance is up," E. C. Grainger, new general manager of theatre operations for the Going movement from New Rochelle, N. Y., after being appointed last week by the board of directors of Crescent, Grainger informed them that his research studies of the circuit’s 60-odd theatres, “I have no magic formula for breathing new life into the organization, but I will try to increase general and profits while cutting expenses,” he said.

Sees TV Only Part of Reason

The executive asserted there is a “general misconception in the industry as to why theatre attendance fell from an estimated $80,000,000 weekly to 40,000,000 in the past few years. “People believe it is due to bad films and the constant repetition of this has affected, but the fact is there were several things that cut theatre attendance and could be boiled down to more competition for the entertainment dollar and more installment debts together with tv.”

It is the opinion of Grainger that “tv is not a competitor for good films but is for run-of-the-mill pictures. After all, as the saying goes, why should people pay to see a bad movie when they can see one at home free? Not many good films are shown on tv.”

Grainger, who has been active in the industry since 1938, said he believes the quality of films has held up through the years and, now that there is a near saturation of tv, people who have skipped films in recent years are getting back into the theatre.

“One appointment as general manager of theatre operations does not call for an overall change in operating policies or for addition or subtractions of any theatres necessarily,” he said. He added he will study the personnel and physical structure of each house and make improvements where possible.

Merit Award to Columbia

For Financial Statements

A double merit award for distinguished achievement in its annual report to stockholders, both for the 1955 report and for those of the last 13 years, has been received by Columbia Pictures from the investment weekly magazine, “Financial World.”

The citation said that the 1955 financial statement of Columbia was judged among the “most modern from the standpoint of Sarbanes, typical layout and format” of the 5,000 annual reports examined thus far this year.

Australian Showmen Due Here on Tour

Winners of the Greater Union Theatres, Australia, showmanship contest will arrive here from London tomorrow for a four-day visit in the course of a round-the-world trip which is being given them as a prize by Norman Ryde, head of G. U. T.

The showmen are Robert Watts, manager of the Odeon Theatre, Penshurst, N. S. W., winner of the contest for suburban and country theatres, and Reginald King, manager of the Capitol Theatre, Sydney, and head of the city theatres division. The two will be entertained here by Capt. Harold Auten, American representative of G. U. T. They will visit Washington, Chicago, Los Angeles and San Francisco before leaving on the return trip to Australia.

UPA to Make ‘Quixote’

HOLLYWOOD, July 16—Stephen Buonocore, president of United Productions of America, today announced the company will produce a feature-length cartoon, “Don Quixote,” for two years of the film distribution, with a shortened version going to television there.

Ban ‘Riffifi’ in Mexico

As ‘Inciting to Crime’

Special to THE DAILY

MEXICO CITY, July 16—The Ministry of the Interior has banned from exhibition abroad the French film, “Riffifi,” contending that the picture “incites to crime.” The film had already completed several bookings, including one at the Cine Prado Theatre here, where it ran for 31 weeks and racked up what is described as “one of the biggest grosses ever scored here.”

The import also did well in Guadalajara, Mexico’s second largest city, and in the Port of Vera Cruz. It was learned by the trade that the Ministry’s ban was imposed after a discussion of the film by two law students, which was “master-minded” by an automobile dealer in need of cash for his business. The Metropolitan distributor, Francis Ferrari, has made no protest against the Ministry’s order.

Ricketson

(Continued from page 1) division, supervising theatres from Salt Lake City east, Ricketson in his new post takes over control of a National theatres. He will formally assume the position when he begins a series of company conventions Aug. 6. Two of these will take place here, where he will continue to live and there will be one each in Salt Lake City, San Francisco, Los Angeles, Milwaukee and New York.

Ricketson is prominent here as civic and business leader.

Maryland Censors

(Continued from page 1) lost its fight with United Artists over deleting a two-minute scene from the picture.

In a 21-page opinion the court decreed: “On the contrary, the evidence is strong and convincing that the picture is likely to have a beneficial effect as a deterrent from the use of narcotics.”

The action, reversing a Baltimore City Court decision, was the first legal test in the Court of Appeals in Maryland’s film censorship law, which it was rewritten by the state’s 1953 legislature to comply with a Supreme Court decision. The court said it was unnecessary to rule on the constitutionality of the law since it has been misapplied. The revamped law banned movies which are “obscene” or which “tend to incite crime or corrupt morals.” Included in the legislative definition of inciting to crime is any film “which advocates or teaches the use of, or the methods of use of, narcotics or habit-forming drugs.”
High Society

CONTINUED FROM PAGE 1

sports wear, party dresses, accessories and the like will cause many a female patron to miss a couple of lines of dialogue every so often. A pity, too, because most of same in the John Patrick screen play is, like Barry's original, pretty fast and smart.

Also, it's just possible that public recognition of the fact that this was the last picture made by Miss Kelly before taking up residence in Monaco won't harm its boxoffice experience, either. As you may have gathered by now, this "High Society" thing is quite an item that Sol Siegel has wrapped up and delivered to Leo's company. If all the reports of a boxoffice resurgence being published were suddenly found to be false, this one would give them new authenticity as fast as it could be released.

CHARLES WALTERS' direction captures and retains just the right mixture of froth and substance to best display the comic circumstances which come to bear upon the romantic dilemma of a mixed-up society divorcee, Miss Kelly, pursued by her ex-husband, Crosby, on the eve of her marriage to John Lund, with a champagne-inspired infatuation with Sinatra tossed in. All in one night, mind you.

Making substantial, and pleasing, contributions to the complications on display, and to their eventual smoothing out, are such capable performers as Louis Calhern, as a wealthy bachelor uncle of the bride with an eye for the ladies; Sidney Blackmer, as the estranged father of Miss Kelly and husband of Margalo Gillmore, as Miss Kelly's mother. Lydia Reed as the younger sister who helps along the conspiracy to reunite Miss Kelly and Crosby knows her way around a stage, too.

Walters also staged the musical numbers, of which there are quite a few, with the more memorable being "Now You Has Jazz," with Armstrong and company backing up Crosby; Miss Kelly's and Sinatra's "Mind If I Make Love to You?" and "You're Sensational," and "Well, Did You Evah?" with Crosby, Sinatra and Miss Kelly. The music was supervised and adapted by Johnny Green and Saul Chaplin; orchestrations by Conrad Salinger and Nelson Riddle.

LUND does well as the prospective groom who gets ditched at the last moment. Sinatra and Miss Holm are a writer-photographer team for a scandal magazine assigned to cover the wedding. The Newport Jazz Festival party the night before the wedding is a lulu, with Miss Kelly hitting the bubbly on a Let's-see-who-can-hold-the-most scale until her fiancé has to hide her from the guests. Then, she's off, Sinatra, who's impersonating a wine sponge, too, finds her. They find the night, romance and one of those unplanned drop-ins at the swimming pool. And so to bed. The conversation the next morning when Miss Kelly, who has drawn a blank concerning the happenings of the night before, tries cautiously to learn just what happened in her bedroom where she has found Sinatra's wrist watch, is a mite too plain for juvenile eyes.

But it's fun. Good for business, too.


SHERWIN KANE

Conn. Golf Tourney Today

The Motion Picture Theatre Owners of Connecticut today will hold their golf tournament and dinner at the Racebrook Country Club, Orange, with exhibitors and distribution executives from key New England and New York cities expected to attend. Co-chairmen are George H. Wilkinson, Jr., operator of the Wilkinson Theatre, Wallingford, and MPTO president, and Harry Feinstein, northeastern zone manager, Stanley-Warner Theatres.

Ideas for Summer Promotion

The August issue of "Inspiration," publication of the Filmack Trailer Company, Chicago, features suggestions to help exhibitors lure "fun-seeking, vacation-minded" folks into their theatres in the summer. Among the ideas presented are clown shows, lots and shows family bargain nights, beauty contests, relaxation week and friendship trailers, as well as a variety of "cool" trailers.

Ambassador' Bow Set

Norman Kransa's CinemaScope and Technicolor production, "The Ambassador's Daughter," starring Myrna Loy, Adolphe Menjou and Olivia de Havilland, will have its world premiere July 27 at Chicago's Esquire Theatre.

'City' in 16 Theatres

RKO's "While the City Sleeps" will open day-and-late in 16 situations in Southern California, as it is announced. Theatres in Los Angeles, Hollywood, Westwood, Torrance, Inglewood, Bell Gardens, San Gabriel, Puente, Burbank, San Fernando, Santa Ana, Long Beach, San Bernardo, Chula Vista and San Diego will show the Bert Freedlob production.

Altec Executives Plan

5-Week Branch Tour

H. M. Bessey, executive vice-president, and Marly Wolf, sales manager of the Altec Service Company, will begin a five-week tour of seven division and branch offices next Saturday. Also planning to attend the IATSE convention in Kansas City next month, the two executives have scheduled a series of conferences with Altec division, branch managers and members of the field engineering staffs in each city, followed by visits with various circuit heads and exhibitors.

Bessey and Wolf will visit Chicago, Seattle, Portland, San Francisco, Los Angeles, Kansas City, St. Louis and other points where Altec offices are maintained.

Ridin' high in 'High Society.' In the usual order: Bing Crosby, Grace Kelly, Frank Sinatra and Celeste Holm, who put lots of bounce and box-office vitamins in the new M-G-M summer entry.
EXHIBITORS HAVE DEPENDED ON REPUBLIC

GUNFIRE IN LAWLESS ARIZONA!

AVAILABLE STARTING AUGUST 4th

Thunder Over Arizona

STARRING
SKIP HOMEIER - KRISTINE MILLER
GEORGE MACREADY - WALLACE FORD

ASSOCIATE PRODUCER-DIRECTOR JOE KANE - WRITTEN BY SLOAN NIBLEY

A REPUBLIC PICTURE in NATURAMA-TRUCOLOR BY CONSOLIDATED FILM INDUSTRIES

NEWS! LISBON will be pre-re
BOXOFFICE PICTURES FOR 20 YEARS...

and now REPUBLIC delivers

ITS MOST IMPORTANT PROGRAM!

FLAME OF THE ISLANDS
DOCTOR AT SEA
COME NEXT SPRING
MAGIC FIRE
CIRCUS GIRL
STRANGER AT MY DOOR
ZANZABUKU
THE MAVERICK QUEEN

DAKOTA INCIDENT
TRUCOLOR by Consolidated Film Industries
LINDA DARNELL • DALE ROBERTSON • JOHN LUND • WARD BOND

LISBON
In NATURAMA TRUCOLOR by Consolidated Film Industries
RAY MILLAND • MAUREEN O'HARA • CLAUDE RAINS • YVONNE FURNEAUX

STRANGE ADVENTURE
JOAN EVANS • BEN COOPER • MARLA ENGLISH • JAN MERLIN

DANIEL BOONE, TRAIL BLAZER
TRUCOLOR by Consolidated Film Industries
BRUCE BENNETT • LON CHANEY • FARON YOUNG

A WOMAN'S DEVOTION
TRUCOLOR by Consolidated Film Industries
RALPH MEEKER • JANICE RULE • PAUL HENREID

THE CONGRESS DANCES
In CINEMASCOPE TRUCOLOR by Consolidated Film Industries
JOHANNA MATZ • RUDOLF PRACK

Released in key cities August 17th
Tax Bill

(Continued from page 1)

the exempt amount. King reluctantly accepted the proposed change in order to improve the chances for approval of the bill.

Hopes for Vote Soon

King said he hoped to call the bill up soon for a House vote under an unusual procedure requiring two-thirds vote—rather than the usual majority vote—for passage. The advantage of this procedure is that it brings the measure to a vote more quickly, and King said that this late in the session, he felt time was all-important and that the measure had to be brought up to the House promptly if there was to be a chance for Senate action before Congress adjourns. Anyhow, he said, he felt sure he had the two-thirds vote necessary for passage of the bill.

Some committee members said they thought King might have trouble getting recognition to call the bill up for a House vote. They said they doubted that Chairman Cooper (D., Tenn.) would call the bill up and they wondered whether House Speaker Rayburn (D., Tex.) would recognize King any time soon enough to permit Senate action.

Treasury Opposed

Even if the House should act promptly, the odds are long against Senate action, since Congress is driving hard to adjourn within the next two weeks. Moreover, strong Treasury Department opposition conveyed to the Ways and Means Committee today indicated a possible presidential veto if the bill were passed by Congress.

In a letter read to the committee in executive session, during consideration of the King Bill, the Treasury Department declared its firm opposition. Treasury secretary Humphrey pointed out in the letter that the president in his state of the union and budget messages had urged Congress to make no change in excise rates, and declared that the budget situation was still such that the treasury would fight any rate reduction.

Members said that the modified version of the King Bill was reported out by the committee on a voice vote, without any record vote of the individual members. They said there were at least four or five no votes heard. The committee has 25 members, but not all were present.

The full committee and subcommittee of the House-Senate Internal Revenue Committee told the committee that the original version of the King Bill would cost the Treasury $60,000,000 to $85,000,000 a year, and that the modified version reported by the committee would cost "as a guess" about $70,000,000 a year. Industry officials insist that the Treasury would lose far less, since increased corporate income tax collections from industry firms would make up for much of the reduction in admissions tax excise revenues.

Hollywood Production Highest in Years;
57 Pictures Now Before Cameras

From THE DAILY BUREAU

HOLLYWOOD, July 16—For the second consecutive week the Hollywood production load increased sharply, with 14 new properties going before the cameras, and two others to editing rooms, for a net gain of 12 to a total of 57. It had risen to 45 the preceding week on start of 10 new pictures. The weekend total is the highest reached in several years.

Started were: "The Captives" and "Rumble on the Docks" (Columbia); "The Counterfeit Plan," Amalgamated Prods. and "Woman and the Hunter," Gross-Krasne and Kenya Prods. (Independent); "Capital Offense" (Metro-Goldwyn-Mayer); "The Jim Piersall Story" (Paramount); "The Tricolor, Naturnana (Republic); "I Married a Woman" and "Brave Tomorrow" (2K0 Radio); "Men In War," Security Pictures Prods., "War Drums," Bel-Air Prod. and "The Halliday Brand," Collier Young Prod. (United Artists); "The Eyes of Father Tomasino," CinemaScope, and "Crazy Love" (Universal-International).

Completed were: "Between Heaven and Hell," CinemaScope, DeLuxe Color (20th Century-Fox); "Mister Cory," CinemaScope, Color (Universal-International).

Mills to Direct Study
Of Federal Tax Effects

From THE DAILY BUREAU

WASHINGTON, July 16 - Rep. Mills (D., Ark.) was named today to be chairman of a special House Ways and Means Committee to study the operations and effects of tax laws.

The study was authorized by the full committee last week. Chairman Cooper (D., Tenn.) appointed these representatives to be members of the Mills Subcommittee: Gregory (D., Ky.), O'Brien (D., Ill., Ikard (D., Tex.), Simpson (R., Pa.), Kean (R., N. J.), and Baker (R., Tenn.).

Rhoden Hails Move to
Ease Admission Taxes

From THE DAILY BUREAU

LOS ANGELES, July 16 — Commenting on the House Ways and Means Committee action to increase the Federal admission tax exemption from 50 cents to $1, Elmer C. Rhoden, president of National Theatres, said:

"We are, of course, gratified to hear that the House committee moved to correct this tax inequity."

"U' Promotion

(Continued from page 1)

J. Feldman, vice-president and general sales manager.

McCarthy's post as Southern sales manager will be filled by the promotion of Harry H. "Hi" Markey, presently district manager with headquarters in Dallas. He will be quarter in New York.

Mr. Martin's post as district manager will be filled by the promotion of Robert E. Armbruster, assistant manager in Dallas since 1950. All promotions are effective immediately.

Entered Industry in 1918

McCarthy entered the industry 1918 as a student manager for former RKO Pictures. He has been branch manager posts with Paramount, First National and Warners between 1920 and 1931. In 1932 he was promoted to the post of Southern sales manager and in 1941, the post of Southern and Canadian sales manager.

Martin joined Universal in 1919. He served in the U. S. Navy from 1943 to 1946 and when he rejoined Universal in 1946 as a salesman, was promoted to branch manager, Oklahoma City. In 1948 he was promoted to Dallas branch manager and in 1951, the post of Southern and Western sales manager.

Wilkinson Started in Memphis

Wilkinson joined Universal in 1919 as a booker in Memphis. Between 1942 and 1946 he served in the United States Marine Corps. Rejoining Universal in 1946 he was elevated to the post of office manager and later was made the manager of the Memphis branch, becoming branch manager there in 1948 and being promoted branch manager in Dallas in 1951.

Armbruster joined Universal in Dallas in 1935. He served in the United States and Canadian Armed Forces between 1943 and 1946. Rejoining Universal he was promoted to office manager in Dallas in 1947 and sales manager in 1956.

Dallas Meeting

(Continued from page 1)

Morrell convention coordinator. The convention will be in honor of Col. H. A. Cole, they stated, for his "40 years of unselfish devotion to the betterment of the industry."

In Cincinnati Robert Shor, president of Allied, expressed the hope that the convention will be "the greatest Allied convention ever, since it is designed to honor Col. Cole, one of our most loved members."

Thompson to Chicago

CHICAGO, July 16—John Thompson, publicist for Columbia Picture in the Southwest working out of Dallas, has been brought to Chicago to succeed B. Eiler, who is being transferred to Detroit.
Confirmed

Haines Set as New Warners’ Sales Manager

Former Western Head Succeeds Kalmenson

Roy Haines has been appointed sales manager of Warner Bros. Pictures, Inc., it was announced yesterday by Benjamin Kalmenson, executive vice-president, Haines, formerly Western Division sales manager, thus succeeds Kalmenson as the film company sales head, as was forecast exclusively in Motion Picture Daily last Friday.

Haines is a seasoned veteran in motion picture distribution, with sales ( Continued on page 4 )

Foreign Film Plea at TOA

An appeal for greater playing time for foreign motion pictures, backed by screenings of recent outstanding ones, will be made by international motion picture representatives to the New York City Council, which is due to meet Wednesday morning, when the hearing is to be held in City Hall.

(Continued on page 4)

Cosmopolitan To Have Social Film Number

By WALTER HAAS

Fans to devote the October issue of Cosmopolitan to motion pictures revealed by J. J. O’Connell, editor of the monthly magazine, at a meeting yesterday at the headquarters of Hearst Publications here. It was signed by representatives of the (Continued on page 4)

Business Booms in Chicago after Lull;
Credit Strong New Product with Rise

CHICAGO, July 17—Theatre business here suddenly has started to boom after a city-wide lull of several months. Attractive new product accounts for much of the pick-up, local showmen agree.

Warner’s “Moby Dick” at the Chicago had a $12,000 opening day, and daily grosses subsequently are equaling this outstanding figure; 20th-Fox’s “The King and I” set a record as it entered a third week with grosses near the $60,000 mark. The Monroe has had three of its best weeks in many months with Columbia’s “Autumn Leaves,” which has consistently brought in between $90 and $100 thousand each week.

UA’s “Travels” is still reaping $4,000 as of the fourth week. “Johnny Concho,” another UA release, broke a two-year record at the Roosevelt with grosses reaching $30,000. Columbia’s “The Edgy Dusen Story” did in excess of $50,000 in its opening week. Business at the Surf zoomed upward in the third week, with holdouts for Continental’s “The Ladykillers.”

For the first time in weeks, neighbourhood theatres also reported a noticeable rise in business. These reports came from various sections of the city.

Moby Dick’ Business
Reported Big All Over

John Huston’s Moulin Rouge production of “Moby Dick” for Warner Bros. release is continuing to rack up tremendous returns in all of its engagements to date, and is shaping up as one of the Warners’ top grossing “block-busters,” according to a report from the company.

In its dual New York engagement, the picture recorded a very big $41,238 at the Criterion Theatre in the first five days of its second week, with an anticipated $55,000 for the week. In the same period at New York’s (Continued on page 5)

AIP Announces Release
Of 90 Films in 3 Years

By WILLIAM R. WEAVER

HOLLYWOOD, July 17—American International Pictures will release 90 feature pictures during the next three years, starting with 20 this year, continuing with 30 next year, and 40 the year after, AIP president James H. Nicholson has announced.

Paraphrasing an old adage, Nicholson said, “There’s nothing wrong with the industry that good pictures made at common sense costs won’t cure. Audience age has changed, popula-

Edward Lalon

House Group Feels:
Theatres Need Tax Slash to Combat TV

King Hopes For Vote Sometime Next Week

By J. A. OTTEN

WASHINGTON, July 17 — The House Ways and Means Committee declared today that additional admission tax relief will help motion picture theatres adjust to “the new competitive situation” brought by television.

The committee made this comment in a report submitted in connection with the bill it approved yesterday to raise from 50 cents to $1 the exemption from the 10 per cent Federal admission tax on motion picture theatre tickets and other admissions.

Rep. King (D., Calif.), author of the bill, hopes to get a House vote sometime next week.

In its report to the House, filed today, the Ways and Means Committee noted that in 1953 Congress passed a bill to repeal the Federal admission tax, a bill vetoed by the president. At that time, the report said, the committee pointed out the serious (Continued on page 5)

Stronger Tax Fight Urged

Every exhibitor in the country should join at once in helping the tax campaign committee now that the King Bill has passed the House Ways and Means Committee, Sam Pinanski, Boston showman who was one of the leaders of the campaign two years ago, said yesterday.

Pinanski said, “I hope all exhibitors who have worked so valiantly in this campaign will now redouble their efforts in pushing it to a successful conclusion. They should write their Congressmen and Senators that passage of the King Bill at this session is absolutely necessary for the preservation of our industry.”

Adding, “We can win if we keep fighting,” he said the industry rose (Continued on page 5)

EDITORIAL

The COMPO Tax Campaign

By Sherwin Kane

The fact that a remedial tax measure as represented by the modified King Bill was able to pass the House Ways and Means Committee at this late juncture of the Congressional session is a telling testimonial to the job that Compo, with its limited resources, has been able to accomplish.

As the industry well knows, Robert J. O’Connell, chairman of Compo’s tax repeal campaign, and Robert W. Coyne, Compo’s special counsel, conducted the campaign with a minimum of both manpower and financial support. They were greatly aided, it is true, by the trailblazing done and legislative contacts made in the 1954 campaign which won tax exemption for admissions up to $50 cents and a 50 per cent reduction in the tax on admission prices over that amount.

But the earlier campaign was conducted with a far greater manpower, budget and Compo backing.

It is almost too much to expect success for the current Compo (Continued on page 5)
PERSONAL MENTION

SAM ZIMBALIST, producer, will arrive in New York today from London, and will leave here tomorrow for the Coast.

Ned Seculer, RKO Radio newly-appointed Far Eastern supervisor, has arrived in New York from Brazil. He will spend here shortly for Tokyo, where he will set up his new headquarters.

Billy Wilder, producer, will arrive in New York from Hollywood. He is en route to London.

Raymond McCarthy, producer, has returned to New York from London via R.O.A.C.

R. A. Colistra, comptroller of the Westrex Corp., has returned to New York from Europe.

Curtis Bernhardt, director, will arrive in New York tomorrow from Hollywood, and will leave here the next day aboard the "Liberte" for Europe.

James D. Larkin, theatrical sales representative for B.O.A.C., will leave here tomorrow for Chicago and Los Angeles.

Ray McNamara, of the Allyn Theatre, Hartford, has returned there from Cape Cod.

Seek to Halt Release Of 'Bus Stop' Till Dec.

A suit seeking to restrain Twentieth Century-Fox from releasing the film version of the play "Bus Stop" before Dec. 1, 1956, was filed yesterday in Superior Court here by William Inge, author of the play, in an attempt to halt the 20th Century-Fox Bus Stop Corporation. (The film has been announced for August release.)

In their complaint, the plaintiffs assert that under the contract between them and the defendants of March, 1955, the latter "do not have the right to release the motion picture version of 'Bus Stop' before Dec. 1, 1956, unless before that date all first-class presentations of the play have closed." The complaint alleges that all such presentations have not ended and the play is booked to open in several major cities, including Chicago, Pittsburgh and Cleveland.

When asked for comment yesterday, a spokesman for the company said considerably more time will be needed to satisfy Fox attorneys and avoid an opportunity to study the complaint.

Complete Republic Auditing for Canton

Auditing of the books and records of Republic Pictures by Joseph Blau & Co., agents for Canton, Fitzgerald & Co., which has an option on the stock owned by Herbert J. Yates and associates, has been completed. Statistics gleaned from the audit are being compiled for presentation to the West Coast investment concern, it was reported yesterday.

According to a representative of the auditors, work on the books and records "progressed extraordinarily." He said that B. Gerald Cantor, partner of the West Coast firm, in Hollywood, should receive all of the compilation after the "shortly.

First O'Shea Drive Meet in L.A. Today

FROM THE DAILY Bureau

LOS ANGELES, July 17-The Herbert H. Greenblatt, RKO's Western sales manager, will begin the first of a series of exchange meetings here tomorrow, so set up plans for the department's "Dan O'Shea Drive." Nat Levy, Eastern sales manager, will initiate similar sessions next week for the drive, which will last three months.

The exchange meeting here will last for three days (through Friday) with RKO Western district manager J. H. MacIntyre, participating in the meeting. The entire Los Angeles sales staff will attend.

Next Monday and Tuesday, Greenblatt, Poller and MacIntyre will meet with RKO sales personnel in San Francisco, after which a three-day session is scheduled in Seattle for the local and the Portland branches.

Salt Lake Session July 30

On July 30-31, Greenblatt and Poller will be joined by A. L. Koltz, RKO's Salt Lake District manager, for sales sessions in Salt Lake City.

The trio of RKO sales executives will hold another three-day meeting in Denver, August 1-3.

S. Gorelick, Midwestern District manager, will join the home office executives in Chicago for meetings on Aug. 7-8. The remainder of Greenblatt's exchange conferences are still being worked out.

"Dan O'Shea Drive," which will run for 16 weeks through Dec. 20, will provide cash prizes to the winning exchanges.

2-Day Fox Atlanta

Sales Meet Underway

Special to THE DAILY

ATLANTA, July 17-The second in a series of regional sales meetings of 20th Century-Fox aimed at a general showmanship drive opened here today with addresses by Alex Harrison, general sales manager, and Harry G. Baltimore, general sales director.

The two-day session will develop and initiate local applications of the overall campaign, the first joint program conducted by the domestic and international sales organizations of Fox. Present at today's meeting were Paul S. Wilson, South-east district manager; Mark Sherman, South-west district manager, and branch managers, Daniel M. Cosroy, Atlanta; John E. Holston, Charlotte; Sam H. Edlow, Jacksonville; William A. Brist, New Orleans; William B. Williams, Henry F. Harrrell, Houston; Thomas W. Young, Birmingham, and Marion W. Osborne, Oklahoma City.

MPEA Board Discusses Israel License Plan

The division of import licenses in Israel was the principal topic of discussion at a meeting of the Motion Picture Export Association of America's board of directors here yesterday.

The MPEA directors, it was reported, also discussed motion picture labor negotiations in Peru and a request by the Royal Air Force in Great Britain for U.S. films, which included a discussion of the possibility of an airbase to the MPEA's screening list.

... NEWS ROUNDUP...

10 New Yorkers in ASCAP

The election of ten native New Yorkers to the American Society of Composers, Authors and Publishers has been announced by Paul Cumming, National Director. They are: A. Bartley, Howard Connell, Michael Corda, Peggy Mann, David Fleischer, Alan Green, Evelyn Mancus, Hal Schafer, Florida Vestoff and John Peter Wodars.

Art Films to Teitel

A. Teitel Film Company, Chicago, has taken over distribution of Columbia Pictures' art films in that area. This includes "The Proud and the Beautiful," "My Seven Little Sins," and "The Last Ten Days."

'Run' to Bow in N. O.

United Artists' "Run for the Sun," starring Richard Widmark, Trevor Howard and Jane Greer, will have world premiere at the Saenger Theatre in New Orleans, July 27.

Festival Short at Plaza

"Festival in Edinburgh," a Technicolor short dealing with the famous international festival, is now playing at the Plaza here with the world premiere run of the new French film "Fruits of Summer." The film is being distributed to coincide with the opening of the tenth festival in Scotland early next month.

Honors Silvers Today

Phil Silvers will be honored by his fellow-entertainers at the annual luncheon here tomorrow of the United Jewish Appeal division in the entertainment field. William S. Totman of Goodson-Todman Productions will preside at the luncheon at the Hotel Pierre.

NEW YORK, July 17

Steve O'Shea, the leading figure among the U.J.A. entertainers, has accepted invitation to appear at the annual gala of the Jewish National Fund on July 19. The event will take place at Hilltop Country Club, Franklin Twp., N.J. O'Shea will sing with his own orchestra.

The gala is to be held in connection with the national fund raising drive. The U.J.A. national chairman, Benjamin R. Rush, N.Y., and the U.J.A. New York chairman, Samuel G. Robbins, N.Y., will address the gathering.

CINEMASCOPE

» Three Channel Interlock Projection

» 16,175 & 35 mm Tapel Interlock

» 10 mm Interlock Projection

CUTTING & STORAGE ROOMS
JUST SCREENED! THEY'RE TERRIFIC!

"TEA AND SYMPATHY"

The famed stage hit is even greater now! It will be the most talked about film of our time!

M-G-M presents in CinemaScope and Metrocolor • "TEA AND SYMPATHY" starring Deborah Kerr • John Kerr • with Leif Erickson • Edward Andrews • Screen Play by Robert Anderson • Based on the Play by Robert Anderson • Directed by Vincente Minnelli • Produced by Pandro S. Berman

It mixes minxes, mischief and marriages with songs and hilarity in a sensational entertainment!

M-G-M presents in CinemaScope and Metrocolor • June Allyson • Joan Collins • Dolores Gray • Ann Sheridan • Ann Miller • Leslie Nielsen • Jeff Richards in "THE OPPOSITE SEX" co-starring Charlotte Greenwood • Agnes Moorehead • Joan Blondell • Sam Levene • and Guest Stars: Harry James • Art Mooney • Dick Shawn • Jim Backus • with Bill Goodwin • Screen Play by Fay and Michael Kanin • Adapted From a Play by Clare Boothe • New Songs: Music by Nicholas Brodszky • Lyrics by Sammy Cahn • Directed by David Miller • Produced by Joe Pasternak

"LUST FOR LIFE"

All the excitement, the daring, the novelty of the remarkable book comes to life on the screen!

M-G-M presents in CinemaScope and Metrocolor • Kirk Douglas in "LUST FOR LIFE" co-starring Anthony Quinn • James Donald • Pamela Brown • with Everett Sloane • Screen Play by Norman Corwin • Based on the Novel by Irving Stone • Directed by Vincente Minnelli • Produced by John Houseman

"KEEP LOOKIN'! THERE'S MORE COOKIN'!"
Foreign Films

(Continued from page 1)

sentatives of motion picture industries in Great Britain, France, Italy, Germany and Spain are expected to attend the convention.

They will make a pitch for more playing time in U. S. theatres and also show some outstanding imports to exhibitors," he said. The TOA official said it is likely that a forum will be held on this matter for an "exchange of views."

Blank Appeal Recalled

TOA Field Staff for an effort to secure more playing time for foreign films which have appeal to all types of audiences and not just to small minority groups.

International film representatives have made their "pitch" for more playing time for foreign films at other exhibitor conventions in this country. Last year, Italo Gemini, president of the Fine Arts, and motion picture exhibitors from five foreign countries which have appeal to all types of audiences and not just to small minority groups.

The reviews of the NBC spectacular, "The Bachelor," (Tues. June 17) were so enthusiastic as to Hal March's make-believing that producer-director Joe Cates was contacted last day by two Hollywood producers who wished to sign up the feature film writer to make a film version of the story. At last some facts and figures to disprove the talk about "instability" in the advertising business. The enterprising, albeit much-maligned, citizenry of Madison Avenue ad agencies may once again take heart, look sponsors in the eye (or eyes depending on the sponsors' physical make-up) and thrill to their calling in the simple story of Lawrence Valenstein. Talk back. Back in 1917, Valenstein borrowed 100 dollars to start a one-man adv. agency and because the room he rented had grey walls, the agency was named Grey Advertising Agency. Arthur C. Fatt in 1921 joined him and since then, the Grey Adv. firm prospered until today, to their main offices, located at 430 Park Ave. (well, at least it's near Madison Ave.) now employs more than 500 people, numbers among its clients RCA-Victor, NBC, General Electric, Green Watch, Calvert Distillers, Memmco Co. and Procter & Gamble, and will undoubtedly total more than 40 MILLION DOLLARS gross billings in 1956. Lawrence Valenstein is chairman of the board, and Arthur C. Fatt is president. "Instability" indeed?

"Thrillarama" Story Told

At UTO of Okla. Meeting

SPECIAL TO THE DAILY

TULSA, July 17—The new Thrillarama presented a program to have its world premier at Houston next week, was described to the session of the United Theatre Owners of Oklahoma of the organization's first anniversary convention, held at the Indian Hills Country Club here today, by Albert H. Reynolds of Dallas, president of the Thrillarama company.

Other speakers at the one-day meeting included Julius Gordon of Beaumont, Texas, and Ed Thorne, former UTO official, now associated with the Al Sandberger organization in Philadelphia.

A screening of "Oklahoma!" in the Told-TO process at the Rialto Theatre here preceded the business session. Golf and swimming were available after the meeting, and an industry dinner completed the one-day affair this evening.

Mayer in Hospital

HOLLYWOOD, July 17—Louis B. Mayer, chairman of the board of Citra-rama Productions, Inc., is under treatment in a hospital here for pneumonia, his wife disclosed. The couple returned to this country over the weekend from Europe.

THE ever-widening scope of television is even now adding to its imposing list of achievements what with a preliminary staff of NBC camera-sound and technicians already in Southeast Asia, awaiting the arrival of a second group, when they'll film in color a 90-minute documentary titled, "Southeast Asia" to be entirely shot in Burma, Malaya, Thailand, Vietnam, Indonesia and Cambodia, under the supervision of Robert D. Graff. According to Davidson Taylor, veep in NBC's public affairs, E. Asia, after India, is the largest uncommitted area of vital interest that our people understand what is happening there. . . . To celebrate the ninth anniversary of his "CR Strike It Rich" television series, producer Walt Frazier was host last night to the press and the program's cast. Guests were whisked to the Carlton Manor at Westbury, Long Island, for a fine dinner, thence to the Westbury Music Fair to see a special presentation of the Broadway musical, "Kismet," starring Helena Scott and Paul Ukena. . . . Prexy Frederic R. Gamble of American Assn., of Advertising Agencies and his wife have just returned from Paris where he addressed the 50th Congress of the French Advertising Federation.

"Cosmopolitan"

(Continued from page 1)

major film companies and other industry executives.

The front cover will feature a gala of motion picture stars. The issue will contain 44 editorial pages devoted to motion pictures and the motion picture business. Sections of this extensive extension will deal with the history of the industry up to now. Page four will be in full color treatment, four pages in three colors, and 24 pages in two colors.

More stories are said to have been adapted from Cosmopolitan for motion pictures than from any other magazine, but this is the first time that Cosmopolitan has made a motion picture of the major feature of an issue. Since the cover design and feature of the month of a magazine have a cut-siderable influence upon its newsstand sales, the total demand for this issue may be an indication of the esteem of the public's general interest in this subject this fall, in the opinion of industry observers.

Loew's Seeking Top People for TV Unit

Loew's Inc., which is forming its own distribution company to handle release of its film backlog to television, is seeking top sales people for the firm, according to Charlie (Barry) W. Barry, president of the company.

Barry yesterday said that the company is moving forward with its plan to sell its film library of 700 feature motion pictures and 500 short subject to television.

The Loew's Inc., vice-president said that the company's executives are constantly meeting to discuss the division of the main sales force to put together packages and evaluate them, and interview sales people.

Worcester Art Theatre

**National Pre-Selling**

GARY COOPER and Tony Perkins are a study in relaxed lankiness as they appear on the cover of the July 16 issue of "Life." The cover story was based on location for "Friendly Persuasion," in which Tony plays Gary's son. A spread and a lead page in this issue are used to report on Tony Perkins' newest Cooperman for this new A-A film. Says "Life":

"Tony, in 'Friendly Persuasion,' plays a Quaker who has to reconcile religious principles with a compulsion to fight in the Civil War. He comes through with impressive versatility, in turn looking happy-go-lucky, bewildered, pensive, romantic, shrewd as a horse trader—and remarkably like Cooper."

"Friendly Persuasion" will be premiered at Radio City Music Hall.

"War and Peace" is the recipient of an attractive color spread in the August issue of "Photoplay." Beautiful color photos taken on location in Europe illustrate the text story of Tolstoy's famous novel.

... "The Catered Affair," reports Florence Somers in the July issue of "Redbook," is another screen version of a Chayevsky script with all the down-to-earth honesty that 'Marty' had. The excellent performances of Bette Davis, Debbie Reynolds, Ernest Borgnine and Barry Fitzgerald make this an interesting picture.

... "Last for Life," the story of the great sensualist-painter Vincent Van Gogh, is advertised on the table of contents page of "McCall's" July issue.

... "The Cosmopolitan Movie Guide" in the July issue recommends 30 motion pictures that are now playing in all types of theatres throughout the nation. Marshall Scott, who conducts the Guide, has selected "The King and I" as the outstanding picture of the month.

... "The Great Locomotive Chase," reports Ed Miller in the July issue of "Seventeen," tells the thrilling story of a little-known Civil War adventure. In 1862, Union spies infiltrated southern lines in Georgia, bent on stealing a locomotive, in an attempt to cripple the Confederate transport system.

... Bette Davis, star of "The Catered Affair," has written an interesting article based on the philosophy of Henry David Thoreau, which will appear in the July 22 issue of "This Week."

Ruth Harbert, in the July issue of "Good Housekeeping," says "The Ambassador's Daughter" takes place in Paris, "and it's as good as being there yourself."cta has been spotted in the "Life" story. Perfect performances by Olivia de Havilland, John Forsythe, Myrna Loy, Adolphe Menjou and others.

WALTER HAAS

**EDITORIAL**

CONTINUED FROM PAGE 1

effort in the little time remaining of this session of Congress and in face of the Administration's repeated policy statements against reduction of the excise taxes this year. But, even so, success, while not likely, remains a possibility.

Should Compo's valiant effort fall short of success at this time, it will not have been in vain. Far from it, in fact. The arguments expounded, the contacts made, the persuasion accomplished, will stand the industry in good stead when Compo and its campaign managers return to Congress next year for another attempt.

What has been done this year will almost certainly guarantee success then. Actually, in authorizing the current tax relief campaign, that was one of the important considerations that Compo's directors had in mind.

... It is to be genuinely regretted that this year's effort did not have the support of the entire industry, either financially or in manpower. Now, as always in such cases, the individual stands to be the loser.

With the present experience in mind, perhaps the shortsightedness of a few can be overcome next year to permit a united and successful final assault on the burdensome levy that the industry has borne for almost 40 years.

Meanwhile, in the brief time remaining, let every member of the industry communicate at once with his representatives in Washington—both in the House and in the Senate—urging prompt and favorable action on this greatly needed and well deserved admissions tax relief measure.

The proper show of strength could even now turn the trick.

**AIP Announces**

(Continued from page 1) nonslations have slowed, receipts have climbed, competition for the amusement dollar is keenest than ever.

"The first 20 months of our existence as a distributing organization have proved, however, that this nas made at sensibles costs for the present audience can produce a sensible net profit for the maker and the exhibitor."

**'Away All Boats' Opens In Key Cities Today**

"Away All Boats," Universal-International's film based on the Kenneth Dodson best-seller about an attack transport in World War II, will have its premiere today in key cities where there are Naval installations and commands. To promote the VistaVision and Technicolor film, the company has conducted one of the "most competitive long-range campaigns" in its history.

Openings today include those at Keith's Memorial in Boston; the Gold- man in Philadelphia; the Joy Theatre in New Orleans; the Golden Gate in San Francisco; the Sprechers in San Diego; and in 12 theatres in the Los Angeles area including the Hillstreet, Vogue, Rit, Academy in Pasadena and right drive-ins.

The U.S. Navy has aided promotion of the film, having held special invitational previews aboard its ships and acted as host with U-A at a series of special events. One hundred and six U.S. Navy recruiting offices from coast-to-coast in the eight U.S. Navy recruiting districts are aiding local exhibitors in their campaigns.

WALTER HAAS

**Tax Relief**

(Continued from page 1) economic situation confronting the motion picture industry and cited the fact that over 5,000 theatres had closed between 1946 and 1953.

Sees Today Worse Than '53

"Information supplied the committee indicates that the condition is now worse than in 1953," the committee said today. "It has been stated that more than half of all theatres are faced with financial problems, since 5,500 theatres are in the red and another 5,400 theatres at or near the break-even point."

As in 1953, television is believed to be the main cause of the motion picture industry's difficulties, the committee report continued. "While the exemption of $1 or less for admissions to motion picture theatres and other places of amusement will not remove the competitive problem presented by the advent of television," the committee stated, "it is believed that it will better enable these industries to adjust to the new, competitive environment.

Points to 1954 Statement

The committee pointed out that the present 50 cents admission tax exemption was voted in 1954, at which time it was stated that the admission tax constituted a special hardship for small theatres and other theatres with low charges.

**Pinanski in Plea**

(Continued from page 1) in support of the Mason Bill in 1953 when both Houses of Congress passed the measure. "There is no reason why we can't repeat that achievement at this time and get the King Bill through the House and Senate before adjournment. If we do, I feel confident the President will sign it," Pinanski said.

Lancour is joined by Bob Coyne, COMPO special counsel, and Bob O'Donnell for getting the measure past the House committee.

**Moby Dick' Strong**

(Continued from page 1) Sutton Theatre, the picture grossed $19,385, with an estimated $26,350 for the week.

Elsewhere over the country "Moby Dick" revealed the same top box-office strength.

**Conn. MPTO Holds Annual Golf Tourney**

HARTFORD, July 17—Three hundred persons, representing exhibition and distribution of the industry in northeastern states, attended the annual golf tournament and dinner sponsored by MPTO of Connecticut at Racinebrook Country Club here today. George H. Wilkinson Jr., MPTO president, and Harry Feinstein, Stanley-Warner zone manager, were co-chairmen.

**David Koster Dies**

BOSTON, July 17—Funeral services for David Koster, 83, of Mattapan, Mass., will be held from Solomon Funeral Parlor today. He was the father of William Koster, executive secretary of the Variety Club of New England and is also survived by his widow and two daughters.

**Services for McGraw**

BOSTON, July 17—Funeral services for John McGraw, 56, former publicist at Universal—will be held tomorrow at St. Mary's Church, Ayer, Mass. He died Sunday in Rutland, Mass., after a lingering illness. He had been head of the publicity department for five years at U-A.
Ship fast
OVERNIGHT your shipment speeds from coast to coast on United's "Big Lift" DC-6As!
RADAR, exclusive on United's DC-6As, means faster, smoother flight, on-time dependability!

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SPECIAL PALLETs, with recessed wheels, speed loading and unloading, help protect the load!
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*These are the rates for many commodities. They are often lower for larger shipments. Rates shown are for information only; are subject to change, and do not include the 3% federal tax on domestic shipments.

For service or information, call the nearest United Air Lines Representative. Write for free Air Freight booklet, Cargo Sales Division, Dept. N-7, United Air Lines, 5959 S. Cicero Ave., Chicago 38.
May Occur Early Next Year

Plan Merger of UATC, Skouras and Rowley United into One Operation

By LESTER DINOFF

United Artists Theatre Corp. is presently discussing with Skouras Theatres and its other theatre and industry affiliations a program under which all interests will be merged into one large operation, it was learned yesterday. The merging of the varied UATC interests may take place early next year. The discussions between UATC, which is headed by George P. Skouras, and Skouras Theatres, headed by Spyros S. Skouras, have been going on for some time now. It was pointed out that Rowley United Theatres of Texas is also involved in the merger planning and that a combination of all UATC interests would bring about a theatre operation totaling close to 250 theatres throughout the United States. UATC operates 40 theatres; Skouras, (Continued on page 6)

Columbia’s Long-Range Ad Campaign for ‘Zarak’

Columbia Pictures is this week launching what it describes as “the most extensive long-range trade press advertising campaign it has ever drawn up for a single feature.” The series of ads for the Warwick production “Zarak” will run at frequent intervals until the New Year’s Eve release of the film.

Copy for the series of color ads, which will range in size from 1/2 page to 2½ pages, will emphasize the number of days before “Zarak” will be ready for exhibition. The film, in CinemaScope, was filmed in Morocco and stars Victor Mature, Michael Wilding and Anita Ekberg.

With Speed

King Tax Bill Cleared for House Voting

Committee Specifies 1-Hour Debate Limit

By J. A. OTTEN

WASHINGTON, July 18.—The House rules committee, acting with unusual speed, today cleared for House voting the King Bill to boost the Federal admissions tax exemption from 30 cents to 51.

House majority leader McCormack (D., Mass.) said he was “delighted” at the committee’s action and that he would program the bill for a (Continued on page 6)

McGee to Join Tax Cut Drive

Pat McGee, co-chairman of the Council of Motion Picture Organizations’ successful tax relief campaign of 1953-54, will arrive in Washington from Denver on Monday to offer his services in the final stages of Compo’s effort to obtain further Federal admissions tax relief for theatres. McGee will join Robert W. Coyne, Compo special counsel, and Robert J. O’Donnell, tax campaign (Continued on page 6)

Mort Blumenstock Dies Following Heart Attack

From THE DAILY Bureau

HOLLYWOOD, July 18.—Mort Blumenstock, formerly vice-president of Warner Brothers Pictures in charge of advertising and publicity, died in his sleep early today follow-(Continued on page 6)
Johnston to Meet
With MPAA-MPEA

Industry matters will be discussed in conferences being held by Eric Johnston, president of the Motion Picture Association and the Motion Picture Export Association, and executives of the domestic and foreign trade groups here today and tomorrow, it was reported yesterday.

Johnston, who arrived in New York yesterday from the West Coast and Washington, is expected to be brought on or a meeting of domestic and foreign picture industry projects in preparation for the forthcoming company presidents meeting, which, it was indicated, will be held early next week.

Will Report on Seaton Meeting

The MPAA-MPEA head is scheduled to report to the company presidents on his recent European trip, on an early summer meeting with George Seaton, president of the Academy of Motion Picture Arts and Sciences, and with the government committee's interest in the matter, he will be continuing the subject of the Seaton meeting, which, it was indicated, will be held early next week.

SMPTF Meet To Have 43 Equipment Booths

Some 43 booths will display the latest equipment designed for use in laboratories and motion picture and television studios at the 86th semi-annual convention of the Society of Motion Picture and Television Engineers, Oct. 8-12 in Los Angeles.

John B. Olsson, exhibit chairman, said the booths are to be erected in the Hotel Ambassador. He added that for the first time one exhibit section will be devoted to a program of papers on transistors and their applications to motion pictures and television.

Sessions will also be devoted to motion picture studio practice, projection and exhibition, laboratory practice, general tv subjects, tv film commercials and instrumentation and high-speed photography.

Now It's 'Free Movies' at Municipal Swimming Pool

Special to THE DAILY

ATLANTA, July 18—The Spring Avenue swimming pool, a municipal enterprise, has been added as an attraction 16mm motion pictures, including Mickey Mouse cartoons and full-length features. Park Director Roy Grayson says the "pool-side" films are very popular and often "stop the water play of the youngsters as they go to the side lines to watch them." The cost to his department was said to be only old films are shown.

Local theatre exhibitors have been non-committal so far about the situation.

'Boss' Scored

Continued from page 1

said their film has been called in some quarters a "biographical sketch of the late Pendergrass in Kansas City." Verbal with the talking, emphatically denied this, maintaining that the picture is artistic and tends to show the link between organized crime and organized politics.

Seltzer observed that, following a preview of the picture in Los Angeles, the mayor of Kansas City, who attended the screening, declared he "had attempted a 'local boy' of the picture."

The producers said that Rep. Melvin Price, (D., Ill.), had attacked the film in Congress saying that "this will make the Republicans happy." The film's producer, said he would like to see the United States turn its cameras on these real political bosses of the present, instead of reviving ghosts from the past.

Seltzer said that Sen. Joseph Holt (R., Calif.), in his speech, affecting this political criterion and that the Congressman requested a private showing of the picture before making a reply. The screening will be held in connection with the trade show.

Code Seal Withheld

Commenting on their difficulties with the Production Code Administration, the Seltzer brothers said that a Code seal was not given the picture due to a scene in which machine gun bursts are heard, but not seen. "All that is seen is a law officer getting killed," they stated, adding that there is no intention at this time to change the scene in order to secure a seal.

The producers disclosed that UA has not yet given them a decision as to whether the picture as it is at present will be released by the distribution company. Seltzer said the decision would be made after a UA executive screening.

'Walk Proud Land' Set

For Hudson, N.Y. Bomb

HUDSON, N.Y., July 18—"The Walk Proud Land," Universal-International's Cinemascope and Technicolor production based on the biography of John Philip Clum, famed Indian agent, will have its world premiere at Hudson's community center Thursday, Aug. 1, as part of a statewide celebration paying tribute to the late Clum, whose birthplace is located on the outskirts of Hudson at Claverack N.Y.
Terms Situation ‘Serious’

British Producers Said ‘Disturbed’
By Rise in U.S. Films Made There

By PETER BURNUP

LONDON, July 14 (By Air Mail)—The increasing number of “British” films being made in England by American producers under the British quota is “disturbing” to British picture makers. The Bank Organization and President of the Producers’ Association in his presidential address at the annual meeting of the Association, describing the situation and its future development, said “care must be taken” to keep it “within the bounds of reason.”

“Care must be taken that the situation and its future development do not require serious consideration,” Davis said that the “arguments are not all on one side.”

Acknowledges Cooperation

Taking up first the points “for” American producers, Davis said: “We all realize and greatly acknowledge that American motion picture companies which are operating in this country have in many directions, for example, in carrying out the agreements made between this Association and the various Trade Unions, been most cooperative. Again, British producers cannot provide all the films required to enable exhibitors to carry out their statutory obligations in respect of Exhibitors’ Quota and for this reason we welcome the films made in this country by American-controlled companies. We also appreciate that large sums of American money are being used in this country which help to provide a livelihood for British producers, actors and technicians.

Subsidaries a Factor

“However,” Davis declared, “there is another side to be considered. American companies have established subsidaries in this country which are legally British companies and enjoy all the advantages which have been devised by Parliament and otherwise chiefly in order to enable British producers to maintain their standing in their home market from American imports. American companies in this country not only have the benefit of Exhibitors’ Quota but receive payments from the Production Fund on precisely the same terms as British producers. They also claim British export licenses for foreign countries and even put forward their films to be presented at International Festivals as being British.

Says Purpose Was to Aid U.K.

“The British Film Production Fund was established in 1950 on the initiative of the Government for the purpose of providing British producers with a supplementary revenue over and above the receipts from cinema box-offices in this country. Although it was agreed at the time that the distribution of the Fund should, generally speaking, be in accordance with those films which are not only quota films, it is obvious that the scheme would not have been put forward by the Government or accepted by the industry if it were not evident from box-office takings was required to support films made in this country by American subsidaries. At the present time American production in England is greatly increasing and it is this increase which is so disturbing to British picture makers.

“This situation and its future development do not require serious consideration. As I have indicated, the arguments are not all on one side. It will not be easy to find a satisfactory solution, but, speaking for myself, I am confident that it will not be in the best interest of this country or of British film production to leave things as they are at the present time—an essential solution to the problem must and can be found.”

Looks to Future of Eady Plan

In his address, Davis directed his attention also to the future of the Eady Plan and the British Film Production Fund saying:

“I cannot emphasize too strongly how essential it is that a decision on the extension of the Fund should be announced before Parliament rises for the summer recess.

“Unless producers can be sure, within what is not only a two or three months, that an adequate Production Fund will be available to them in some form after Oct., 1957, British production inevitably must now start to contract.

Wants Assurance of Fund

“No producer, as a prudent business man, will be able to put a film into production after the end of November next unless he is assured of the continuance of the Fund, but to go into production in November he must start his planning in the summer.”

ARK., MISS., TENN. MPTO

Slates Oct. Convention

MEMPHIS, July 28—Dates for the annual convention of the Motion Picture Theatre Owners of Arkansas, Mississippi and Tennessee were set today for Oct. 22-23.

Action was taken by the Board of Directors meeting in Memphis, President Charles Eady, Houston, Miss., announced. The convention will be held in Memphis, Leon Roundtree, Holly Springs, Miss., was named as convention chairman.

E. M. Fay’s Wife Dies

Preliminary Investigation—R. J., July 28—Funeral services for Mrs. Katharine A. Fay, who died here this morning, will be held at the T. J. Monahan Funeral Home here tomorrow. Mrs. Fay was the wife of Edward M. Fay, President of theatre exhibitor, whose industries career dates from 1916 and includes chairmanship of the board of C & F Theatre Company, membership on the board of directors of MPTO.

... NEWS ROUNDUP...

U-I to Release ‘Bead’

Universal-International has completed negotiations with Jewel Enterprises for acquisition of “Bead of the Amazon,” starring John Bromfield and Beverly Garland.

Dual Bow for ‘Verdi’

A. W. Schwabberg, president of Artists-Producers Assoc., has announced that “The Life and Music of Giuseppe Verdi” will have a dual New England premiere Aug. 1, at the Park Theatre in Rutland, Vt., and the Knox Theatre in Rockland, Me.

Silver’s Lunch Postponed

The Phil Silvers testimonial luncheon scheduled for today by the entertainment artists and musicians’ section of the United Jewish Appeal of Greater New York, has been postponed until some time in September, because a number of prominent members of the group are out of town this week.

Articles To Exploit ‘Bigger’

Twentieth Century-Fox’s controversial drama of drug addiction, “Bigger Than Life,” which will have its world premiere to August at the Victoria Theatre, New York, will have a large promotional campaign, including stories in medical, drug reform, and psychological journals.

Button Heads USIA Service

Robert E. Button, former NBC executive, has been named head of the broadcasting section of the U. S. Information Agency. This carries on both the “Voice of America” radio and tv services. Button has been deputy chief since April, 1955. He will succeed J. B. Popele, who resigned as of July 15 to return to private industry.

Canadian Exports Drop

OTTAWA, July 28—Canadian film exports dropped to $1,588,000 in the first five months this year in contrast to $2,200,000 in the corresponding period last year. The Canadian Government has reported. Film exports fell to $316,000 in May from $380,000 in May last year and $444,000 in the preceding month this year.

Open New Office Here

A branch office will be opened in New York on July 30 by the publicity firm of Blowitz-Mazzol to handle promotion of independent film productions, it was disclosed yesterday by William Blowitz. Fred Goligher will direct operations at the new office.
THE BAD
THE BIG SHOW

TRADE SHOWS
JULY 25th

ALBANY
20th Century-Fox Screening Room
1552 Dewy - 2:00 P.M.

ATLANTA
20th Century-Fox Screening Room
197 Walter St., N.W. - 2:00 P.M.

BOSTON
20th Century-Fox Screening Room
115 Dewy - 2:00 P.M.

BUFFALO
Motion Picture Operators Hall
409 Pearl St. - 6:00 P.M.

CHARLOTTE
20th Century-Fox Screening Room
301 E. Church St. - 2:00 P.M.

CHICAGO
Warner Screening Room
1307 S. Wabash Ave. - 1:30 P.M.

CINCINNATI
ISO Palace Theatre
12 E. 5th St. - 8:00 P.M.

CLEVELAND
20th Century-Fox Screening Room
2219 Payne Ave. - 2:00 P.M.

COLUMBUS
Paramount Screening Room
1121 High St. - 1:45 P.M.

DENVER
Film Exchange Screening Room
1320 W. 5th Ave. - 2:00 P.M.
**Blumenstock**

(Continued from page 1)

ing a heart attack at his home in Beverly Hills. He was 54 years of age.

Last May Blumenstock announced his retirement from Warner Brothers after an association of 28 years with the company, from New York to the West Coast. He had been vice-president in charge of advertising, publicity and exploitation since 1945. A motion picture executive highly respected throughout the industry, Blumenstock was born in New York on Dec. 28, 1901. He entered the industry as a writer and film editor for First National Pictures. At Warner Brothers he was in charge of publicity, advertising and exploitation for 15 years before becoming vice-president with headquarters in New York. In February, 1952, he transferred his headquarters to the company studios in Burbank. Last March he returned to New York.

Funeral Services Friday

Blumenstock is survived by his widow, Sandra; a daughter, Bebe, wife of Marvin Perskie, attorney of Willmott, N.J.; two granddaughters, Lisa and Mort; two brothers: Sid, advertising manager of Paramount Pictures, and Leonard, retired, of Miami Beach.

Festive services will be conducted at 11 A.M. Friday at the Church of the Recessional, Forest Lawn Memorial Park, Glendale, Cal.

**Wide Screen Emphasis**

**On ‘Unusual’ Stories**

While further refinements may yet be made in the techniques of wide-screen filming and projection, producers in this medium will put the greater emphasis on making films of “unusual” interest, according to William Ellerman, former television director signed by Louis de Rochefort to direct the first Cinemiracle picture later this year.

In an interview here, Ellerman said it will “only be a matter of time” before the wide-screen photographic techniques will be thoroughly mastered. He declared to elaborate on plans for Cinemiracle production, other than that the first de Rochefort presentation in this medium will probably go before the cameras in the fall. He said the three-camera, three-filmstrip Cinemiracle process remains in the development stage, but that “he feels it is technically more feasible than Cinerama.”

“The story still remains the major factor,” he said, “and whatever companies sell this new format will create the biggest box-office demand.”

A second Cinemiracle camera is expected to arrive in the next four weeks, Ellerman reported, and plans are in operation for completion of the script on the first film. Ellerman’s contract runs 40 weeks and may be renewed after completion of the film.

**Review:**

**1984 Holiday Film Prod.-Columbia**

Edmond O’Brien, Michael Redgrave and Jan Sterling are the marquee attractions in this Columbia release of a Holiday Film Production that takes the theist patron to another world under a totalitarian regime. Adapted from George Orwell’s book of the same name, this film has originality, suspense and realism.

William Templeton and Ralph Bettinson wrote a taut screenplay that is well handled by producer N. Peter Rathvon and director Michael Anderson. They treat 1984 events leisurely, but at the same time build an effective argument for the film that their democratic heritage isn’t to be taken lightly. They frankly state that the film is a story of the future— not the future of space ships and men from other planets— but the immediate future. The success of the tv play “1984” could well be remembered by exhibitors.

As Orwell wrote it, 1984 finds the world divided in three states, the only English-speaking people living in Oceania with London as its capital. “Big Brother,” heard but not seen throughout the film, rules the nation that resembles a present-day Communist nation.

O’Brien, who maintains a feeling of realism throughout, is cast as an Outer Party member; Miss Sterling introduces the romantic element as she portrays another Outer Party member in the Anti-Sex League, and Redgrave is the Inner Party man who leads to the downfall of both Miss Sterling and O’Brien.

Contrary to party doctrine, Miss Sterling and O’Brien fall in love and are forced to meet in secluded places in order to avoid detection. As one of the few who recognize the fraud which the government is perpetrating, O’Brien plans to join an underground movement to fight “Big Brother” and finds Redgrave, a high-ranking party member, to be opposed to the regime. O’Brien and Miss Sterling disclose their love for each other and, during a meeting at a secluded apartment, are arrested by the thought police and tossed into prison. To his surprise, O’Brien finds Redgrave to be a government spy, not an underground worker as he originally believed.

Through a slow, tortuous process, O’Brien is “brainwashed” by Redgrave to a point where he dismisses any revolutionary beliefs but casts his entire mind at the foot of Big Brother. He accidentally meets Miss Sterling after having been oriented to the government policy but finds that he is no longer capable of loving anyone, not even her, beyond Big Brother.


-JACK EDEN

**Indianapolis Plan**

(Continued from page 1)

the status of the proposal is for “some time now.”

IATSE locals are currently having disputes with the International Brotherhood of Electrical Workers concerning the filming of television shows.

The IBEW asserts that it recognizes the IATSE’s claim to film in over motion picture production for television.

The IATSE locals are currently having differences with the International Brotherhood of Electrical Workers concerning the filming of television shows.

It was also said that the matter may be presented to the IATSE’s executive board for consideration.

**To Ask IATSE**

(Continued from page 1)

However, since the DuMont Television Network is the only network to have agreed to give priority to film production, the IBEW says it now has the right to act as collective bargaining agent for workers using this new equipment.

**King Tax Bill**

(Continued from page 1)

House vote “at the earliest opportunity.”

The rules committee specified that there should be one hour debate on the bill, and that no amendments would be in order on the House floor.

McCormack pointed out that an amendment to the rules committee cleared the bill, it still could also bring up under a special “suspension” procedure. "We will have to see how the procedure brings the bill in the most quickly," he promised.

The speed with which the rules committee acted— it didn’t even bother to hold hearings on Rep. Kin request that the bill be cleared— is McCormack’s stand indicated the House would probably be given a chance to avert the vote on the bill, and that passage was almost certain. However, it still considered to be a wait and see situation, and if the Senate should a Presidential veto is still likely.

In another tax development, the Senate Finance Committee has approved a tax bill carrying out technical and minor tax changes approved by Ways and Means Committee earlier in the year. He invited public comment on the proposal. He also indicated that his tax subcommittee would hold hearings this fall on proposals to change the excise tax rates.

Robert J. Donnellin, chairman of the Council of Motion Picture Organization’s tax committee, expressed great gratification both at the prospect of granting the rule and an early reporting by the Ways and Means staff.

**McGee to Join**

(Continued from page 1)

chairman in the windup who may see the tax relief legislation before the House and Senate next week.

McGee, who formerly was chairman of operations for the Cooper Foundation Theatres in Colorado and Oklahoma, has close contacts with members of Congress.

**Plan Merger**

(Continued from page 1)

45 theatres; Bowley United, 1 house.

UATC, it was reported, was extensivley interested in Metropoli tan Playhouses, United California Theatres, and Penn Federal Enterprises. The circuit is also financially active in Magna Theatre Corp., a Todd-AO Corp., the licensed producer of motion picture pictures in the Todd-AO process and distributes Todd-AO motion picture equipment.

A high executive of Skouras Theatres, who was asked about talks between his organization and UATC, said that he said that "I have been going on for some time."
Early House Approval Anticipated

Exhibitors Answer COMPO Call to Washington for Final Tax Effort

By J. A. OTTEN

WASHINGTON, July 19.—Anticipating early House approval of the pending admission tax relief bill, industry leaders have already started working to get Senate action before adjournment. Officials of the Council of Motion Picture Organizations have called in theatre owners from all over the country to go to work on Senate Majority Leader Johnson of Texas, Senate Minority Leader Knowland of California, Senate Finance Committee chairman Byrd (D., Va.), and other members of the Finance Committee. They declared they felt they could “still squeeze it through” before Congress quits—probably at the end of next week. But they also admitted (Continued on page 2)

O’Donnell Reports Texas Business Big in July

Business of Interstate Theatres of Texas this month has been far ahead of the corresponding period last year, Robert J. O’Donnell, general manager of the circuit, stated here yesterday.

O’Donnell, who is in New York on conferences with exhibitors concerning the Federal tax repeal campaign, said that he is national chairman for the Council of Motion Picture Organizations, said that business in his theatres also has equalled business (Continued on page 5)

Fred Goldberg in Charge Of New Publicity Office

Fred Goldberg, formerly advertising-publicity director for L.F.E. and more recently with the Arthur P. Jacobs Co. here, has been named general manager of the New York office of the Blowitz-Mask public relations firm being opened Monday. Goldberg also was with Paramount Pictures and RKO Radio here in publicity posts. Blowitz-Mask specializes in publicity for independent producers.

Rhoden Finds: ‘Free Space’ To TV Greater Than to Films

Survey Shows Press Builds Up Its Ad Competitor

From THE DAILY Burea
LOS ANGELES, July 19—Newspapers are building up their biggest competitor for the advertising dollars—television and radio—with publicity running two to one for paid advertising. E. C. Rhoden, president of National Theatres, Inc., said in announcing the results of a comparative motion picture, television and radio publicity survey, conducted by National Theatres in 16 newspapers of metropolitan areas. According to Rhoden, the news—(Continued on page 2)

Preminger Sets Star Search for New ‘Joan’

By LAWRENCE J. QUIRK

Claiming that his plan might mean “the birth of at least one new star in the film firmament,” and that it was his two cents worth toward a contribution to the star-quality among the pin-up girls, which can rival, said Otto Preminger yesterday announced (Continued on page 5)

New Boston License Ordinance Hits Theatres

Special to THE DAILY
BOSTON, July 19.—Motion Picture theatres in this city came under a blanket ordinance revision by Mayor Hynes which would raise fees on licenses and permits in various businesses.

He has submitted to the City Coun—(Continued on page 5)
**Personal Mention**

Robert J. O'Donnell, chairman of the Compo tax relief campaign, had to cancel a scheduled press conference yesterday because of the pressure of campaign activities.

Aase J. Platt, convention coordinator for Theatre Owners of America, has arrived in New York from Chicago.

Norman Hasselbo, United Artists personnel director and secretary of the Passenger Traffic Association of New York, will leave here today for Brazil.

Frank and Walter Setzer, producers, will return to Hollywood tonight from New York.

Milton Edelman, head of National Screen Service trailer production department, will be married on Saturday to Pauline Feuer.

Billy Wilher will leave here today for Europe.

Joan Crawford and her husband, Alfred Steele, left New York for Europe yesterday aboard the “United States.”

Leslie Grade, British talent agent, will leave here tomorrow for London via B.O.A.C.


Doris Kucherbeiter, secretary to Roger H. Lewis, United Artists national director of advertising-publicity, has returned to New York from a vacation at Eastover, Mass.

Robert Moscow, general manager of the Roxy Theatre, Atlanta, has returned there from New York.

Dan Coursey, branch manager for 20th Century-Fox in Atlanta, has returned there from Miami.

**Set Screening of ‘Life’**

Public health agency directors, science writers, and editors and Marion B. Felson, Secretary of Health, Education and Welfare, and Surgeon General Leonard Scheele are among the government officials who will attend a special showing of 20th Century-Fox’s “Bigger Than Life” Aug. 2 in Washington, D.C.

**Grosses Rising**

(Continued from page 1)

The July business period is continued with the same enthusiasm as last year.

The “Submarine” production of the Jack L. Warner Corporation, currently in its third week at the New Victory, has recorded a high of $55,200 during the second week of its run there. It is also doing good business at the New York Theatre.

Warner Brothers reports additional income of $55,200 in its engagements at New York first run houses.

Columbia’s musical drama, “The Eddy Duchin Story,” now in its sixth week at Radio City Music Hall, is still doing excellent business. It is doing well at the Broadway Theatre. According to an official of the house, business this week has been very good.

**Exhibitors Answer**

(Continued from page 1)

that “we must get every possible favor to break it down.”

Even if the bill should clear both House and Senate, however, the question of what will happen to it remains a problem. It is not certain that Congress will not vote to override the President’s veto.

The bill, approved by the House Ways and Means Committee last week, is still under consideration by the Senate Rules Committee. If the Senate passes the bill, the Federal government will receive an additional $70,000,000 a year of excise revenue.

The bill, approved by the House Ways and Means Committee last week, is still under consideration by the Senate Rules Committee. If the Senate passes the bill, the Federal government will receive an additional $70,000,000 a year of excise revenue.

**Clown Makes Appearance**

Lockwood & Gordon’s Danburn (Conn.) Drive-In has a two-evening personal appearance of Heini, to draw a large crowd.

**NT Studies ‘Free Space’**

(Continued from page 1)

sowing seeds of its own destruction with tv-radio publicity, Rhoden pointed out:

“The build-up may eventually prove injurious to other services businesses who advertise. The demand for the services of the radio station, gasoline, restaurants and stores can well diminish through the influence of tv, making us a race of mules living in dark, dank rooms illuminated only by a dim tv set.”

Would Contact Publishers

Rhoden said he is instructing all his clients to use tv-radio publicity to contact other newspapers and publishers and acquaint them with this trend so detrimental to both newspapers and theatres.

In a second column of statistics, covering representative newspapers on the national scene, the tv-radio percentage of public over advertising was $183.1 per cent; the same percentage for motion pictures was 50.0 per cent.

**Violence at Windsor, Ont.**

Six persons, including a 13-year-old girl, were injured, several cars damaged and two men lugged a jail as a result of an effort by picket to stop the entrance of autos to the Windsor Drive-in Theatre, Windsor Ont. The five-month-old dispute arose following the refusal of John Duskin, theatre owner, to submit to the demands of Local 350, Producers Union.

The girl was injured when a picket thrust a sign through the window of the car in which she was riding with her father.

**Skouras Unit Opens July 25**

Skouras Theatres’ new 305 Drive-In is the first drive-in theatre in Canada. It is now in operation at 125 Lakeshore Street, Lake, which has been developed in modern Canadian style to accommodate 800 cars.

**Detroit Theatre Operating**

The Walden Drive-In theatre, newest Werspen & Werspen venture in the Detroit area, is now in operation and is located at 125 Lakeshore Street, Lake, which has been developed in modern Canadian style to accommodate 800 cars.

**Buck Night**

Lockwood & Gordon’s Danburn (Conn.) Drive-In has a two-evening personal appearance of Heini, to draw a large crowd.

Newspaper and Magazine Advertisers are being met with a large crowd.

**Mayer Leaves Hospital**

Hollywood, July 19.—Luis B. Mayer, chairman of the board of Cinemah, Inc., was discharged from the hospital yesterday and turned to his home from Good Samaritan Hospital following treatment for pneumonia.

**New York Theatres**

**Radio City Music Hall —**

**Cable**

**New York Theatres**

**Cable**

F.R. Tyrene, President, I. Novak, Manager.

**Radio City Music Hall**

**Cable**

**Attorney at Law**

**Cable**

**Cable**

**Cable**

**Cable**

**Cable**
The advertising-publicity directors committee of the Motion Picture Association of America yesterday paid tribute to the memory of Mort Blumenstock, former advertising-publicity head of the company, brought down in a tragic accident Wednesday in Beverly Hills, Calif.

Their statements said, in part: "Mort Blumenstock was one of the truly great advertising talents of our industry and a person of very high integrity. He brought great distinction to his chosen field and made many outstanding contributions to its development through the years.

Omaha 1st-Run to Try 10-Day, 2-Week Limits

OMAHA, July 19—Due to a backlog of new product, Ralph Goldberg will experiment with 10-day and two-week runs for films at his downtown first-run house, the State Theatre.

The experiment, now in effect, finds "Alexander the Great" shifting from the State to Goldberg's major downtown theatre, the Downbeat. He said if the move proves successful, he will do the same to "The Great Locomotive Chase." Goldberg added that "Alexander the Great" produced good business the first week but it slumped the second week. "Catered Affair" suffered the same fate, he said, while in contrast "Thick as Thieves" held up well at the Omaha Theatre. "The King and I" opened impressively at the Orpheum last weekend, Goldberg said, and will run for a second week at the Tri-States Theatre.

"Away All Boats" Opens At 'Hell' Gross Level

U-I's "Away All Boats," which opened in 27 situations from Coast-to-Coast on Wednesday, drew the biggest grosses of any U-I release since the record-breaking "To Hell and Back," which opened late last August and became one of the company's best grossing pictures.

Early reports, but with full receipts not yet compiled, were received by the U-I home office on the first "Boats" engagements in such situations as Keith's Memoirs, Boston, Joy Theatre, New Orleans; the Golden Gate, San Francisco, and more than 20 regular and drive-in theatres in the Los Angeles territory.

Quimby Hospitalized

HOLLYWOOD, July 19—Fred C. Quimby, head of M-G-M short subject production, who entered St. Vincent's Hospital here last week on his return from a Hawaii vacation, is resting satisfactorily after major surgery performed today by Dr. Francis E. Browne.

Dr. Browne told Motion Picture Daily that Quimby "came through beautifully" and said the operation was for "nothing he should not recover from completely.”
Any of the many times you need to know "Who", "What", "Where", "When"

here's the only way to Find the Facts Fast...

(1) Open the book instantly at the section you need—
the ALMANAC is organized in 15 thumb-indexed sections

(2) Find the page number in seconds --
in the 1957 edition the first page of each section will list the section contents in large, clear type—needing only a quick glance.

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The 1956 ALMANAC was a sellout early in the year because there is no other reference book that serves so well. No other volume provides a real "Who's Who" of the industry (over 11,000 biographies in that section)—and no other is organized in 15 thumb-indexed sections.

The 1957 edition will contain hundreds of changes to bring it up to date—to serve you faithfully and frequently for another 12 months. To make sure of YOUR copy, reserve now.

QUIGLEY PUBLICATIONS
1270 Sixth Ave., New York 20, N. Y.

Please reserve for me a copy of the 1957 edition of:

☐ MOTION PICTURE ALMANAC ($5)
☐ TELEVISION ALMANAC ($5)
☐ COMPANION SET OF THE TWO ALMANACS ($8.50)

☐ Payment herewith
☐ Bill me when shipped

Date of this reservation ........................................

Name ......................................................................

Address ....................................................................
PREMIER

(Continued from page 1)

world-wide search for a new young actress to portray Joan of Arc in his forthcoming United Artists film version of Bernard Shaw's "Saint Joan." Speaking informally at a press conference in New York on the eve of his departure for London, Preminger specified that the girl must be in the 16- to 22- age bracket and should be English-speaking. He added that he had definitely convinced himself to cast one woman as the title role. Motion picture theatres, he said, would be given an opportunity to participate in this joint producer-director effort to satisfy the growing demand for new stars, and he emphasized his confidence that this method would uncover a young actress with the necessary qualities to portray Shaw's "Saint Joan," by general agreement one of the greatest women's parts in the theatre.

Will Start Immediately

The search, Preminger said, would begin immediately as a world-wide contest. United Artists plans to embed the aid of film theatres here and abroad to designate a "Saint Joan." During this period the search will be advertised in newspapers and in the motion picture business. Candidates, according to the plan, will forward questionnaires with photographs to Preminger's Hollywood office. In September the producer-director plans to travel to a dozen cities in the United States and abroad to hold auditions. The search in Europe will follow a corresponding pattern, with headquarters set up in London, he said.

Test in Hollywood or N. Y.

The 50 most promising candidates emerging from the search will be brought to Hollywood or New York for screen tests to be directed by himself, Preminger added. Tests of the five finalists will be shown on a national television program, to allow for the widest possible participation by the public. The test of the winner will be a final choice for "Saint Joan," he said. Shown throughout the world on television, and screened at all participating theatres.

Preminger added, "It is my hope that all five finalists will have an opportunity to figure as important film personalities in the future, as we expect to encounter more than one promising personality during the course of my search, and all can be utilized."

O'Donnell Reports

(Continued from page 1)

While the previous two months, May and June, he said that the big business can be attributed to quality product such as "Moby Dick," "Travelp," "Slent Feeling" and "The King and I." O'Donnell said that the month of August is certain to be another "big business" month for Texas Interstate Theatres due to the product which will be available there.

O'Donnell said that he will leave New York over the weekend for Washington to help further the tax campaign.

REVIEW:

The Naked Hills U-I

HOLLYWOOD, JULY 19

JOSEPH SHAFTEL, who produced, wrote and directed this screen play from a novel by Helen S. Bilke, has delivered an excellent character drama of the early gold rush days in California in 1849. The story, built on one man's determination to strike it rich, at the risk of losing the love of his family and friends, develops a realistic view of the wastefulness of time and energy in trying to reach that pot of gold at the end of the rainbow. Audiences will find absorbing portrayals in highly individual performances by David Wayne, James Barton, Keenan Wynn, Marcia Henderson and Jim Backus.

Filmed in Pathecolor, the well-paced story sustains interest throughout as it establishes David Wayne's madness for gold. He is willing to part company with Denver Pyle, his boyhood friend, who made the trip west with him, in exchange for a quick route to success with Keenan Wynn. This success backfires when he learns that Wynn is a claim jumper in the employ of Jim Backus.

Still determined, he decides to try his luck with Jim Barton, an invertebrate prospector, despite the pleas of Marcia Henderson, his pregnant wife, to stay and make a success of farming. Barton is killed in a mine cave in just as Wayne discovers a rich gold vein. When Wayne returns to his wife who still loves him, despite his years away in the hills, he is again frustrated in his hope for success, as he finds Jim Backus has outsorched him in laying claim to the rich portion of the gold strike. Wayne then determination again drives him into the hills. This time he doesn't return until he's a beaten, broken old man; but his wife and grown son still carry a strong feeling for him and take him back.

Herschel Burke Gilbert has written an imposing musical score for the background.


SAMUEL D. BERNS

TOA Forum

(Continued from page 1)

The rejection of creative thinking for the development of new and original perceptions, the theatremen attending the meeting will thoroughly discuss current proven activities which might have been successful in use in one locale and completely unknown in another.

The TOA official, stating that the reception to this forum has been most enthusiastic, said that the meeting, which will be attended by between 40 to 50 exhibitors, will delve into new production presentations, new challenges, new sales methods in concessions, and new approaches to ticket selling.

Prominent Executives to Attend


Boston Permit

(Continued from page 1)

At a license fee of $300 annually for Sunday licenses. The present rate for theatres is $10 weekly or $520 a year.

Although this represents a reduction of $220, Frank Lydon, executive secretary of Allied Theatres of New England, vigorously opposed it on the grounds that it is still excessive and contrary to a previous supreme court decision. Lydon submitted a substitute ordinance for the consideration of the Council in the amount of $50 per year for Sunday license.

One of 319 Suggestions

The mayor's Sunday theatre license fee is one of 319 proposals in his effort to net $300,000 additional revenue for the city. Lydon appealed to the Council to make his substitute ordinance a separate one to be made effective as soon as practical. The Council on ordinances now has the matter under consideration but it is too early to predict the outcome. No changes were proposed in Mayor Hynes' program for weekday license fees for theatres which remains at $100 per week.

YOU WOULDN'T LET A PLUMBER TINKER WITH YOUR CAR!

Your car plays a vital part in the life of you and your family. You wouldn't dream of letting a plumber tinker with it.

So, too, your sound equipment is the most important property in your theatre. It deserves the expert technical attention only ALTEC can give it. 6,000 satisfied ALTEC SERVICE customers have learned this.

HOW ABOUT YOU?
COLUMBIA'S
"1984"
DOES THE BIGGEST
OPENING-DAY BUSINESS
IN THE HISTORY OF
THE TRANS-LUX PLAZA
WASHINGTON D.C.

*290 seats; $1097 gross!
Loew’s Plans Entry into 6mm Market

Loew’s, Inc. is now negotiating with television stations and networks to make available its films to the public, and the company will shortly inaugurate distribution throughout the U.S. of 16mm prints to the non-theatrical market.

That M-G-M was planning to enter the 16mm field domestically was revealed in Motion Picture Daily of 16, 1956. It was said then that production would commence in the summer.

By Arthur M. Loew, Loew’s president, the announcement concerning the first release (Continued on page 3)

Philadelphia Meet Set for Fox ‘World Drive’

Special to THE DAILY

PHILADELPHIA, July 22. — A 2-day meeting of 20th Century-Fox’s Eastern sales division will be held here Wednesday to initiate national plans for the “World Showship Drive,” set by the company during the third and fourth quarters this year. Chairmen of the meetings will be Alex Harrison, general sales manager, and Martin Moskowitz, eastern division manager. The Eastern division, subdivided into two districts—Atlantic and North-East—includes the New York, Philadelphia, (Continued on page 4)

Legion of Decency View ‘Storm’ Hit by MPIC

From THE DAILY Bureau

HOLLYWOOD, July 22—The Motion Picture Industry Council on Friday charged the Legion of Decency with undertaking “censorship with purpose of dictating and controlling the content of motion pictures.” The charge was voiced in a formal letter (Continued on page 5)

Preminger’s Star Search Based on Levy’s Plan

The plan for enlisting theatre audiences worldwide in a search for a new star to portray Joan of Arc in a film version of George Bernard Shaw’s “St. Joan,” announced by Otto Preminger last week, is a partial adaptation of the idea outlined in MOTION PICTURE HERALD of June 16 by Raymond Levy, executive publisher of Quigley Publications.

Levy’s idea commanded widespread industry attention. Reactions pro and con were numerous and are still being received. Preminger’s application of the idea, however, is the first for making practical use of it. Levy’s plan was conceived as a contribution to the revitalization of the business.

MPAA Allots $25,000 for Credit Survey

By LESTER DINOFF

The motion picture distribution companies have “allocated up to $25,000” to retain a research organization to conduct a survey in the Indianapolis-Marion County territory of the public’s reaction to a theatre credit card plan, according to an industry spokesman.

The industry representative, admitting that the Motion Picture Association of America sub-committee (Continued on page 5)

Television Today

IN THIS ISSUE

• Jess Oppenheimer, head of his own Burlingame Productions, discusses the advantages he will obtain through the use of video tape on his coming “Company of Players” for NBC-TV.

• Spotlighting the News—What’s current and important in Television Today.

• Passing in Review—The week’s highlights in shows.

Senate Quitting This Week

Film Leaders Pushing For Tax Repeal Vote

Federal Admissions Tax Reductions Bill Now Racing Against Time in Congress

By J. A. OTTEN

WASHINGTON, July 22—A bill to double the present Federal admissions tax exemption, increasing it from 50 cents to $1, was racing against the clock today.

With Congress set to quit for the year late this week, industry leaders were making desperate efforts to get the bill through the Senate in short order. But even the bill’s best friends were admitting that the odds were long against them.

Senate Finance Committee chairman Byrd (D., Va.) said the committee had no further meetings scheduled this session, but admitted that one could always be scheduled if committee members wanted it.

Cities Humphrey Objection

One committee member, friendly to the bill, said he couldn’t see much point in meeting on it in view of Treasury threats to veto it. He revealed that in a secret committee session earlier this year, Treasury Secretary Humphrey had singled out admissions tax relief as one the treasury would especially object to.

But Humphrey told the committee, this Senator said, that the motion picture industry had a very effective lobbying organization, and probably had a good chance of prevailing (Continued on page 4)

Study Lottery Laws for Contest to Boost B.O.

The lottery laws of the various states and cities throughout the country are being studied by distribution company attorneys to determine the feasibility of conducting audience participation contests as a means of bolstering the box office, according to a representative of the Motion Picture Association of America.

The association official said that one of the proposals presented by the MPAA’s advertising and publicity committee, which is working on various ideas to revitalize business, is a (Continued on page 4)
Census Report

On Milwaukee

From THE DAILY Bureau

WASHINGTON, July 22—Downtown theatres in Milwaukee suffered a sharp drop in receipts between 1948 and 1954, while theatre in the rest of the city and the outskirts suffered only a slight drop or actually improved business, the Census Bureau reported.

The Bureau, in another report on business trends in major metropolitan areas, said that in 1954, there were eight theatres in the central business district, with $2,967,000 of receipts, a 26.4 per cent drop over the $3,951,000 reported by the nine theatres in the area in 1948.

61 Houses in 1954

In 1954, there were 61 theatres in the city as a whole, including the downtown theatres, and they had receipts of $7,000,000. This was a drop of 12.9% from the $8,936,000 reported by the 67 theatres operating in 1948. Leaving out of account the downtown theatres, however, the other theatres in the city had only a 1.4% drop in business from 1948.

For the entire metropolitan area, including suburbs, there were 72 theatres with $8,198,000 of receipts in 1954, 9.5% below the $9,095,000 of receipts reported by the 78 theatres operating in 1948. Again excluding the downtown theatres, however, the other theatres in the metropolitan area actually had a 2.5% increase in receipts during the period, according to the Census report.

UA Announces Three For Release in August

Five films headed by Busby's "Run for the Sun" will be released in August by United Artists. Others slated for the month include The Beast of Hollow Mountain," "Hok," "Hot Cars" and "Emergency Hospital."

"UFO" Setting Marks

The Clarence Greene-Russell House production of "UFO," which United Artists is distributing, has rolled up grosses "matching the biggest documentary film money-makers of recent years," in its first 136 key dates in the U. S. and Canada, according to a report by UA.

House Record for 1984

Columbia's "1984," now in its first engagement in the U. S. at the Trans-Lux Plaza Theatre, Washington, D. C., did the biggest opening-day business in the history of the chain and topped a record according to a report by the company.

Senate Vote

(Continued from page 1)

case for tax relief, too. But, Humphrey told the committee according to this Senator, "If you look into the situation, you find dozens of legitimate tax-free industries with equally healthy budgets and how do you decide which is most entitled to relief?" Humphrey reportedly told the committee that the Treasury would recommend a veto of any admisions tax cut this year.

Review Contract with Preminger

Columbia Pictures announced yesterday the signing of a non-exclusive multiple picture contract with Otto Preminger, under which the first production will be the film version of Francesca's Sagan's French novel "Bonjour Tristesse." Preminger had a prior arrangement with MGM to handle this release but since he and the company were unable to work out a mutually satisfactory production date the deal was amicably dissolved, it was stated.

Preminger has an existing agreement with Columbia to make "The Wheel," a story of India told through the life of Mahatma Gandhi. He will include that picture as part of his new arrangement with Columbia.

Seeks to Bar 'Bus Stop'

CHICAGO, July 22—Jules Pfeiffer, who has booked the stage play "Bus Stop" into the Harris Theatre here from Aug. 13 to Sept. 8, has asked for a court order blocking any showing of the 20th Century-Fox film version "Bus Stop" in Chicago until Dec. 1. The film is scheduled to open at the Oriental Theatre here Aug. 1. Pfeiffer, in his federal court suit, wanted the legal right "to destroy the market" for the play.
Away All Boats!

away to HELL and BACK
OPENING DAY BUSINESS
Everywhere!

RKO MEMORIAL, Boston; GOLDEN GATE, San Francisco;
JOY, New Orleans; OAKS, Berkeley; UNITED ARTISTS, San Jose;
PARAMOUNT, Baton Rouge; T & D, Oakland.

Away to bigger grosses . . . Book it now!
Mike Todd to Set Broadway Theatre
For 'Around World' Bow This Week

By JACK EDEN

A CONTRACT will be signed with a Broadway theatre this week for the premiere showing of "Around the World in Eighty Days," Mike Todd, producer of the Todd-AO film disclosed here at the weekend.

Preparatory to returning to the Coast, Todd said the deal would be finalized by his son, Mike Todd, Jr., with the theatre for an October date either today or tomorrow. Negotiations have been in progress for some time between Broadway houses and his production firm, he reported.

United Artists has distribution rights to the Todd film, which will be shown on a road-show basis throughout the nation. After premiere in London, Mexico City, Paris, Berlin and Tokyo, immediately following the New York opening, the road-show policy will go into effect in the U. S., probably about Jan. 1 of next year, Todd said.

Will Showmanship

In regard to the road-show policy, Todd pointed out that "my concept of showmanship is that it doesn't end when the film is shown to the public for the first time. After the first premiere, my job is only beginning." He said he would continue the "showmanship policy" through all the road-show engagements, insuring maximum participation by his firm in all bookings.

The production executive said the film runs 2 hours and some 40 minutes, including a prologue and epilogue which will eliminate the traditional showing of credits. Production of the picture started last August and some sequences are still in process of being re-filmed. Composer-orchestra leader Victor Young is responsible for the scoring and music.

Todd, who disclosed he will start production on another "spectacle" later this summer for release in 1957, said he plans a general expansion of production.

Todd opined that a flexible production program is his ultimate objective and said "we will continue our distribution with United Artists because of their ability to adapt their plans with our schedules." He directed much criticism to producers whose only aim is a multi-million-dollar budget, claiming that "in many cases the films are hurt by money."

Study Lottery Laws

(Continued from page 1)

motion picture "giveaway" contest which would be conducted on local, state, regional and national levels.

MOTION PICTURE DAILY, reported on May 29 that a nationwide "giveaway" project had been designed to rekindle public interest in motion pictures. It was said then that this proposal had been presented to every major company and to the Hollywood guilds for study.

The merchandising sub-committee of the MPAA advertising-publicity directors committee, the group which has not submitted a final report on its proposals, has requested a legal study of such a contest. This study is expected to be completed "some time this week," according to the MPAA spokesman.

Selznick to Make

(Continued from page 1)

February. The independent producer, who left here over the weekend for Hollywood, will commence casting and script writing this week.

Selznick said that he is winding up negotiations with 20th-Fox on his second production agreement, under which two additional films will be produced by him for the company. The producer said that one of the pictures under the agreement is "Tender Is the Night."

In reply to a question concerning the sale of some of his old films to television, Selznick said he is "happy over the arrangement." However, he said that his company, which has offices here and in London, will not sell any more of its backlog to television interests.

REVIEWS:

I've Lived Before
Universal-International

Recent publicity for the ancient era of reincarnation, the theme of the Universal-International film, may provide a built-in curiosity for some exhibitors. The studio is planning a stir up weekly box-office. The story has interest, imaginative and the possibilites of a good exploitation campaign.

Directed by Richard Bartlett, produced and directed by Charles Vidor, "I've Lived Before" is one of the first films to exploit the reincarnation theory exemplified by the novel played out by Briley Murphy myth.

Leigh Snowden, a product of the U-I talent school, shares top honors in this thriller with Jack Mahon as captain John Bolan, an air pilot, who the audience knows that he is reincarnated (like Briley Murphy) as a boy. She makes out to prove it. The fact that she was at the age of 12, was able to jump in an antique Spad plane and pilot the skies spurs his investigation. His wife, Miss Snowden, be with him through the ordeal and the final scenes Mahoney convincing his wife and doctor, John McIntyre, that his theory is correct. Ann Harding cast as the elderly woman who provides testimony for his argument.

Directed by Richard Bartlett a production of United Artists, "I've Lived Before" is one of the first films to exploit the reincarnation theory exemplified by the novel played out by Briley Murphy myth.

Running time, 82 minutes. General classification. For September release.

Edge of Hell

Hugo Haas Prod.—U-I

HOLLYWOOD, July 2—Versatile, gifted Hugo Haas, whose production career has attracted wide and varied but never uninterested attention in professional circles, is outside, too, is producer, director and star of this character-study filmed by him independently, and the title of "Tender Heart," and acquired distribution for U-I. The character-study of a man, "Edge of Hell," is very well indeed, as his principal co-player is a dog name, Flip. The other characters, played by Francesca de Saffa, June Hammett and others, are stereotypes.

The character conceived and portrayed by Haas is an aged and avaricious former actor who lives a street-corner exhibitions of his dog skill at tricks, and whose fortune come at last to such low ebb that he forced to sell the dog to a rich man in whose home it dies, of missing its master at the same moment when his master is dying elsewhere of malnutrition and a beating but, primarily of missing the dog. In the course of working out this small sequence, evoking the character, the main, the Haas script traces the man's acting career, its inspiration and its termination.

Within its dramatis personae strictly those of a one-man show—the picture has unique merit. Its box office potential, however, is slight.


WILLIAM R. WEAVER
Decision Dic
This week on TOA Meet Aid

Distribution's sales managers will decide "some time this week" on what assistance, if any, the Association of America members will give the Theatres Owners of America in the national exhibition association's forthcoming convention, Ralph Hetzel, MPAA vice-president, said here at the weekend.

Hetzel, who represented the MPAA member companies at a meeting with N. Blake, president of TOA, last month, said the sales managers have been studying the TOA bid for the past few weeks.

Instances Cited

The MPAA vice-president said that Blank and other TOA representatives had requested the companies to buy tickets to the New York City Coliseum during their convention, Sept. 20-25. They also asked that the companies act as hosts at luncheons throughout the convention time, and assist in arrangements to secure international industry representatives who will attend the convention, Hetzel said.

He pointed out that while TOA does not have the exact number of foreign film officials who will attend the exhibition meeting, the MPAA and the Motion Picture Export Association had been advised that a number of French and Italian film officials had planned to be in the U.S. in early September anyway.

Will Be Host to Visitors

The association, in any event, would extend its facilities to these people, Hetzel said, adding that the foreign motion picture representatives will visit New York, Washington and Hollywood during their stay here.

Commenting on a meeting between MPAA-SPG executive Eric Johnston and the company presidents, Hetzel said that "no date has been set." It was learned later that Johnston, who had been here for two days of conferences with association executives, had returned to Washington following a private luncheon with George Weltner, president of Paramount Film Distributing Co.

Loew's Plans

(Continued from page 1)

Loew's has a 10th anniversary program planned for its theatres, centering around its radio and television programs. The Loew's network, called "Loew's Television," will present a series of programs designed to attract new audiences to the theatres. These programs will include music, comedy, and dramatic presentations, as well as special events such as Theatrical Association Dinners and other industry functions. The Loew's Radio Network will continue to provide programming to keep audiences engaged and coming back to the theatres.

The Loew's 10th anniversary celebration will feature a special event each week, with activities planned for the entire year. The company has also launched a "member appreciation" program to thank its loyal customers for their support over the years. This program includes special offers and discounts, as well as a loyalty program that rewards frequent attendees. The company has also introduced a new loyalty program called "The Loew's Club," which offers exclusive benefits and privileges to members.

The Loew's 10th anniversary celebration is a testament to the company's commitment to providing quality entertainment and customer service. Loew's is dedicated to creating memorable experiences for its audiences, and the company's anniversary celebration is a perfect opportunity to thank its loyal customers for their support over the years.
Ready for lunch?

Just a few chapters ago you left New York on "the Hollywood." Another 700 miles will speed by between cocktails and dessert. Before you know it (flight time less than 8 hours) you're in Los Angeles — relaxed, composed. Ready for anything.

Veteran travelers know United Air Lines provides the finest service from New York to Los Angeles. A good example is "the Hollywood," United's deluxe DC-7 service leaving New York nonstop to Los Angeles at 12 noon and 12:30 a.m. Try it on your next trip.
Spotlighting the News

Balistic Rates

WABC-TV, flagship station of the ABC network, will put a new rate card in effect August 1 reflecting an over-all increase but no several reductions. The increases, says WABC, are a result of "the growth of WABC-TV as a major market outlet and its attendant upsurge in viewers." The increases also take into consideration the variation in the number of sets in operation in specific time periods. Thus up go the costs around the Mickey Mouse Club and down the costs right under the Mouseketeers go off the board.

AFTRA & the Future

One of the more interesting suggestions to come out of the miniseries, oddly convention of the American Federation of Television-Radio Artists in Chicago as one put forth by Donald Conaway, executive secretary, to the effect that some sort of "guaranteed" annual wage for AFTRA performers might be the next big up forward. Mr. Conaway didn't suggest exactly how this might work out, or that it should be pursued at forthcoming contract negotiations in September. However, it is a "logical objective," he said, and members ought to be thinking it out. In September, AFTRA has as its immediate objectives an extension of welfare and pension plan to include radio and transcription aids, a general 20 per cent rise in basic network and local TV rates and a $150 minimum for off-announcers.

Opportunist

Fresh from his triumph of getting Elvis Presley to his family-type show, CBS-TV's Ed Sullivan adroitly jumped on the back of the crisis which last week doomed the Ringling Brothers, Barnum & Bailey Circus in Pittsburgh. However, the showman's plans to present an all-circus program July 29 may well run into snags. The American Guild of Variety Artists - International Brotherhood of Teamsters union bascule, which has plagued the circus all season, is now following the circus to Mr. Sullivan's door. The AGVA says that any circus performer whose name appears on its "unfair" list must pay a $2,000 fine before he can appear on Mr. Sullivan's show. A sizeable hunk of extra change will have to be come by before this show, at least, goes on.

Rating Boosters

Dramatic proof that syndicated teletseries, when replacing other local shows, can jump audience ratings upward as much as 550 per cent in just four television seasons is claimed in a special research study reported by John Sinn, president of Ziv TV programs. Mr. Sinn cited the 1955-56 rating gains made in the 7-7:30 weekend "strip" of NBC's New York flagship, WRCA-TV. Formerly airing live shows at this time, the outlet has changed steadily to a policy of airing a different top-quality syndicated show each night at this time, garnering steady rating increases with the change, it is contended.

More of the Same

One of these days the supply is bound to catch up with the demand, for quiz shows that is. Two additional entries for the 1956-57 season were announced last week, one of which has a set of rules which only our lawyer-in-residence (or extended leave of absence) might figure out. This is Twenty-One, a weekly half-hour show which will make its debut over NBC-TV Wednesday, September 12. Jack Barry, late of The Big Surprise, will be the master of ceremonies and, with Ernright Productions, co-producer. According to the announcement, the show will be sponsored by Geritol and will be played by two contestants, one of which will be able to win "an unlimited amount of money." The second show, another from the mind of Louis G. Cowan and his Inc., will make its debut over CBS-TV Wednesday, November 7 and will be aimed at children seven to 15 years of age. The top prize will be a fully paid college education and an educational trip around the world after graduation.

Color Commercials

Color TV commercials will be brightening your living room soon, if the accelerating trend continues, according to Wally Gould, director of Guild Films' commercials division, in his first annual report. Out of a total of 148 commercials produced the past year, the report showed that 50 per cent of them were filmed in tint. The division also produced a half-hour documentary in color for the National Arthritis Foundation. Altogether, 42 advertisers, some of them sponsors of Guild Films programs, were served by the division.

New McBoing

Here's news for fans of Gerald McBoing-Boing. The fabulous cartoon character who doesn't speak words will be featured in a new half-hour cartoon series on the CBS Television network in late Fall. Gerald, with his "Boing-Boing" instead of talking, will be (Continued on page 9)

In Our View

IT WAS announced last week by the National Association of Educational Broadcasters that it had received a grant of $94,000 from the Ford Foundation. The announcement, made by Frank E. Schooley, president of the association, said the grant was for the year 1956-57, and would aid in carrying out the professional program of the association.

The Broadcasting Association is a professional organization inclusive of educational television and radio stations and production centers for the two specialized media. It is announced further by Mr. Schooley that the grant would enable the association to further its program of providing educational consulting service for stations and to have two seminars for upgrading programs and personnel.

It is more than a little regrettable that this association should find it necessary to seek elsewhere for funds to carry on its work, and it is even more unfortunate that the group should accept such a substantial sum from the Ford Foundation. After all, the association is a business organization, in substance, and should not have placed itself, now, heretofore or ever, in a position where it is beholden to a specific body, or where its conduct might be subject to question or misinterpretation on the part of the public or any representative body of public responsibility.

It is not a case in this particular instance that there necessarily is anything wrong or even suspect, about this grant of money, but the general principle involved is one which is of the greatest importance to the medium of television and its sister technique of communication. In a public utility service such as television, for such it most certainly has come to be, it is decidedly an error in judgment for any component thereof to accept financial assistance from privately-endowed funds of any sort.

Charles S. Aaronson
THERE'S NOTHING LIKE A SMALL DISASTER, a large fire or a general breakdown in some public facility to bring out the best and the worst in both people and television. The fire which destroyed the old John Wanamaker department store building in lower Manhattan last weekend and at the same time thoroughly snarled part of the city's underground transportation system, prompted local New York television stations to send firemen, remote reporters at the scene of the fire. The event had all the elements of a classic news story, and was handled as such, complete with background and historical notes and high-minded sponsors giving up their time for special telecasts.

One of the latter, by the way, proved to be one of the week's top events. Originally tentatively scheduled, it was an NBC-TV's special Sunday night report on the subway snarl, given by a man who obviously lived in Westchester and always used taxi cabs. The report was a Robert Benchley-like sermon, the chief prop of which was an unlabeled chart of the city's subways which the reporter himself could not identify. To avoid the trouble spot, take a downtown eastside IRT local... no, the westside local... leaving from the uptown platform of the BMT... no, I mean IND... to Brooklyn Bridge... wait a minute now... it's no wonder that the next day the Grand Central IRT subway station was the setting for a modern Black Hole of Calcutta, with about 4,000 tons of traffic there.

The best of the week's drama are covered below. Kaiser Aluminum's second show on NBC-TV Tuesday night, "The Man on the White Horse," was a disappointing one-horse opera wherein the constant overstatements of its theme left little time for actual drama. The same network's Good- evening America (July 15) was another rancid bore. The story of the country lass seduced by the city slicker, "County Fair Time," Television dramatists, of course, have added a few new psychiatric wrinkles to the idea, but it remains mighty old-fashioned drama for such a new fangled medium.

NBC-TV's Today, with Fay Emerson winding up her stint as Dave Garraway's "replacement," offered two of the week's more pleasant moments. One, Monday morning, was a special film report on the civic ruckus in Reading, Pa., and the other, Wednesday morning, was a light-hearted documentary on J. Fred Muggs' visit to Roosevelt Raceway—little things that sometimes mean so much. Elsewhere in the week:


Judged only by some of the other Sunday Spectacular productions, "The Bachelor" was a near work of art. Taken out of that rarified company, the show was often funny and entertaining—but not very. Its greatest attributes were a genial manner, four very attractive leading ladies and an intent to please. Stomping the audience to death. In the title role, Hal March, as a romantically bewildered Madison Avenue man, displayed a nice, small singing voice and a good deal of poise to make for an easy performance that happily erased from memory his trial in "Dream Girl" during the winter season. The show's shortcomings were those of the book by Arnie Rosen and Coleman Jacoby, and the music and lyrics, by Steve Allen: not really bad but very remi- niscent of other television shows, not excluding the recent play and film, "The Tender Trap." In particular, Mr. Allen's contribution left the impression that it could have been very good indeed if he had just stayed with it longer, which may be physically impossible, of course, if you are a jack of all trades. Joe Cates produced and directed with unqualified good taste and much quite a lot of originality. For the record, the ladies of the piece were Jayne Mansfield, Carol Haney, Julie Wilson and Georgianna Johnson. Each was a doll.


What appeared in the initial stages to be a subtly different kind of plot construction, and possessed of an intriguing idea, seemed as this play progressed, to drag its feet. Problems of location, time, and setting, factors often lacking, in this particular opinion, of a satisfactory denouement. The players in this offering written by Bennett Schonfeld, are wholly capable, and indeed offer performances for the most part of high quality. Especially is this true of Luther Adler, as the clothing store proprietors, a man who has built reputation and friends on good nature and generosity. But when his son, Mark Richman, emerges from business administration courses at college in partnership, troubles ensue. The boy resents his father's generosity, especially in the direction of the old man's daughter and son-in-law, until the father is reduced to "stealing" from his own cash register. Here is the interesting aspect of the story. But when, in an emotional scene, Adler absolves the bookkeeper when the shortage is discovered, and the family goes into general and joint hysterics, the son, rather too weakly and readily, does an about-face. It almost seems as though the time was running out on the show, and the producers realized they had better get it over with as soon as possible before they ran over time. Virginia Vincent, as Adler's wife, is particularly good.


A script, by Norman Katkov, dealing with the maacre and often heart-breaking black market in babies, last week provided the Kraft Theatre with one of its most moving shows. Mr. Katkov told his story with a documentary-like directness and honesty which extended even into the tale's extremely emotional moments. A childless couple, impatient with the legal red tape surrounding adoptions through legitimate agencies, fall victims to a black market baby dealt through whom they pay a child for sale by the obviously unwed mother. The hitch comes when the mother decides she wants the child back and, according to the law, there is nothing the foster parents can do to stop her. Mr. Katkov handled his material with care, steering clear of the obvious cliché and sentimentality. He received excellent support, too, from stars, Leora Dana and Paul Lon ton, as the unhappy parents. Mrs. Dana, in particular who has some mighty high class stuff on television, never was better on the home screen. Alan Anders was the director.


Young Vic Damone seems to have quite a following among damoners, already there ap- parrently. As is so typical, he offered Roberta Shaw, the singing stylist, who is eccentrically effective, and who carries her griefs to the accompaniment of her photographs. As Damone's partner, Ms. Shaw's "Cry Me a River" rendition is vigorously done. The inimitable Bambi Lym and Rod Alex dey, in the Damone's "team, are amusingly entertaining, quite as usual. They are a bright spot in any show anywhere. Mort Gundy, the you comedian, has a slightly different approach, it appeared to be as funny. However, the impressi on lingers that a little of the ch might go quite far enough. In all, lightly, brightly entertaining hour of song and dance.


This statistic-heavy, script-sounding series, conceived and exe by Albert McCleery, continues to go its fair assumption, a great help to commercial television—but a check of several shows last week reveals that the dramathon is as prisingly successful. Last week Mr. McCleery and his associates started their tasks could only to "seem modest in relation to quality of most other daytime dramas") James Edward's "Remittan Man," and a police, was not just a police, but unlike soap opera, told a valid story of one people whose problems, although small, are big—his name is "Doran, as the head of that fami among others, Sherman Marks, the director. There may be an semblary line here behind the see, but it doesn't show.

BIG DEAL INDEED

Gene Cagle, vice-president of the Texas State Network, in behalf of Station KFJZ, Ft. Worth, signs a contract for the purchase of all 15,000 copies of the total of 754 pictures. Looking on is Norman C. Long, southwestern regional manager for Associated Artists Productions, Inc. distributor of the Warner motion pictures for television.

MOTION PICTURE DAILY

Televisión Today

Passing in Review

Monday, July 23, 1956
Video Tape to Get Full Use Under Oppenheimer’s Program at NBC

by SAMUEL D. BERNs

HOLLYWOOD: Plans are already in work, a year ahead, to gain the advantages of video tape in achieving special production value of better performance, lower production costs and, above all, the desired audience reaction.

Jess Oppenheimer, during a luncheon discussion at the Derby, cited this development in describing the treatment to be given “Company of Players,” one of the five programs he will produce under his Burlingame Productions banner for NBC-TV.

Oppenheimer, who also functions as a creative program executive for NBC and is part of a group advising, consulting and participating in the development of NBC properties, will employ video tape in conjunction with the three-camera technique he used in filming the “I Love Lucy” series, during a seven-year association with CBS.

When the curtain rises on “Company of Players,” in the Summer or Fall of 1957, we can expect to see an hour-long revue presented from a video tape recording, edited from the long, medium and close-ups obtained under the simultaneous three-camera shooting system; and pruned of material which fails to get the “studio audience” response. Video taped “live shows” also makes it possible to introduce greater production and story values through time allowances for makeup, costume and scenic changes.

Mr. Oppenheimer said he believes the future will spend approximately two and a half hours to witness the videotaping of an hour show, allowing for changes and ‘tape measures.” The audience reactions obtained for a show, which could be polished for presentation within 24 hours, will be honest reactions (no canned laughter necessary), and the performances will have lost 25 per cent stronger, due to the chemistry experienced by an actor working in front of a live audience.

Studio audiences will also find special enjoyment in the videotaping of dramatic shows, since the three-camera system makes it possible to record the story in continuity. And Mr. Oppenheimer disclosed an interesting facet to the proposed format for “Company of Prayers”: This revue, composed of a “stock company” of 10 or 12 all-star cast of people will have unsecond billing to the stock company, and be guarded against over exposure, will feature a 12 to 20-minute dramatic segment during the hour show. The first hour will include a satirical version of the “playlet.” This bit of planning is aimed at acquiring a captive audience for the first half hour, which will earn a better appreciation of the satirical portion of the programs.

“Company of Players” will also pave the way for some new program series which can be gleaned from performances and sketch material, he pointed out. In the interim, Mr. Oppenheimer has in preparation four other top projects to spearhead the list of credits he will accrue under his five-year contract with NBC. Among these is a look at a working of a full-hour color films, an anthology series of modern dramas under the title of “The Ten Commandments,” each having one of the commandments as its basic premise.

Other shows on his schedule include a situation comedy based on the old Baby Snooks property, which he formerly produced, wrote and directed; a domestic situation comedy called “Sis”; and a series based on “The Bill of Rights,” which will show through modern incident why these rights were necessary. He will have an interest in the shows he produces for NBC.

“celebrating” as they say in the press releases) his 40th anniversary in show business, will hold the all-star cast of people who will be seen in “The Cole Porter Festival,” announced last week as the initial production of the second season of CBS-TV’s “Star Jubilee.” The show to be seen October 6, will be 90 minutes of music and revue based on the Sly One’s work. It will originate in Hollywood.
Who's Where

Last week these changes:

A series of new staff assignments has been announced by Irving Gitlin, CBS director of public affairs. James Fleming, former CBS newsman who most recently has been producer of NBC Radio’s “Monitor,” has been appointed producer of Good Morning with Will Rogers, Jr., Michael Sklar, who has been producer of the Rogers program, will handle research and development on a new series of programs for showing early next year. Ted Sack, producer of Look Up and Live, will become an associate producer of Adventure on a special research project; Carl Beiser replaces Mr. Sack as producer of Look Up and Live. Shelley Gordon, associate producer of Adventure, begins research and development on a new program.

Jack Kirk has been appointed to the WABC-TV sales staff as an account executive, it was announced by Robert L. Stone, general manager. Mr. Kirk had been manager of the political sales unit at the station. Barnett Gehagen, formerly with WIPX, New York, has been appointed manager of the WABC-TV political sales unit. Both appointments are effective immediately.

Kenneth McKay, former assistant director of public relations for Madison Square Garden, will join CBS-TV press information as sports publicist, effective July 23. Mr. McKay will work directly with William MacPhail, CBS director of sports, and will be responsible for publicity on all sports programs.

Jane Nusbaum has been added to the legal staff of WABD, New York. It has been announced by Ted Cott, vice-president of DuMont and head of owned and operated stations.

Appointment of Nox Lempert, veteran producer for public service films and commercials, to serve as production manager for Guild Films’ commercials division, has been announced by Wally Gould, director of the department. Mr. Lempert comes to Guild Films from Framkirt Productions where he was executive producer since 1951. He handled the campaign for Better Schools, and commercials, to serve as Instant Maxwell House Coffee and others.

Walter Kiehn, veteran political reporter, columnist and radio-TV commentator, has been added to the ABC news staff covering the Presidential Conventions in August.

Bruce Eells, western division vice-president of Television Programs of America, has signed a new two-year contract with the company, according to Milton A. Gordon, president. Mr. Eells and Harald Friesberg, eastern vice-president, have been given extended sales territories to supervise.

HOLLYWOOD

HOLLYWOOD: Young & Rubin wants Peter Goetz’s National Audience Board to prepare four of its new teleseries slated for the Fall: Broken Arrow, 77th Bengal, Adventures of Hiram Bondy and Playhouse 90. Regional directors will notify at groups of the air dates so the family reviews can be conducted on a national scale and ballot results forwarded voluntarily to the agency. Sunkist bought one of the Blondie series shows produced at the Hal Roach Studio. Independent producers will now handle the series.

Stanley Frazen left his producer-director post at McCadden commercial division after 15 years, flew east to produce and direct commercial for Filmmakers: their Manhattan studios, and will open a new independent animation series on his return. . . . Ken Murray back from his four-week engagement of “Blacksuits” at the River Hotel in Las Vegas.

Hal Roach, Jr., chose Hec Greenberg as associate producer of The Stories of John Neshi teleseries for A.T. & T.’s Telephone Time. . . . National Va Lines will plug Doris Day’s con MGM release, “Juliet,” with 740 radio spot announcements on 30 key cities, in exchange for quotes on the nationwide moving Vernon. . . . Bob Crotz will top the California State Fair show in Sacramento in September. . . . T.V. exhibitors in the regular program of CBS-TV show are in the act. . . . Four Star Films is backing act Don Taylor on his film director debut with a Stage 7 segment titled “Family Affair,” starring Charles Coburn. . . . George Bile has joined Briskin Production Inc., Screen Gems, to head a new department dealing in ideas for new film series. . . . Campbell So and Laver Bros. are the alternate sponsors of On Trial, the new tel film series, which Collier will produce.
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HUME and RICHARD MAIBAUM

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CINEMASCOPE
co-starring
WALTER MATTHAU
Based on an article in The
New Yorker by Berton Roueche

The NEW shocker from the director of "Rebel Without a Cause"!
A Business Viewed Up in the Far East

Views This Year as 5% Ahead of 1955

By LESTER DINOFF
(Picture on Page 11)

East and Australasian exhibitors consider United Artists a supplier of important product, according to Alfred Katz, UA international home office executive, who noted that his company has "been in these territories for over 100 percent" since it began its business and that this year's business is running up to "45 to 55 percent" of last year's total. Katz, who returned to New York at the end of a six-week tour of Japan, the Philippines, Hong Kong, Singapore, Indonesia, Australia and New Zealand, said that this market is among the most promising for the overall foreign gross of Artists, which is highly optimistic about the outlook for 1956.

(WB Studies Stock Options

The board of directors of Warner Brothers Pictures is working on a plan under which key personnel would be granted stock options, it was announced by President Jack L. Warner, in a letter to stockholders. Warner, who assumed presidency of the production and distribution company two weeks ago said that directors of the company will submit their stock options to the stockholders (Continued on page 7).

Jack Warner

('All Boats' in Big Opening

"Away All Boats," Universal-International's new VistaVision film, which has opened in more than 50 locations from coast-to-coast following its premiere last Wednesday is continuing to roll up the best business in its initial engagements of any film the studio has ever produced (Continued on page 11).

Warner Newsreel to Be Shut Down; Negotiations for Sale Now Underway

Warner News, Inc., a subsidiary of Warner Brothers Pictures, will discontinue its operation of Warner Brothers' newsreel, "News of the World," which is produced semi-weekly at its own studios here. The negotiations for sale of the newsreel have been progressing for some time, and it is expected that a sale will be announced soon (Continued on page 7).

Racing Against Time

Industry Fights to Get Tax Bill to Senate

Hope to Persuade Finance Committee To Schedule Meeting on Short Notice

By J. A. OTTEN

WASHINGTON, July 23—Industry leaders, racing against time, were trying to figure out some way to get a Senate Finance Committee meeting on the admissions tax relief bill. The excise tax is expected to bring in $2,345,000 in 16 first-run U.S. and Canadian playdates in less than four weeks of domestic release, the company reported here yesterday (Continued on page 7).

Text of a plea by Senators Sparkman and Humphrey, of the Senate Small Business Committee, addressed to Senator Byrd and calling for elimination of the admissions tax, will be found on Page 7.

Senate floor. The Senate Finance Committee, which handles the bill, said it had no further meetings scheduled this year. Chairman Byrd (D., Va.) could, of course, always call another meeting of the committee on short notice. But he was reported fearful of calling such a meeting lest members bring up at that time some expensive House-passed veterans' benefits which he opposes. Industry leaders were working on a plan to present a new bill (Continued on page 7).

'Moby' Takes Still Strong

John Huston's "Moby Dick" for Warner Bros. release continues to set a record pace in all of its engagements, including holdover situations and new openings, during the past week, according to a report by Warners. In its dual engagement at the Criterion and Sutton Theatres in New York, the film is continuing to draw strong business (Continued on page 7).
Canadian Industry Spends $3,000,000 On New Construction and Repairs

OTTAWA, July 23—The Canadian Government has revised upward its estimate of the amount the motion picture industry will spend this year on new construction, repairs and modernization. Earlier this year a Government survey estimated that $2,700,000 would be spent. Now the new survey puts the figure at $3,000,000.

Although this total is still far below the $6,300,000 spent last year, the upward revision is considered encouraging because the upward trend apparent for such estimates in other industries caused by shortages of material and labor and unfavorable weather.

The $3,000,000 total includes an estimated $2,400,000 for new construction, comprising $1,500,000 for construction and $900,000 for machinery and equipment; and $600,000 for repairs and modernization, divided evenly between construction cost and machinery. The earlier estimate had allowed only $2,100,000 for new construction and $600,000 for repairs and modernization.

Gallup Buys Theatre for Film ‘Proving Ground’

PRINCETON, N. J., July 23—Purchase of the Colonial Theatre in neighboring Hopewell, N. J. for use as a proving ground for motion pictures, tv films and advertised products, has been reported by Dr. George Gallup, public opinion statistician.

Under the Gallup plan, audiences from farm and city areas within 15 miles of the 500-seat theatre will be invited to view films and will provide Gallup with moment-by-moment reactions to the events projected on the screen. The results will be used to provide an advanced survey of public attitude toward the pictures. All invited to the house will be admitted without charge.

Gallup plan to open this fall after being renovated, the theatre will also serve as a home for Gallup’s research program which will attempt to determine what kind of advertising campaign will prompt a given group to buy a particular retail product.

Filemack to Play Host at New Studio Unveiling

CHICAGO, July 23—An open house to mark the opening day of the new live action studio will be held Aug. 1 by Filemack Studios, in the Filmack Building, here.

Irrving Mack, president of the 38-year-old New York and Chicago firm, said friends in the advertising, telecasting and film fields have been invited to attend.

CBC’s Video Shows Los

OTTAWA, July 23—The Canadian Broadcasting Corporation reports loss of $1,355,821 on operations in the last fiscal year. In television and radio, money will be needed in the current fiscal year to maintain the present output of tv programs. Otherwise, CBC states, its tv programs will substantially reduced.

The annual report explains that large increase in commercial revenue for both television and radio this year was due to the current year but is a considerable re-use in expenditures is required particularly for tv programs.

$38,572,512 for Operations

CBC’s total operating outlay for tv networks reached $38,572,512 during the year compared with $29,103,223 in the preceding year when there was a surplus of $4,267,608. In contrast this year’s deficit of $1,355,821. It derives from advertising climbed $7,403,438 from the $4,157,829 of the preceding year but income from sale of tv sets increased to $17,737,825 for a gain of only $776,026.

In addition, the report discloses that $10,000,000 was spent by CBC for performances or performers.

Indicative of the competition with theatres face from tv operations, the Canadian government tells CBC, the report shows that 33 stations are now operating and only coming into existence so that to 2,000,000 homes are now in possession of a tv set, about 15,000,000 Canadians are able to view programs 80% of the population, and service is still being expanded.

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‘Leaves’ in Superscope
For Latin-American Mart

Joseph Tushinsky, president of Superscope, Inc. has closed a deal with Columbia pictures to convert ‘Autumn Leaves,’ starring Ava Gardner, into Superscope 235 anamorphic widescreen process for the Latin-American market. This is the second Columbia picture to be put into Superscope for Latin-American exhibition. “The Harder They Fall” having previously been seen for this treatment. “Autumn Leaves” originally filmed in the 1.85 to 1.38 ratio, will be converted into anamorphic prints with a 2.35 to 1 screen ratio.

LEAVES’ in SUPERSCOPE
FOR LATIN-AMERICAN MARKET

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JULIE ADAMS in “AWAY ALL BOATS”

JUNE ALLYSON in “INTERLUDE”

LAUREN BACALL in “WRITTEN ON THE WIND”

LEX BARKER in “AWAY ALL BOATS”

ORNELL BORCHERS in “ISTANBUL”

ROSSANO BRAZZI in “INTERLUDE”
JAMES CAGNEY
in "THE MAN OF A THOUSAND FACES"

JEFF CHANDLER
in "AWAY ALL BOATS"

JEANNE CRAIN
in "TOY TIGER"

LARAINA DAY
in "THE GREAT MAN"

JOSE FERRER
in "ISTANBUL"

ERROL FLYNN
in "RAW EDGE"

RORY CALHOUN
in "FOUR GIRLS IN TOWN"

MARIANNE COOK
in "THE RAWHIDE YEARS"

TONY CURTIS
in "BATTLE HYMN"

DAN DURYEA
in "IF I SHOULD DIE"

O.W. FISCHER
IN HIS FIRST AMERICAN PICTURE
<table>
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<th>Actor</th>
<th>Film</th>
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<tr>
<td>TIM HOVEY</td>
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<td>JEFFREY HUNTER</td>
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<td>&quot;MISTER CORY&quot;</td>
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<td>ARTHUR KENNEDY</td>
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<td>JANET LEIGH</td>
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<td>FRED MacMURRAY</td>
<td>&quot;PILLARS OF THE SKY&quot;</td>
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<td>VIRGINIA MAYO</td>
<td>&quot;CONGO CROSSING&quot;</td>
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AUDIE MURPHY  
in "WALK THE PROUD LAND"

GEORGE NADER  
in "CONGO CROSSING"

MAUREEN O'HARA  
in "THE WORLD AND LITTLE WILLIE"

DONNA REED  
in "WRITTEN ON THE WIND"

DEBBIE REYNOLDS  
in "TAMMY"

ROBERT STACK  
in "MY MAN GODFREY"

JAMES STEWART  
in "NIGHT PASSAGE"

LANA TURNER  
in "THE UNGUARDED MOMENT"

ESTHER WILLIAMS  
in "THE UNGUARDED MOMENT"

JANE WYMAN  

Yes...THE WORLD'S TOP STAR POWER keeps coming from Universal...
Tax Bill (Continued from page 1)
State majority leader Johnson (D., Senate minority leader Know-1, R., Calif.), and finance committee members in an effort to get the bill to schedule a committee meet-
will another danger facing the in-
dustry was the possibility that John-
son, fearful of party-splitting fight
the civil rights issue, might try to
adjoin the Senate earlier than
1956 the week-end. Leaders felt
they needed a vote every day if they
were to get a Senate vote on the bill.
Members of the Senate Finance
Committee are, besides: Chairman
Richard O. Davis (D., Va.), Senators
George (D., Va.), Kerr (D., Okla.), Frear (D., Ill.), Long (D., La.), Smathers (D., Fla.), Anderson (D., New Mex.), Hughes (D., Ill.), Millikan (R., Ohio), Martin (R., Pa.), Flamsteed (R., Calif.), Williams (R., Del.), Mone (R., Nev.), Carlson (R., Wash.) and Bennett (R., Utah).

Passed in 12 minutes
I took the House only twelve min-
utes to pass the King bill, by a voice
call, late Saturday night. The seven
opposers, after speaking upon the bill
vitalized the need to help the in-
ustry meet the competition of tele-
vision and other problems.
Rep. Reed (R., N. Y.) declared
it did not question the new legislation but said it seemed to him
unfortunate and discriminatory to
just the demands of other payers
for similar assistance in the econ-
omic situation that differed notably
out that the Treasury and the
Burke opposed the bill be-
cause of the revenue loss.
Rep. Byrnes (R., Wis.) and
seven other speakers endorsed the bill but said it should also have been given
the nation's legitimate theatres and
barns.

Warner Studies (Continued from page 1)
plan to company stockholders
at the next annual meeting.
In telling Warner Bros.' stock-
hold of the changes which have taken
place within the organization, War-
ner reported he had signed a five-
year employment agreement with the
company, defining his duties as prin-
cipal executive officer, and that he
intended to own more than 200,000
shares of stock of the company.
In commenting further upon the stock-
plan, Warner said, "we believe it
in these days of high taxes, the
ded incentive promoted by such
actions is highly desirable for good
management, and it seems to us plans are effect in most of the leading cor-
relations of the country."
Warner also told stockholders that
the vast amount of work necessary
to complete the financial transac-
tion under which the company's film
library, short subjects and cartoons
are sold to television for $21,000,
would be expected to be finalized in a
week or two.

Moby Dick* Grosses (Continued from page 1)
York, the picture grossed $37,980 in
the first five days of its third week
at the Criterion, with an estimated
$48,000 for the third week ending
Friday, and for a similar period at
other theaters. The $10,000 mark is
expected to reach $23,000 for the
week. Both engagements will continue
indefinitely.
A $13,482 fourth weekend was re-
ported at the Astor, Boston which
was ahead of the third weekend. The
picture also holds for a fourth week
at the Stanley, Baltimore, and the
Metropolitan and Ambassador in
Washington, D.C., as well as the Par-
amount, Pantages, and concert The-
etres in Los Angeles.
Holding for a third week are the
Allen, Cleveland; Majestic, Prov-
dence; St. John, Jacksonville; Radio
City, Minneapolis; St. Francis, San
Francisco, and Chicago, Chicago. The
picture opened at the Strand, Hartford,
last week where it racked up a record-breaking $13,905 in its first
five days. Other recent engagements
are the Warner, Youngstown, where
the picture grossed $9,505 in its first
five days; Fox, Athens, Ohio, where
it grossed $14,467 in its first three
days; Strand, Akron, with an $8,080 "take"
for its first five days.

Warner Newsrel (Continued from page 1)
News was issued on Aug. 13, 1947.
Norman H. Moray was named presi-
dent of Warner Pathé News and
Waltan, C. Amos appointed vice-
president in charge of production.
Retention of the Pathé name in
the title of the newsrel was made a
part of the terms of its acquisition.
Thus the Pathé Newsrel, an extension
to Charles Pathé, the French industry
pioneer, and the long history of the
Pathé organization in this country.
Pathé was set up here in 1905.
The first edition of Pathé Weekly
appeared here in 1910. In 1911, it
had its first competition from the
Mutual Weekly. In 1931, RKO took
over the production assets of Pathé
Exchange, including the newsrel.

Sparkman and Humphrey in Letter to Byrd, Ask Senate to 'Remove This Oppressive Tax'

From THE DAILY BUREAU
WASHINGTON, July 23—Senate Small Business Committee chairman
Sparkman (D., Ala.) and Senator Humphrey (D., Minn.), chairman of the small
business subcommittee that studied film industry problems, today called
for a vote on the tax relief bill. In a letter to Senator Byrd, Sparkman
and Humphrey declared that "to remove this oppressive tax would be
of tremendous benefit" to independent theatre owners, many of whom charge
admissions of 50 cents to 51.
The letter pointed out that the subcommittee held extensive hearings this
spring on the tax problem, at which it became very apparent
that the course of these hearings that the small theatre owners
located in rural areas, small towns and suburbs of the larger cities are in a
most difficult financial plight. Approximately half of the 19,200 theatres
throughout the country are losing money or barely breaking even in their
operations.
"In the committee's report which will soon be submitted to the Senate, it
is recommended that the motion picture admissions tax be removed in order
to give a measure of assistance to thousands of hard-pressed exhibitors."

O'Shea Campaign (Continued from page 1)
cover the RKO branches with the
District Manager of each territory.
The Boston meeting will last for
two days, as will a similar sales
session in Washington, D.C. on
July 24th. The follow-up session will
be held at the Pittsburgh Exchange July 30th,
and on Aug. 1-2 will hold meetings in
Philadelphia. Following a two-day
session Aug. 6-7 in Cincinnati, Levy
and Mooney will be in Indianapolis
on Aug. 8 and Cleveland on Aug. 9-10.
A three-day sales meeting Aug. 13-14-
15 is scheduled for Detroit.

United Artists (Continued from page 1)
tions, billings and playdates is bring-
ing a total of $50,000 in cash prizes
to winners among the 32 competing
branches in the United States and
Canada. It honors the 50th anniver-
sary of UA's leadership by president
Arthur B. Krin, board chairman Rob-
ert S. Benjamin, Heineman, vice-presi-
dent Max E. Youngstein and Arnold
M. Schaeffer, executive vice presi-
dent in charge of foreign distribution.
The Philadelphia, Pittsburgh and
Milwaukee branches took first place in
each of three groups of equal grossing
potential. The latter respectively man-
gaged by Gene Tunick, James Hen-
del and Joe Imbo. The fifth anniver-
sary drive will be climaxed by a ten-
week home stretch drive ending
Sept. 8.

Indoor Theatre Again For Washington Town
CENTRALIA, WASH., July 23 — The Fox Theatre will be reopened
here soon by its new manager, Wil-
liam Evans, following a complete re-
novation of the theatre. The Fox
and Chehalis theatres were recently
closed by Ron Gamble, former oper-
ator. No plans have been announced
for reopening of the Chehalis. The
only theatre in operation locally is
the drive-in midway between the
two cities, which Gamble retained.
Evans, former manager in Centralia,
returns after seven years in theatre
business at Bothell, Wash.

Company Dividends Report
Cash dividends of motion picture
companies during the first six months
of 1956 were slightly behind the total
for the like period, 1955, the U. S.
Comptroller's Department has reported.
The department listed these dividends
as $14,318,000 for the January-June
months this year, compared with
$14,163,000 for the like 1955 period.
The department said dividend payments
in June this year were $3,842,000,
compared with $3,787,000 in June last
year.

Second Opening for 'Life'
Following a specialized distribution
pattern, "Bigger Than Life", in Cin-
emaScope, 20th Century-Fox had
sought attention on a drama addiction
of the theatre circuit.

Thompson to Talk Tomorrow
Choosing "Back to the Movies" as
his theme, J. H. Thompson, of Mar-
tin and Thompson Theatres and presi-
dent of Georgia Theatre Owners
and Operators Association, will be the
guest speaker at the meeting of the
Atlanta WOMPIS at the Variety Club
on Wednesday. Mrs. Jackie Cowart,
president will preside.

Coast Production Off Slightly
Production began to drop slightly
in Hollywood this week, but an
over-all total of 51 (as compared to
57 last week) still ranks as one of the
highest reached in a long time. Three
new pictures were started and nine
others were completed.

LeRoy Brands' 'BadSeed' Restriction as 'Nonsense'
CHICAGO, July 23—The action by the Board of Censors here restric-
ing Warner Bros. "The Bad Seed" to adults only has been called "nonsense" by Mervyn LeRoy, producer-director of the film, in a statement bound for New York. Timothy J. O'Connor, commis-
sioner of Police for the city, after
seeing the film at a preview, said it
is "so controversial in nature that I
find it necessary to restrict attendance at this picture to adults only."
In his reply LeRoy said the film is
basically a love story. It was a
smash hit on Broadway, and I
attended countless performances of the
play, where I saw women and young-
sters enjoying themselves in the thea-
tres. The same thing happened in
Chicago, where the play ran for six
months.

... NEWS ROUNDSUP
Run for the Sun

Russ-Field—UA

THE COMBINATION of Richard Widmark’s always interesting personality and assertive masculinity with Jane Greer’s saucy feminine aplomb and come-hither looks and bearing is enough to satisfy most theatre exhibitors and when these assets are joined by others: to wit, taut, incisive direction from Boy Boulting and an exciting, well-paced screenplay by Dudley Nichols and Boulting, well, the happy results can’t help but ring hells.

Box offices will hum merrily as audiences get word-of-mouth reports on this highly salable item, which deserves any amount of exploitation. Executive producer Robert Waterfield has given this Russ-Field effort careful mounting; the Eastman film print by Technicolor and the Superscope are excellent, and the acting from co-star Trevor Howard and supports Peter Van Eyck and Carlos Henning is first rate.

Widmark is a famous American novelist who has gone into seclusion in Mexico after a marital disillusionment. Miss Greer is an enterprising girl reporter for a magazine sent to smoke out Widmark and learn the reasons for his disappearance. Out to use him for news purposes, she falls in love with her subject instead, especially when he tells her of his unhappy personal life and inability to write.

Conscience-stricken, she attempts to abandon the assignment, but en route to Mexico City, where Widmark is taxying her in his plane, they run out of gas and end up in a jungle, where they meet Howard and his two shady-looking associates, Van Eyck and Henning. It turns out Howard is a British traitor who broadcast for the Germans in World War II, and that the other two are war criminals.

Naturally the threesome want to keep Widmark and Miss Greer from telling the outside world of their whereabouts. The latter two’s efforts to escape are cinematically thrilling, what with jungle chases and a final hair-raising race for a plane that will carry them to safety.

There’s nothing wrong with the Widmark-Greer clinches, either, for those who like that element along with their adventure. Harry Tullman produced.

Running time, 99 minutes. General classification. For August release.

La Strada

Trans-Lux

IT WOULD SEEM that the Italian neo-realist school of film making is ag in the ascendancy in that country if “La Strada” is an example. Art patrons will find it a strong dose of cinema, the work of Federico Fellini, one of the brightest of the Italians’ newer crop of director-writers. A story he tells is a pathetic one, limned in starkly realistic terms, concerned in the main with man’s lonely wandering and need for love and understanding. Tullio Pinelli shares credit with Fellini for the writing of the screenplay.

The American Anthony Quinn and Richard Basehart fill the chief male roles, and opposite them is a highly talented actress nam Giulietta Masina, in private life Mrs. Fellini. She gives a sensitive performance in a complex role.

Miss Masina portrays a girl of simple mind but compassionate heart who accompanies a strong man, Quinn, about the countryside where does a pathetic chain-busting act. Quinn is an uncomplicated be of a man who prefers action to analysis. Inconsiderate and thoughtless, ignores the devotion of his assistant, whom he has trained as a close and general utility girl.

A high wire artist, known as The Fool (Basehart) offers her a bet life with him, but her loyalty to, and love for, Quinn, prove too great to bear. Later when he kills Basehart in a fit of rage, she pines away in shock and disenchantment and finally dies, after being deserted by man she idolizes. Then, and only then, does Quinn realize his deeper loneliness in a hostile, cold world, and in his bitter realization that has lost the only person with whom he ever, even inadequately, tried to communicate, he sinks in bitter anguish on the sand and dark beach.

The theme and treatment are definitely adult, especially in the line of the sexual relationship between Quinn and Miss Masina. There is dubbing in Italian for the American members of the cast, a some well-written subtitles throughout. Trans-Lux is releasing Ponte-DeLaurentis production here.

Running time, 115 minutes. Adult classification. For immediate release.

James Parker Drowns

James Parker, 45, a member of the Cinerama expedition shooting “Search for Shangri-La” in Pakistan, was drowned last Saturday in the upper Indus River Gorge when the boat in which he was riding capsized. He is survived by his mother, a brother and a sister. Six others in the boat suffered only minor injuries.

‘Brave One’ at Festive

The King Bros. ‘The Brave One has been entered in the Edinburgh Film Festival, which opens Aug. according to Walter Branson, RK vice president in charge of wide distribution. ‘The Brave One is the first American feature to be released this festival.
Sindlinger Says:

"THE THEATRE TRAILER IS DIRECTLY RESPONSIBLE FOR 34.8 PERCENT OF THE AVERAGE WEEKLY GROSS OF THE FIRST-RUN THEATRES IN OKLAHOMA CITY."*

*In other words, the Theatre Trailer is directly responsible for $348 out of every $1,000 expended for admissions in the first-run theatres in Oklahoma City. This is but one of the many valuable facts contained in the comprehensive statistical survey prepared by Sindlinger & Co. for its theatre clients in Oklahoma City and County, covering an 84-week period ending June 9, 1956. Copies of the entire report will be furnished on request as an industry service by NATIONAL SCREEN SERVICE.

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The 1956 ALMANAC was a sellout early in the year because there is no other reference book that serves so well. No other volume provides a real "Who's Who" of the industry (over 11,000 biographies in that section)—and no other is organized in 15 thumb-indexed sections.

The 1957 edition will contain hundreds of changes to bring it up to date—to serve you faithfully and frequently for another 12 months. To make sure of YOUR copy, reserve now.

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☐ MOTION PICTURE ALMANAC ($5)
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Date of this reservation

Name

Address
A Business

(Continued from page 1)

For UA and the entire motion picture industry in the Far East and
Admanta. The market is improving
duly due to construction and re-
storation of theaters, especially in
so, he said, and the better pro-
ceed to release.

He cited the case of the UA Japa-
specializing in American films
which is constructing a four-theatre
amusement center in Tokyo. Katz said

"$26,000 in San Francisco"

The holdover strength of the Cin-
emaScope picture is also indi-
cated by its run at the Fox Theatre
in San Francisco, where it scored
$26,000 in its third week against $16,
000 for "Carnival" and $11,000 for "The
Seven Year Itch." The King and I also
doubled the mark of "The Seven Year
Itch" in the third week at the Fox Thea-
tre, Portland, Ore.

The Oriental, Chicago, reported
$44,000 for the film in its third week.
The Warner Theatre, Atlantic City,
said the third week's gross of the pic-
ture, $18,000, topped the previous
week's take.

Columbia's "Duchin Running"
Big in 5th Week at Radio City

Columbia Pictures' "The Eddy
Duchin Story" registered a gross in
excess of $87,200 at the Radio City
Music Hall for the first four days of
its fifth week at the Broadway show-
ing, the film company reported yest-

ersday.

With business in the fifth week
running more than $3,000 ahead of
the fourth week at this point, Col-
umbia said it seems certain that the
$75,000 mark will be passed before
the week is completed tomorrow. The
total Radio City Music Hall gross
for four weeks and four days is over
$777,000.

Weekend Business High In
Boston Theaters

BOSTON, July 23 — The biggest
weekend business was recorded in
downtown Boston theaters in many
years despite slowdows in many spots,
according to exhibitors.

The Metropolitan with "King and
Away All Boats" (Continued from page 1)

company has released since "To Hell
And Back" late last summer.

In several theaters "Away All
Boats" battered "To Hell And Back" and
"Magnificent Obsession" marks in
unchanged days after openings which
insured extended playing time and
holdovers.

The initial week's business at the
Golden Gate in San Francisco was
$26,500; the RKO Memorial in Bos-
ton reported $25,000; the Joy in New
Orleans, $13,000; the Goldsmith in
Philadelphia, $23,000; the Broadway
in Portland $11,000; and the 11
downtown Los Angeles and neighbor-
ing Drive-In situations, $175,000.

'Tab Hunter and Natalie Wood' That 'Battle Cry’ guy! That 'Rebel Without a Cause' girl!

"The Burning Hills"

Warner Bros. Trade Showings July 27

Screen Play By IrvING MILLER. Based on the Novel by LOUIS LAMOUR. Produced by RICHARD WINTER. Directed by JUFTN NUGENT.
"Mr. Deeds Goes To Town" had it.
"It Happened One Night" had it.
"The Awful Truth" had it.

Now, after too many lean years, the nation's funnybone is in for some hilarious seducing... because

"THE AMBASSADOR'S DAUGHTER" has it— the "magic" that makes a comedy great!

Here is the kind of laughter that excites, delights and ignites.
For writer-producer-director Norman Krasna has sent a sextet of stars and a wonderfully witty story Cinemascoping through the bistros and boulevards, the fashion salons and embassies, the hot spots and cool dives of the maddest, gladdest, wickedest, womanest city in the world—Paris.

Yes, as Louella Parsons says: "It's a Honey of a Comedy!"

OLIVIA de HAVILLAND
JOHN FORSYTHE • MYRNA LOY • ADOLPHE MENJOU in
the Ambassador's Daughter

The freshest comedy in years!!!

co-starring Tommy Noonan • Francis Lederer • Edward Arnold • Minor Watson
Written, Produced & Directed by Norman Krasna in CINEMASCOPE • TECHNICOLOR®
MOTION PICTURE
DAILY

NEW YORK, U. S. A., WEDNESDAY, JULY 25, 1956

TEN CENTS

KO Teleradio
Will Integrate All Activities

{Image of a man with text overlay}

Film properties acquired by RKO Radio Pictures for exhibition on television will be sold under a new policy of operation involving the 32 domestic branches of RKO Radio Pictures, it was announced here yesterday by C. Robert Manby, RKO Teleradio vice-president.

Manby, who also reported that the film and production division of RKO Teleradio, formerly known as General Teleradio, has had a business of 4,500,000 annuale.

(Continued on page 6)

PEAA Studies Support German COMO

A proposal under which member companies would donate 100,000 is for the establishment of a Council of Motion Picture Organizations in Germany was discussed here yesterday by the board of directors of Motion Picture Export Association of America. The proposal was recommended to the board by continental agents of member companies.

(Continued on page 7)

serve Decision in Suit 'Bus Stop' Release

The decision was reserved in U. S. District Court yesterday by Judge Richard H. Levet on a motion by 20th Century-Fox to vacate the temporary injunction order issued by a Justice the Supreme Court acting for flum nag, author of "Bus Stop," which seeks to restrain the film community.

(Continued on page 7)

Senate Finance Unit OK's Tax Exemption to 90 Cents

'55 B. O. Take $1,286 Million

Passes Slightly-Toned-Down King Bill; Unanimous Vote Elates Compo Officials; Problem Now to Get Full Senate Action

WASHINGTON, July 24—The Senate Finance Committee, acting today with unprecedented speed, unanimously voted to boost to 90 cents the present 50 cents exemption from the Federal admissions tax. The committee action represented another major victory for the motion picture industry in its last-ditch fight to get admissions tax relief before Congress quits.

Officials of the Council of Motion Picture Organizations were elated at the result, and for the first time seemed to be showing real hope of Congressional approval of admissions tax relief before adjournment.

The committee toned down slightly the House-passed King bill, which would have raised the exemption to 91. It did this in an effort to smooth the way for Senate passage and to remove possibly some of the Treasury Department's opposition.

Committee officials said the Federal

(Continued on page 2)

7 Year Pact For Schneider

Columbia Pictures has negotiated a new seven year contract with A. Schneider, first vice-president and treasurer of the production-distribution organization, retroactive until Sept. 15, 1955 and providing for a stock option of 35,000 shares, it was learned yesterday.

The new pact runs until Sept. 14, 1962 with Schneider receiving a weekly compensation of $2,750 up to Sept. 14, 1957 and

(Continued on page 7)

Review:

THE BAD SEED

WARNER BROS.

This picture is based on the successful and highly controversial New York stage play of the same name. As a stage play it was adapted by Maxwell Anderson from a novel by William March and produced on Broadway by The Playwrights Company.

In its motion picture production by Mervyn LeRoy, adapted for the screen by John Lee Mahin, it partsakes largely of the character and feeling of the New York stage play. All of this is underscored by the presence in the cast of a number of the principal players who performed on the New York stage. As "The Bad Seed" makes its appearance in the motion pictures theatres it is bound to create interest and controversy. How the pros and cons are to balance remains to be seen in the record of the picture writes as public reaction is recorded.

(Continued on page 8)
Tax Bill Awaits Senate Action

(Continued from page 1)

eral Revenue loss under the 90-cents proposal would be between $55,000,000 and $60,000,000 a year, compared to an estimated $70,000,000 under the 91 exception.

The immediate future of the bill in the Senate was obscured by a parliamentary wrangle over civil rights legislation. Backers of civil rights legislation, angered at being deprived of a chance to get Senate floor action on the measure, were blocking Senate action on a number of other subjects.

Unanimous Consent Needed

Committee officials said the admissions tax bill could be reported formally to the Senate only by unanimous consent and that it wasn't clear whether this could be obtained. If the parliamentary snarl continues, it may also take unanimous consent to get a Senate vote on the bill.

The effect of the civil rights fight was shown by the fact that the finance committee had to meet twice to report out the admissions tax bill. The first time the Senate was in session. Under Senate rules, the committee had no legal right to act without Senate consent, and this could not be obtained on the Senate floor. So the Senators met informally, and then met again when the Senate recessed and formally approved the bill.

One point in the industry's favor was the apparent support of Finance Committee Chairman Byrd (D., Va.), Senator Byrd, who could have prevented the committee from meeting on the bill, called the session that approved it and apparently will do what he can to get Senate action.

An illustration of how the bill would be affected by the civil rights fight came when Finance Committee chairman Byrd (D., Va.) called the Senate late tonight. Senator Douglas (D., Ill.), one of the North-ern Democrats who has been trying to get action on civil rights legislation, objected.

'Every State' to Be Alarmed

Senate Majority Leader Johnson (D., Tex.) pleaded with Douglas to withdraw his objection in order to speed action on the tax bill. 'Surely,' he said, 'you would not want to block action for the benefit of the state.'

Senator Johnson said, and added, "Every state in the Union is going to be aided by this emergency relief."

Douglas, however, said he was in an effort to get action on the civil rights bill, he would have to continue his opposition to Byrd's filing the report.

William Donovan Scador
And Story Editor at 'U'

HOLLYWOOD, July 24—Producer Frank P. Rosenberg today announced the formation of an independent company, Frank P. Rosenberg Productions, Inc., with Joseph L. Rosenberg vice-president and attorney Harold Berkowitz secretary-treasurer.

The new company has a piece property in hand, "Cosmopolitan" and "New Yorker" magazine stories, and is shopping for a third.

Rosenberg left Warner Brothers employ yesterday after two years as a staff producer.

F. P. Rosenberg Forms Independent Company

Marines, Stars, Press

'Night' Premiere Guests

HOLLYWOOD, July 24—A train-load of U.S. Marines, film stars and press people will leave tomorrow morning for Camp Pendleton, Camp Del Mar, and finally to Oceanside, where "Hold Back the Night" will be premiered at the Crest Theatre, tomorrow night.

The party, numbering more than 125, will witness the premiereations at Pendleton, and attend a din-ner at Del Mar, en route to Oceanside. Maj. Gen. G. F. Good, Jr., and Col. R. L. Murray will act as hosts.

Negotiate for Cinemara To Open in Seattle

SEATTLE, July 24—Negotiations are underway here between National Theatres and Stanley Warner Cine-marama for the latter to install Cine-marama at the Paramount Theatre.

B. J. Krauze, vice-president of Stanley Warner Cine-mara, said that arrangements are being made to sub-let the theatre to a joint stock company. Evergreen, a subsidiary of National Theatres, have announced no definite plans other than to say that the Para-mount Theatre will be remodelled for the latest A

William Sausero
Division Studios Here

Expand RKO-WOR Division Studios Here

Plants to expand the RKO-WOR recording Division, including the construction of a large and modern recording studio have been announced by John B. Poor, vice-president of RKO Teleradio Pictures, Inc., new studio, now under construction, will be completed for early business, according to John B. Poor, manager of the division.

The studio will incorporate the latest modern electronic advances. It is specifically designed to meet the increasing requirements of the recording division's advertising agency clientele. It will supplant the organization's existing facility now in the same building.

N.C. Theatre Ask Tax Cut

Special to THE DAILY
RALEIGH, N. C., July 24—North Carolina exhibitors have told the Senate Tax Study Committee that 36 theatres here to survive the state property licenses must be "substantially reduced."

Representing the exhibitors, W. E. Erbe told the commission held here today that "Theatre owners are the strongest competitor and pays privilege license. Furthermore, Federal Communications Commission requires license, county or to levy a privilege license on vision." Erbe called for reduced beginning at the lowest license fee, $125, and continuing through highest bracket, $5,000.

Pointing out that 36 theatres in North Carolina last year, Erbe told the commission that 45 closed this year. He said, "Many theatres are operating at a loss and every existence is all the same. He added that a town with a population becomes a "ghost town."

The commission, created by 1955 legislature to study the state tax structure, must make its report to Gov. Hodges by Nov. 10.

Reiner New TPA Mgr.

The appointment of Manny Reiner, vice-president and general sales manager for IFE Releasing Corp., as European area manager of Television Programs of America, Inc., was announced yesterday. Reiner entered the film industry in 1933 when he joined Warner Bros. publicity department. Before going to IFE last year, he served as sales manager of Guild Films. Reiner will return to Europe Aug. 2 for an inspection of TPA offices.
Dear Industry:

We have now seen for ourselves “TEA AND SYMPATHY,” screened for the first time in the East and the West. It is a great event for all of us in motion picture business. It does honor to the screen. The play had enduring appeal: 91 weeks on Broadway, packed legitimate theatres in cities from Coast to Coast. The picture, with the same stars who made the stage play famous, does infinite justice to a delicate theme, which Hollywood has never before dramatized. In a season when the screen promises fine attractions from all companies, we are proud to contribute one of the all-time Greats!

—Sincerely,
M-G-M
Allied Artists

takes pleasure in announcing...

AUG. 20 IN PARIS

Billy Wilder will start the
love affair that will be felt
around the World!

GARY COOPER • AUDREY HEPBURN • MAURICE CHEVALIER

"Billy Wilder"
Screenplay by BILLY WILDER and I. A. L. DIAMOND
Produced and Directed by
BILLY WILDER
**RKO at Full Speed: O'Shea**

Today marks the first anniversary of the purchase of RKO Radio Pictures by Thomas F. O’Neil, and the new management will release 15 pictures in August and the end of the year, according to Daniel T. O’Shea, president.

(Aug. 15 is the date when the new management’s first production, “The First Traveling Saleslady” will have its debut) There are, in addition, 13 properties, all initiated under the aegis of the new management, which are now in production or in a pre-production stage and scheduled for release during the first half of next year, O’Shea said.

**One of Biggest Deals**

It was a year ago today that O’Neil and General Teleradio bought the then RKO Radio Pictures, Inc., from Howard Hughes for $25,000,000, one of the largest business deals in the history of American industry. The motion picture producing-distributing organization becomes a division of RKO General, Inc., known as RKO Radio Pictures.

“We made no headline-catching claims at the time of the purchase,” O’Shea said. “We promised to provide theatre owners with a steady flow of pictures which were aimed at making money; we promised nothing else. Since then we have worked steadily to create top quality films and now our efforts are starting to pay off.”

**Diversification Emphasized**

Stressing the fact that there is “actual diversification” in the upcoming RKO releases “without duplication of the type of entertainment each film provides,” O’Shea expressed disagreement with the theory that “all you need is a couple of blockbusters.”

“We are aware also of the very great importance of a careful selection of release dates for each picture. In addition to the various factors which influence the receptivity of the public to a particular picture or to ticket-buying in general, we have learned impressively with ‘The Companions’ the extra profits that derive from having every facet of the advertising, publicity and promotion campaigns thoroughly worked out and operating in conjunction with a release date.”

**Names 11 Coming Features**

O’Shea listed the following RKO features that the company will have in theatres before the end of the year:

“The First Traveling Saleslady,” “Back From Eternity,” “Tension at Table Rock,” “Bundle of Joy,” “Beyond a Reasonable Doubt,” “The Young Stranger,” “Public Pigeon No. 1,” “The Brave One,” “The Silken Affair,” “Pigeon” and “Finkledey” in the Vault.” Four other productions have not as yet been given titles, but they will be released by RKO before the end of the year.

**One Man’s TVViews**

By Pinky Herman

ACADEMY-AWARD winner Ray Milland will direct and star in “Catch at Straws,” initial “Ford Theatre” presentation over ABC-TV, Wednesday Oct. 3 (9:30-10:00 p.m. N.Y.T.) Win. Sachkoff will produce for Screen Gems. Composer-Organist Paul Taubaum, whose music is laced on “Winky-Dink,” “Edge of Night,” “Tie Tue Dough,” will baton a large orchestra for the new “Twenty-One” N.Commercial when it TVees off Sept. 12. . . . Hal March flies to his native San Francisco today for a three day visit, his first trip home since attaining fame as CBSpiker extraordinaire on the “Sixty-four Thousand Dollar Question.” . . . John Gert, composer-conductor on “The Dunnerer Show” (ABC-TV) and the new Dennis James audience-participation quiz, “High Finance,” has just cut two Hi-Fi Organ Concert Albums for Kapp Records. Deepjays should hang on because this is slightly sensational and made to order for the turn tables.

Gertrude Berg, starring in “Solid Gold Cadillac,” played to a solid gold SRO week at the Capri Theatre at Atlantic Beach last week so the producers have re-booked the show there for the week of Aug. 14. Couldn’t happen to a nicier or more talented lady. . . . Under the direction and supervision of ATV Frey Mickey Schaff, nine new TV spots were prepared last week for Chesterfield Cigarettes. Most extras ever used in a TV spot, sixty people, took part in the filming of one commissary making it three firsts. The series is the first time ATV has worked for Chesterfield and the first for McCann-Erickson who’s just taken over this Liggett-Myers plumm. . . . “Navy Log,” telefilm series CBSponed during the past year by Shaeffer Pens and Maytag Washers, will move over to ABCChannels in the Fall.

**One of finest young directors in TV** (he was responsible for the unique camera angles and effective lighting on the old “Garrovary At ” programs originating in NBCChicago seven years ago) and for the past five years Associate Producer-Director on the Max Liebman shows, Bill Hobin, will direct “Your Hit Parade” when it returns to the air September 8. . . . The Robert Montgomery Summer Theatre presented one of the finest plays of the year Monday for Johnson’s Wax, David Levy’s “Catch A Falling Star.” The story, depicting the desperate struggle of a motion picture star to retain his popularity and finally permit himself to be persuaded to bring his talents to the field of television, was beautifully portrayed by the entire cast with superb performances turned in by Charles Drake, who played the “falling star” role, Elizabeth Montgomery, (his daughter) and Jan Minner (the wife). . . . nine-year-old Donald Ball, featured on the Hor & Hardart NBCChildren’s program, left with his father last week for Italy where he’ll be featured in an American motion picture currently being filmed there. Another radio and TV thespian, Don Douglas, sails Saturday for Naples to make several special TV comedies.

**The “behind the scenes” segments**, seen in “Warner Bros. Presents” TVehicles over ABC, will be eliminated. Dr. Frances Horwich, (Miss Frances) who, in less than 4 years on the air has NBCaputuled “Ding Dong School” to an internationally-known institution, will present the program’s 1,000th performance on Friday August 3. “Miss Frances” has received more than a half million letters from all over the world, Band McNally has published a total of 29 “Ding Dong Books” and the program has won 48 Awards and Citations. . . . Norman Katz, general manager of Associated Artists Productions foreign department leaves Sunday for a ten-day sales trip to Latin-America his brief case jam-packed with Warner Bros. features and shorts.

**Wizard of Oz’ First MGM Film Sold to TV**

M-G-M has completed negotiations to license its first feature production for television, it was announced yesterday. "The Wizard of Oz" has been available to the CBS television network for four showings at a reported price of $900,000.

Charles C. (Bud) Barry represents M-G-M in the negotiations. It is understood that CBS has a right to sell copies which it will handle. Starring Judy Garland, "The Wizard of Oz" was originally released in 1939.
Nation's B. O. Figure Rises Again

(Continued from page 1)

percent or more of total recreation spending.

Consumer spending on radio and television receivers, records and musical instruments continued to hit new records, rising from $2,204,000,000 in 1954 to $2,360,000,000 last year. Spending on radio and tv repairs also rose, from $600,000,000 in 1954 to $664,000,000 last year.

All these figures were contained in the Commerce Department's "Annual National Income Number" of the "Survey of Current Business." The "Annual Income Number" summarizes major economic trends during the previous year.

The motion picture industry contributed $1,003,000,000 to the national income last year, compared with $920,000,000 in 1954. The peak was $1,133,000,000 in 1946.

Salaries Set Mark

The industry paid its employees last year a record $789,000,000 of compensation of all types, including a record $754,000,000 of wages and salaries. This compares with 1954 total compensation of $736,000,000, including $705,000,000 for wages and salaries.

Employment in the industry continued to drop. The industry had the equivalent of 205,000 full-time employees last year, compared with 206,000 the year before. This was the lowest figure since 1943, when there were 204,000. The average number of full-time and part-time employees also fell from 229,000 in 1954 to 228,000 last year, the lowest since the 1945 figure of 226,000.

Despite the drop in employment, average annual earnings per full time employee continued to set new records, rising from $3,422 in 1954 to $3,675 last year.

Financial Figures for '53

The survey did not have any 1954 or 1955 figures on the industry's profits, sales or dividends, department officials explaining these figures are obtained several years late from the Internal Revenue Service. The report did disclose 1953 figures for the first time, however.

Film industry corporate income before federal and state income and excess profits taxes dropped from $800,000,000 in 1952 to $650,000,000 in 1953. Tax liability dropped from $56,000,000 to $47,000,000, leaving income after taxes at $18,000,000 in 1953 compared with $24,000,000 in 1952.

Schneider

(Continued from page 1)

after that, $3,000 per week until the expiration of the seven-year pact.

Schneider, under the agreement signed by Columbia Pictures executive vice-president Jack Cohn, has been granted stock option rights to $5,000,000 shares of stock at $17.76 per share. He can start to acquire this block of stock after Dec. 14, 1957 and until Sept. 14, 1965.

At the termination of the seven year contract, Schneider can sign a new long term agreement or retire under a provision which would allow him $1,000 per week in "an advisory capacity" with Columbia. The seven year agreement also has a beneficiary clause calling for $500 per week, and not to exceed $260,000 over a period of years, to be paid to heirs in event of death.

The contract agreement was signed by Schneider and Cohn last June 14.

'Bus Stop' Suit

(Continued from page 1)

pany from releasing the film version of the play before Dec. 1, 1956.

Fox attorney John F. Kaskey argued that the restrictions on the release date are "illegal and not in force" and could not be set by Inge's firm, the W-S Bus Stop Corp. Inge's attorney, Jay H. Topkis, said in rebuttal that Fox should abide by the conditions of the contract and not release the film until all first-class stage presentations of the play have closed.

Judge Loevet did not indicate when he would hand down a decision on the matter. Meanwhile, Fox is prevented from taking additional steps toward release of the film, which it has scheduled for August.

MPEAA Studies

(Continued from page 1)

terday afternoon's meeting were the allocation of import licenses in Por-

moos, film shipments in Denmark, a British request for films for the Royal Air Force, and the "Italian situation."

The directors also discussed the budget allocation for the MPEAA office in Rome, the Rome film board activity, and ANICA.

A hidden shame out in the open--and the most terrifying rock bottom a woman ever hit for love!
The campaign for "Pillars of the Sky"

One of the full page ads which will appear in color in national magazines.

WITH the stars of the picture brought out strongly against a background of action, Universal's national magazine ads are designed to compel attention and convey the atmosphere of the film. To a combined readership of over 50,000,000 during the month of August, the ads will appear in "Look," Collier's, "Woman's Home Companion," "Modern Screen," "Screen Stories," "Movieland," "Filmland," "Screen Star," and "Silver Screen." Each of the ads will carry the theme line, "This was the night of the tomahawk and the cross."

Further details on the plans for "Cosmopolitan" magazine to devote a section of its October issue to the motion picture industry: The complete issue will contain approximately 120 pages of editorial matter, of which 44 pages will be devoted to the subject of motion pictures. Each of these pages will be printed in two, three or four-color treatment. The front cover is designed to draw attention to this main feature of the issue, on the newsstands of the nation.

"Friendly Persuasion" is the recipient of a substantial plug in the July and August issues of "Reader's Digest." A condensation of the eight-page "Saturday Evening Post." Gary Cooper story, "Well, It Was This Way," will appear in two issues of the Digest.

The front cover of "Life's" July 23 issue inadvertently publicizes Walt Disney's distributing company. The full-color cover has a reproduction of a painting of the battle of Buenavista which took place during the Mexican War. The Disney company, named after the battle, is now releasing "The Great Locomotive Chase," which, by coincidence is a story based on the Civil War battle. "The Great Locomotive Chase" was reviewed in the July 9 issue of "Life."

WALTER HAAS

The Bad Seed

(continued from page 1)

effectiveness by the ten-year-old Paddy McCormick. In the story she is shockingly cruel and wicked, crowning her best for evil with the crimes of designed, deliberate and multiple murders. The distraught mother of the child is Nancy Kelly, who was a smash hit on Broadway in the same role. Edna Heckart is distinguished as the bereaved mother of a murdered boy. Other significant portrayals are contributed by Henry Jones, Evelyn Varden, Joan Croyden and Jesse White.

The child's sinister behavior first provokes questioning and bewilderment and then in lightning strokes approaches the inevitable and shocking reality. The child is a little demon. The plot action is interspersed with considerable talk about psychology, psychiatry, dream analyses, together with, at times, somewhat verbose hodgepodge about heredity and environment. Sensible people will not be pleased with any argument they seem to hear excusing the child's behavior on account of the bad seed from which she has sprung--in this instance a no-good grandmother. But the story treatment here aims to eschew the rather flat commitment of the stage-play that the child was a victim of heredity and didn't know a murder from a marble. In fact, there is one clearly pronounced piece of dialogue which aims particularly to keep the story line out of a moral and psychological muddle.

Much careful re-writing of the stage play was lavished upon the screen story by Mahin. LeRoy's production and direction is an excellent example of adroit handling of unusual, difficult and decidedly off-beat material. The resources of this master craftsman were indeed required in this venture and happily the resultant production shows that they were effectively delivered.

There will be those who will question LeRoy's published assertions that this is a picture for the family circle. The weight of opinion is likely to rest on the side of those who see it as a shocking, controversial and off-beat attraction that has prospected in a new and different field of screen story material. The target seems to have been adult and not general. And this might be what a lot of the surfeited and jaded public has been asking for. This public will now have the opportunity to line up at the box offices for what nobody is going to say is just another movie.

Running time, 127 minutes. Adult audience classification. Release date, not set.

IATSE Districts Plan

Pre-Convention Meets

KANSAS CITY, July 24—All 14 districts of IATSE will hold individual meetings during the three days preceding the Aug. 20 opening of their 43rd annual convention.

District 11, comprising Ontario, Quebec, Prince Edward Island, Nova Scotia, Newfoundland and New Brunswick, will open the district conventions when they meet Friday, Aug. 17. Saturday meetings are planned by Districts One, Two and Twelve while the remainder will convene Sunday.

Doctors to Paris

The French production, "The Doctors," will have its American premiere at the Paris Theatre here on Aug. 6. It was announced by Kingsley-International, which is distributing the picture in this country.

20 Book 'Ladykillers'


R.I. Drive-Ins Picketed in Projection Dispute

PROVIDENCE, R.I., July 24—Three Rhode Island drive-ins are being picketed in a dispute involving the use of one man or two men in theatre projection booths. E. Harold Dick, counsel for the theatres, said of the situation, "The theatre owners feel it is featherbedding to have two operators on duty at the same time."

Herbert F. Slater, business agent for Local 223, Moving Picture Operators, said, "We are insisting on two men, the same as in the city of Providence. We expect the drive-ins to be the same as the rest of the theatres in our jurisdiction." The pickets appeared at the Pike Drive-In, Johnston; Route 44 Drive-In on Route 44, Southfield, and the Cranston Auto Theatre, Cranston.

Giles Resigns NT Post

Los Angeles, July 24—B. F. Giles, a member of the board of directors of National Theatres, Inc., has resigned that post, it was announced by the circuit. The NT directors, who recently met here, voted to amend the bylaws of the corporation to provide for 11 directors instead of 12.
NEW YORK, U. S. A., THURSDAY, JULY 26, 1956

TEN CENTS

MOTION PICTURE DAILY

New Reservations

Lawyers Give
Ahead to
Weave Plan

Feasibility in the B.O.
Mailing Plan of MPAA

By LEONARD KALMENSON

Haines, newly appointed Warners general sales manager, will have that capacity for the first time in his career at a sales conference of home office distribution executives and district managers. Meetings will be held today and tomorrow with major attention given to Warner releases for the fall and winter.

Haines will be formally pre sented to the assembled sales force by Benjamin Kalmenson, ex-vice president of the company, and will then address the assembly. The conference will be continued at the same hotel this afternoon and Tuesday.

HOPE TO RELEASE BBBC	

Industry Report This Week

WASHINGTON, July 25 - The Senate Small Business Committee still hopes to get out its report on its film industry hearings before the Senate quits late this week. Members said release of the report was being held up for some last-minute suggestions from Sen. Schoeppel (R., Kan.)

PRESENTATION DELAYED

Vote by Senate Today

Expected on Tax Bill

Passage Believed Certain If Measure
Reaches Floor; Eisenhower OK Likely

By J. A. OTTEN

WASHINGTON, July 25 - Senate Democratic leaders hope to pass tomorrow a bill boosting the Federal admissions tax exemption from 50 cents to 90 cents. They had originally scheduled a vote the bill tonight, but then postponed it when the Senate bogged down in lengthy arguments over an appropriations bill and other measures.

All indications are that Senate action today will be imperative, since Congressional leaders are hoping to adjourn Congress for the year late tomorrow or Friday, giving the industry little time to get the bill sent to the White House.

If the Senate passes the bill—and passage is considered certain once the measure is actually brought up for a vote—the House is expected to accept the Senate version, rather than insist on a time-consuming House-Senate conference to work out a final bill. The House earlier had voted to (Continued on page 4)

$1,408,404 Residuals

On TV Distributed: SAG

From THE DAILY BUREAU

HOLLYWOOD, July 25—The Screen Actors Guild has notified its 13,000 members that the Guild has distributed $1,408,404 in residuals on television entertainment films since the first residual payments were made in 1954, and that this sum equals or (Continued on page 4)

George Bagnall Named

M. P. Relief Fund Head

From THE DAILY BUREAU

HOLLYWOOD, July 25—The Motion Picture Relief Fund has elected George Bagnall to the presidency, succeeding the late Jean Hessert, who had headed the organization for the past 18 years.

Other officers elected are Mitchell (Continued on page 4)

TV Saturation Set by Latex

By LESTER DINOFF

(Picture on Page 6)

International Latex Corp., under a special agreement with Matty Fox's C & C Television Corp., is launching the heaviest program of spot commercial coverage on television in American broadcasting history beginning on Aug. 1, it was announced yesterday by A. N. Spanel, chairman of the board of directors of the wholly owned subsidiary of Stanley Warner Corp.

Spanel, in making the announcement of his company's undertaking at 21 Restaurant here, said that the project calls for an average of 70 eighty-second spot commercials (Continued on page 6)

REVIEW:

THE AMBASSADOR'S DAUGHTER

KRASNA-UA—CINEMASCOPE

Norman Krasna's production of "The Ambassador's Daughter," filmed in CinemaScope and Technicolor amid the nightlites, fashion salons and streets of Paris, is a wonderful, witty comedy, decorated with a large quota of gay lines and laugh sequences. It should find a warm reception from adult audiences.

Krasna wrote the screenplay and directed as well as produced. While the story is slow in starting the plot is funny enough to get good word-of-mouth promotion. The production has been embellished with a cast which has excellent box office drawing power. Olivia de Havilland, John Forsythe, Myrna Loy and Adolphe Menjou, are the top performers and they are excellently supported by such character actors as Tommy Noonan, Francis Lederer, Minor Watson, and the late Edward Arnold.

Krasna's story tells of the adventures of the daughter of the American (Continued on page 3)
Jerry Lewis Signs For First Solo Star Part

Jerry Lewis's first solo starring motion picture, tentatively titled "The Delinquent," will be produced in VistaVision for Paramount Pictures, which is scheduled to start filming September 5, the company announced yesterday. A comedy dealing with the subject of juvenile delinquency, the film will be adapted for the screen by Don McGuire, who will also direct the forthcoming production. No casting selections, other than Lewis himself, have yet been made, but they are scheduled to be announced shortly.

Meanwhile it was also recently reported that Dean Martin and Lewis's latest picture, "Pardners," is romping to top grosses in western, midwestern and southern southern states where it has opened. The Vista-Vision-Technicolor comedy in these initial dates is outscoring at the boxoffice such previous Paramount hits as "Shane," "The Big Country," "A Farewell to Arms" and "Too Young," the last a Martin and Lewis money picture, it was stated.

Buena Vista Renews for 3½ Years with NFS

A contract extending the physical handling of Buena Vista films for another 3½ years in all 33 deposits has been signed by National Film Service, Inc., it was announced by James P. Clark, president of National Film Service, and Leo F. Samuels, president and general sales manager of Buena Vista Film Distribution Co., Inc.

The new contract complements another agreement between Buena Vista and National Film which was negotiated in 1954. Among other major distributors handling national, local and deposit office films under contracts negotiated in the central office are Paramount, RKO, Warner Bros., Columbia, Universal, Republic and Allied Artists, as well as the leading independents.

Hudson to Welcome 'Lam

Preparations are under way at 10 E. 57th St., for the world premiere Universal-International's CinemaScope production, "Walk the Proud Land," on Aug. 1 at Walter Reade's newly reacquired Community Theatre, music and special effects, and the unveiling of a granite-benzene memorial next Wednesday at neighboring Columbia, the birthplace of John C. F. Chun, famed Indian agent and Air Man who will be honored as one of the Hudson River Valley personalities, Audie Murphy plays role of Chun in the U-I film.

Thrillarama Premieres in New Orleans

The world premiere of Thrillarama has been re-scheduled and is slated to be held at the Metropole Theatre, Houston, on Aug. 9.

George Pal Acquires 'Ede

George Pal has purchased the "Lost Eden," by Paul McCamis, of 18th Century explorer Capt. James Cook, who discovered the Melville and other island groups. The filming under the banner of his newly formed independent company Galaxy Pictures.

Gold Medal Signs Reed

Jared “Jerry” Reed, actor, folk- and guitarist has been signed to Gold Medal Productions. Curns nestled in "Inherit the Wind," he has turned the country to fulfill vert and supper club dates.

Midwark to Tour for Sun

Richard Midwark, who stars a role in a Beatle film's prospective production of "Run for Sim," will make a six-city tour in half of the United Artists releases has been announced by Roger Lewis, U-A's national director of advertising, publicity and exploitation, beginning July 30, Midwark will appear in Boston, Cleveland, Chicago, waukee, Detroit and St. Louis.
British Girl For New Fight Against Tax

LONDON, July 23 (By Air Mail)—The C. E. A. (Cinematograph Exhibitors Association) has launched its 1957 entertainments tax campaign.

A circular sent to all members of the Association, points out that "the 1957 budget will probably be the most important" for a number of years, "as it represents the industry and the tax was first introduced in 1916."

Exhibitors are asked to give their maximum co-operation in the new campaign and to volunteer to provide information about their businesses.

Sees Parliament Sympathetic

An outstanding feature of the 1956 campaign, says the circular, has been the greatly increased interest and sympathy expressed by members of Parliament in the exhibitors' case and particularly that of the small exhibitor. There is no doubt that as a result of cases under protest by all sections, it has been made sufficiently apparent to the Chancellor that the whole tax urgently requires substantial reduction and complete overhaul, concludes the circular.

The Northern branch of the C.E.A. meeting at Newcastle-on-Tyne recently, unanimously passed a resolution, to be forwarded to the Asso- ciation's General Council calling for a cinema campaign against the Government's entertainment tax policy.

Election a Factor

T. M. Massicks national supervisor of the Essoldo Circuit who moved the resolution, declared: "A national campaign by exhibitors could not be neglected by the Government. They are in too precarious a position regarding the result of the next election."

Securing the resolution, Lord Winterton held the industry as the most heavily taxed in Britain, "We have to pay five taxes and if we are lucky enough to make a profit, we have to pay another."

Fashion Co-ops Feature 'Ambassador' Drive

CHICAGO, July 25—The world premiere of Norman Kransa's "The Ambassador's Daughter" at the Regal Theatre here Friday will climax a wide-ranging United Artists campaign.

It includes local support at 435 retail outlets, two weeks of television publicity and spot features in national newspapers and national outlets and personal appearances by Kransa, who produced and directed the CinemaScopo comedy.

The core of the saturation co-op breaks is linked to the $10,000 wardrobe of original Christian Dior gowns seen in the film. A total of 126 department stores and women's dress shops have publicized the premier.

An agreement providing for "limited coverage" to tv and theatrical newsreel firms of the Olympic Games to be held in Melbourne, Australia, in November, without payment of film rights will be finalized late this week.

An Olympic spokesman yesterday affirmed acceptance of the long-discussed American plan for calling for a "pool system, to be financed on a 50-50 basis by tv and theatre newsreels. The plan, originally opposed by William K. Hughes, Olympic committee spokesman, now has been accepted in toto.

According to the plan, both Movie- town and Cinemovid in Australia will provide coverage that will be limited to nine minutes on regularly scheduled tv programs for one day and three minutes for theatre newsreels. The contract further defines "regularly scheduled" as being a news program that will show no more than three minutes of Olympic film on the broadcast. The proviso calling for nine minutes per day affords tv outlets the opportunity of showing Olympic films on three different news programs.

An estimated 15 or 20 minutes of film will be flown to the Coast two or three times each day of the Olympics thereby providing the agencies enough film to make rough cuts. However, the final nine minutes for tv and three for theatre newsreels will be shown to all subscribing to the pool. Line with the move to permit coverage of the games, Hughes also announced the appointment of Paul Talbot, president of Fremont Overseas Radio and TV, Inc., as the committee's exclusive agent to arrange tv, theatrical and newsreel coverage of the games scheduled for Nov. 22-Dec. 8.

Osborne in New Post

At Cantor, Fitzgerald

HOLLYWOOD, July 25—V. K. Osborne, personal manager to James Mas- son and vice-president of the latter's Portland Productions, Inc., has joined Cantor, Fitzgerald & Co., Inc., as head of the organization's commodity department.

CF&C is the Beverly Hills investment firm which holds an option to buy Republic Pictures.

'Best Directed' in '56

Nominated by SDG


Previously nominated were "Alexander the Great," "Carousel," "Meet Me in Las Vegas," and "Trouble With Harry.""}

Pearson for 'Storm' Trailer

HOLLYWOOD, July 25—Phoenix Productions, whose first film is "Storm Center," has announced that Drew Pearson will appear in a film trailer plugging the picture, along scenes from it, and reading excerpts from President Eisenhower's 1953 speech on a related subject.

'Wucky' in Sixth Week

Columbia Pictures' "The Eddy Ducky Story" will begin its sixth week at the Radio City Music Hall today.

Includes Newsreels and TV

Pact for Olympic Games Coverage
On 'Limited' Basis Seen This Week

By JACK EDEN

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REVIEW:

Hold Back the Night

Allied Artists

Hollywood, July 25

John Payne and Mona Freeman, the top marquee names on its list of capable players, provide the romantic interest in this Hayes Goetz production, but they don't get mandolin about it in the extreme degree common to call-to-war type pictures. And audience interest stays with the men at the front when, in flash back, the film conveys its interesting love story.

The war to which Payne is called for renewed service after having wound up with World War II is the Korean conflict, and the picture shows, in convincing detail and dramatically, the experiences encountered in the course of his withdrawal of his company of Marines from an advanced point near the Yalu River to the beach. As directed by the able Allan Dwan, who's never more at home than when handling a large contingent of performers against a wide background, the picture gives promise of taking good care of itself in today's market.

The screenplay by John C. Higgins and Walter Doninger, who discount their work at two points by throwing into their script some shoddy dialogue phrases, opens on a sour note with a scene in which a drunken Marine is brought before Marine Captain Payne charged with molesting a Korean woman in her home. Shortly thereafter the order to retreat to the beach is received, and the steady day-to-day conflict with the North Koreans, later the Chinese, sets in, continuing to the end of the picture. Through all of this action, and through World War II previously, Captain Payne has carried a bottle of Scotch given him by Miss Freeman, and it's still intact when the picture's over. Save for the unnecessary opening incident and the needless breaching of taste in dialogue later on, the script is first-rate.

Outstanding in support of Payne are Chuck Connors, as his sergeant, Peter Graves, as the second in command, and Audrey Dalton, in a single sequence. Others in the cast are Bob Nichols, John Wilder, Bob Easton, an excellent young actor permitted only flashes of footage this time out, Stanley Chi, Nicky Blair, John Craven and Nelson Leigh.

Running time, 80 minutes. General audience classification. Release date, July 29.

WILLIAM R. WEAVER

Bagall Named

(Continued from page 1)

Lewis, A. B. Hilton, Otto Kruger and Sol Lesser, vice-presidents; E. L. De Patti, treasurer; Wilma Bashor, executive director.

The general report on MPRF 1955 activities showed a monthly average of 530 cases receiving help; 322 were bed patients and 3,224 received medical treatment, including examinations, tests and blood transfusions.

TV Residuals

(Continued from page 1)

than 95 per cent of the amount actually due.

The report stated the guild is setting up additional means for increasing collections by improving its tv-policing system and also said the first legal action to expedite such payments will be taken within a week, naming a producing company to be acted against.

The report said that June, 1956, yielded $169,327 in residuals for ors, and the last eight months yielded $666,770, nearly double amount collected in the two years preceding. The rate of increase is an report pointed out.

Tax Bill

(Continued from page 1)

increase the tax exemption to . To speed Senate action on the Senate majority leader Johnson (Tex.) did succeed today in getting Senate agreement to hold debate the measure to one hour at the and to bar any further amending on the Senate floor.

Meanwhile, industry leaders increasingly hopeful that if the does pass, it will not be vetoed, indicated that the endorsement of bill by Senate Finance Committee Byrd (D., Va.) would extremely important in disus. Treasury Secretary Humphrey press the President to vote measure, since Humphrey ended to keep on good terms with the erful Byrd.

Civil Rights Bill Dies

The Parliamentary snarl over Civil Rights Bill, which year threatened to delay action on the bill and other measures, appeared this morning as New Democrats gave up their fight to a civil rights vote, and Byrd was to report the adnments tax reala bill formally to the Senate.

The Finance Committee, report the bill to the Senate earlier, had that the 61 exemption prov the House bill was "slightly," or required to provide tax admissions for most small and ounty-type theatres." It also pointed that the 90-cent exemption red the annual revenue loss to the tre by $1,000,000 making it $600, 000 rather than $70,000,000 in the House bill.

Would Be Effective Sept. 1

Under the bill, the increased exemption would go into effect the day of the first month beginning than 10 days after enactment. The effective, means a Sept. 1 effective, if the President approves the bill.
The Ambassador’s Daughter

(Continued from page 1) Another ambassador in Paris. She sets out to thwart a “visiting firemen’s” theory that American enlisted men are misleading themselves in the city. Miss de Havilland, who portrays the ambassador’s daughter, soon runs into soldiers Forsythe and Noonan, who are in Paris on a three-day pass. She passes herself off as a Dior model and Forsythe falls for her like a ton of bricks. The “visiting firemen,” portrayed by Menjou and Miss Loy, are meanwhile being shown around by Arnold, the ambassador, and Watson, who portrays an Army general with faith in his troops.

The situations which follow—as the story gets rolling—provide much laughter and merriment on the whole although at times, they seem a bit on the ridiculous side. The picture is enhanced by excellent Cinemascope photography of Parisian sights—the Eiffel Tower, the Paris Ballet and Opera, plus a line-up of Christian Dior’s latest fashions and models.

Miss de Havilland’s zest for proving that American soldiers are gentlemen at all times is bolstered by Miss Loy, who after meeting Forsythe, becomes convinced that these youngsters “are meant for each other.” This opinion is shared by Noonan, who provides excellent comedy in a number of situations—especially when he is plied with champagne so that he will talk about the Army. After a number of adventures, Forsythe becomes aware that he is a guinea pig and tries to break off the affair with Miss de Havilland. However, love proves more durable than pride.

Fashioned with much care by Kraami, this film should attain a good measure of success at the boxoffice. All the ingredients making for successful comedy pictures are here—romance, witty lines and funny situations.

Running time, 102 minutes. Adult classification. For September release.

LESTER DINOFF

Lawyers’ Go-Ahead

(Continued from page 1) of the MPAA advertising-publicity directors’ committee had requested the legal study of such a contest which would be conducted on local, state, regional and national levels. It is understood that the attorneys’ report will be given to the advertising-publicity directors committee shortly so that group can further its contest plans.

New Film to Ellis

The French-Italian, “Villa Borghese,” has been acquired for distribution in this country by Ellis Films, according to an announcement by Jack Ellis, president. The film stars Vittorio De Sica, Anna Maria, Ferrero, Gerard Philipe, and Micheline Presle.
Latex TV Plans Told...

A. N. SPANEL, Latex Corporation board chairman, and confessedly a trail blazer, as he announced at a 21 Club luncheon yesterday his "saturation television program." With him are A. B. Peterson, marketing vice-president; and Ed Madden, television head.

(Continued from page 1)

week, 52 weeks a year, in each of the country's 100 major market areas. In selected markets radio will also be used.

The extensive schedule of spot commercials, promoting International Latex products—Playtex girdles, baby pants, etc., and Isodine pharmaceuti-
cals, will continue for five years, and is expected to triple the company's sales within two years, Spanel said. International Latex grossed $40,000,000 last year, the board chairman stated, and that the TV advertising and embarkation should boost company sales within two years to the $120,000,000 mark.

Will Start Aug. 1

The TV saturation program, Spanel said, is expected commencing Aug. 1 to reach a little over half of the 56 million television home receivers with its 10 daily spots and 70 spots per week. "Within 90 to 120 days, we expect to reach between 75 to 80 per cent of all television homes and by the first of the year, between 85 to 95 per cent of the 56,000,000 TV home receivers," Spanel told the press conference, following a recounting of the International Latex history.

The television and radio time constituting the International Latex organization's "massive" schedule was formulated in a transaction involving the 740 feature films in the library of RKO Radio Pictures which C & C Television Corp. purchased from General Teleradio for $15,200,000, Spanel said.

Tie-in with Fox Seen

Spanel related that when he told Fox about his television plans for Latex in January, 1954, Fox replied that such a plan was possible if a major company's library could be obtained. It was indicated by another Latex official yesterday that Spanel was instrumental in aiding Fox and C & C TV buy the RKO Radio backlog and that Fox's organization is selling the Latex spots in tie-in deals with the sale of the films to television.

The International Latex board chairman, following a screening of the spot commercials, pointed out that the new schedule includes several "firsts" in television advertising. It pioneers the use of a new technique which results in the showing of girdles and...
AX BILL WINS; NOW GOES TO PRESIDENT

... Credit Plan Cost Survey Ready Soon

... The Ten Days That Won Tax Exemption

Congressional action on the revised King Bill, achieved over a 10-day period shortly before adjournment, compares with their swift action on the Mason Bill in 1953 when that proposed measure was reprinted in committee and approved by both houses in a 14-day period.


The King Bill timetable reads: July 16, 1956: House Ways and Means Committee reports out King Bill; July 18: House Rules Committee clears bill for House vote; July 21: House passes King Bill by voice vote; July 24: Senate Finance Committee votes to boost to 90 cents the exemption from the Federal admissions tax; July 26: Senate approves 90 cent exemption and sends bill to President Eisenhower.

Frees Admissions, Up to 90 Cents, from Federal Levy; The Measure, If Signed, Would Become Effective About Sept. 1.

Wonderful!

Wonderful! That is the reaction by Walter Reade, Jr., prominent New Jersey exhibitor and a leader in Theatre Owners of America activities, upon learning that the Senate had passed the King Bill by a voice vote yesterday and forwarded the tax reduction measure to the White House.

Beadle, after hearing all the details of yesterday’s progress in Congress, said that he “was immensely thrilled.”

Robert J. O’Donnell, general manager of Loew’s, congratulated the exhibitors “for the magnificence of the voice vote in less than 10 minutes this morning. The House, on a motion of Ways and Means Committee Chairman Jere Cooper (D., Tenn.), agreed to the Senate version in less than 30 seconds this afternoon. In another house was as a voice raised against the bill.

The House had originally voted last Saturday to boost the exemption to $1, but speedily agreed to the Senate version today to get the bill to the President before Congress quits.

Congressional approval of the bill culminated months of work by industry officials, and represented one of the newest hits of “educational” work seen around Congress in many years. Only ten days elapsed from the time the bill originated last Thursday (Continued on page 2).

WB Sales Meet Told

Of “New Look” Product

Warner Brothers Pictures will supply exhibition with a continuous and uninterrupted supply of screen entertainment with a “new look” to make this 50-year old industry seems like an entirely new business.” Roy Haines, newly appointed general sales manager of the production-distribution company, declared at the opening of the two-day conference of the company’s district managers and division sales executives at the home office here yesterday.

“With the important product which is available over the next few months, and the magnificent plans which Jack Warner has blueprinted for the immediate and long-range future,” Haines stated, “I know that I can rely upon the experience and know-how of this great sales force to equal and (Continued on page 4)
Tax Bill Goes to Eisenhower

(Continued from page 1)

high places financially in the govern- 
ment, and to provide the maximum relief from a very important part of the motion picture industry.

Two-Party Support

COMPO officials were also cheered by 
the strong support for the bill from both Republicans and Democrats. Not a single voice was raised against the measure. Senate Democrats, and the only criticism of the committee 
treatment was for lowering the $1 figure. The COMPO officials were also 
pleased on the influence that Finance Consultant Charles T. Burnup has with the Treasury to influence Secretary Humphrey against a veto.

Byrd told the Senate today that he 
was "strongly in favor" of the bill, and 
pointed out that he had called a special 
meeting of his committee to act on it. He also emphasized that the 
committee had approved the bill unanimously.

Nonetheless, the veto threat does remain. The Treasury did oppose 
the bill on its way through Congress, 
citing a $70,000,000,000 loss from the $1 figure and a $60,000,000 loss from the 90-cent figure.

Called Up by Johnson

The bill was called up in the Senate 
for action this morning by major- 
ity leader Johnson (D., Tex.). Among those speaking for it, in ad- dition to Byrd and Hollis, were 
Senators Schoeppel (R., Kans.), 
Thurmond (D., Fla.), Morse (D., Ore.), 
Fullbright (D., Ark.), and Bush (R., Conn.).

Schoeppel recalled that as a mem- 
ber of the Small Business Commit- 
te he had sat through "many days of 
hearings in which the motion picture 
industry has painted a dreamy picture of their operations." He ad- 
mitted that tax relief would not be "a 
magic formula to put the industry on 
its feet," but said there was an "at- 
tempts to get something done for 
the hard-pressed businessmen."

Points to CLOSINGS

Bush said he was sorry that the $1 
figure had not been retained, but 
that he was glad that "small theatre 
operators all over the country will still 
be afforded some very welcome relief." 
Smathers declared that some 40 per 
cent of the nation's theatres have 
closed in recent years, and said this 
meant not only unemployment but a 
great deterioration in the quality of 
the productions presented.

The admissions tax, Morse said, 
should be eliminated entirely. How- 
ever, he added, he agreed that "we 
must take one step at a time." Full- 
bright said he thought the depar- 
ture from the $1 figure, and that he knew of "no industry which needs relief more."

Wonderful!

(Continued from page 1)
eger of the Interstate Circuit, D. 
p. "Rocky" Barbee, in his terms, 
"the most fantastic job of public relations." He added, "I am hopeful and pru- 
dent that the measure will not be 
traced by President Eisenhower—certainly no reason why it th
be."

Sol Schwartz, president of RKO 
Theatres, said the Federal admission 
formula was "improvisational" and should be removed before he is 
pleased and encouraged by the 
three action and I hope it helps 
box office."

Pat McGee, veteran exhibi- 
tion leader, said he is naturally 
happy the Congressional action, 
but left industry still had to postpone any 
certification until it knew what 
President's stand would be on the 
islation.

Sam Finnansi, president of An- 
other Theatres Corp., presented a 
letter to Senator Davis, in which he 
expressed gratitude that the House 
Senate were so familiar with our 
dustry's problems and that they 
will do something to help put an end to "our difficult situ-
uation." However, he added, "as 
I come from, you don't count real estate deals until the papers 
and the deeds recorded."
Motion Picture Daily

Rank Opens New Theatres

By WILLIAM PAY
LONDON, July 24 (By Air Mail)—The Odeon Theatre, Sheffield, Yorkshire, described by John Davis, managing director of the J. Arthur Rank Organisation, as "the most important theatre we have opened anywhere since the war," was opened this week with showmanship appropriate to the occasion.

Deputy Lord Mayor, Alderman Curtis, performed the opening ceremony, which was followed by the first screening in the North of England of J.A.R.F.I.D.'s "Reach for the Sky." Both received a warm Yorkshire welcome from the owners of Sheffield notables and a large party of Rank Organisation executives.

Two Tenets of Faith

For Davis the opening was the fulfilment of an ambition of many years. He told the audience: "The Sheffield Odeon stood for two tenets of faith—firstly, the faith to go through with the project originally conceived by the founder of the Odeon organisation in 1937 and, secondly, the faith of the Rank Organisation in the future of the industry. We know our problems, we do not deny. But we know that the industry will continue to satisfy the 23 million people who visit it every week."

The architect-designer Odeon is not only Britain's largest post-war cinema but also its most modern in design, decoration and technical equipment, having been expressly fashioned for today's young audience. All projection, sound and stage equipment, seating, curtains and carpeting have been installed by G. B. Kellee Ltd.

Site is Unusual

Externally, the Odeon marks a departure from tradition especially in its spacious glass-walled entrance foyer which faces on a height from the main building onto a stone-paved triangular forecourt. But impressive as it is today on its important island site, it will look even more imposing when the city's re-development plan clears many of the surrounding buildings and leaves the theatre in a dominant position adjoining the proposed Civic Circle Road.

Manager of the theatre is Harry Murray, who, a year ago, opened the re-built Streatham Gaumont.

Japan Film Executives Arrive Here August 3

VistaVision equipment will be purchased by Masahichi Nagata and Koji Shima, producer and director respectively of "The Phantom Horse," currently playing in New York, during their August visit to New York and Hollywood. The film executives will be accompanied from Tokyo by three Daiel Motion Picture Co. officials, Nagata, who heads the firm, and Shima, who will arrive here August 3.
**REVIEW:**

**The Wild Oat**

Carroll Pictures

The French touch of situation comedy rather than forceful, humorous dialogue prevails throughout this film starring the popular Fernandel. While the story fails to permit as much comedy as ordinarily expected from Fernandel, it nevertheless provides the art theatre exhibitor with a film that will attract those to the boxoffice who favor the light, foreign brand of entertainment.

As the happy baker in the small mountain village, Fernandel is the object of the audience's attention. All the action centers about him, as he turns the village into turmoil and as quickly reverses his pace and soothes the hearts of the worried townsfolk. He is accused of raising a son who has fathered a child illegitimately. Naturally, Fernandel upbraids the villagers for thinking such a thing but his pride soon fades to humility when his son returns and admits the relationship with the girl. Peace returns when his son marries the girl and Fernandel swallows his pride at the wedding feast—the baby rolling in his arms.

Distributed by Carroll Pictures, the film uses English titles to further the story.

Running time, 107 minutes. Adult classification. For immediate release.

J.E.

**W.B. ‘New Look’ Is Outlined**

(Continued from page 1)

surpass any previous selling which you have ever accomplished for the organization.

With such pictures as "The Bad Seed," "Giant," "The Spirit of St. Louis," "Baby Doll," "The Wrong Man," "The Burning Hills" and "Seven Men From Now" on the immediate distribution schedule, "I know that you will be geared and ready to handle this product in the successful manner it deserves, and which we will give it," Haines declared.

"Every picture is important," Haines told distribution heads. "No picture is any more or less important than any other. We are ready and able to supply the exhibitors of this country with product of unparalleled quality, and to back this product up with a dynamic advertising, publicity and exploitation campaign. But, neither product alone, nor selling alone, nor merchandising alone can attract the public to the motion picture theatre without at least an equal effort on the part of the exhibitor. We are prepared to give the exhibitor the product and the tools. The rest is up to him. We urge the exhibitors taking part in the 'grass roots' selling to utilize this tremendous sales effort in their own situations, to bring this top-quality product to the ticket-buyers," Haines asserted.

**Simplify Customs Pla**

WASHINGTON, July 26-The Senate has sent to the White House compromise bill to simplify U.S. customs procedures.

The bill, not quite as far-reaching as the administration originally proposed, makes a major change in basis for figuring import duties, presents ad valorem duties are levied on the basis of the price the item sold for in the foreign country or price for which it is exported, whichever is higher. The bill would impose a 5% export price: the only basis. Howe the new plan would not apply to items where the new standard will cut tariffs more than five per cen

**ROY HAINES PRESIDES for the first time as general sales manager. Flanking him, Grover Livingston (foreground), Jules Lapidus, Norman Moray; right, John F. Kirby, W. O. Williamson, and Haskell Masters; right background, Robert A. McGuire.**

**Manila Distributors Say As Tariff Measure Dra**

MANILA, July 26—The Senate's failure to pass a "crippling" tariff proposal that might have driven film distributors from the Philippines earlier this week was seen as a victory by the local film industry today.

Distributors here said the Senate deleted from the House-approved measure a section that would have imposed a tax of more than $100 on each of most foreign films. War that continued vigilance is near, Leo Hochstetter, Far East manager of the Motion Picture Export Assn. America, said the film victory may not last long, since Congress will probably bring up the matter for decision at a special session or when it convenes again next January.

**THE BAD SEED**

RECOMMENDED FOR ADULTS ONLY!
Credit Plan

(Continued from page 1)

The survey in the specially selected territory which comprises about 200 conventional and drive-in theatres, and distribution companies have far allocated "up to $25,000" for project—the retention by the sub-committee of a research organization is a fact which is understood that the Gehring committee is expected to go to napoleons within the near future to add a closer liaison with exhibitors in that territory in order to prepare the survey by the research organization, which it is said has already been retained. The company which has the Marion County citizens' viewpoint on a theatre credited plan was not divulged. Indianapolis Meeting Seen

As a sub-committee it is reported, meet with an Indianapolis exhibitor group headed by theatreman Samuel Harbaugh, chairman of the Rivoli Theatre there. Of a short time ago, said that his attitude had some suggestions and recommendations. A research organization which assists the survey will also be expected to inform the distribution industry, following a compilation of the visions and answers, as to the exact cost of putting the credit card into actual operation. Once a story is presented, the ring group will have to allocate additional funds for operations.

Western Salesmen

Map Sales Campaign

SAN FRANCISCO, July 26 — Real plans for a "world showman's drive" are to be outlined at a meeting of top Century-Fox's west sales division here Monday. With Alex Harrison, general sales manager, and Herman Webber, advertising manager, are expected to be the objectives of the 26-week campaign which embraces the third and fourth quarter of the year and the period to be released in the period.

MPEA Divides

(Continued from page 1)

15; 20th Century-Fox, 13; Warner Bros., 13; Columbia, 10; Universal-International, 10; RKO, nine; six for both United Artists and Republic, and four for Allied Artists.

‘War and Peace' Debut

August 21 at Capitol

New York's Capitol Theatre will be the host for the Aug. 21 premiere of the Ponti-De Laurentis' production "War and Peace." It was disclosed yesterday by Paramount Pictures.

Diplomatic representatives of the U.N. and Federal, state and local government leaders in addition to entertainment world personalities will attend the initial showing of the Vista-Vision picture that was directed by King Vidor and produced by Dino De Laurentis.

TENT TALK

Variety Club News

PHILADELPHIA — Tent No. 13 honored Manie Sacks, vice-president of Radio Corporation of America, at its annual "Johnny Nite" this week. Proceeds of the affair are devoted to the upkeep of the Variety Camp for Handicapped Children at Worcester, Pa.

ALBANY, N. Y.—The annual visit of Variety Club members to Camp Teacher at Thompson's Lake will be made Aug. 6. Heart Fund chairman Harry Lavont has announced. An inspection of the camp, athletic demonstrations and a dinner are planned.

MILWAUKEE — Oliver Trampe, chief banker of Wisconsin Variety, reminded all bankers of the annual golf outing to be held at the North Hills Country Club on Aug. 20. Golf cards, prizes galore, and good fellowship are on the agenda.

'Fragile Fox' Retitled

HOLLYWOOD, July 26,—"Attack" has been set as the new title for Associates and Aldrich war thriller for United Artists release formerly called "Fragile Fox."

From WARNERS starting next month at the ASTOR, N. Y.

REVIEW:

The Burning Hills

HOLLYWOOD, July 26

Polls of various kinds have indicated beyond reasonable doubt that Tab Hunter and Natalie Wood are regarded fondly by the paying public, separately, and it surely is a box office move of highest order to bill them as co-stars at about this time in a picture that gives them no serious acting competition to overcome. So that is what the Warner studio has done in "The Burning Hills." To this heavy asset they have added all that CinemaScope, WarnerColor, splendid Western scenery and expert stunt men can do for a Western—and they certainly can do a lot.

On the debit side is the fact that the nature of the story—it started life as a Saturday Evening Post serial—prevents the very competent cast from becoming real people engaged in genuine adventure and romance on the screen.

The screenplay by Irving Wallace, based on a magazine serial and novel by Louis L'Amour, is an extended treatment of the standard plot in which the hero, finding his brother slain by hirmen of a land baron who haven't really settlers moving into his valley, sets out to capture the killers and bring them to trial, or kill them personally if that's the more practical way. He learns from their announcements that there are three of them, and he follows the tracks to the town the land dominates, shooting the latter when he declines to yield up his murderers, and flees thence to the end of the picture with the killers and their pals pursuing and with Miss Wood, an Anglo-Mexican, giving Hunter aid and comfort. Any Western fan can take the story from there.

Production is by Richard Whorf, and direction is by Stuart Heisler. Running time, 97 minutes. General classification. Release date, Sept. 1.

WILLIAM R. WEAVER
Loveliness is the mark of the star; to preserve this loveliness in every frame of every print is the task of the motion picture industry.

This calls for the industry's finest talents. It involves settings, dress designers, lighting experts, make-up artists, cameramen, film processors. Co-operation in all these areas is manifest in the Eastman Technical Service for Motion Picture Film... in Kodak's ability to supply a motion picture film for every purpose.

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Midwest Division 130 E. Randolph Drive, Chicago 1, Ill.
West Coast Division 6706 Santa Monica Blvd., Hollywood 38, Calif.
SSBC Urges Arbitration Excluding Film Rentals

Showmanship Forum Meets

Ernest G. Stellings

SSBC Highlights

IN THIS ISSUE

Spotlighting the News in Television Today: The American Broadcasting Company releases facts and figures to prove children's shows (Mickey Mouse Club, for instance) can sell adults products.

International Latex plans—A photo report.

Passing in Review—The week's highlights in shows.


**Personal Mention**

Jerome Pickman, Paramount distribution vice-president, arrived in Hollywood over the weekend from New York.

James J. Larkin, theatrical sales representative for B.O.A.C., will return to New York today from Los Angeles.

Kiss Vinton, director, will return to New York from Europe today aboard the "Independence."

Alfred H. Tamarin, United Artists assistant national director of advertising-publicity, has arrived in Hollywood from New York.

Herbert Welson will return to New York from London today via B.O.A.C.

Sec. Matties, Independent advertising and promotion consultant, has left New York with his family for Hollywood.

**DuMont Labs Report**

Loss for Six Months

Allen B. Du Mont Laboratories, Inc., reports a loss of $484,000 for the first six months of 1956 after a tax carryback credit of $606,000, compared with a loss of $1,249,000 for the 24-week period ended June 19, 1955, it was announced. Paramount Pictures Corp., is a major stockholder in the company.

Seven on SPG Panel

For TV Forum Today

HOLLYWOOD, July 29 — Walt Disney, Jack J. Gross, Tom Lewis, Walter Mischel, Martin Backin, Cleveland Vance, and Jerry Wald will act as panel members at the Screen Publicists Guild press roundtable luncheon Monday, at the Brown Derby, at which Harriet Parsons will preside. Subject will be "Television as a Source of Stars and Stories for Motion Pictures."

Mears Dies at 78

HOLLYWOOD, July 29—John Henry Mears, 78, theatrical manager and producer and lyricist for well known composers, died here July 26. For years Mears managed the John Drew Theatrical Company and worked with Florenz Ziegfeld and Morris Gest.

**Treasury**

(Continued from page 1)

days from the date this bill arrives, which will probably be early this week.

Treasury officials said the department's position has been "very firm and consistent against any bill that involves a substantial tax liability in the executive tax field." They admitted that several bills involving tax reduction had been approved this year, but declared that these were part of other programs of legislation—for example, the travel tax reduction was part of the administration's foreign economic program and the gas tax reduction for farmers was part of the farm program.

The treasury opposed the admissions tax reduction bill while it was passing through Congress, these Treasury officials pointed out. However, they added, the Treasury always reviews its position once Congress has finished action, and occasionally reverses its earlier stand.

Industry leaders have been hopeful that various factors—the fact it's an election year, support for the legislation from Republicans as well as from Democrats, the endorsement of Finance Committee chairman Byrd (D., Va.)—might temper the Treasury's inclination to recommend a veto.

Van Nomikos Honored

At Testimonial Dinner

CHICAGO, July 29 — Vao A. Nomikos, president and general manager of Van Nomikos Theatres here, was given a testimonial dinner last night at the Sherman Hotel marking his 30th year of service with the Order of Ahepa, the leading Greek-American fraternal organization of which he is former supreme president.

The principal address was made by William C. Gehring, 20th Century-Fox vice-president, who cited Nomikos for outstanding leadership in Ahepa activities. Gehring praised the guest of honor for directing a united, nationwide effort for the relief of the Greek people under the auspices of the Greek War Relief Assn.

**Technicolor**

(Continued from page 1)

The Technicolor companies for the first six months of 1956, after taxes, amounted to $980,692 or 49 cents a share on the 2,010,570 shares of stock of Technicolor, Inc., outstanding. It was announced. This compares to $1,300,306 or 65 cents a share for the corresponding period of 1955.

For Television Stations

The Name is RKO TV

RKO Television is the title of the film syndication division of RKO Tele radio, the company announced Friday in New York. The division now is integrated with the theatre-pictures company. Selling the service described last week, the division will buy films for company stations and also for selling to others; and it will work with studio chiefs to develop programs for television.

**Home Offices to Welcome Visits of OTA Delegates**

DES MOINES, July 29—Distribution sales managers, each acting for his individual company, will have an "open door" policy for exhibitors attending the 1956 Theatre Owners of America convention at the New York City Coliseum, Sept. 20-25, according to Myron N. Blake, OTA president.

Blake said here that he has been notified by the sales managers of each production-distribution company that the exhibitors will be welcome just to visit or to act as publicists. He added that this is the only provision so far to OTA's request to the Motion Picture Association of America for companies to lend assistance and participation in the convention.

**Allied and SMPTE Will Meet on Standardization**

Representatives of the Society of Motion Picture & Television Engineers will discuss with a committee of Allied the problem of standardizing projection and sound equipment, the association announced.

President Shir of Allied recently named the following committee to meet with representatives of the Society: Hugo B. McLachlan, chairman, John R. Williams, secretary, Carl H. B. Nettles, vice-president, and Louis E. deMello, vice-president, each to act as representative of the Allied, and as chairman of the Sub-committee of the Allied, for the purpose of representing the Allied to the SMPTE executive committee.

**Showmanship**

(Continued from page 1)

plans "to get the widest and results" are set for Tuesday.

Hollywood has asked that exhibitors attending the forum outline any new or unusual activities they are conducting locally which might be useful in other areas.


J. B. T. Campbell Die

HOLLYWOOD, July 29—John T. Campbell, 76, who retired in 1952 as managing editor of the Los angeles "Herald-Express" after years on that paper, died Friday leaving several weeks of illness, Los Angeles officials having written, in the early days, including D. Griffith's "Heart Beats," and served on local civic boards commissions since his retirement, Campbell's widow, a son, 20th-Fox publicist, and a son financial editor of the "Herald press," survive.

Only 8 3/4 hour: DC-7s nonstop to LOS ANGELES

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...And she's loaded with laughs!
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Hear Carol Channing sing
that hip-hip-hippy hit:
"A Corset Can Do a Lot
For A Lady"!

Ginger
Barry
Carol
ROGERS · NELSON · CHANNING

"The FIRST TRAVELING
SALESLADY"

co-starring
David BRIAN · James ARNESS

Written by DEVERY FREEMAN and STEPHEN LONGSTREET.
Produced and Directed by ARTHUR LUBIN.

Please don't tell what Ginger sells! It's banned in Texas!
SSBC’s Report Urges Admissions
Recommends
Financial Aid
For Exhibitors
(Continued from page 1)
TOA’s conduct in backing out of the
arbitration agreement. The commit-
tee flatly opposed—and called on the
Justice Department to reject—the
Allied-TOA proposal that divorced cir-
cuits be given the right to enter into
production. It argued this would be
unfair to the major film companies
which cannot own theatres.

The committee rejected Allied’s de-
mand for Federal regulation of film
rentals, holding that the U. S. econ-
omy system requires the industry to
work this problem out itself. Also
turned down was the suggestion of
the Southern California Theatre Owners
Association that a Federal Fair Trade
Practices Committee be set up to
enforce rules of fair competition in
the industry.

The legality of special handling of
pictures and extended runs was spe-
cifically asserted by the Senate re-
port.

The report also rejected Allied
charges that the Justice Department
had been derelict in enforcing the
Paramount case. The Senators said the
department seemed to be trying its best to be fair to both
sides.

Throughout the report, the language
was generally more critical of the ex-
hibitors than of the distributors. The
report certainly indicated that the
hearings sought by the exhibitors had
boomeranged.

There were, however, some nods by
the committee in the direction of the
theatre owners. The report urged the
industry to study ways to limit the
use of competitive bidding, which the
Senators said frequently drove rent-
als up. While defending the legality
of special handling of pictures, it sug-
gested that any arbitration system in-
clude arbitration not only of clear-
ance but of availability—the distribu-
tor’s right to hold pictures off a market
for a certain period of time.

Standardization Suggested
The film companies were urged to
continue to make all pictures avail-
able in standard print sizes as well as
in any new process sizes. The Jus-
tice Department was told to give
ample public notice of any attempts
by divorced circuits to acquire addi-
tional theatres.

The committee cited the need for
admissions tax relief, and recommend-
ed that the Small Business Adminis-
tration consider granting loans to
theatre owners unable to borrow from
private lending institutions. The in-
dustry was urged to adopt handling
ability that fast payoffs and saturation
bookings might be hurting at-
tendance.

Decrees Bickering
Perhaps the committee’s most point-
ed recommendation was this one, re-
flecting the distaste of some commit-
tee members for much of the com-
timony given the subcommittee this
Spring:

“The committee believes that many
of the problems and disputes between
Distributors and exhibitors can be
settled within the industry itself if
the responsible leaders on both sides
will put a stop to the constant frat-
ricidal warfare which does nothing
but worsen a difficult situation.”

An arbitration system dealing with
clearance, runs, competitive bidding,
forced sales and contract violations
“would be a major step toward a more
amicable atmosphere,” the report
continued. However, it said, “The
committee does not believe arbitration
of film rentals to be warranted.”

The arbitration draft prepared by in-
dustry members in 1955 would, in
the committee’s judgment, be of ben-
efit to exhibitors and distributors alike.
It regrets that after considerable time
and effort in the preparation of this
plan and arrival at a tentative agree-
ment between distributors and the
largest exhibitor organization (TOA),
the negotiations failed at the last
moment with the withdrawal of TOA.

“Perhaps the arbitration draft did not
contain all that exhibitors would
have desired, but the effort was at least an
effort in the right direction. If the
situation is as serious as the commit-
tee was led to believe by exhibitors’
complaints and testimony, then it is
an absolute necessity that both sides
be willing to compromise in order to
settle their disputes.”

The committee reported the said the
film industry, particularly small independ-
ent exhibitors, has been a conspicuous
exclusion to the national prosperity
in the last decade. It cited slumping
attendance, falling box-office receipts,
and fewer conventional theatres.

“Admissions this year are running
far below 1955,” the report stated.

“Unless business picks up soon, it will
mean the poorest year since the
depression days of the Thirties.” The
report said theatres on a consolidated
basis have costs in excess of their ad-
missions incomes, and many exhibitors
are surviving only because of refresh-
ment profits.

Circuits Seen Profitable
The large circuits are making less
than they used to, but are still profit-
able, the report said. It declared that
the people hardest hit are the small
theatre operators.

The report concluded that “the
decline in theatre attendance and the
changing pattern in movie-going
have been primarily caused by
parallel growth of television and
drive-in movies.”

The committee reviewed the
tory of the Paramount case, and
there was no doubt the Governor’s
victory “resulted in opening up a ti-
ely controlled industry which has
crippled against independent
owners.” It cited advantages
of independent exhibitors which
were, today and also the result of
this ceiling. The committee concluded
is possible to determine accu-
ately the economic effects of the
f inal judgment, which alone
came into prominence at the a

Treats TOA Withdrawal
“For this reason,” the report said
the committee discounts the con-
tions made that it were not for
“interference of the courts, the in-
dependent theatre owners would
much better off today.” The com-
tee reviewed the history of the
arbitration negotiations in 1955, TOA’s
withdrawal following the agreement
Allied, and the distributor charges
TOA’s action was a “deliberate
shameless betrayal.”

“Without attempting to judge
motives of any of the parties, the o
must state it regrets the with-
drawal of TOA, as it feels very
ly this plan would have been an
portant step towards alleviating in
of the problems which are plag-
the industry and causing anim-
between distributors and exhibi-
the report stated.

“The committee does feel that
distributors have legitimate
for complaint so far as the action
of the court is concerned,” the report stated.

“In reviewing the many months
work and effort which went into
ation of the plan and the appar-
success of such efforts in 1955,
unseen threat of events is cause
genuine disappointment.”

On the arbitation of film rent
the committee said:

“The right of a seller to determ-
price at which he will sell
ods is basic to our economic s
and it is only in the case of
(Continued on page 5)
Opposes Gov't Involvement in Film Industry

Joints to 'Big, Better Films' as the Solution

(Continued from page 4)

...emergency or unusual circumstances that such right can be legitimately curtailed. Recognizing the expediency of plugging a few of exhibitors against the nation, the committee nonetheless, that the demand one-way film rental arbitration is realistic and its effect could well be to change the entire industry and more than just the exhibitors.

Wants Changes Studied First

In the TOA-Allied request for per-

mission for divorced circuits to enter

section with preemptive rights,

committee admitted that "serious

question must be given to any pro-

posed changes which would increase the sup-

ply of pictures. Care must be taken, how-

er, to consider changes in the-

several of being fair to all segments of in-

dustry so one no one is put in a posi-

tion. The proposal of AI-

d TOA does not, in the com-

mittee's opinion, provide an equable

solution. Under it the divorced cir-

cuits would be permitted to integrate

at least three of the major dis-

tr ibutors-producers would continue to stric-

the exhibitors' picture that was in the five-

th decades of ten years ago, film companies are

still doing very well." The Senators noted that film companies have de-

veloped new ways to get people away from tv sets and into the

theaters to make "bigger and better pictures," and that this means "as-

trononomically" higher costs of produc-

tion and distribution.

The reasons for continued "substan-

tial" change by producers and distribu-

tors, the report said, are the increase

in the foreign market, production of

films for television, and the sale of

pictures for tv shows. The report

said the sale of theaters forced by

the Paramount decree "just when tv was

becoming important may very

well have been a blessing in disguise

for the majors.

Film makers to tv, the Senators said,

"cannot help but hurt the small

exhibitors. The public is not going to be

easily moved to go to the movies

when classics can be seen in one's

own home for free of charge.

Turning to an examination of the

specific complaints of exhibitors, the

Senators indicated they doubted that

the curtailment of film output was a

deliberate scheme to force film rentals

up. Instead, they said, the explana-

tion lies more in Hollywood's feeling

that big expensive productions have a

better chance of box office success.

The report also stated that the basic

reason for the rise in film rentals has been

the mounting percentages dem-

eated on the better pictures, but

ad hoc increases in the use of competi-

tive bidding was also a reason.

Discusses Special Handling

With respect to special handling, the

report noted that "pictures are not

marketed in the same manner as

cars or drug products" and that "the

film companies must take into con-

sideration what method will result

for them the largest receipts." It said

there can be no doubt that special

handling is a special burden on sub-

sequent-run and small-town exhibitors,

and that while it does increase the

playoff period in an area, "there is no

reason to believe that many pictures today

are being played off too quickly, thereby
cutting down on theatre at-

tendance."

Sees Word-of-Mouth Vital

The committee said faster playback

of pictures and the increase in multi-

ple showings "limits the public in its

choice of pictures, because so many

subsequent-run theatres play the

same picture." The report noted:

not only is there a resulting loss of

patronage, but with several theatres in

an area showing the same pic-

tures at once the attendance at each is
cut down. Faster playdates have

reduced the valuable word-of-mouth

advertising which is so important to

the larger theatres, by the time the

potential customers hear about a par-

ticular movie it has already played

and gone in their community. This

pattern of distribution exists because

many exhibitors have had the same pos-

tion moved up to that of their

competitors and clearances have been

reduced and in many cases elimi-

nated.

The committee suggested that the

industry study what effect this has had

on theatre attendance and what pos-

tible changes can be made that would

still assure equal treatment to all ex-

hibitors.

Assuming special handling does

mean less business for small exhibi-

tors, there still remains the question of

what can be done about it, the

report said. "The committee does not

hold to the position that distributors

are resorting to illegal clearance in

the hope of getting away with it, the

report said. It noted that the

Paramount judgments defined clear-

ance as agreements between distribu-

tors and exhibitors, and said spe-

cial handling was an unilateral deci-

sion by the distributor.

Little Difference

As a practical matter, however, the

committee continued, there is little
difference so far as subsequent-

run exhibitors are concerned between a

bilateral agreement as to clearance

and the settlement of cases of piracy.

"It could be a disaster for the small

local theatres and turn the motion picture industry

into truly "class entertainment," the

report said. The Senators declared that they didn't want to discourage im-

proved film-making "but the com-

mittee does feel very strongly the

film companies have a responsibility to

continue to make their pictures available in standard size prints."

Defends Justice Department

Taking up Allied charges against

Justice, the Senators said that since

they themselves felt there was nothing

illegal about special handling, they

couldn't agree with Allied's com-

plaints on this score. They dwelt

lengthily on Allied's com-

plaint that the department refused to

rule illegal the practice of distri-

butors in asking exhibitors what price

they intend to charge on films for

which they're bidding. The report

said "the committee believes a dis-

tructor has a legitimate interest in

asking what the price will be." It

admitted this system might make it

easy for the distributor and exhibitor

to agree as to the price and thereby

eengage in illegal price-fixing, but

said "such danger does not make

the system itself necessarily illegal."

Even if distributors are forcing ad-

mission prices up, "the question re-

mains whether this is illegal," the

report said. It noted that if distributors

are acting illegally in special handling

of films and in asking for admission

prices, it said, sit-in protests exhibitors

could bring suits for treble damages.

The committee conceded that ex-

hibitors had a right to expect the

Justice Department to give long ad-

vance notice when divorced circuits are

being acquired, acquire theatres, and

that the department should give

advance notice in the trade press

but also to send letter notices to

the exhibitors in the areas af-

fected.

Pleas for Theatres

The entire report concluded with a

section headed "need for coope-

ration." The Senators said:

"The small independently owned

motion picture theatres are an im-

portant institution in thousands of

communities throughout the country.

They offer to millions of men, women

and children economical and whole-

some entertainment. They represent

sizeable investment in capital and

offer employment to tens of thou-

sands of people. Despite the growth

of television, the public still enjoys

motion pictures; the large box office

returns of top pictures in recent

years proves this point. The smaller

theatres can and should continue to

play a significant role in the motion

picture industry."

Goldenson Still Supports Production By Circuits

In spite of the recommendations of

the Senate Small Business Committee

on industry trade practices, the Depart-

ment of Justice should allow divorced

circuits to engage in film production

as means of providing more product to

theatre owners, Leonard H. Goldenson,

president of American Broadcasting-

Paramount Theatres, said here at the

weekend. He also noted that the

Department of Justice was "very both-

mitive concerning film rentals."

He said that in order to bring about a

more fair approach to the film rental

problem, there must be more pictures

and a way to get more pictures.

"I am sure that the De-

partment of Justice is cognizant of

this," he added.
Spotlighting the News

The Way to a Mother's Pocketbook

The American Broadcasting Company, which just a month ago announced the results of a survey which proved quite satisfactorily that television does move automobiles, last week let the trade press have an advance peak at the results of still another survey. This one, described as perhaps the most ambitious of its kind ever undertaken, goes to prove that the way to a mother's pocketbook may well be through the televiewing eyes of her offspring. The survey, conducted by Advertiser in six cities across the country and comprising a carefully balanced cross-section of economic and social strata, revealed some most impressive findings for ABC-TV's own Mickey Mouse Club. Covering 50 different TV programs (25 daytime and 25 night) and 13 product categories, the survey findings on cake mixes showed, for example, that although in all TV homes 24 per cent of the housewives use Pillsbury and 22 per cent Betty Crocker, the latter brand, an advertisement on the Mickey Mouse Club has the margin on Pillsbury among housewives whose children watched the MMC. Although it was primarily to prove just such things as this that the survey was conducted, ABC promises still more wide-ranging facts on little known trends when further sections of the survey questionnaires have been tabulated. Don Coyle, ABC-TV director of research and sales development, who made last week's trial presentation to the trade press, was asked how exactly a TV commercial for a product as a cake mix on a children's program influences the buying habit of the mother, who, presumably, is a non-viewer. Have children stopped crying for Castorina in favor of Betty Crocker? Mr. Coyle said first that the mother is not necessarily a non-viewer, and if she is, she's usually within ear-shot of the receiver and quite receptive to the audio portion of the commercial. More on this survey later.

A Titanic Scoop

The most dramatic news story of the week—and, perhaps of the non-political year—was that of the Andrea Doria's collision with the Stockholm, the news of which reached Good Morning's producer, James Fleming, at 2 A.M. Thursday. Between 2 A.M. and 7 A.M., EDT, the scheduled show was completely scrapped and in its place went a surprisingly comprehensive review of the story which then was

published by the network are color shows, such as that Jack Webb series, "Noah's Ark," which was acquired last week.

NTA Activity

National Telefilm Associates, ever active, announces that its co-production (with Desilu) of "The Sheriff of Cochise" has been sold to Scony Mobil Oil for 52 weeks in no less than 67 markets in the middle western section of the nation. The contract calls for an expenditure in excess of $500,000, said to be the first time such a sum has been marked for regional market purchase. The first Secony showings start Monday, October 1.

Live Music

Getting underway this morning is NBC Radio's Bandstand, a daily, two-hour morning show which will feature the live music of the all-time great bands of land and one-half hour of which (10:30-11 A.M., EDT) each will be telecast. With Guy Lombardo and his family as the premiere attraction, the show represents not only a fairly monumen budget for a strictly musical show but also a departure in radio-thinking, the results of which will bear watching. Especially interesting is the question of whether or not, in this day of the electronic music box (Continued on opposite page, col.

In Our View

ORIGINALLY, as is generally known, the idea for the $64,000 Question was peddled about for some little time, with no takers, before Revlon assumed sponsorship on a trial basis. The rest, of course, is history, to coin a cliche, both television and merchandising history. But then came the flood and there looks from this vantage point to be no sign of slackening in the onrushing tide of similar programs.

The motion picture business has gone through this same thing time and again since the dawn of the screen. Periodically the film industry has suffered attacks of "cycelitis," a disease common to the makers of entertainment and for which there is no known cure—up to this time. Generally the disease has run its course, and like the common cold, does no really serious harm to its victims. The one reaction said victim does experience, however, which should be noted—most emphatically—is a resultant lassitude, apathy, complete lack of normal enthusiasm, even leading to heavy boredom.

To list the number of programs now on the air, or probably in preparation or the idea stage, of a strictly musical slab is staggering, and the devices the producers and promoters of same are employing to make each of these quiz show "pay-offs" at least a little different from the others, would be laughable—if it were not so serious in its significance and implications. The programs which got in early, so to speak, took the cream, as in any situation where those in on the ground floor reap the harvest.

The crux of the problem lies in the fact that these shows must soon reach the point of diminishing return when audiences no longer will look at them, but further more will become annoyed at this constant hammering of the same type of show. That is the point when the cycle will have run out of steam, and Television would be wise to be aware of that likelihood—and take proper steps.

—Charles S. Aaronson
IS SO OFTEN THE CASE, several of television's best moments week were those which were completely unpremeditated or, at least, heards. NBC-TV's Today was responsible for two: the live coverage day morning of President Eisenhower’s return to Washington and his speech at the White House, and the performance by Vice-President Richard M. Nixon and his friend Harold Stassen. The following morning Today offered a scene so unney Mr. Stassen in a live interview which would have done it even to Martha Rountree. Another moment was distinctly impromptu; NBC-TV's Tonight studio edition of ceremonies, Steve Allen, was caught sighting to a present sent in to him by a listener from—tomato ice cream.

The week's one spectacular—the Producers' Showcase production of "Sailors" on NBC-TV Monday night—was thoroughly premeditated rehearsed (including a month of performances on the road), despite the fact it came across as an antique balloon with what levitation was supplied by the bits and snatches of the Strauss score. The note of the week's live dramas was CBS-TV's "Studio One production of Incident of Love" (see below). Some fine performing by Gladys George, Cathleen Nesbitt and Vincent Price raised the Alcoa Hour's proportion of Sidney Carroll's "Sister" (NBC-TV, Sunday night) well be the level of recent melodrama, which it might otherwise were Wednesday night NBC-TV's Kraft Theatre presented an off-beat not always exciting study of frontier life, "Prairie Night," by John Victor Jory turned in a vital, forceful performance as a Bible-tonguing farmer whose one passionate desire, a son and heir, is denied Martha Scott, if that too little, was appealing as the better Swiss La Rosa, subbing for Perry Como (NBC-TV, Saturday, July 21) played a sort of stylized county fair format, but the show would have pleasant variety anyway, what with Joni James, Paul Winchell and a remarkably articulate parrot on hand. Arthur Godfrey Wednesday night for his last CBS-TV Show friends of the season, employed a sort but not stylized since it was originally living a Frontier Park in Cheyenne, Wyoming. Lots of fun. Elsewhere in week, and in greater detail:

STUDIO ONE SUMMER THEA-
RE: "Incident of Love," CBS-
TV, 1 Hour, 10 P.M., EDT, Mon-
day, July 23, 1956, Live, from New York. For Westinghouse.

Producer Robert Herridge and hard-working director, Karl is, after a number of ambitious, never wholly successful shows, Monday night finally came up with a production that was effective and well acted. Not so surpris-ing, perhaps, "An Incident of Love" with a script by William T. T. by not aiming so high, ac-
cepted a sort of stylized, pleasant poetic fare above straightforward more self-conscious shows. The show was quite unusual, since it was merely a talent a young, blind woman who lives with his well-known and small-minded mother. Though not only cost him his job and occupation as a commer-
cial artist, but also his wife and child. Into his life comes a pretty, various housewife who lives in the same house with her husband and children. What starts out as a love friendship between the pair, takes on a love which cannot have a happy ending: the confused lady still loves her husband and chil-
dren. The incident, however, brings the blind man out of his lethargy and sets him on his way toward exercising his long-needed independence from his mother. The show was beautifully acted by Jack Lord and Lois Nettleton, as the blind man and the woman, respectively.

THE CHARLES FARRELL SHOW.
CBS-TV, 1/2 Hour, 9 P.M., EDT, Mon-
day, July 23, 1956. Film For General Foods and Procter & Gamble.

There is a mild sort of light-
weight entertainment in this Charlie Farrell show, which is serv-
ing weekly as a Summer re-
placement for Lucy, aiming at another spot of its own come Fall. At this writing it would appear that Lucy is in no danger of displace-
ment when the Summer is over, but probably a comparison with that show ranking is unfair. As a mat-
ter of fact one of the weaknesses of the Farrell show is Charlie Farrell, and that largely by reason of his voice, which carries little in the way of strength or conviction. However, as produced by Gordon T. Hughes, directed by Ralph Murphy and written by John H. Greenwell for Hal Roach Studios, the subject is amusing. Farrell is enconced at his exclusive Racket Club and finds himself facing the problem of the youngster who fancies herself in love with him. It's that kind of to-
do, but it has good production val-
ues, a satisfactory cast and a laugh or three.

GUNSMOKE, CBS-TV, 1/2 Hour, 10 P.M. EDT, Saturday, July 21, 1956. Film. For L & M Cigaret-
ettes.

A high order of suspense and an unusual effective set of profes-
A high order of suspense and an unusually effective set of professional performances bring this Hol-
lywood-produce film readily a cut and a half above routine material of like nature. It's a Western, based on the refusal of southern soldiers after the Civil War to ac-
ccept the fact that the war has ended. One of the most impressive performances in a long while is offered by Aaron Spelling as the timid, utterly innocuous guitar-play-
ning wanderer. He makes the mistake of referring to his service in the Union army and as a result is very nearly hanged by two sav-
yrds who had served in the Confederate army. An unusual twist at the conclusion gives an added piquancy to the production as a whole. Evidently this is an above-average show, and consid-
erable credit is due Harry Horner, who directed for FilmMaster.

TELEVISION'S BIG CHANCE!

POSSIBLY THE FIRST MAN is history (Television, that is) to plan ex-
pansion and project increased business (the next two years, from $40,000,000 currently to $120,000,000) on a television campaign—is A. W. Spelen, Lexter Corporation board chairman. At the luncheon announcement last week (along with his marketing vice-president, A. B. Peterson) he says his concept of using television is to "capture it." So doing, he will use Marty Fox's huge film library seven days per week, 10 times per day in 100 "first" markets, which he says reach more than half the seeing customers. They will see not only the familiar products of Latex and Playtex, but as demonstrated at the luncheon clippings from filmed spots (above), a new venture, Iodine, the iodine which does not sting.

SPOTLIGHT

(Continued)

recording industry and the omni-
present disc jockey, who can change the flip of a switch. On the other hand, the target housewife will show the necessary marked preference for the live music.

Kagran Changes Name

Another firm has changed its moniker. To highlight the con-
tinuing development of the Kagran Corporation in the area of telev-
ision film production, distribution, merchandising and related enter-
prises, the name of the NBC subsidiary has been changed to Cali-
ifornia National Productions, Inc., with C. W. Livingston, president, "the earlier inclusion of NBC Television Films within our corporate framework and plans for additional activities mean that this company is greatly expanding its operations. We feel, therefore, that the name of the company should suggest our principal activities.
In response to exhibitor demand, 20th is making available at once every print of this picture, all over the world! Contact your 20th Branch Manager today!
Eisenhower Has Until Aug. 10 To Make Up His Mind To Approve or Veto Tax Bill

WASHINGTON, July 30—President Eisenhower has until August 10 to make up his mind whether to sign or veto the bill exempting from the Federal tax all admissions of 90 cents or less. If the President signs, the new exemption will become effective on Sept. 1.

The bill, H.R. 9874, was formally presented to the White House today. The President has 10 days in which to act, but Sundays are not counted.

TOA Studies ‘King’ Release

By PETER BURNUP

CHICAGO, July 30—The 50 promotional-minded exhibitors attending the Theatre Owners of America showmanship forum at the Edgewater Beach Hotel here today and tomorrow have been divided into eight groups in order to study ticket-selling ideas.

The eight committees, all representing a cross-section of the nation, will report late today or early tomorrow to the entire TOA forum on their progress.

The exhibitors have been meeting on various ways and means of boosting the box office and to explore new avenues to boost patronage. The two-day meeting conducted under the auspices of TOA, is being presided over by Ernest Stellings.

On Third Anniversary

See 40,000 Houses Equipped For CinemaScope by Sept.

Approximately 40,000 indoor and drive-in theatres throughout the world will have installed CinemaScope equipment by September, the third anniversary of the introduction of the wide screen process, according to a 20th Century-Fox home office sales executive.

CinemaScope, according to the film company’s latest installations charts, is presently installed in 17,355 indoor and outdoor domestic theatres and in 18,496 foreign theatres. Orders on-hand for foreign installations in mid-July would bring the total to 20,522.

The Fox sales official pointed out that in the United States and Canadian market the wide-screen process is most in use with one-track optical sound; as 12,775 theatres employ it. Four-track magnetic sound is installed in 3,665 theatres. CinemaScope equipment is installed in 12,967 indoor theatres; 3,601 drive-ins; 639 service installations and 178 non-theatrical situations, he said.

It was pointed out that among the 20th-Fox exchanges, the New York territory has the greatest number of CinemaScope installations—838 in mid-July. The Charlotte territory has 822 installations; Atlanta, 785; Washington, 766, and Dallas, 716.

The European market has 33,155 houses.

Western

UA To Release ‘Peacemaker,’ Makes Alexandria Film

Producer Has Four More For Probable Production

By Jack Eden

(Picture on Page 5)

Producer Hal R. Makelim’s “The Peacemaker,” will be released later this year by United Artists, he said yesterday at a trade press conference here. While not specific about any immediate production plans, he said four properties, “Desperate Men,” “The Case of Julia Walton,” “The Gay Primitive,” and “Turku,” are under study and might also be released by UA.

Makelim said “Peacemaker” was filmed at a cost near $400,000 which was only made possible by a lack of overhead at the BKO Pathe Studios. The western drama stars Jack Mitchell and Rosemary Brown.

Makelim had much to say about the guaranteed play-date plan he offered.

Lapidus Presides Today

At Phila. WB Meet

Special to the Daily

Philadelphia, July 30 — Jules Lapidus, Warner Bros. Eastern and Canadian division sales manager, will preside over a two-day sales conference of the company’s key distribution personnel in the central, metropolitan and eastern districts at the Warwick Hotel here beginning tomorrow.

The meeting follows the recent district managers conference held by general sales manager Roy Haines at the home office. Warner product for Fall and Winter will again highlight the sessions.

Field sales heads attending include

(Continued on page 5)
Allied States Will Answer SSBC Report

From THE DAILY Bureau
WASHINGTON, July 30 — Allied States Association is preparing an official reply to the Senate Small Business sub-committee report on motion pictures and industry trade practices. The reply will be made public late last week, according to Abram F. Myers, board chairman and general counsel for the national exhibitor association.

Myers yesterday said that he conferred with president Rube Shor over the telephone regarding the SSBC report and that he expects to have the Allied reply available sometime today.

RCA Sales Show Rise In First Half of Year

Sales of products and services of the Radio Corporation of America and subsidiaries during the first six months of 1956 totaled $259,488,600, exceeding by eight percent the previous record established in the first half of 1955, the company has announced.

A federal income tax deduction, RCA earnings totaled $20,037,000 for the six month period.

The net profit, after payment of dividends on preferred stock, represented earnings on common stock of $1.32 per share, compared with $1.04 per share earned in the initial half of 1955.

Previews for "Attack"

The Associates and Aldrich production of "Attack," war drama starring Jack Palance and Eddie Albert, has been set by United Artists for special showings in 14 key cities for veteran organizations, combat correspondents, and former editors and reporters of the service publications, "Yank" and "Stars and Stripes." Cities participating in the preview slated for August are New York, Los Angeles, Washington, Chicago, San Francisco, San Diego, Portland, Detroit, Dallas, New Orleans, Boston, Cincinnati, Milwaukee and Albany.

Phila. Theatre Sold

PHILADELPHIA, July 30 — The Viking Theatre, a first-run operation here, has been sold by the Universal Film Exchange for undisclosed film rental in Philadelphia Common Pleas Court. The complaint alleges that the theatre licensed "There’s Always Tomorrow" at a minimum film rental of $17,500 and "New York No. 1" at a film rental of $22,500. The theatre paid only $6,022.74 on the first film and it has made no other payments, it was charged.

Eastman 6-Month Sales
Earnings “Best Yet”

ROCHESTER, N. Y., July 30 — Sales and earnings of Eastman Kodak Company for the first half of 1956 were "the best the company has ever had for any corresponding period," it was reported by Thomas J. Hargrave, chairman, and Albert K. Chapman, president.

Consolidated sales of the company’s U.S. establishments for this period amounted to $325,110,431, an increase of 5.1 percent over last year’s $315,850,168. Consolidated earnings amounted to $37,753,316, a 6.6 percent increase over the $36,365,989 earned in the first half of 1955. The company best figures for sales and earnings were in 1955.

Net earnings were equal to $2.11 per share on 18,277,260 common shares outstanding, compared with $1.97 a share on the same number of shares outstanding at the close of the 1955 first half. Earnings were 11.9 percent of sales compared with 11% percent a year ago.

Pre-Tax Earnings Rise

Pre-tax earnings were $83,274,031 compared with $79,544,759 for the first half of 1955, an increase of 4.7 percent. Provisions for income taxes amounted to $44,520,715, which was 3.1 per cent more than the $43,178,770 provided in the first half of 1955.

“Our business continued to move forward in the first half of 1956,” Hargrave and Chapman said. "Photographic products, clothing, and chemicals showed good sales gains. Sales of textile products, however, as well as sales to the government of special military products, were lower. It is expected that company business will continue at a good level in the second half of the year," the Kodak executives said.

TV, Screen Producers to Integrate Their Guilds

HOLLYWOOD, July 30 — The Screen, Denver, Los Angeles, San Francisco, Detroit, New York, Chicago, Cleveland, and Uptown directors of the National Society of Television Film Producers today announced a decision to integrate.

SPG president Samuel G. Engel and NSTFP president William Self stated jointly, "It is our firm conviction that this unification of production brains and heart of our industry offers the greatest single step toward production coordination and development of new talent in the past decade. We are determined that organization integration of producers will bring a powerful impetus to the development of additional creative talent. This will be by advancement of the film industry."

SPG was formed in 1950; NSTFP in 1949.

...NEWS ROUNDUP...

Cleveland Uptown Sold

One of the largest theatre proper in Cleveland, the Uptown Theatre and Uptown Theatre Building, has been sold for 280,000 by the Uptown Variety, Inc., headed by Myer Fine, Abe Kramer and associates, which purchased the Uptown Ingerment Co., owned by Harry Lenk and Herbert Welch of Mansfield, Ohio.

Premiere to Aid Museum

The National Cowboy Hall of Fame will be the sole beneficiary of an Oklahoma City premiere of Rodolfo and Hammersendo’s "Okahoma," the first film produced in Todd-AO, to be held at the State Theatre, on Aug. 8.

‘Trapeze’ in Tokyo Aug. 8

Hecht and Lancaster’s "Trapeze" released by United Artists will be its Far Eastern premiere at the Toy Gekip, in the Japanese capital on Aug. 8, it has been announced by Arno M. Picker, UA vice-president charge of foreign distribution.

Seven Films Start, 7 Finish

With seven new pictures start and seven others being completed Hollywood, the production chart for this week showed a total of 51 pictures in work.

NEW YORK THEATRE

RADIO CITY MUSIC HALL
Rockefeller Center
TYRONE POWER - KIM NOVAK
"THE EDDY DUCHIN STORY"
In CinemaScope and Color with
SPECTACULAR STAGE PRESENTATION

TV FILM SERVICE CENTER
AVAILABLE
EDITING room
STORAGE room
OFFICES
SHIPPING room
PROJECTION ROOM FACILITIES

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherron Kane, Editor; Raymond Levy, Executive Publisher; James D. Ivers, Managing Editor; Albert Perl, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Fiske, Advertising Manager; Gus H. Fasulo, Production Manager; Charles M. Ornstein, Western Manager; W. C. Hope Williams, Bursar; Maita H. Bires, Secretary; Robert Quigley, General Manager; Martin Quigley, Jr., Vice-President, Treasurer; P. J. Sullivan, Vice-President and Treasurer; Miami, Florida, Publisher; daily except Sunday, 9, 11, 13, 15, 17, 19, 21, 23, 25, 27, Office, 222 West Street, New York 1, N. Y.; Telephones: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Pams, Entered as second class matter 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.
**People**

W. Kline has been elected president, and Len Simpson executive vice-president, in a reorganization of the firm's communications division. The new firm is to be called Warner Communications, Inc., and will take over all the assets of the old firm except its television operations, which will remain separate.

Fred Kline and Len Simpson will also continue their partnership in Kline-Simpson and Associates.

**Attendance Up**

**London Theatres Not Hurt by TV, Board of Trade’s Statistics Show**

From THE DAILY/Berens

LONDON, July 30—Attendance figures for cinemas in the London area which is served by the Independent Television Authority show admissions for the 13 weeks ending March 31, 1956 were 4.4 per cent above the last quarter of 1955 which is slightly higher than the average increase for the country as a whole.

The figures will be published Wednesday in the "Board of Trade Journal."

The "Journal" warns, however, that conclusions which are drawn from these figures are limited since figures are unavailable for earlier periods. It adds, however, "all that can be deduced from the figures is that the position for cinemas does not seem worsened as a result of the greater availability of commercial television.

It is the first time the "Journal" has analysed cinemas in those areas covered by the ITA.

The "Journal" also announced that total attendance in 4,437 cinemas in England for the first quarter of 1956 was 285,000,000 compared with 300,000,000 for the first quarter of 1955—a drop of eight per cent but a 3.1 per cent gain over the last quarter of 1955. Cross earnings for the first quarter of this year were £26,078,000 ($73,018,400) which is 5.7 per cent below the first quarter of 1955 but 4.3 per cent above the last quarter of 1955.

**O’Neil Appoints 40**

**To Community Group**

Forty leaders in communications have been named to the radio-television-films committee of the United Community Campaigns of America, the voluntary fund-raising effort for health and welfare agencies, it was announced by Thomas F. O’Neil, chairman of the board and president of RKO Teleradio Pictures and chairman of the board of Mutual Broadcasting System, who is serving as chairman of the committee.

The 40 volunteers will spearhead the national promotion effort in behalf of the annual Fall appeals of more than 2,000 local United Funds and Community Chests.


**EXPLOSIVE SERIAL ACTION!**

Savage fury unleashed against the men and women who forged a new nation!

**Blazing The Overland Trail**

HEROES OF THE PONY EXPRESS!

Starring:

LEE ROBERTS as Tom Bridger, Army Scout

DENNIS MOORE • NORMA BROOKS

GREGG BARTON • DON C. HARVEY

Story and Screen Play by GEORGE M. PLYMPTON

Produced by SAM KATZMAN • Directed by SPENCER G. BENNET

A BANG-BANG CAMPAIGN BOOK TO SELL A BANG-BANG SERIAL from Columbia!
"Appeasement"

**Mason Hits Emphasis on Pre-Selling**

By LESTER DINOFF

The major producing companies "go all out to appease big and small pressure groups when they make "controversial" pictures in order to secure the best reception for the film," producer-director-actor James Mason, who recently completed "Bigger Than Life" for 20th Century-Fox, has charged.

Mason, who also declared the major studios are operating under production mandates which say that "all upcoming product must be pre-sold," said his first film for 20th-Fox, "could be construed as an attack on the drug industry. However, from a personal standpoint, the complaints from the drug and pharmaceutical industries don't break my heart, for I personally would like to see people using less drugs and medications as I don't believe in them."

Sees 'Boost for Cortisone'

The 20th-Fox producer, speaking in a trade press conference held at the home office yesterday, said that "Bigger Than Life" is actually a "strong boost for cortisone and the film has received the endorsement of the American Medical Association." He did not have any difficulties with the Production Code Administration in securing a Code Seal, he said.

Mason said he wished the film could have been made by his own production company. "As an independent, I could have disregarded all complaints by interested parties about the handling of the story and would have injected some wise cracks," Mason said.

Urges Fight on TV

"We can't depend on bigger and more spectacular films as the major source of revenue," he continued. "We should fight television, with stories which are controversial, timely and daring. The competition of television is keeping the motion picture industry from developing new stars and personalities and unless we overcome this, our films will not regain their stature as the top entertainment medium."

Mason said he will leave here for a European vacation shortly. His next acting role will be in the Darryl F. Zanuck production of "Island In The Sun," shooting to start in October.

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**Lapidus**

*[Continued from page 1]*

central district manager William G. Mansell, headquarters in Philadelphia, and branch managers J. S. Abrose, Cincinnati; William Twig, Cleveland; C. W. McKean, Indianapolis; Charles Bellan, Philadelphia and Jack Kalinowski, Pittsburgh; metropolitan district manager Ben Abner, headquarters New York, and New York branch manager Earnest Sands; Eastern district manager Ralph J. Lamuzo, headquarters Boston and his branch managers R. S. Smith, Albany; William Kumin, Boston; Nat Marcus, Buffalo, and Angelo Lombardi, New Haven; and district manager Robert Smeltzer of Washington, D.C. and branch manager Ben Bache of Washington, D.C.

Home office executives attending include: Roy Haines, Norman H. Moray, short subjects general sales managers, Robert A. McGuire, auditor of exchanges, and Larry Leshansky, supervisor of exchanges.

Ohio Newspaper Cites 'King' in 2 Editorials

**YOUNGSTOWN, OHIO, July 30—**The recent engagement of "The King and I" at Shea's Paramount Theatre here resulted in some unusual publicity breaks for the film including two editorials in the Vindicator. One of the editorials was a reprint of a column by R. H. Gardner in the Baltimore "Sun" which said the film was "the best musical ever filmed."

The other said it was "an example of the film art so developed that no other medium can rival it. . . ." In addition, there were also several picture layouts. Gerald Sheu, president of the circuit, said "more nationwide plugs of this type would be really helpful."

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**Coast Office Planned**

The opening of a new film exchange in San Francisco on or about Aug. 15 has been announced by Associated Films, national distributor of sponsored free-loan films, educational and entertainment subjects and religious films.

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**N. H. Projectonist**

**NEW HAVEN, July 30—**Matthew Kennedy, a theatre projectonist for three decades here, is dead, following lengthy illness. Business agent of Local 273, IATSE, for many years, he had worked in the booth at the Paramount and Loew's Poli College Theatres.

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**PR Film Co. Moves**

Modern Talking Picture Service, Inc., distributor of business public relations films, moved into new and larger quarters here yesterday, Frank H. Arfinghaus, president, has announced. The firm has taken over the entire eighth floor at 3 East 54th Street.

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**Blaustein**

*(Continued from page 1)*

Legion of Decency, B'nai B'rith United Auto Workers*.

Blaustein, the picturemaker and his partner Daniel Tarnadsky, "interested in entertainment by politics, if it isn't entertainment mainly, it's hops," he added, "I carry on a tremendous and usual appeal to women. We will enlist the aid of women's organizations at the local level, and we will locate local speakers, direct mail, palettes and other devices for getting this film across to the public."

Blaustein added; "If we are successful in putting this picture out, it will open up interesting avenues of launching and handling motions on a commercial basis."

A September opening in New York planned for the film, Blaustein, his next film, "Guard of Honor," for Columbia release, will deal desegregation in the Air Force. Stating, he added, commencements in Ohio Fl. in September.

**'Ambassador' Sets Ne Record In Chicago Be**

Norman Krasna's production, "Ambassador's Daughter," has established an all-time house record in first three days ($12,563) of its week at the East Grand Theatre in Chicago, it was announced yesterday by William J. Heiner United Artists vice-president in charge of distribution.

"For the CinemaScope have set records for individual, as well as the greatest total in the history of the theatre."

The UA release will have its eastern and western regional premx in Philadelphia and Los Angeles week. Krasna directed the film and is now in Philadelphia for personal appearances in connection with the run at the Randolph Theatre the following day. Roxy Poll Shows Many See 'King' More Than Once

A large number of the patrons attending in line at the Roxy Theatre here, where the attraction is Century Fox "The King and I," I see the picture before and are there for a second, third or fourth visit, and are much more enthusiastic about theatre management, following a poll of patrons.

"Very few of the patrons attend repeat performances." The Roxy Poll shows more than the 1929-1930 year. A study of the past few years shows the number of the close to 2,000 people who have attended the Roxy Theatre during the film's five week, have been polled. An "incredibly large percentage" of the patrons, a "surprising", more than any year in the 29-30 year of the history of the film, reported "repeat performances," it stated. One patron had seen it twice and said she had every intention of returning again!"
Motion Picture Daily

Day, July 31, 1956

Talent

(Continued from page 1)

as served Hollywood producers presenting a large number of players who might not have come to action otherwise, but he declared that they have become stars.

Can said tv performs the same season as summer stock and amateur troupes, but more conveniently. He led out tv has turned up many local character players, mention that he is using several in upcoming Hein-Lancaster productions.

Hollywood policy with tv to tv performers should be to keep them in pictures and if they are satisfactory, keep them off tv easier.

Must Be 'Worked Over'

to material, Chelch, who produced "Marty" from a tv original, and whose "Crime in the Streets" taken from tv, joined in general sentiment that motion picture producers can find suitable picture material on television as often as other fields, such as books, magazines, original works, but no more so, that tv material has to be worked on extensively for screen purposes, then these basic matters, named in prescribing topic, had been canceled, discussion turned to whether screen picture stars should be appeared to appear regularly, or often, television, either in connection plugging a picture or otherwise. Opinion on this point was almost unanimously against such appearances.

Thomas Cites an Example

of a star whose salary was $150,000 per picture until she started a series of programs last fall cannot amount one-fifth that amount today. Aiken said talent agents have been leading stars into accepting television work on the grounds they can earn valuable residuals, whereas often, they wind up with their top picture value sharply reduced.

Disney Doing All in Color

Disney said he believes, as in the matter that no properly handled, motion picture’s best means of promotion. He said he realized, when started on tv, that this new advertising medium, which he uses in connection with magazines and other media, was unpredictable, as to rate revenue but decided to spend materially on the theory that tv revenue would be proportionate.

Pennsylvania Suit Hits

"Competitive Bidding"

PHILADELPHIA, July 30 – The legal issue as to whether a "split" is more desirable than "competitive bidding" has been raised in a complaint filed in U.S. District Court here by William Goldman Theatres against S. H. Fabian, Fabian Theatres, Jay Emanuel and Jay Emanuel Theatres.

Plaintiff alleges its Astor theatre in Reading, Pa., is a qualified first-run house and played pictures on a split with Emanuel’s Park for years. However, in May, 1956, when plaintiff took over operation of the theatre, Emanuel refused to continue the arrangement and "competitive bidding" was instituted for Reading "to deprive plaintiff’s Astor theatre of a proper and fair supply of first-run product."

NSS Traffic Mgr. Dies

Abraham Schiff, 77, traffic manager of National Screen Service home office here died of a heart attack, last Wednesday, in Flushing Hospital, Queens. Schiff joined NSS in 1942 after working as traffic manager for M-G-M in New York. He is survived by his wife, a daughter, a son, and two grandchildren.
Waterbury, Conn., Business Bustles

Drive-in Theatres Get Top Films Ahead of First Run Conventions

SPECIAL TO THE DAILY

WATERBURY, Conn., July 30—The drive-in theatre has crossed the first-run barrier with firm, resonant tones in this bustling, western Connecticut industrial city.

Waterbury, in the 100,000-plus population class, is believed to be among the first cities in the U.S. with year-round theatre in the area opening attractions ahead of the downtown, conventional houses.

There are three under-skiers here— the Pine, operated by Frank McQueeney, the Lake, a Bob Schwartz situation; and the Suburban Water-town, owned by the brother team of John and William Sirica and Fred Quatrano.

Three Playing First-Runs

All three were playing first-runs today: U-1’s ‘Toy Tiger’ at the Pine; ‘Pardners,’ Paramount release, is in Connecticut premiere at Suburban Watertown; and Republic’s recently-completed ‘Dakota Incident’ is the Lake’s attraction. Gosses are encouraging indeed!

Under normal procedure in a major city, the downtown, high-top theatres play films first, with only an occasional new picture opening at the suburban drive-in. Most drive-ins function on seven-day (or longer) clearance.

The Waterbury situation may well set the pace for re-study of the booking schedule across the country. None of the three drive-in theatres here believe in limited-budget campaigning; their advertising dominates the amusement pages of the local’s two dailies, the ‘Republican’ and the afternoon ‘American.’

McQueeney got into the first-run picture several years ago, but the Lake Water-towner moves are much more recent. The Watertown project is truly a story of perseverance. Completely demolished during the tragic 1955 floods, the theatre was rebuilt by the Sirica Bros. and Quatrano last winter.

McQueeney sums up the energetic spirit guiding the outdoor theatres here with such brisk-minded advertising copy: ‘The Biggest Array of First-Run Hits at Your Pine!’ Advertised Widely.

The trio do not confine advertising to local newspapers; a fairly large radio, TV and outdoor space is utilized regularly.

On occasion, the drive-in tie-in with a radio station for broadcasts of a popular disk jockey from the theatre concession building; clowns and other kiddie entertainers have appeared in the lobby.

McQueeney, Schwartz, the Sirica Bros., and Quatrano are confident of the future, and are backing their approach with consistent planning.

Other first-runs here are the Stanley-Warner State and Loew’s Poli. Some new product opens at times at the Schwartz Ville, a suburban house.

Sher and Shulman Form Art Theatre Corporation

COLUMBUS, Ohio, July 30—Louis Sher and Edward Shulman, who have expanded their art theatres to seven with the past two years, here organized their holdings into the Little Art Theatre Corporation with headquarters here. Theatres include the Heights Art, Cleveland; Bexley, Columbus; Little Art, Yellow Springs, Ohio; Crescent Art, Louisville; Vogue Art, Denver; Coronet Art, Milwaukee, and the recently acquired Rock Hill, Kansas City, Mo.

The last-named, which has been closed the past year, will be completely remodeled prior to a scheduled September 1 opening. In addition, the theatre is associated with William Plemion, owners and operates the World and Studio Art theatres, Detroit.

‘Reef’ Sets House Record

Butterfield & Woolf’s production of “Secret of the Reef” has set a new house record of $1,387 in its opening day engagement at the Baronne Theatre here, it was announced by Frank Kassler, president of Continental Distributing, Inc., distributors of the picture.

First in Cinemiracle Starts in August

A tentative August date has been set for the start of the first Cinemiracle production, a documentary entitled ‘The Third Arm,’ dealing with the action and heroism of airmen.

Producer Louis de Rochemont, who will offer five films in the Cinemiracle process to National Theatres under the pact, and director William Collar, are in Philadelphia mapping the location shots for the documentary. Both are due to return to New York today to begin casting for the film that is hoped to go into production late next month.

Pendling arrival of the second Cinemiracle camera early this fall, projection and studio equipment is being prepared at the Mt. Eden Theatre in the Bronx which deRochemont has leased and has converted into a studio.

Cinemiracle is also installing what is reported to be the world’s largest seamless screen—measuring 36 by 81 feet—at the Mt. Eden Theatre, Elmer C. Gillies, theatre president, said the theatre will be used as much as possible in the screening of the 16 films to be produced in Cinemiracle over a five-and-a-half-year period.

Reviews:

Miami Expose

Clever-Columbia

There is little to distinguish Clever Production for Columbia, lease aside from the fact that it made one of the last appearances of the Edward Arnold. A modernized version of a film, it also has starring roles Lee J. Cobb, and tricia Medina.

The James Gordon screenplay counts the efforts of police to outwit a gangster in Miami. Cobb plays a police lieutenant who is on the job of outwitting the hood only after his boss, a captain, is killed by Charles Farrell. It is rather a hum-dinger, a crook as a mobster is used as a guinea pig. Cobb’s plan to force the mob out of hiding, saves Miss Medina’s life and eventually wins her for himself.

Sam Katzman produced and directed.

Running time, 73 minutes. General classification. For August release.

The Deadliest Sin

Allied Artists

Sydney Chaplin and Andrea Dana are the only names of possible reque worth on this side of the ocean for this British import. The story is about a crooked financier, John Martin-Hughes, who is in love with Miss Medina, the wife of a crook, and is also the person who is the legal gambling planning. However, Cobb eventually succeeds in driving the mob out of hiding, saves Miss Medina’s life and eventually wins Miss Medina for himself.

Sam Katzman produced and directed.

Running time, 73 minutes. General classification. For August release.

Int’l Group Elects Head

LONDON, July 30—The General Assembly of the Film Producers’ Associations was in session here for the first time in Britain. Out of 21 national film producers’ associations which are members of the International Federation of Film Producers’ Associations, 18 are represented at the gathering.

Report by Dr. Gaulino

At the opening meeting Dr. Renato Gaulino, secretary-general of Italy, who has been president of the International Federation for five years, presented his report on the activities of the federation during the last twelve months. It is responsible to announce that he would not be available for election to the presidency for the ensuing two years. The General Assembly decided unanimously to invite J. P. Fregola, the representative of France, to be the future president.

The 39-year-old Jacques Pierre Fregola was formerly vice-president of the International Federation. He holds the same office in the French Union of Producers and Exporters and in the National Confederation of French Cinemas. He is also president of the Union Cinematographique Francais and director-general of the Sigma-Vog Productions and Distribution group.

Council Elected

Following election of the new president, the meeting proceeded to the election of the Administrative Council of the federation, the board which is responsible for the conduct of the business of the federation between its annual general meetings. The council has hitherto consisted of eight members, but in the increase of the membership of the federation, and more particularly, the addition of associations from the East and Far East, it was decided to increase the size to 10.

It was unanimously announced that the Administrative Council should in future consist of representatives of the following national associations: Germany, Italy, Japan, Mexico, Pakistan, Spain, Sweden, Switzerland, United Kingdom and United States. Of those countries Japan and Pakistan become members of the Administrative Council for the first time.

Full Agenda Set

On the Council’s agenda are questions of copyright, the international exchange of films and the thorny subject of film festivals. The last mentioned item is likely to be the subject of vexed if not acrimonious debate. Complaints are often heard of the allegedly invidious fashion in which films are selected for certain festivals, notably, that at Venice.

The American delegates, it is understood, propose raising the question forcefully.
Allied Renews Demand for Round Table Conference

Judy Garland Booked for Return Palace Engagement

Judy Garland has been signed for a return engagement at the Palace Theatre here starting Sept. 20, according to an announcement yesterday by Sol A. Schwartz, president of RKO Theatres. Miss Garland is currently appearing at the Hotel New Frontier in Las Vegas. Her return to the Palace will be for a limited, reserved-seat run, it was said. In the new program, produced by her husband, Sid Luft, she will take over the entire second half of the show with other acts going on before an intermission.

Bus' Barred Until Dec. 1

An injunction restraining 20th Century-Fox from exhibiting its production of "Bus Stop" in the U.S. and Canada until Dec. 1 was granted here yesterday by U.S. District Court Judge Harry Levet.

Relicensing of the film, which had been set for August by 20th-Fox was opposed by William Inge, author of the play from which the film is adapted, who said his firm, W-S Bus Stop Corp., had signed an agreement with the film company which included a provision delaying release of the film.

Film Imports on Rise Steadily in Canada

Special to THE DAILY
OTTAWA, July 31—The Canadian government reports film imports have been increasing steadily, reaching $4,054,000 in the first four months of 1956, compared with $3,760,000 in the same period of 1955.

Film imports amounted to $1,020,000 in April from $988,000 in March, $1,071,000 in February and $801,000 in April last year.

Myers' Answer to Senate Small Business Report Cites "Reminder" to Help Theatres; Attacks Its Conclusions Anent Arbitration

WASHINGTON, July 31—Allied States Association has renewed its bid for a top-level industry conference between distributors and exhibitors to "consider thoroughly what each branch, each organization and each individual can do to rescue the business from the doldrums," it was announced yesterday by Abram Myers and Ruben Shor, board chairman and general counsel and president of National Allied, respectively.

The call for a "roundtable conference" will be formally presented by Shor to the company presidents "in a day or so," according to the national Allied announcement which was concerned with the Senate Small (Continued on page 4)

Berger Calls SSBC Report Blow to Small Exhibitors

Special to THE DAILY
MINNEAPOLIS, July 31—The report of the Senate Small Business Committee is a "disheartening blow to the nation's small exhibitors," Benjamin N. Berger, chairman of national Allied's Emergency Defense Committee, said here today after studying the 91-page report.

Predicting "tremendous casualties" among the small theatres, Berger said that the only bright spot in the report was the committee's hope that leaders of both distribution and ex (Continued on page 5)
BUS STOP

(Continued from page 1)

version until Dec. 1. By that time, it was stated, all stage presentations would be concluded.

Judge Levet also decreed that 20th-Fox will not be precluded from allowing any exhibitor to advertise the opening of "Bus Stop" prior to four weeks before the actual performance date. The photograph is in order to supply a $50,000 bond to indemnify 20th-Fox against any losses in event of the injunction.

HIGH SOCIETY

(Continued from page 1)

its New York premiere at Radio City Music Hall on Aug. 9. In addition more than 150 key city openings have been set for this month, the company has announced.

The picture stars Bing Crosby, Grace Kelly, Frank Sinatra and Louis Armstrong and his band.

U.K. FILMS UNRELEASED IN U.S. OFFERED TO TV

Syndication rights to 32 British films, contracts not yet shown in the U.S., have been acquired for the television market by the Richard S. Robbins Company, public relations and sales promotion agency, here.

In addition the company has acquired 11 plays and 20 full-length travelogues. Some of the films were photographed in an anamorphic process, it is stated.

The pictures were all placed in release during 1951 or after, according to the company, with many having come out only last year.

BONDED SERVICE NAMED FOR WB FILMS FOR TV

Bonded TV Film Service will handle the television business of Associated Artists Productions, a group of Warner Bros. features to be shown on television, it was announced yesterday by Chester M. Ross, president of Bonded, Associated Artists, who recently purchased the package from WB for TV distribution.

Ross said the physical handling of the film will be one of the largest jobs ever undertaken by Bonded.

AUDIO GROUP TO MOVE

CHICAGO, July 31—The National Audio-Visual Association, trade and industry group for the sales and production of equipment, products and processes used by education, industry, and religion, will move its national headquarters from Evanston to the vicinity of Washington, D.C.

NOMINATE FOUR FILMS FOR GOLDEN LAUREL AWARD

Four films, including two from Italy and one each from England and Germany, have been nominated for the seventh annual Selznick Golden Laurel Award, according to Richard Griffith, curator of the Museum of Modern Art Film Library and chairman of the nominating committee, for the award. The four films will be awarded Golden Laurel Medals at a ceremony to be held Sept. 2 at the twentieth International Edinburgh Film Festival, and then one will be chosen for the Selznick Golden Laurel Award by a jury.

The films nominated, all released in this country between the period of June 1, 1955, and March 31, 1956, include "The Divided Heart" (English); "The Last Ten Days" (German); and "Maddalena" and "Umberto D" (Italian).

The award was founded in 1949 by David O. Selznick "to pay tribute to those motion pictures produced anywhere in the world (except films made in the U.S. or by Americans abroad) which make the greatest contribution to mutual understanding and good will among the peoples of the world."

LOCAL FILM ORIGINATION 30% OF TIME: NARTB

WASHINGTON, July 31—Members of the National Association of Radio and Television Broadcasters devote more than 30 per cent of their television broadcasting time to local film origination, it is disclosed in the NARTB Manual for 1956, just published.

PRESTON TO COLUMBIA

HOLLYWOOD, July 31—Joel Preston, former New York public relations counsel who has maintained his own independent film booking business here for the past four years, will join the Columbia studio publicity-advertising department on Monday.

Preston's New York office, established in 1945, has serviced Columbia, United Artists and other major companies, on special assignments.

WALK PREMIERE TONIGHT

HUDSON, N. Y., July 31—A granite bronze memorial in honor of John Philip Chun, Indian agent whose story is celebrated in the Universal-International film, "Walk the Proud Land," will be erected in neighboring Claverack as part of ceremonies for the world premiere of the film.

TOA BOOKLE

(Continued from page 1)

vitation at the New York City Club, Sept. 20-25.

The TOA showmanship forum, tended by close to 50 exhibitors, all parts of the nation, was divided into eight committee sessions in which many promotional ideas were cussed. Devices which have been approved by the diverse in order of the country were adapted so they could be utilized by exhibitors in other sections of the nation.

The reports from each of the eight countries will be submitted to both. Whether or not the stance of these reports will be veiled before the convention was discussed today.

READIE CIRCUIT

(Continued from page 1)

each category, and the man with the most number of points will win weekly prizes. The grand prize will be awarded at the end of drive in September. Judges for the drive will be Jack Harris, vice-president of the National Press Association; Nicholas Schmerhorn, vice-president in charge of theatre operations; H. Petersen, assistant general manager; Sheldon Gansberg, vice-president in charge of advertising and public relations; and Paul Baise, assistant to the circuit, and publicity director.

NEESSEY TO REMODEL THEATRE IN CHATTANOOGA

CHATTANOOGA, TENN., July 31—A new corporation, Signal Enterprises, Inc., is being formed here principally in Independent Theatres, Inc., to purchase the State Theatre in front of the Signal Amusement Corporation. It was announced by Jay Solon vice-president and secretary of the new organization. Solon said the company plans to spend $130,000 in the remodeling of the theatre, including redecorating.

The State will continue to be crated under its present name—first-run house, Solon said.

SHOWPLACE OF THE EAST

FOR YOUR SCREENING

CINEMASCOPIC

* Three Channel interlock projection
  + 16, 17½ & 35 mm tape interlock
  + 16 mm interlock projection

CUTTING & STORAGE ROOMS

MOVIELAB

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THEATRE SERVICE INC.

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JUdson 4-0867

* Three Channel interlock projection
  + 16, 17½ & 35 mm tape interlock
  + 16 mm interlock projection
The word is spreading throughout every Film Row about M-G-M's great new production "TEA AND SYMPATHY." The picture will be talked about even more than the famed stage hit. It will be one of the biggest advertising campaigns in M-G-M history. (Deborah Kerr and John Kerr, the original Broadway stars, are in it.)

And how the fans will flock to get the bare facts about "THE OPPOSITE SEX." It's the low down on dames, with music! (The dames: June Allyson, Joan Collins, Dolores Gray, Ann Sheridan, Ann Miller. The guys: Leslie Nielsen, Jeff Richards.)

Get a load of the business that "THE FASTEST GUN ALIVE" is doing. We predicted it was a real "sleeper" and oh boy! how it wakes up box-offices (Glenn Ford, Jeanne Crain, Broderick Crawford take bows!)

The grapevine predicts a smash success for the killer-thriller "JULIE," an Arwin production. It happens on a honeymoon and it's spine-tingling. (Doris Day stars, with co-stars Louis Jourdan, Barry Sullivan, Frank Lovejoy.)

Every day new honors and new publicity for "LUST FOR LIFE." Another tribute: Picture of the Month in Seventeen Magazine. (Kirk Douglas gives a magnificent portrayal. From the famed best-selling life story.)

And we've saved for the last the Big news that "TEAHOUSE OF THE AUGUST MOON" has had its very first studio screening and it is SENSATIONAL. From now on you'll be hearing about its greatness. It will be one of the industry's milestone attractions. (Marlon Brando, Glenn Ford and Machiko Kyo, Japanese beauty, re-enact the celebrated stage play.) You haven't heard anything yet. Keep listening.

FOR MORE CHEER KEEP YOUR EAR TUNED TO M-G-M!
National Pre-Selling

“SOMEBODY Up There Likes Me” receives substantial assistance in the July 30 issue of “Life.” Pierce Angeli, star of this M-G-M picture, is the cover girl of the issue, in which the picture is reviewed. “Life” says “Pierce Angeli, best known for wisfull roles, brings all her delicate charm to a violent movie about fighter Rocky Graziano. She carries her charm into the most mature and difficult role she has been assigned thus far.” The movie that bursts with violence and fear, she is gentle and courageous, and proves herself a fine and lovely actress.

Jon Whitcomb, “Cosmopolitan’s” artist and writer, went on location in Texas during the filming of Edna Ferber’s “Grand.” The result is a beautiful painting of Liz Taylor which appears on the front cover of the August issue of “Cosmopolitan.”

In addition, there is an entertaining location story in the same issue, illustrated with five drawings by Rock Hudson, James Dean and Jane Withers.

“Anastasia” is mentioned repeatedly in an article titled “The Ordeal of Ingrid Bergman.” Ingrid J. Levin, which appears in the August issue of “Redbook.” The article, which opens on a two-page spread, is announced in a prominent position on the front cover of the issue.

The lead story in the Aug. 4 issue of “The Saturday Evening Post” is an article titled “I Make Up Hollywood” by Wally Westmore and Pete Martin. The forthright manner in which this subject was handled by both writers is bound to make new friends for motion pictures.

“Summer Movies to Satisfy Every Mood” is the headline on a page devoted to motion pictures in the August issue of “Woman’s Home Companion.” Many pictures are recommended by the “Companion” film editor; some of these are “High Society,” “The Great Locomotive Chase,” “Moby Dick,” “Trapeze” and “The Ambassador’s Daughter.”

Ed Sullivan is dickering with Marilyn Monroe to appear on his show. “Advance film clips of her new movie, Laurence Olivier’s ‘The Sleeping Prince,’ reports Bob Stahl in the Aug. 4-10 issue of “T.V. Guide.”

WALTER HAAS

One Man’s TVViews

By Pinky Herman

STAGE and screen producer Carson Kanis has been signed to make his debut on tv by producing an NBC colorcast of his own “Born Yesterday,” on Hallmark Hall of Fame’s new fall series, October 28. Mary Martin will portray “Billie Dawn” and Paul Douglas, who zoomed to stardom as “Harry Brock” in the original Broadway version of the comedy which opened in New York, Feb. 4, 1946 at the Lyceum Theatre. Les Harris has named Thomas W. Moore general Sales Manager of CBS TV film sales, to succeed Wilbur S. Edwards who resigned. Moore is moved up from manager of the firm’s L. A. office: 18 world-famous concert compositions, composed by Erich J. Wofl, are recorded in Vienna 8 of them by Frederick Gurlitt, basso with the Vienna State Opera Company and 10 by Patricia Brinton, soprano of the Ulm Opera Company of Berlin. The songs, published by Harmonia Publishing Co., include “Since You Are Near,” “Summer,” “Love Me,” “From Heart To Heart,” “God’s Garden” and “Prayer.” Both artists are Americans, Gurlitt is a native of Pescetello, Idaho while Miss Brinton was born in Santa Barbara, Calif. Lee Meyers and his charming wife, songstress Kay Lorraine will fly to Puerto Rico tomorrow for a ten day vacation.

We caught Jack Lescoulie’s new quarter hour sportscast last Saturday TVia the NBC channels 6:45-7:00 P.M. and as usual the case when Lescoulie adorns our home screen, the program proved interesting, informative and casual. Stan (the man) Musial was the guest and in this former baseball player’s book, (we were seated on the Yorkers H. S. team back in 1919) looks with the all-time greats of the game thereby adding to the enjoyment. Alexander Griffin of the Al Paul Lefton Agency is the producer of the “Meet The NBCampions” series. Virginia Graham, heard in New York WABDialy, doing a swell pitch-hitting stint for vacationing Bess Myerson on “The Big Payoff” CBSeen each afternoon at 3:00 P.M. EDT. Frank and Grace Albertson have been signed to deliver keynotes about Philco-Products direct from the Democratic and Republican Convention. Shanting their ABComershills towards the entire family, 15-year-old Doris Van Twerp and 17-year-old Ray Richards will appear with the Albertsons, as their children.

Paul Taubman, organist and oik pilot on numerous radio and TV programs and owner of the Penthouse Club on Central Park South will reopen the newly refurbished dining room which has only recently been discovered as a fine "eatery and meetry" by film and television folk. Years ago, Paul launched his amazing career as pianist at the Penthouse Club, later purchasing a half interest and subsequently buying out his partner and thus realizing an early ambition. The pretty and talented 10-year-old Carol Metzler, daughter of ASCAP’s Sylvia Rosenzweig, practiced her rithematic realistically. Last week her appendix was operated upon and restored she added another birthday. Dick and Ostrid Willis, both are seen regularly TVia NBC (“Here’s Looking at You” and “Window” respectively) vaqating at their farm in Ridgefield, Conn. People have been known to commute daily via subway, bus, train, plane, bicycle, yacht, car, trolley, ox-cart, roller and/or ice skates. We’ve named them all—this is–but the way Announcer Don Morrow goes to work daily from his home in Greenwich, Conn. Don water-skis most of the time to a spot under the Whitney Bridge. He dresses himself in his waiting car for the drive to the studios. If the weather remains fair and warm, Don reverses the procedure for the homeward journey.

(Continued from page 3)

ChICAGO, July 31–Theatre Owners of America executives yestereat reiterated the national exhibitor association’s position regarding an independent measure saying we meet with anyone anytime, to discuss any questions in their meeting tonight to discuss the Small Business Committee report.

That the outstanding feature of the most spotty report is the pointed minder to the film companies they have a real obligation to independent exhibitors which has been met to the extent that . . . .

The two leaders of Allied said while the Committee indicated the time some of the advanced controversial measures proposed exhibitors, the report in its analysis of industry conditions which led to the foregoing recommendation is "excellent." The Committee evidently felt that lind’s contention regarding the "ex ordinary increase in film company net profits" coincident with tax receipts will "overhandle" the question "whether the film companies deliberately confiscate a part of the 1934 tax relief remitted. The distributors made every effort to clear the charge he contended.

Charges TV Warning Ignored

The Allied general counsel of the Committee report on the basic son for the rise in film rentals, it "properly appraises the effect of television on the theatres and if the companies to task for many pictures available for broadcasts." Myers said that "exhibitors cont and with much merit, that these television shows are keeping more people away from the theatres they are thereby making worse an admit difficultly situation. Producers, how, show no inclination to alter television plans regardless of the owners’ wants."

The Committee has "with pri (Continued on page 5)
REVIEW:

Storm Center

"Storm Center" is a message picture, which means that it takes a point of view with emotional embellishments toward a contemporary social or political problem. This film sets its sights against such targets as censorship and guilt-by-association (or "witch hunting") if (you prefer) and proceeds to blast them with an intensity that is certain to cause talk among the paying customers.

That discussion is going to be both pro and con—and controversy sometimes doesn’t hurt anybody’s picture at the box-office. In addition exhibitors have another important asset to exploit; "Storm Center" puts across its message through a type of story that has proven appeal for the women in the audience—one that details the agonies of a much-put upon heroine. Since Betta St. Denis is on hand to play the protagonist, the ladies may be highly attracted to the film. For who has suffered more nobly on the screen, and for so long, as she?

The character that Miss Davis plays is that of a librarian in a small American community, who is loved and respected by the townspeople and particularly by the children. These people are greatly taken aback, therefore, when she refuses to remove from the library shelves a book expounding Communist philosophy. To the librarian it is a matter of principle that the book be allowed to circulate in the community for how she asks, can you fight the enemy unless you understand him?

As a result of this action and a record of affiliation with some Red Front organizations which she said she unknowingly joined, the heroine is suspected of being a Communist sympathizer, and the townspeople proceed to ostracize her. This "witch hunt," pictured in flamboyant colors, grows steadily in fury and is brought to a head in the influence it has on a small boy who had adored the librarian and now, led by his elders, despises her. In an act of hostility against the lady, he burns down the library in a melodramatic climax.

This is the point at which the picture is likely to stir up the greatest amount of controversy. Some in the audience may well feel that to blame the whole town for making a "lunatic" (as one character puts it) of a neurotic child is unfair. That is because it has been shown previously that the real source of the child’s emotional disturbance is a bad relationship with his father who “doesn’t understand him.” Others may feel that the basic theme is not presented with reason or fairness and that the treatment comes down finally to a Left-Wing preachment.

While other aspects of the film may well arouse arguments, it is doubtful that there will be any carping about the performance of the brilliant Miss Davis in the leading role. Her acting here is on a level with the best work she has done, and one scene in particular—that in which, all alone in the library at night, she makes the momentous decision to put the banned book back on the shelves—is remarkably affecting. Unfortunately, at the same time, the characterization tends to confuse rather than clarify the central theme with which the picture deals.

Her support includes such competent players as Kim Hunter, Brian Keith and Paul Kelly. The script was written by Ellick Moll and Daniel Taradash, the latter of whom also directed. Julian Blaustein produced for Columbia release.

Running time, 85 minutes. General classification. For September release.

Richard Gersten

New Haven Theatre Has International Film Fete

NEW HAVEN, CONN., July 31—A 42-day International Film Festival opened at the Sampson-Spodick-Bialek Lincoln Theatre here tonight, marking the three partners’ 10th anniversary. A total of 36 features, from 10 nations, will be screened daily through early September.

The Lincoln is completing a $33,000 improvement program, featuring air conditioning, a new lobby, front, rest rooms, lounge and extensive redecorating. A new marquee will be erected in September.

The S-S-B interests, more formally known as the Nutmeg Theatre Circuit, now consists of the Crown and Lincoln, New Haven, Nutmeg Cinema, Bridgeport; Fine Arts, Westport; Norwalk and Empress, South Norwalk.

The team of owners includes Leonard Sampson, Robert Spodick and Norman Bialek.
Otto Preminger presents Bernard Shaw's

SAINT JOAN

All motion picture theatres are invited to participate in the first joint producer-exhibitor world-wide competition to discover a 'new face,' an unknown young actress to play Joan of Arc in Otto Preminger’s film version of Bernard Shaw’s greatest play, ‘Saint Joan.

All National Screen Service exchanges can now supply free to exhibitors:
1) Specially-filmed one-minute trailer  2) 30 x 40 posters  3) Entry blanks with rules of competition and full information on how contestants may win auditions and screen tests.

If you wish to take part in this search, contact your United Artists branch.

SAINT JOAN WEEK STARTS AUGUST 6th
**MOTION PICTURE DAILY**

NEW YORK, U. S. A., THURSDAY, AUGUST 2, 1956

TEN CENTS

**New Ideas**

**IOA Sets PR Campaign on National Scale**

**Special Committee Named Work Out Program**

 warfare Owners of America has launched a national public relations program which will explore various new ideas for increasing interest in motion pictures, it was announced yesterday by TOA president Myron Blank. The disclosure was made public in New York following conclusion of the national exhibitor association's two-day showmanship forum in Chicago, in which 53 took part. (Continued on page 8)

**Honors Clum; Opens Talk the Proud Land**

Special to THE DAILY

UDSON, N. Y., Aug. 1—John D. Clum, famed Indian agent in neighboring Claverack, N. Y., brought peace to an Apache Indian reservation, was honored here today by this Hudson Valley community and by Universal-International at the world premiere of "Walk Proud Land," Clum's adventures and peace mission. (Continued on page 7)

**Bill Negotiate Sale of Warner-Pathe to TV**

Negotiations for the sale of the Warner-Pathe newscast and/or library negotiations between Warner Bros. and several TV agencies. Early this week a RKO General Teleradio turned in an opportunity to purchase the several TV agencies. (Continued on page 7)

**UA's Top Executive Team Going 'Fishing'; So Who Is Going To Mind The Store?**

The five partners in United Artists—Robert Benjamin, Arthur Krim, Max Youngstein, William J. Heineman and Arnold M. Picker—will hold a joint business and vacation meeting "somewhere in the Thousand Islands" next week, it was reported yesterday.

Heineman, when questioned about the trip, said that "since we all have been working together, we have decided to vacation together. We are going fishing.

However, it has been reported that the UA executives, even though on a brief vacation will discuss some company business and among the topics said to be on the agenda is the feasibility of selling some product to television, producer relations and independent production, and possibly, the future sale of UA stock to the public. Youngstein, who is currently in Hollywood, will fly in at the weekend for the "fishing excursion."

**NT Gross at $42,656,463 See Treasury Men Favoring King Tax Bill**

**From THE DAILY Bureau**

LOS ANGELES, Aug. 1—National Theatres gross income for the nine months ended June 23 was $42,656,463, and net income $1,378,974, or 51 cents per share on 2,689,486 common outstanding, president Elmer C. Rhode reported to stockholders today. Figures for the comparable period last year were $45,043,063, gross, $1,708,490, net; and 64 cents on 2,769,486 shares outstanding.

The net income for 13 weeks ended June 23 was $455,168, the corresponding quarter in the previous year was $487,541.

Profits from selling unproductive (Continued on page 8)

**Mid-Summer Report Business Booms for 'Big' Pictures But General Conditions Are 'Spotty'**

Special to THE DAILY

The summer box office boom, noticeable in the last few years, is evident this year too in grosses. But, according to reports from DAILY correspondents in the United States and Canada, it reflects a new development. The spotlight is on the fact that the public more than ever is shopping for pictures, is more marked than ever before.

Big important attractions in most situations are doing even better than comparable pictures last year. These include such films as "Moby Dick," "The King and I," "Somebody Up There Likes Me," "The Edy Duchin Story," and "Trapeze." But the medium and smaller pictures, and especially those not given extra promotion and advertising are weaker than ever.

Generally favorable weather conditions have helped theatres in most sections of the country.

A summary of mid-summer reports from major cities follows.

CLEVELAND, Aug. 1—Exhibitors here agree big pictures this year are (Continued on page 7)

**UA Says: Will Meet with Exhibitors on 'Single Basis'**

**Distribution Heads Shy On Roundtable Request**

BY LESTER DINOFF

Distribution's reaction to the reported Allied States Association call for an industry roundtable conference was reflected by William J. Heineman, vice-president of United Artists, yesterday in a statement saying his company has never objected to meeting with exhibitors to discuss mutual problems.

A poll of top executives by Motion Picture Daily of distribution companies revealed that each company, acting on an individual basis (Continued on page 8)

**Stock Tenders Invited For Common of W.B.**

An invitation has been authorized for tenders of the company's common stock, it is announced by Warner Brothers Pictures, Inc. Under its terms the company will use up to $20,000,000 of its funds to purchase shares of common stock at the lowest prices tendered. No shares will be purchased at a price in excess of (Continued on page 8)

**Bausch & Lomb Plans Lens Plant in Britain**

Special to THE DAILY

ROCHESTER, N. Y., Aug. 1—The Bausch & Lomb Optical Co., which has acquired a British manufacturer to operate under the name of U. K. Optical Bausch & Lomb, Ltd., will use income from the new subsidiary to construct a lens plant there, according to Carl S. Hallauer, Bausch & (Continued on page 7)
PERSONAL MENTION

NORMAN H. MORAY, Warner Home Subjects sales manager, was in Philadelphia yesterday from New York.

Mr. E. C. COHEN, United Artists Eastern and Southern sales manager, has left New York for a vacation in Florida.

RALPH SNYDER, the Italian Government’s television attaché in the United States, will return to New York from Europe over the weekend.

WILLIAM OSTERMIR, of the M-G-M publicity department, left here yesterday for a vacation on the West Coast.

C. HENRY STEVENS, Jr., son of HARRY STEVENS, director of the motion picture department of Crowell-Collier Publishing Co., has been separated from the U. S. Army after having served overseas with the 90th Field Artillery.

MICHAEL SEELMAN, chief expediter in the 20th Century-Fox home office publicity department, will leave New York tomorrow for a vacation in Ellenville, N. Y.

ANITA EICHER made a personal appearance here yesterday at the board meeting of General Tire & Rubber Co. She was the guest of THOMAS F. O’NEIL, chairman of the board of RKO Radio Pictures and a director of General Tire.

TED VERMIL, who with his brother, ALBERT, owns the Yorktown and Mercury theatres in Cleveland, became a grandfather when a son was born to his daughter, Mrs. DANA HORNAB, in Huron Road Hospital.

CHARLES CORBURN, will leave New York today for London via B.O.A.C.

MPRC Newsletters

Monthly to MPAA

HOLLYWOOD, Aug. 1.—The Motion Picture Research Council has initiated a series of monthly informational letters, headed director, William F. Kelley, designed to keep Motion Picture Association of America members acquainted with council activities.

The council is maintained by MPAA member companies although its discoveries, improvements and general benefits are made available ultimately to the entire industry.
PEOPLE

S. H. Fabian Reports
Theatre Collections in Will Rogers Drive Seen Surpassing Last Year

Reports on the Will Rogers Hospital campaign office in New York. "Req: resent the formation of a trend characteristic at this time," S. H. Fabian, national campaign chairman, says; however, reports of encouraging interest and cooperation on the part of both the public and theatre management are becoming evident. If these can be taken as an indication of final campaign result, we can expect a marked uprising over last year's audience collection, which was the first such collection to be taken for Will Rogers in many years.

One-Child Drive Cited

An indication of the public's response to this year's drive is reflected in a letter received at Will Rogers' national office from a nine-and-a-half-year-old girl who saw the film at a Loew's theatre in Brooklyn. Entirely on her own, and uncollaborated by anyone, the young lady took it upon herself to see to it that people of show business who have tuberculosis are helped. Her letter states, in part, "I thought it was for (such) a very good cause that I went around the neighborhood and collected five dollars. . . . I brought it to the manager of the theatre."

Complete Remodeling Of Biograph Next Week

Remodeling of the old Biograph Studios in the Bronx by Gold Medal Productions is expected to be completed next week in preparation for interior filming of Elia Kazan's "A Face in the Crowd" in mid-September.

Kazan, producer-director of Newtown Productions, said yesterday that location shooting is tentatively scheduled for Aug. 13 at Figueroa, Ark., and later at Memphis and Manhattan. Andy Griffith, Lee Remick, Patricia Neal, Anthony Franciosa and William Mathau will be starred in the film which will again unite the Academy-Award-winning team of Kazan and screenplay writer Budd Schulberg.

The three-film distribution pact signed by Kazan with Warner Bros. included in a production "Face," "Baby Doll," produced earlier this year, and "Mud on the Stars," a William Huie story about the Tennessee Valley in the 1930 era. Gold Medal Productions remodeled the old Bron studio at a cost of $150,000.

Bryson Recuperating
WASHINGTON, Aug. 1 — Jack Bryson, director of the legislative legal department of the Motion Picture Association of America, is convalescing from an illness at the Central Dispensary and Emergency Hospital here. Bryson has been with the MPAA for some 20 years.

French Film Centre Is Running into Difficulties

Special to THE DAILY
PARIS, Aug. 1—According to reports here, the committee set up by M. Lemaire, minister of commerce, to reorganize the National Film Centre, is running into difficulties. The committee will meet this week to elect representatives, the president of the film committee of the National Assembly and representatives of the exhibitors and producers.

Suppression Idea Dropped

Initial suggestion of proposals to suppress the centre were later abandoned in favor of reorganization methods. Later the Federation Nationale du Spectacle, which comprises technicians and artists, objected to the committee's "political" and claiming that it represents employers only. It reportedly has also claimed that small exhibitors who are not members of the Exhibitors Federation are not represented, and that the M. Trichet, representing the exhibitors, actually opposes the wishes of the small theatre owners.

Archie Weltman Named Loew's Theatres' Sec'y.

Loew's Theatres' subsidiaries have announced the appointment of Archie Weltman, assistant secretary and attorney, as secretary to succeed Leonold Friedman. Friedman, in addition to continuing as financial vice-president, will also serve as treasurer, replacing the late Harold J. Cleary.

The Board of Directors also appointed the comptroller, Leonard O'Donnell, who recently joined the company, O'Donnell was formerly vice-president and treasurer of Arthur Guinness Son & Company.

Microphone Royalty Sees 'Seed'

Prince Rainier and Princess Grace headlined the distinguished audience of international figures that attended the first European preview of Warner Bros. "The Bad Seed," presented in Monaco Monday night by producer-director Mervyn LeRoy.

Screen 'Brave One' Today
The Mexican Consul General, Manuel Aguilar; the Mexican Ambassador to the United Nations, Rafael de la Colina, their staffs and members of the various Mexican trade and government delegations will attend a special screening today of "The Brave One" at the RKO home office. The CinemaScope production will be watched by Mexicans, directed by Irving Rapper.

"Bangkok' to Paul Gregory
Paul Gregory will produce "Bangkok" for RKO Radio as the third of the five major Gregory productions he will make for the studio, it was announced in Hollywood yesterday by William Dozier, vice-president in charge of production.

"Fantasia' Continues Strong
Following an 11-week engagement at the Normandie Theatre, "Walt Disney's Fantasia," currently in eight weeks at the Fine Arts Theatre, Los Angeles, is reported to be establishing an all-time record at the theatre. It is also playing at the Alhambra, Denver; the Loop, Chicago, and at the Stage Door, San Francisco.

Wallis Buys 'Lone Cowboy'

"The Lone Cowboy," magazine story by Agnes Thompson has been purchased by Hal Wallis, who will produce it for Paramount with Elvis Presley in the title role.

Four N. Y. Houses Leased
Berk and Krumgold, theatrical real estate brokers, have consummated long-term leases on four New York theatres to Harris Theatrical Enterprises, exhibitors of Spanish language pictures. The houses are: the Ida, the Medford, in the Bronx; the Amor, in Brooklyn, and the Azteca, in Manhattan.

M. D. O'Brien Resigns
M. D. O'Brien, head of Loew's Theatres projection department, will retire Aug. 10 on account of ill health. O'Brien joined the company in 1926 and was named chief projection engineer three and one half years ago. Before joining Loew's, he was associated with Joe Horstein, Inc., and the Nicholas Power Co.
THIS WAS THE NIGHT OF THE

PRE-SOLD

Full Page color ads in LOOK and Collier's with added emphasis on "woman appeal" through full page color ad in Woman's Home Companion plus additional ads in leading Fan Publications...a combined readership in excess of 50,000,000.

PILLARS OF THE SKY

CINEMASCOPE
STARRING

JEFF CHANDLER • DOROTHY MALONE

CO-STARRING

WARD BOND • KEITH ANDES • LEE MARVIN • SYDNEY CHAPLIN

with FLOYD SIMMONS • MICHAEL ANSARA

COLOR

Directed by GEORGE MARSHALL • Screenplay by SAM ROLFE • Produced by ROBERT ARTHUR • A UNIVERSAL-INTERNATIONAL PICTURE
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<tr>
<th>ALLIED ARTISTS</th>
<th>COLUMBIA</th>
<th>M-G-M</th>
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<td>(Aug. Releases)</td>
<td>NO PLACE TO HIDE (Color) David Brian Martha Hunt Colleen Miller 84 min. Rel. 8/26/56</td>
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<td>(Aug. Releases)</td>
<td>AUTUMN LEAVES (Color) Joan Crawford Cliff Robertson 108 min. Rel. 4/15/56</td>
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<td>(July Release)</td>
<td>HE LAUGHED LAST (Color) Frances Langford Lucy Marlow Technician 17 min.</td>
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<td>(Sept. Releases)</td>
<td>THE YOUNG GUNS Ross Tandyk Gloria Talbott 84 min. (Rel. 8/31/56)</td>
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<td>(Aug. Releases)</td>
<td>DAKOTA INCIDENT (Color) Linda Darnell John Lund 85 min.</td>
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<td>(Aug. Releases)</td>
<td>BACK FROM ETERNITY (Color) Richard Todd Jean Simmons 103 min. (Rel. 8/29/56)</td>
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<td>(Aug. Releases)</td>
<td>BIGGER THAN LIFE (Color) Janet Leigh Barbara Rush 82 min. (Rel. 9/12/56)</td>
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<td>(Sept. Releases)</td>
<td>KING OF BABYLON (Color) Rhonda Fleming Ricardo Montalban 109 min.</td>
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<td>(Aug. Releases)</td>
<td>TENSION AT THE TABLE ROCK (Color) Richard Widmark Jane Greer 79 min. Rel. 7/25/56</td>
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<td>(Sept. Releases)</td>
<td>THE LAST WAGON (Color) Richard Widmark Felicia Farr 88 min. (Rel. 8/1/56)</td>
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<td>(Aug. Releases)</td>
<td>AMBASSADOR'S DAUGHTER (Color) Olivia de Havilland Paul Henreid 106 min. (Rel. 7/15/56)</td>
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Key: SYSTEM: CS—CinemaScope; VV—VistaVision; SA—SuperScope (anamorphic print). SOUND: Ss—Four track magnetic stereophonic sound; Ss (2)—Separate stereophonic sound print; Ps—Perspecta optical directional sound; M—single track magnetic sound; Os—standard optical sound. (Rev.) Motion Picture Daily Review Date.
**Big’ Films**

(Continued from page 1)

...more than they did in 1955. Use with high grosses in July include “Trapeze,” “The King and I,” “Shy Dick” and “The Great Locomotive Chase.” Subsequent runs have not yet played the big houses but almost all exhibitors tried for revival adult interest films provided they maintained a high entertainment value.

**TEMPHIS, Aug. 1—Theatre attend-
ance started an upsurge late in the week, showed a healthy gain all during July over 1955 and has gone into a rush with nothing to match the performance for Loew’s Palace show it has in- doubled the average attendance for the year. The Warner, Malco and Strand theatres have also had in-creased attendance. Among the films were “Trapeze,” “The Searchers,” “Moby Dick,” “Autumn Leaves,” “Eddy Duchin Story” and “Crimine the Streets.”

**MILWAUKEE, Aug. 1—Mid-sum-
mer business has been holding at a high level while drive-ins report business has been fairly good thus far. Future runs of “Trapeze”, “Moby Dick” and “Fastest Gun Alive” are among attractions here.

**ORLANDO, FLA., Aug. 1—Down-
town theatres report ever-increasing sales, which they say, are “most unusual for the mid-summer season.” houses were holding outstanding sales from one to five extra weeks. Theatre doing well include “The King and I,” “The Ladykillers,” “Way All Boats” and “That Certain Ting.” Drive-ins report grosses ten per cent over the same period last year.

**WASHINGTON, Aug. 1—Theatres, most cases, are doing better business than in previous months, but only a few theatres report business far better than last July. Almost all theatres have an increase in weekend business but this has been offset by many from the close of midsummer (Aug. 3)." The King and I” and “Moby Dick” are doing well all around.

**NEW ORLEANS, Aug. 1—A tremen-
dous upsurge in attendance is reported here since July 4. Doing outstanding business are “The Eddy Duchin Story,” “Trapeze,” “The King and I,” “Away All Boats” and “The Dykermot.”

**OTTAWA, Aug. 1—Reports indicate considerably more attendance at lower ticket prices. A slight gain in attendance and gross receipts is reported, up slightly in many areas of the city but drive-ins are not showing improvement, although weekend attend-
ance for the latter is about the same as last year. Of all the factors affecting business now, the failure of television to keep Canadians away on holidays is considered most significant, although the trend has not been enough yet to draw definite conclusions. Still many managers are finding that tv influence is weak-
ening.

**DETROIT, Aug. 1—Conditions are spotty here. However, there are de-
finite grounds for optimism, it is re-
ported, and the industry is compar-
tively better off than it was a month or a year ago. The King and I” is running more than 250 per cent above average at the Fox Theatre and well in sight of the engage-
ment. Harold Brown, president of United Detroit Theatres, says neighbor-
hood business is excellent but that first-run business is in direct ratio with the appeal of the attractions. Pictures doing well include "Trapeze,” John-
ny Congo,” and "Disabolique." Business for "Cimarron Holiday," in its second year, probably will better last year’s.

**DALLAS, Aug. 1—Allied Theatre Owners of Texas report very light in-
crease in theatre attendance since July 1. Generally, attendance is off 20 per cent as compared to the same time last year.

**HOLLYWOOD, Aug. 1—In the same way that Rome played a basic part in “Roman Holiday,” Venice in “Summertime” and Monte Carlo in “To Catch a Thief,” his-
toric, romantic Lisbon figures in this exciting melodrama named for and filmed in that city. Not that it wouldn’t have been a powerful attraction if photographed in another setting, but the intrinsic charm of the background itself, imparts to the event the necessary villainy and occasional violence in the foreground of the story a tone of realism not often attained in melodrama. With players as expert and exploitable as Ray Milland, Maureen O’Hara, Claude Rains, Francis Lederer and Yvonne Furneaux enacting colorful roles in a tight script, the production looks like a big profit-maker everywhere.

Trucolor and Naturama, Republic’s own processes, are used with extraordinary eloquence by R. A. Milland, who is down as associate producer, and the direction by R. Milland (both of these gentlemen and Ray Milland being indistinguishable persons) gets off in high gear with a morning scene in which Rains, international criminal, sprinkles food on his window-sill to attract hungry birds so he can kill one of them with his tenaciously provided pet cat with its body for breakfast. This opening prepares the audience for the most extreme cruelty the writers may have dreamt up, and the script, although never going to quite this length again, lives up fairly well to the promise of the beginning.

The screenplay by John Tucker Battle, from a story by Martin Rackin, establishes Rains in Lisbon as a master-criminal living in unlimited luxury and Milland as an American of lofty original standing who is engaged now, evidently for thrills rather than money, in jewel smuggling and so forth, using his speed boat, capable of outrunning the law’s craft, for the purpose. Rains engages Milland to meet an American wife whose mil-

**U-I Honors**

(Continued from page 1)

...ions are portrayed in this U-I re-
lease starring Audie Murphy, Pat Crowe, Charles Drake and Anne Bancroft. Newsmen throughout the state in addition to executives from U-I were present at the initial show-
ing of the CinemaScope and Techni-
color film production at Walter Reade Jr.’s Community Theatre.

A granite monument dedicated to Charles Willson Peale, unveiled this afternoon at the Ritchie Theatre and located in front of the Warner Bros. building, was dedicated on that occasion.

**Miss Universe Attends**

Heading the group of industry exe-
cutives at the ceremony were J. A. McCarthy, assistant general sales manager; Walter Reade Jr.; Charles Simonelli, Philip Gerard and Carol Morris, Miss Universe of 1955 who were recently signed to a U-I contract. Hudson Mayor John L. Kelly pre-

dented the keys of the city to the U-I executives as well as scrolls to U-I and Walter Reade Jr.

**Warner-Pathe**

(Continued from page 1)

including NBC, CBS, DuMont and ABC, were approached last week con-
sidering the sale of the estimated 25,000,000 feet of film in the news-
reel’s library but there were no buy-
ers. An NBC spokesman said the new-
work was negotiating with Warner Bros. to serve as sales agent for the film, much like NBC does with the March of Time library. If Warners fails to establish such a deal, the spokesman added, any possible deal will be cancelled.

A lack of time to study the proposal was given as the reason for reason for RKO General Telekord’s refusal to consider a purchase, a spokesman commented.

"A Warner Bros. representative queried our good friends on Monday” the executive said, "but he wanted a decision one way or an-
other by Wednesday in view of the Warner board meeting. Under those circumstances, we couldn’t even con-
side the offer much less give him an answer in 48 hours." While no purchase price was men-
tioned, the spokesman understood it would be well above the $4,000,000 that Warners paid BKO Pathe News when they bought the newsreel agency in August, 1947. In contrast, the film backlog is reportedly available at a much lower price, the company official said.

**Bausch & Lomb**

(Continued from page 1)

A 449, their share, for the first half of the year, down from the $980,639 or $1.29 a share in the same 1955 period. While sales for the half were down to $24,762,419 from $29,467,971 for last year’s first half, substantial gains were recorded through regular commercial channels in the second quarter this year, Hall-
bauer said. "These gains,” he noted, "are far greater than in the first quarter the decline in mil-
itary and other special product cate-

gories. Further gains are anticipated in succeeding quarters, with the long-
term prospects appearing most en-
couraging."
REVIEW:

King of the Coral Sea

Allied Artists

Chips Rafferty displays triple-talented abilities (acting, writing and producing) in "King of the Coral Sea," filmed in Australia and released in this country under the Allied Artists banner. It's a professionally competent job and has sufficient dramatic continuity to hold the interest.

Rafferty is seen as supervisor, with Rod Taylor, of an organization assigned to bring up shell, pearl and the like from the ocean's depths. His boss is perennial playwright Charles Tingwell. Rafferty discovers a body out in the ocean, and subsequent police investigation reveals the dead man may have been associated with an alien smuggling ring. Arriving on the scene, Tingwell advocates greater use of modern diving equipment. At the same time, he's visibly impressed with June 1935's daughter, diminutive Ilma Adey.

Smugglers, uneasy over the prevailing situation, hold Miss Adey hostage, but the latter's enterprising dad, aided and abetted by an America's newly-formed Tingwell, comes to the rescue, at the same time assisting authorities in bringing smugglers to justice. Lee Robinson directed. Running time, 74 minutes. General classification. Release, June 24.

National Theatres

(Continued from page 1)

properties constituted $418,000 to a nine-month total, compared to $180,000 1954.

Rohden stated the NT board is "alert to the possible benefits of diversification and opportunities are being sought which will fit into the firm's program and development." Rohden also referred to the option agreement entered into for sale of the Roxy Theatre in New York, stating, "if completed, the sale will result in a sizeable capital gain for the company."

Report 75% Homes

Had TV Sets in Feb.

WASHINGTON, Aug. 1—The Census Bureau reported that 75 per cent of all U.S. households had one or more television sets in February of this year.

This compared with 67 per cent in June, the peak in 1950, only 12 per cent of U.S. households had tv. The Bureau also reported that 4 per cent of all households in February had two or more tv sets.

See Mexican—Bonn Pact

MEXICO CITY, Aug. 1—Special permission to sell Western Germany all the Mexican films it orders was granted Cineex, the semi-official distributor of Mexican films abroad, by the National Cinema of the Federal Government, it was announced by Jorge Ferreiro, the chairman. The permit is seen as paving the way to a Mexican-Bonn picture pact. As an immediate result, Mexico will welcome German pictures.

TOA Sets

King Bill

(Continued from page 1)

temen from all parts of the U.S. reviewed proven ideas to bolster the box office and developed some new ones.

Blank, in appointing a special committee of exhibitors to head the TOA public relations program, said that $46 "money-making ideas" have been offered at the Chicago forum. These schemes will be incorporated in a special manual available to all TOA convention registrants, he said. A report on the forum will be given by Ernest C. Stellings, chairman of the TOA conference, and his assistants, M. B. Smith and Henry Plitt.

Several Basic Plans

Among the suggestions which the public relations program committee will work on will be a national "motion picture theatre day," "ranks of the year," stamp plans, national radio and television programs, and others, Blank said.

The TOA committee is headed by Harry Goldberg, assisted by Thornton Sargent, Marvin Goldman, Douglass Amos, Carl L. Patrick and Joseph Rosenfield. Their report will be presented to the board of directors of TOA on Sept. 19, prior to the association's convention at the New York City Coliseum here.

TOA also appointed a Theatre Community Relations Committee, following the Chicago forum. This committee is headed by Walter Reade, Jr., with Jack Braunal, Jerry Greenbaum, Jerome Shor and Mike Simons as members. In addition, a Stamp Committee will investigate the various plans available, headed by Walter Harris, assisted by David Kamsky and Harold Field.

Calls it 'Positive Plus'

Blank said that the TOA conference "has been a positive plus to the industry. The various suggestions and ideas presented by the leading showmen in attendance will be implemented and carried out to the best interests of exhibition."

India Agrees to Set Up Film Finance Corp.

BOMBAY, Aug. 1—The Government of India has agreed to set up a Film Finance Corporation during 1957. It is understood the Government will advance an initial loan of 2,500,000 rupees as a nucleus for the corporation and it is expected that an additional 1,200,000 rupees will be realized through a tax on raw film and a duty on exposed film imported into the country. According to present estimates, the corporation's ultimate capital will be 10,000,000 rupees.

The proposed National Film Board, which will coordinate and control a production advisory bureau, a film institute and the existing Central Board of Film Censors will be estab-

Single Basis

(Continued from page 1)

basis, would be willing to sit with exhibitors "around a table discussing industry problems. Has it been pointed out by a utilizing distribution executives that a meeting between representatives of all companies with exhibition to "would have to be thoroughly vetted before an official could be given."

National Allied's Abram F. 1's in his comment on the Senate Banking, Currency Committee industry trade practices, renewed association's bid for a top level industry conference between dealers and exhibitors to "consider roughly what each branch, organization and each individual can do to rescue the business from doldrums."

To Be Presented Soon

Myers and Esteem's program for a roundtable conference presented by Allied president Shor to the company premises shortly. Yesterday's check of the participants on the Chicago meeting has been received by Heimeman, when queried about Allied bid, said "United Artists objected strongly to the meeting which has been called by people who have motives."

Heimeman's comments were made at a recent meeting at the Century-Fox sales office. He said company's policy has always to sit down with exhibitors from out problems with mutual understanding.

Legality to Be Scanned

It was pointed out by an industry film company that the proposed association of the leaders of the industry to sit down and discuss this year's problems from within, must be made to see if there are any legal entanglements in such a meeting.

WB Stock

(Continued from page 1)

25,50 per share. All tenders were submitted not later than 5 P.M. Sept. 5, 1956 on the company's tender, which will be mailed to all stockholders in about two weeks and will designate the tenders to be deposited. The company is advised that Mr. Albert and Jack L. Warner, in a letter of approximately 100,000 shares at $37.50 per share, bid through a bank to be deposited in Parliament. The board was consist of tenderers of which three will be appointed from the industry from nominees the trade organization. Other members will include the president of the Census Board, director of the film institute, departmental chief, representative of the Child Film Society and three members of the cultural, social and art field.
MPAA Directors May Meet Early Next Week

The board of directors of the Motion Picture Association of America is expected to meet early next week—providing that all of the company presidents are available in town, it was reported yesterday.

The MPAA board is scheduled to discuss a varied agenda highlighted by such topics as Academy Award sponsorship, the Allied States Association call for a roundtable meeting, a progress report by its various committees, the appointment of a distribution representative to the Council of Motion Picture Organizations, and a report by MPAA President Eric Johnston on domestic and foreign affairs.

Big Pictures Are Salvation Vidor Says

By LESTER DINOFF

The motion picture industry can not solve its problems by giving its customers and patrons inconsequential product, according to veteran director King Vidor, who recently completed "War and Peace" in a four-camera Technicolor for Paramount Picture distribution.

"Vidor, speaking at a trade press conference yesterday, emphatically declared that . . ."

NARTB Head Hits Toll-TV

WASHINGTON, Aug. 2—Harold E. Fellows, president of the National Association of Radio and Television Broadcasters, stated today in a pamphlet published by the association that the organization is opposed to any form of subscription TV which, through the use of channels allocated for free television, will jeopardize the right of the public to receive a full, free service.

Any implication, Fellows continued, "that free television cannot provide a fully acceptable program service for very home in the nation must be measured against the reality that . . ." (Continued on page 4)

FAME Poll Basis for Lustre-Creme Contest

The Hollywood endorsement campaign long featured by Lustre-Creme shampoo will be given a new look this fall. A $50,000 Sweepstakes contest based on the FAME poll conducted annually by Motion Picture Herald for FAME Magazine, to select the top money-making stars at the box office, is set for September.

Featuring up Hollywood stars, the sweepstakes will be launched in . . . (Continued on page 4)

British Will Continue Aid To Producers

Commons Told Quota and Loans Will Be Extended

By PETER BURNUP

LONDON, Aug. 2—Producers in Britain are assured of continued Government assistance after the present Quota and Early plans expire, Peter Thorncroft, president of the Board of Trade, told the House of Commons today.

The assurance came in answer to a series of questions in Commons Tuesday pressing Thorncroft to allay anxieties regarding the future of British film production.

Telling Commons that the Government had reached "certain broad conclusions" which he was announcing now in order that producers might know the forms of assistance they might expect in the future, the Board of Trade president said:

1. The exhibitors quota will be extended.

(Continued on page 4)

Mullin Urges Thanks To Congressmen

Special to THE DAILY

BOSTON, Aug. 2 — Martin J. Mullin, COMPO chairman in this area, yesterday congratulated his fellow exhibitors on their "splendid efforts and cooperation" in getting the King Bill passed.

In a letter dated Aug. 1, he also says the admission tax on tickets up to 90 cents was eliminated because of the "determined direction of . . ." (Continued on page 4)

NFS Will Handle Selznick Features

A group of features from the Selznick Co. will be handled by National Film Service, Inc., in seven of its depots, it has been announced by James P. Clark, president of National Film.

Clark said the Albany, Boston, Buffalo, New Haven, New York, Phila. (Continued on page 4)
Buena Vista to Hold 2-Day Sales Meeting

A special sales conference of Buena Vista's top distribution personnel will be held at the Ambassador Hotel here next Tuesday and Wednesday. It was announced yesterday by Leo F. Samuels, president and general sales manager of the Walt Disney distribution subsidiaries.

Attending the conference will be executives from the Disney Studios, the district managers from BV's eight U. S. sales districts, and a number of executives from the company's home office in New York.

For many of the items on the agenda of the meetings will be the development of an accelerated sales policy on the re-release of Disney's "Fantasia." Also to be discussed are Disney's newest "True-Life" adventure feature, "Secrets of Life," which will be nationally released early in September, and "Westward Ho, the Wagons!" Disney's first Western, in Cinemascope and Technicolor, which is a Christmas release.

Will Consider Foreign Product

An important aspect in the presentation will be the export distribution of Buena Vista product. The Disney Studio will be represented by Carl Walker, vice-president of Walt Disney Productions, and Ray Keller, who is in charge of distribution matters at the Studio.

Eight from New York

The eight district managers who will come to New York for the conference are: in the Northeastern District, Boston: Mort Magill, Eastern District, Philadelphia; Ted Levy, Eastern Central District, Cleveland; Kenneth LaRusso, Midwestern District, Atlanta; Douglas Desch, Southwestern District, Dallas; Harris Dushcl, Midwestern District, Chicago; Marvin Goldfarb, Rocky Mountain District, Denver, and Wendell Bjorkman, Pacific Coast District, Los Angeles.

Harry Aitken Is Dead

CHICAGO, Aug. 2—Harry Aitken, 69, pioneer film maker, died suddenly in a theater yesterday. His most famous production, a collaboration with D. W. Griffith, was "The Birth of a Nation," released in 1915.

Two File Titles For Doria Film


Oregon Exhibitor Dies

PORTLAND, Ore., Aug. 2—Art E. Laflar, 69, for many years one of the old Oregon and Grand theaters in Salem, Oregon, died of heart attack here. He was a native of Atton, Iowa.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; James D. Ivers, Managing Editor; Richard Gerstner, News Editor; Floyd R. Stone, Photo Editor; Herbert V. Feck, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berra, Manager; William R. Weaver, Eastern Bureau, New York 20, Telephone: C. Kid 2754, Cable address: "Oquigboho, New York," Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Executive and Treasurer; Raymond Levy, Vice President; newspaper, also directed the joint committee to look into fourteen or so tax problems with a view to having recommendations ready in January. The other problems involved meted effects of the new tax laws on small businesses, taxation of corporations doing business abroad, tax loopholes, the tax treatment of capital gains. The staff directed by E. would be in addition to staff planned by two subcommittees the House Ways and Means Committee. One of these is going an excess rates while the other is studying tax problems. Both subcommittees expect to have their own staffs.

14 Hours of the Andrea Doria...
The Proud and Profane

GROSSES FROM COAST TO COAST NOW ROVE THAT IT'S THREE POWER-PACKED BOXOFFICE HITS IN A ROW FROM THE PRODUCERS OF "THE COUNTRY GIRL" AND "THE BRIDGES AT TOKO-RI"!

WILLIAM HOLDEN DEBORAH KERR in a PERLBerg-SEATON PRODUCTION

The Proud and Profane

co-starring THELMA RITTER DEWEY MARTIN with WILLIAM REDFIELD
Produced by William Perlberg - Written for the Screen and Directed by George Seaton Based on a Novel by Lucy Herndon Crockett
BIGGER THAN LIFE

(Continued from page 1)

lavished on the first “Medic.” “Bigger Than Life” is going to be very big box office indeed.

Already, with release still to come, columnists and film writers have given wide circulation to information concerning its story content. Already most people know it has to do with cortisone, its side effects, and its misuse. This circumstance suggests strongly that first audiences will be composed largely of persons interested in this type subject, and to serious-minded people in general. To these people it will unfold in a serious and thoughtful manner its straightforward story about a school teacher, stricken with arterial inflammation that only cortisone can cope with, who allows economic pressure to compel him to over-dosing with cortisone instead of reporting to a doctor. Overdosing results in a psychosis, beginning with delusions of grandeur and mounting to imminent infanticide that is counter-acted, at picture’s end, by hospitalization, although lifetime use in carefully supervised dosage is pronounced necessary.

The story is grim, graphically underscored, and devoid of humour, but it makes its points, both medical and melodramatic, firmly.

The script is by Cyril Hume and Richard Maltzmann, from their own story based on a New Yorker article. Direction by Nicholas Ray is perhaps his best work to date.

James Mason, as star and producer, doubtless will be widely praised for his work on both jobs. Barbara Rush, Walter Matthau, Robert Simon and Christopher Olsen provide strong support.


WILLIAM R. WEAVER

NARTB

(Continued from page 1)

markable growth of the medium . . . over the last decade.”

Reproductions of letters opposing pay-tv are printed in the 50-page booklet, including messages from Congressmen to their constituents, to the Federal Communications Commission from citizens, and representatives of civic, professional and labor organizations and colleges and universities.

The pamphlet is being distributed to its membership, Congress, government officials, educators and others.

Mullin Urges Thanks

(Continued from page 1)

handful of militant industry executives who refused to listen to the warning of the ‘it can’t be done’ boys.”

Mullin adds, “we could not have succeeded without the support of your two Senators and your Representatives in Congress, to all of whom we are deeply indebted . . . . So, may I urge you to write, today without fail, to your Senators and Representatives, and, in your own language, thank them sincerely.”

NFS Will Handle

(Continued from page 1)

adelaide and Washington NFS depots will do backroom work on the films, which include “I’ll Be Seeing You,” “Since You Went Away,” “The Paradine Case,” “The Spiral Staircase,” “Portrait of Jenny,” “Intermezzo” and the September 17 issue of Life Magazine which is the famous color spread. The same ad will appear subsequently in Ladies Home Journal, McCall’s, Dell Modern Group and True Story Women’s Group.

TV commercials have been filmed on the Sweepstakes and they will be telecast on the regularly sponsored schedules of national TV programs from mid-September through November.

Entry blanks will be included in each printed ad and the Sweepstakes will be promoted heavily through counter and floor displays in all Loew-Crewe outlets. An entrant need only pick up his or her favorite star, write the name on the entry blank and mail it. If the choice is the same as the top female winner of the FAME poll, the winner becomes eligible for the drawing of the $20,000 cash prize.

Additional drawings for prizes (one for $5,000; five for $1,000 each; and 500 for $10 each) will be made after the first prizewinning name is selected. All names will be drawn from the group voting for the winner of the FAME poll. The poll’s winning actress, as well as the announcement of the name of the consumer winner, will be televised on a nationwide basis.

“Saint Joan” as the box-office sales of a FAME poll consumer winner’s name will be announced immediately upon the announcement of the FAME poll Top Money-making Actress for 1956.

Talipinger

(Continued from page 1)

assume his new duties with the distribution company. He will be succeeded by his former associate, James E. Stowell, as president of the company. The new firm, named Talipinger TelePictures, will at first continue to handle advertising for other companies, becoming national publicist directly to the Columbia Broadcasting System, now the head of Columbia Television. Talipinger was in charge of the advertising department at the Warner Brothers studio in Burbank, Calif, for eight years before joining the company. He was the first Eastern publicist to become national publicist directly to the company. The new firm, named Talipinger TelePictures, will at first continue to handle advertising for other companies, becoming national publicist directly to the Columbia Broadcasting System, now the head of Columbia Television. Talipinger was in charge of the advertising department at the Warner Brothers studio in Burbank, Calif, for eight years before joining the company. He was the first Eastern publicist to become national publicist directly to the company.

‘Bigger Than Life’

(Continued from page 1)

being released slowly under a clandestine distribution-promotion plan designed to gain maximum penetration for each engagement crad weeks in advance of any open according to the company.

Other playdates this month are: Los Angeles, Ritz, Fox and Academy, Los Angeles; Hollywood, Atlanty, Hollywood-Palace, Cleveland; Chicago, Biograph; Atlanta, Fox, Mount; Toledo, Indiana; and Atlanta.

Equipment Forum

(Continued from page 1)

Kodak Company, will be moderator. A Service Company division of the A Companies, will be keynote speaker. Interested guests will be mem of the Theatre Owners and of local theatre owners and opers.

Name ‘Joan’ Test Cities

Otto Preminger has selected cities where he will audition leading finalists in his search for a newcomer to play the title role in “Joan of Arc.” It was announced by United Artists, who will distribute the film version of the Bernard Shaw play.

They are Atlanta, Boston, Chicago, Cleveland, Dallas, Denver, Detroit, Los Angeles, New York, St. Louis, San Francisco, Seattle, Washington, Montreal and Toronto.

British to Continue

(Continued from page 1)

tended beyond its termination in Oc
tober, 1958.

2. The powers of the National Film Finance Corp. to make loans, which expires March, 1957, will be renewed.

3. A statutory scheme comparable in purpose with the present Early cartoon will come into operation when the present voluntary scheme lapses in October, 1957.

‘Moby Dick’ Setting

Holdover Time Records

“Moby Dick” is setting a new price for holdover time in its 117 nation-wide openings to July 25 with a total of 267 weeks of playing time in these engagements, according to Warners. This represents an average holding time for the John Huston production of better than three weeks per engagement, and covers Holdover from one to five weeks in engagements to date with several of the original openings continuing indefinitely, such as New York, Chicago, Los Angeles, Boston, Philadelphia, San Francisco, Washington, Baltimore and Indiana. The company also announces the film will begin 146 additional engagements this coming weekend.

Monroe Greenthal has announced that the Monroe Greenthal Co. has moved to 565 Madison Avenue, where it will have available double the floor space as formerly.

Robert F. Hurleigh, director of Washington operations for the Mutual Broadcasting System since 1954, has been named supervisor of radio station WGMS, Washington, it has been announced by Thomas F. O’Neill, president of IKO Teleradio Pictures.
As has been demonstrated time and again, the World Premiere of a motion picture can become the most exciting event in the history of a community. That is what happened at Hudson, New York (Pop. 12,000) when 14,000 people lined the streets to welcome actor Charles Drake and Carol Morris, just crowned “Miss Universe of 1957” who were brought there by Universal-International for the World Premiere of “Walk the Proud Land,” the CinemaScope and Technicolor film production starring Audie Murphy. Two network radio shows, wire services’ representatives and syndicate writers are carrying to the nation the story of the premiere, which was tied in with ceremonies marking the birthplace of John Philip Clum, one of America’s unsung heroes of the West whose life story is told in “Walk the Proud Land.” So great was the crowd who sought admission to Walter Reade’s 1,500 seat Community Theatre that a second show had to be scheduled to accommodate the throngs, with record business continuing yesterday in Hudson and throughout the territory.

One of the three bands in the five-block-long parade from the railroad station at Hudson to City Hall.

Claverack, birthplace of John Philip Clum, F. J. A. McCarthy, assistant general sales manager of Universal, presents monument to Clarence W. Miller, supervisor of town before Indians of Six Nations.

Mayor John Kelly of Hudson welcomes Carol Morris with ceremonies being recorded by a battery of microphones.

On stage of Community Theatre, Walter Reade Jr., president of Walter Reade Theatres and Mr. McCarthy receive scrolls from Mayor Kelly. Actor Charles Drake and Carol Morris are spectators.

Miss Morris is made a member of the Six Nations tribes by Chief John Big Tree at a special barbecue at the Hudson Fish and Game Preserve.
NORMAN KRASNA'S
“THE AMBASSADOR'S DAUGHTER”
HAS SHATTERED THE ALL-TIME FIRST WEEK HOUSE RECORD!

-- Esquire, Chicago
Jack Warner Reports:

**WB Ready for 'New Era' with Strong Production Line-Up**

BURBANK, CALIF., Aug. 5—The policy of Warner Bros. is, "is, and will continue to be, keynoted by the two most essential factors for success in any other business—strength and courage," Jack Warner, president, declared in announcing a schedule of new productions which the company has lined up for presentation.

"If all the man-hours spent in fear and trembling over the fate of the industry by too many motion picture people were devoted to a strong and courageous effort in the cause of good picture-making, this industry (Continued on page 3)"

**'Oklahoma!' to Bring $3 Million Abroad**

Magna Theatre Corp. will receive $3,000,000 from distribution of "Oklahoma!" in foreign territories, according to a company report, which pointed out that Magna has already received two-thirds of this figure and the additional $1,000,000 payment is due by June 1957.

Company operations for the quarter (Continued on page 2)
**Personal Mention**

SERGE SEMENENKO, senior vice-president of the First National Bank of Boston, and Rosenn T. Tappin, newly-elected Warner Brothers vice-president in charge of advertising and public relations, left here with Mrs. Semenenko over the weekend for Europe.

* Russell W. Hadley, Paramount assistant managing director in London, and Mrs. Hadley arrived in New York from England on Friday aboard the "Liberte."

ALAN MAXWELL, managing director of Harmony Films, Ltd., will arrive here today from London via B.O.A.C.

* JOSEPH L. MANKIEWICZ returned to Hollywood at the weekend from New York.

* Harold Bando, trade press contact for 20th Century-Fox, has left New York for a vacation at Lake George, N. Y.

* Martin P. Salkin, has been named director of publicity and production for Decca Records.

* Norman Land, recently-appointed publicity manager for RKO Radio in Europe and the Near East, left here Saturday for Paris.

* Arthur Jacobs, general sales manager of Dominant Pictures, left New York at the weekend for New Orleans and Dallas.

* Ed Golden, producer, has returned to the Coast from New York.

**IFE to Release Six New Films by 1957**

The IFE Releasing Corp., will have six new Italian and French motion pictures in the domestic market by January, 1957, according to an official of the company. He said it is also contemplating release of eight other films.

The six new films to go into release are "Roman Tales," "Symphony of Love," "Forbidden Fruit," "Tornado," "Con Men" and "Fabulous India." It is also expected that "Neapolitan Carousel" may go into release this year.

Warner Predicts ‘New Era’ in Production

(Continued from page 1)

would far exceed any peak it has ever achieved,” Warner said.

Asserting that the “foundation of the company is more solid today than ever before,” Warner said “we are now entering a new phase in our career. We will make this era the most dynamic the most challenging, and the most successful in our entire history.”

This will not be achieved “by mere words or promises,” the studio head said, “but by setting a production goal and then marshalling every last ounce of effort and talent to make sure this objective is accomplished. Our purpose is simply stated: to see to it that the public is supplied—continuously supplied—with a steady flow of great entertainment from Warner Bros. This is our goal—to make and distribute great pictures.”

Warner called upon theatre owners to back up the studio’s efforts in a “dynamic program designed to attract audiences to the box office.” Production alone is not sufficient, he pointed out, “without the enthusiastic and determined cooperation of the capable people who operate the theatres. There is a great public for motion pictures, and this public can grow as the population of the country increases.”

In an outline of the company’s productions presented by Warner, the following were listed as completed: “The Bad Seed,” “Baby Doll,” “Giant,” “The Wrong Man,” “The Spirit of St. Louis,” and “Toward the Unknown.”

Described as now in production were: “The Old Man and the Sea,” “The Sleeping Prince,” “A Face in the Crowd,” “The Girl He Left Behind,” “Black Satin,” “Buffalo Grass,” and “The Story of Mankind.”

Looking to the future, Warner said the company’s schedule includes the following: “Band of Angels,” “The Pajama Game,” “Sayonara,” “Marjorie Morningstar,” “Melville Goodwin, USA,” “Bombers B-52,” “Dawn Yankees,” “Auntie Mame,” and “The Story of the Lafayette Escadrille.”

Listed as in the planning stage were: “Why Was I Born,” “Yellowstone Kelly,” “John Paul Jones,” and “Darby’s Rangers.”

Gen. Tire Sale Offer

AKRON, Ohio, Aug. 5—Terms of the offer of General Tire & Rubber Co. to acquire the A. M. Byers Co. of Pittsburgh, producer of wrought iron pipe and manufacturer of electric furnace quality steel, have been revealed by William O’Neil, president of General Tire, in a letter to Byers stockholders. O’Neil said the offer to purchase all the common and preferred stock of Byers will enable holders of Byers common stock to exchange three of their shares for one share of General Tire $5 cumulative $100 par preference stock.

The most Luxurious way to Los Angeles!

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It’s “red carpet” service on the world’s fastest airliners with delicious full-course meals, tasty snacks, a choice of cocktails, plus all the many extras of “service in the Mainliner manner.”

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Contact nearest United Air Lines ticket office or an authorized travel agent.
NTA touches off the most spectacular event in television programming history!

NTA... maintaining a tradition of quality... proudly presents for the first time... fifty-two outstanding feature films for television... the first releases from one of the greatest, major Hollywood studios... 20th Century-Fox... all distinguished pictures, many with Academy Awards.

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HOW GREEN WAS MY VALLEY
Walter Pidgeon, Maureen O'Hara, Barry Fitzgerald

THE OX-BOW INCIDENT
Henry Fonda, Dana Andrews

THE BLACK SWAN
Tyrone Power, Maureen O'Hara, Thomas Mitchell

THE HOUSE ON 92nd STREET
William Eythe, Lloyd Nolan

CENTENNIAL SUMMER
Jeannie Carson, Cornel Wilde, Linda Darnell, Walter Brennan

BOOMERANG
Dana Andrews, Jane Wyatt

YANK IN THE RAF
Tyrone Power, Betty Grable

LIFEGUARD
Tallulah Bankhead, William Bendix

FOXES OF HARROW
Rex Harrison, Maureen O'Hara

THE STORY OF ALEXANDER GRAHAM BELL
Don Ameche, Lucille Young, Henry Fonda

FOUR JILLS IN A JEEP
Phyllis Silver, Martha Raye, Betty Grable

HOMESTRETCH
Cornel Wilde, Maureen O'Hara

FOOTLIGHT SERENADE
John Payne, Betty Grable

DRAGONWYCK
Gene Tierney, Vincent Price

KISS OF DEATH
Victor Mature, Richard Widmark

WESTERN UNION
Robert Young, Randolph Scott

DRUMS ALONG THE MOHAWK
Claudette Colbert, Henry Fonda

RINGS ON HER FINGERS
Henry Fonda, Gene Tierney

DOLL FACE
Dennis O'Keefe, Vivian Blaine

LES MISERABLES
Fredric March, Charles Laughton

BRIGHAM YOUNG
Tyrone Power, Linda Darnell

THUNDER IN THE VALLEY
Peggy Ann Garner, Lon McCallister

BELLE STARR
Gene Tierney, Randolph Scott

DAISY KENYON
Joan Crawford, Dana Andrews, Henry Fonda

WING AND A PRAYER
Don Ameche, Dana Andrews

Hudson's Bay
Paul Muni, Gene Tierney

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MONTREAL, CANADA 1420 St. Catherine St. Phone: University 9-1992

MEMPHIS, TENNESSEE 2005 South Building Phone: Jackson 6-1565

BOSTON, MASS. 1302 Grafton Office Building Phone: Liberty 2-6532

MINNEAPOLIS, MINN. 1170 Galleria Avenue Phone: Federal 8-2911
Spotlighting the News

Conventional Preparations Made

Seattle week from today, initially in Chicago, begins two weeks of what is probably the most concentrated political reporting in television’s short history. The advance press notices from the networks are coming across the wire, and indications are that only that portion of the public which has been deceptively elated or escape will have time for the real news. New York promises to be a ghost town this week. Everybody will be in Chicago—Bob and Ray, Bing Crosby, the Killgallen, Harry Feeney, Furness, Ed Morrow, Ben Cerf and Harry Bubpler. CBS is lightening the load on Manhattan’s granite foundation by the 100,000 pounds, that being estimated weight of all the women and equipment which is being shipped west, first to Chicago, then to San Francisco. The total despatch everything from Miss to a number of those 5,000 Lockheed “vest pocket” TV cameras and a mobile unit weighing 10,000 pounds. ABC-TV is taking particular note of its youngsters and will balance John and Quinn Howe with the old analyses of Tommy Kirk and Judy Harriet, aged 15 and 14, effectively, to be seen on the new Mouse Club. The network’s departments have, indeed, worked overtime. Never have we had so much news and figures on upcoming events, some already more relevant than others. The convention dramas themselves will have to go some way to be anti-climatic in the midst of all this social and political splendor.

Garroing of Competition

The British Broadcasting Corporation’s annual report, released last week and telling of an all rise in annual income, also contains a pertinent comments to the virtues of and vice versa of the producer. The report, declaring that “in the need for a second BBC channel has not been lessened by the advent of commercial TV,” goes on to say that in “broadcasting, competition, whatever its virtues may be, does not tend towards diversity of choice but rather a choice between different programs of the same kind.” The present money giveaway craze on a free TV licence will be ample proof of the need to keep a balance in the BBC’s programs. On more technical matters, the report claims that the BBC has 16,000,000 viewers, compared with 3,000,000 for the Independent Television Authority. On the average evening, 6,000,000 people watch the BBC. The rub, however, is that out of every five viewers who have the choice between BBC and ITA programs, three prefer ITA.

Famous Folk on NBC

Famous Folk on NBC

- Two famous people have tied in their fortunes with the National Broadcasting Company. Mary Martin and the firm have signed a three-year agreement calling for her exclusive TV services. In addition to portraying Billie Dawn in Garson Kanin’s hit comedy, “Born Yesterday,” as the premiere program on NBC-TV’s “Hallmark Hall of Fame” October 26, Miss Martin will be seen in 90-minute and two-hour productions of other outstanding dramas and musical comedies. The other noted figure set for NBC appearances, James A. Michener, Pulitzer Prize winner, will serve as American “guide” for Assignment: Southeast Asia, which will be filmed in color for NBC-TV. Mr. Michener will also write and narrate the 90-minute colorcast.

TV Hitting on High

- Television receivers in use throughout the nation have just passed the 50,000,000 mark, according to the trade directory, “Television Factbook” whose 23rd edition.

(Continued on page 7, col. 1)

In Our View

SULLIVAN ended his show on Sunday July 28 with an appeal to the millions in his audience to write telling whether certain material, already filmed for Fall presentation on the program, should be discarded or retained on account of objections some may have concerning the personal conduct of Miss Ingrid Bergman.

In this instance Mr. Sullivan and his advisers made a serious error no matter what the informal poll turns out. Recourse to the public in connection with this kind of a programme matter is an unwarranted attempt to escape the responsibilities incurred by a producer. The decision should have been made initially by Mr. Sullivan and his associates on the basis of their own opinions and any other they thought it desirable to obtain privately. Once made the decision should not have been brought into question by inviting millions to “re-judge” the issue.

Apart from the question of the producer’s responsibility, it was imprudent to seek views from large numbers of individuals who have no idea of the program material contemplated. At a minimum it is uncharitable to suggest that a performer’s professional activity should be judged on the basis of his or her private life so long as the conduct isn’t notoriously illegal. It is also improper just to encourage the thought, even in a minority, that one person should be subject to discrimination while there is no such sanction for others in comparable circumstances.

The sole test in this situation should have been whether the scenes made of Miss Bergman were likely to be good entertainment for the viewers of the Ed Sullivan Show. That was something for Mr. Sullivan to decide and no one else.

—Martin Quigley, Jr.
TELEVISION TODAY

Passing in Review

STEVE ALLEN, THE TALENTED MASTER of his own NBC-TV Sunday night catch-all, is meeting the CBS-TV-Ed Sullivan competition on more than one level, a policy that seems more expedient than wise. Last week (July 29), for instance, when Mr. Sullivan was presenting a much heralded circus swan song, Mr. Allen opened his show with a well-meaning but embarrassingly lame circus take-off, culled from an earlier and not very funny Tonight skit. All it did was to remind at least two million whose ability to retain a laugh program and is slight—that Mr. Sullivan was featuring a Big Top format. Further along in his show, Mr. Allen introduced James Mason for a straightforward rehash of Mr. Mason's latest controversial picture (things were beginning to look more like Channel Two all the time) which in turn led to a similarly Mason-worn cartoon featuring the entire Mason family. Mr. Sullivan's circus show, on the other hand, was just the sort of off-beat unusual presentation which Pat Weaver originally promised for Mr. Allen.

The general quality of the week's live dramas was much higher than usual. The best of the lot, Kaiser Aluminum's "The Roar of the Lion," is reviewed below. The most original and ambitious of the group was CBS-TV's Studio One presentation Monday night of "The Ballad of Yermo Redo," another in that increasing list of off-beat westerns. Though its narrative line might have been tightened and the pace increased (long pauses are not always pregnant), "Ballad" possessed the infrequently seen ingredient of what was extremely effective. The same evening NBC-TV's Robert Montgomery summer players offered a bright adaptation of Owen Crump's comedy, "Southern Exposure." It was lively and fun, offering a particularly amusing performance by Jan Mixer, nicely supported by Charles Drake and by Elizabeth Montgomery, who is definitely coming into a star.

There was much insight and even some wisdom in Abbey Mann's "Pencil Sketch," presented by Goodyear over NBC-TV Sunday night, July 29. Elliott Nugent and Margot Hartman were the stars. CBS-TV's U.S. steel production of "Stopover at Sublimity," still another study of a lonely backwoods girl and what happens to her (remember "County Fair," etc.) with Arch Hall Jr. as producer, director, writer and star, might be well presented and give the television audience another look at the lovely Lisa Daniels, who will be heading for Hollywood any day now. The Kaszner family (Kurt and Leora Dana) struggled with an ill-conceived Iron Curtain escape drama on NBC-TV's Kraft Theatre the same evening. It was good seeing them together, but they might otherwise have been used to better advantage. Elsewhere and in greater detail:

KAISER ALUMINUM HOUR: "The Roar of The Lion," NBC-TV, 1 Hour, 9:30 P.M., EDT, Tuesday, July 31, 1956, Live, from New York. For Kaiser Aluminum.

Some rather unlikely elements were combined by director Frank Schaffer into a top-notch television thriller last week. "The Roar of The Lion," written by Lillian Andrews and starring Nancy Kelly was a fully realized suspense narrative, built upon a logical progression of frightening events to a straight-forward, smashing climax. Miss Kelly, who made such a personal success of "The Bad Seed," may, with this TV production, be heading for a peculiar professional rut which sees her type-cast as the adult vaccine for any chronic illness. She is a small-town, small-fry girl, raised in a seaside town where she promptly became the target of another child's twisted mind. The villain, well played by Clifford Tatum, was a很 small man, 14 who, before he was brought to justice he had almost wrecked the lady's family, fatally. Miss Andrews' script made some half-hearted attempt to explain the boy's problems but, happily, the explanations were no longer than necessary to keep the story moving and viewers were not called upon to ponder any psychiatric problems. Bert Freed and Ann Shoemaker were prominent in supporting roles. Worthington is executive producer for Unit Four.


The repeat of this extremely satisfactory little exercise in horror, missed by this department in its original airing, is a reminder of the belief that perhaps producer-director Alfred Hitchcock (and his staff) are the only people in the world capable of turning out consistently high-quality drama in the half-hour format. It may be that the half-hour format, dramatically speaking, is an impossible length for Hitchcock, who has a sort of turn-of-the-screw with the brisk-twist ending, which lends itself so easily to the abbreviated running time. "The Baby Sitter," with Thelma Ritter in the title role, is another and macabre slice of life from the Hitchcock world, without a touch of real pathos, a television commodity only slightly less rare than spontaneous applause in television film comedy.


An intriguing variation of the old travelogue theme, a favorite of several communications media, is offered by Bold Journey, conceived and produced by Julian Lescher. Here are shown the photographic records of amateur adventurers in strange and distant lands. "African Equator," the account of the journey made by Mr. and Mrs. E. S. Robinson of Los Angeles, travelling along the equator from West Africa to East, is a truly original, informative and, most importantly, clear photographic account. The accompanying commentary by Mr. Robinson is straight and factual, all that is needful in covering an area as fascinating in itself as Africa. John Stephenson is host. Note should be made of the amusing, intelligent Ralston-Purina commercials.

IT'S POLKA TIME. ABC-TV 1/2 Hour, 10 P.M., EDT, Friday, July 27, 1956. Live, from Chicago. For Pabst Brewing Company.

ABC is pursuing an audience which certainly exists, possibly large, and is rumored to be rather enthusiastic. For the Central European group, somewhat identifiable as middle income and semi-skilled, paunchy but hewn rough, capable of being nicely vital; and, the reports persist, addicted like no others to beer. Given an assist by Pabst it has evolved a thing called "Polka Time."

The half hour composite, like its primary customers, seems sort of squarish, ranging literally without rhyme from the crude Carpathian to the possible Swiss, or German, and may be, for its targets much less the occasional erudite, somewhat confusing. Bruno Zeilinski masters the ceremonies and preciously confesses through a weathered exterior that his friends call him "Junior." Stan Wolowiec band, in costumes which may be Polish (by reason of its appearance, more than anything else), may be faithful of the sort sometimes too fast for dancers who know the Polish polka, sometimes too slow; and sometimes not polkas; just waltzes. A banjo stresses Americanism, and so do English vocals to oldtime native songs.

Unfortunately staple in show is the Channel Seven dance group which "performs" rather than dances the polka; and was an improvement and lack of audacity which in a parochial sensibility folk dance would be impossible above the age of 16. It has the aura of the semi-pro social gathering in the 19th century and achieving the frantic without reason. Carolyn DeZak, whose connection with a polka show remains elusive, is another staple: a yodeler, who has noticed its mechanics—and also, a combination rare, a lack of grace, vitality, native animal or even pronunciation.

A guest folk dance group on a weekly helps show one sees, the Metro group, Eastern fitters, was impressive; its graceful, rhythmic, rather superb, precision thrilling, figures staring and profuse, led by Schwartzman produces and directs.

FLOYD E. STOG

MOTION PICTURE DAIL


Ernie Kovacs fans, who of have to admit that Ernie just is as funny as he intends to be, in a lucky last week. The major of his skits, parodies, and even pandemonium were hilarious, even the contrasting number some vital Dixeland, played Stan Rubin and his Tigerland, and a dance sequence chopped by Bill Hamilton—fun. Also, if the Ernie Kov Show did nothing else, it can considered important for having brought the wide-ranging com-petents of Edith Adams to attention of nocturnal television. The lady topped her Marilyn Monroe impersonation (as seen in low budget science fiction), complete with not very good "social effects" with a wonder portrait of TV's various hucksters, this time trying valve—with a broad A—to do a pie for an old-fashioned wet mop. Other sequence to cherish something called "Whip Wristwatch," wherein Ernie the knife in Bud Collyer. In list of all this intelligence, it was seemingly to find such a ridiculous Rollaids commercial, for real.

Monday, August 6, 1956
LONDON: Sir Philip Warter, chairman of A.B.P.C. (Associated British Picture Corporation), in his annual report to stockholders comments on the Group’s venture into commercial TV. “The cost of providing the programmes is high and remains so, regardless of the amount of advertising obtained, and in the initial stages, therefore, losses are inevitable,” warns Sir Philip. “As, however, the number of new and converted sets increases and the audience figures grow,” he added, “the enormous selling force of this new medium is becoming more evident, with corresponding benefits to our advertising revenue.”

Sir Philip concluded: “Commercial TV in Britain is only in its infancy and faced in its extreme youth with the handicap of credit restrictions on the purchase of new sets and the construction of new stations. We do not, however, wish to minimize the difficulties in the immediate future; they are very real; but we have a profound belief in the success of this new industry and are confident of the important contribution it will eventually make to the success of the corporation.”

AFTER month-long talks the Government is still “considering” the Independent Television Authority (I.T.A.) request for the £750,000 a year to which it is entitled under the Television Act. For some time the I.T.A. has planned to promote its own “serious” programmes. These so-called “serious” programmes have had little support from advertisers and programme contractors, playing safe, have plumped for the “lighter” programmes. But I.T.A., with one eye on the Television Act, is anxious to maintain the balance of programmes. (Under the Act £750,000 is set aside for this purpose.) This unwillingness on the part of the Government to grant the subsidy is regarded by the Authority as a breach of faith which is likely to put commercial TV in the hands of advertising interests. Without the subsidy programmes will almost certainly veer increasingly to popular material that attracts the biggest audiences.

COMMERCIAL TV advertising is beginning to affect magazine advertising revenue. Michael Berry, chairman of Amalgamated Press, in his annual report states: “When commercial television started, the immediate effect upon our revenue was slight because many advertisers, regarding the matter purely as an experiment, found additional money to cover their ventures in this field. At the time of making their plans for 1956, however, some of their normal quota for advertising expenditure was undoubtedly diverted to this new medium of television.

Two film companies here have taken the plunge into TV advertising. Twentieth-Century Fox and the Rank Organisation have taken spots to publicize their new releases.

WILLIAM PAY

The Show-Makers

 mammals Van Doren has been signed as the first of three feminine personalities to head the cast of Harry Sauber’s new series, Girls About Town, for Screen Gems, Inc., television subsidiary of Columbia Pictures Corporation.

Elmo Roper, foremost public opinion analyst, will provide CBS News coverage of Public Affairs broadcasts—from now through election night—with the results of continuing national surveys of popular attitudes toward candidates and issues and will aid CBS newsmen in properly evaluating these results, it is announced by Sig Mickelson, CBS vice-president in charge of news and public affairs.

Screen Gems, Inc., television subsidiary of Columbia Pictures Corp., has signed Ray Milland to direct and star in “Catch at Straws” for Ford Theatres, which will be the premiere program when the top-rated drama series moves to ABC-TV this Fall. William Sackheim will produce.

Broken Arrow, new television series starring John Lupton will make its premiere on ABC-TV this Fall and will be presented Tuesdays from 9:30-10 P.M. TCF Television Productions, subsidiary of 20th Century-Fox will produce. Co-producer is Mel Epstein.

The Rosemary Clooney Show, a high-film series starring Miss Clooney, will be presented over WRTA-ABC Saturdays from 11:15 to 11:45 p.m. beginning Saturday, September 15. Guests will include Jose Ferrer, Janet Leigh and Tony Curtis.

Dr. Christian, a first-run filmed series starring MacDonald Carey, has been purchased by WABC-TV from E. Television Programs, Inc.
VICTORIA, N.Y. NOW!
AVAILABLE FOR SELECTED RUNS
ONLY... CALL 20th TODAY!

* "a first-rate thriller, like a peep show in a padded cell. It is superbly acted by James Mason, hair-raisingly directed by Nicholas (Rebel Without a Cause) Ray."

—from the August 6th issue of Time Magazine
EISENHOWER SIGNS ADMISSION TAX BILL
Tickets Up to 90c Freed of Federal Levy on Sept. 1

By J. A. OTTEN
WASHINGTON, Aug. 6—President Eisenhower today signed into law the King Bill, boosting from 50 cents to 90 cents the exemption from the 10 per cent Federal admissions tax.

The increased exemptions will go into effect September first. Tickets costing 90 cents or less will then be completely free of Federal tax; those costing over 90 cents will be subject to the tax on the entire cost.

The President issued no statement in connection with his approval of the bill. The White House merely listed the King Bill along with a large number of other measures as one signed by Eisenhower today.

The Treasury Department opposed the measure while it was making its way through Congress, arguing that the government could not stand the revenue loss and that admissions tax relief would lead to demands from other industries for excise relief. However, once the bill was passed and Congress had adjourned, the Treasury, it is understood, withdrew its opposition to the measure conceding that the industry was in distress and needed help.

The Treasury claims the King Bill will cost the government $60 million annual revenue loss. Industry officials.

By HOWARD PEARSON

Eisenhower Signs Admission Tax Bill; Treasury Originally Opposed to Tax, Reportedly Withdrawed Objections

President Issues No Statement on Signing Bill; Treasury Originally Opposed to Tax, Reportedly Withdrawed Objections

WB Profit at $2,165,000

Warner Bros., Pictures, Inc. and subsidiary companies have reported for the nine months ending May 28, a net profit of $2,165,000 after a provision of $1,700,000 for federal income taxes and after a provision of $250,000 for contingent liabilities, but before a special credit of $320,000 representing a reversal of reserve for contingent liabilities no longer required.

The net profit for the nine months ending May 28, 1955, amounted to $3,312,000 after a provision of $8,-

(Continued on page 5)

Two-for-One Stock Split Asked by Disney Board

HOLLYWOOD, Aug. 6 — The board of directors of Walt Disney Productions today voted in favor of a stock split, on two-for-one basis, subject to approval of the California Corporations Commissioner and the

(Continued on page 5)

Exhibitors Praise COMPO on Tax

Opinions ranging from “it’s wonderful” to “it finally puts us into a position where we can fight television on even terms” were voiced yesterday by major exhibitors upon hearing the President Eisenhower had signed the admissions tax exemption bill.

Praise for COMPO and the efforts of Robert W. Coyne, special counsel, and the other members who worked to effect passage of the legislation came from all exhibitors, who were embued with the manner in which

(Continued on page 5)

EDITORIAL

COMPO Does It Again

By Sherwin Kane

COMPO did the impossible.

And because it did, thousands of theatres will be aided materially; many of them so vitally that they will be given a new lease on life by virtue of that additional 10 per cent of the gross which they now may retain.

When the COMPO executive committee met in New York last December and decided to authorize the organization to proceed with a new admission tax relief campaign, it did so with complete awareness that the Administration in Washington was firmly opposed to granting tax relief of any kind this year.

The authorization to Robert W. Coyne, special counsel, to proceed with a campaign, regardless, was voted on without any real hope that the effort could or would succeed. One of the deciding factors was the argument, presented by Leonard Goldenson, president of American Broadcasting-Para-

(Continued on page 4)

Johnston, Coyne, Myers

Hail Tax Bill Signing

Eric Johnston, president of the Motion Picture Association of America, Robert W. Coyne, member of the COMPO governing committee, and Abram Myers, Allied States chairman and general counsel, yesterday hailed President Eisenhower’s signing of the King admission tax relief bill as a vital aid to the industry, particularly small exhibitors who must compete with tax-free media.

Johnston said he hoped that the
Plan Reduced Prices
For Patrons Over 65
Special to THE DAILY

MINNEAPOLIS: A new admission price reduction plan for persons over 65 years of age has been started in the Twin Cities by Minnesota Amusement Co. Members of "The Golden Age Movie Club," as it is to be called, will be admitted to the circuit's four theatres in Minneapolis and two houses in St. Paul for 50 cents.

The offer becomes eligible for the reduced admission, a person over 65 must merely register at any Maco theatre in the Twin Cities, and the membership card will be issued. As soon as sufficient memberships are obtained, the company announces, plans will be implemented to organize special events such as bridge parties, meetings, and other entertainment for the over-65 group.

Ralph Goldberg, Veteran
Omaha Exhibitor, Dies
Special to THE DAILY

OMAHA, Aug. 6—Funeral services for Ralph D. Goldberg, 58, owner of the Goldberg Theatre Corporation, were held here Sunday following the veteran show businessman's death at his home in Omaha last week.

Goldberg's firm included the Dunce, Military, Avenue, Aues, Town and State Theatres in Omaha and the Broadway in nearby Council Bluffs, Iowa.

He also owned the Orpheum and the Orpheum Group, which is controlled by Tri-State and RKO, respectively, and his product buying is done in Des Moines and New York City.

CBO Payments Down
OTTAWA, Aug. 6—The Canadian Government reports its expenditures in behalf of the Canadian Broadcasting Corporation in the period April 1 to June 30 this year dropped from $4,045,000 from $3,840,000 in like period last year. Payment of amounts equal to taxes collected under the Excise Tax Act in respect of radio and television sets and equipment in this period fell to $2,545,000 from $3,346,000 last year.

Chicago Becoming Big
Television Center: Mack
Special to THE DAILY

CHICAGO, Aug. 6—This city is rapidly becoming a major television center, Irving Mack, president of Filmack Theatre Corporation, said at the opening of his firm's new live-action studio for production of filmed tv commercials here.

Mack predicting continued expansion of physical facilities for the filming of commercials in this area, Mack told the approximately 200 present at opening ceremonies that midwestern advertisers and agencies are leery of "there is an outstanding quantity of technical know-how and creative imagination right here in Chicago." At the same time, Mack announced that Filmack has an idea for drive-ins, which would make it possible for patrons to check on show information during the day before the theatre opens. The suggestion is that drive-in management post special announcements with a handicapped or shut-in person to give feature times and other information over a phone installed in their own vehicle.

The cost of this service according to Mack, would be negligible, involving only the monthly telephone bill and a season pass for the handicapped person. To help drive-in operators bring this new service to the attention of patrons, Filmack has prepared special trailers.

Several Anti-trust Suits
Settled in Philadelphia

PHILADELPHIA, Aug. 6—a number of anti-trust litigations against major distributors in the Philadelphia area were terminated recently in out-of-court settlements.
Als and Lewis Sahlosky, who head the Norris Amusement Co., Norris-town, Pa., received judgment in a suit for $887,000 and a run-up move on Philadelphia first-runs for their houses in Norristown, as settlement of their $1,277,000 litigation against all the major distributors. And the head of the independent chain of Fox theatres, received a $100,000 settlement on his anti-trust action involving his Tonne theatre, Levit-town, Pa. The house also gets a change of clearance whereby it will follow Trenton, N. J., rather than Philadelphia on first runs. Payments on the settlement will be made over a three-year period because of the tax situation.

It was also reported that Herb Elliott also settled a pending suit directed in behalf of one of his neighborhood houses in Philadelphia against the major distributors and William Goldman of Esquire. The settlement will call for a move-up and $5,000 for legal fees.

Brauzzi Entering Production
Bossoni Brauzzi, now complete "Interlude" for Universal-International in Munich, Germany, has announced plans to form an independent company for the production at least three films in Europe during the next three years, Eugene Leu, his personal manager, will be assisted by Brauzzi in the new venture.

'St. Joan Week' in 32 Are
"St. Joan Week," through medium of which Otto Premi plans to find a talented newes to play the title role in his film "St. Joan," for United release, is being conducted every key city of UA's 32 areas.

Fox Intermountain Meets
The district convention of Fox-Intermountain Theatres is now in progress in Salt Lake City and will continue through Wednesday under the direction of H. R. Rickerson, Jr., general manager.

Coast Production Slips
The total number of picture production in Hollywood drops 43 this week as a result of 14 pictures being completed and only new pictures started.
**Expect Reelection of Walsh as IATSE Head without Opposition**

Richard F. Walsh, president of the International Alliance of Theatrical Stage Employees, will leave here Thursday, accompanied by IA delegates from the East, for Kansas City, Mo., where the group's biennial convention will open on Aug. 20. The convention will be preceded by a week-long meeting of the General Executive Board, opening Aug. 13 at the Hotel Muehlebach, convention headquarters.

Walsh, who will be up for re-election, is not expected to be opposed this time, although there was spirited opposition against him at the last IA election. The election will hold the final day of the convention—Aug. 23. Inasmuch as this will be the first IA convention since the AFL-CIO merger, the speech of George Meany, president, is expected to be about the present status and future plans of the united labor movement, especially in the fields of organizing, collective bargaining and political action. During the past year, he and Walsh have been closely associated on the AFL-CIO Executive Council.

**MacGowan Talk Scheduled**

Another member of that council, Charles J. MacGowan, international president of the Boiler Makers, also will address the convention, along with James L. McDevitt, co-director of the AFL-CIO Committee on Political Education; Edmund Tobin, president of the Union Labor Life Insurance Company; Frank J. Murphy, secretary of the Missouri State Feder-

![Image](https://via.placeholder.com/150)

**Motion Picture Daily**

**PEOPLE**

Arnold Picker United Artists vice-president in charge of Foreign distribution, will hold press conference here today to discuss the distribution situation abroad.

Al bert Floe reichem, director of the concession department for Walter Reade Theatres and Adriana Music, a secretary in the organization, were guests of honor at a party at company headquarters, Deal, N. J., in honor of their forthcoming marriage.

Milt Overman, formerly with Cinerama in Dallas, has been assigned to work on Thrillarama in Houston, it has been disclosed by Art Kayzen, of the Interstate Circuit.

Edward Kestenbaum, who has been handling cooperative advertising in the RKO Theatres publicity department, has left the company and will make new plans after a vacation.

**Frank Bibas**, vice-president and executive producer in charge of sales of Roland Reed TV, Inc., has been elected to the board of directors and given complete autonomy of all TV commercial sales and production, it has been announced jointly by president Reed and executive vice-president Guy V. Thayer, Jr.

**THE BIG ONES**

**ARE IN LIFE**

**THE BIG ONE**

**IN MOVIE SELLING**

LIFE's weekly audience is 26,450,000

Source: *A Study of Four Media*
relief granted by the bill would permit these small businessmen to keep going and "provide to their community the great entertainment that the American motion picture gives the world."

The industry looked forward, Johnston said, "to the eventual complete repeal of this wartime excise tax; a tax imposed not for revenue but for purposes which no longer exist."

He pointed out that some Congressional committees will continue this fall with studies of excise taxes, and said he was "confident that their recommendation will result in the elimination of the admission tax."

Thanks Congressmen
In his statement Johnston thanked the members of Congress and the Administration officials who aided the industry in its fight for tax relief. He mentioned specifically Sam Bayburn, Speaker of the House; Sen. Harry S. Byrd, chairman of the Senate Finance Committee; Senate Majority Leader Lyndon Johnson, and Minority Leader William Knowland; Treasury Secretary George Humphrey and his aides; and the members of the tax-writing House Ways and Means Committee and Senate Finance Committee.

"All of them and many more are deserving of our warm thanks," Johnston said, "and I know they have in full measure.

Lands O'Donnell
"The successful culmination of COMPO's fight for further tax relief is a tribute to Bob O'Donnell's leadership, the valiant efforts of those exhibitors who pressed their case against the most discouraging odds and to the small group of helpers who gave Bob O'Donnell and me their loyal support."

"I particularly wish to point out that this industry will be forever indebted to Sam Pinanski, who had the foresight to agitate for the campaign more than a year ago and persisted in his efforts notwithstanding indifference and even active opposition. He performed a great service to our business."

"The industry's gratitude should go as well to Charlie McCarthy, who worked unceasingly to build the machine the work of which resulted in this Congressional action. Mr. McCarthy kept the machine moving during many months of absence from the office and no decision was reached at any stage in the campaign that did not reflect his careful analysis. No committee ever had as strong a guiding hand as that provided by Charlie McCarthy. I know that I and all of his associates in the work will be eternally grateful."

"In signing the King Bill Pres. Eisenhower has administered a shot in the arm to our industry that can only have the most salutary effects."

"I hope that every exhibitor will lose no time in expressing his thanks to his Senators and Congressmen for the passage of this bill. All of us who worked so long and hard in this campaign owe a special debt of gratitude to our industry's problems acted as encouragement to all of us who bore the brunt of the campaign."

Wants Whole Tax Eliminated
I wish to add, however, that this tax now remains on the statute books and that until it is removed in its entirety there will be theatres that will suffer under its burden. I hope that at the next session of Congress we shall be able to wipe out this tax entirely.

"As for myself I can only say 'thank you' to the President to the members of both houses of Congress to the exhibitors throughout America who backed our efforts and to that small and loyal band of helpers who gave me their unwavering support throughout this whole campaign."

Myers 'Delighted'
Abram F. Myers, Allied States Association board chairman and general counsel, said he was "delighted" that the President had signed the bill. "I hope that the theatres will reap the full benefits of relief," Myers declared. "The temptation will be great for the film companies now as it was in 1954 to take an undue proportion of the tax, but maybe the new spirit of cooperation will make for a more equitable distribution this year."
N. Y. Hears of Japan...

Picture Export Association of America has an overall quota of 122 films, 20 of which come from independent producers, Nagata pointed out. The Japanese producer said his primary reason for coming to the U.S. was to contract for the production of Daitel Films in VistaVision.

Commenting on production in Japan, Nagata said "future films must have an international theme and that is one reason why motion picture companies are flocking there. Japan is one of the finest foreign markets for motion pictures," he said. "Our films will proactively understand and good will between nations and will bring about an understanding of Japan's culture and social conduct."

Nagata did foresee any immediate threat to the Japanese film industry from television which faces one drastic hardship "the lack of good reception," he said. "By 1958-59 there should be nearly 1,000,000 sets in use as compared to the 240,000 now; but they must overcome poor reception before they emerge as a threat to the film industry."

WB Profit

500,000 for federal income taxes and after a provision of $400,000 for contingent liabilities.

The net profit for the nine months ending May 26, 1956, is equivalent to 67 cents per share on the 2,482,247 shares of common stock outstanding on that date. The net profit for the corresponding period last year was equivalent to $1.33 per share on the 2,474,275 shares of common stock then outstanding.

P.R.M. Deal Outlined

On July 26, 1956, the company completed the sale to P.R.M., Inc., of the company's old feature motion pictures released on or before Dec. 31, 1949, and its short subjects and certain of its cartoons released prior to Aug. 1, 1948, for the sum of $21,000,000. Of this sum, $16,000,000 was paid in cash (of which $5,000,000 was received prior to July 26, 1956), and a non-interest bearing promissory note payable over a period of three years for the balance.

A subsidiary of the company has been granted the right for a five year period to continue distributing certain of the pictures in foreign countries. The Commissioner of Internal Revenue has ruled that the proceeds of this sale will be taxable to the company as capital gain instead of as ordinary income.

War & Peace' Publicity

Picked in 'Book' Kit

Paramount Pictures has prepared special publicity kit for the Ponti-Laurenti's production "War & Peace" with the material boxed in a book-shaped blue container. The kit contains an array of articles, biographies, photo layouts, etc. There are more than 125 pieces in the film provided for use individually or in the form of layouts.

QuestIONS PLEASE... at the interview yesterday in the Samuel Goldwyn office, Japanese producer Masahito Nagata (he heads the big Daiei company) had as aides interpreter Raymond Akah, left, and director Koji Shimaz, right.

DisneY Stock Split

(Continued from page 1)

written consent of the majority holders of the company's outstanding stock. The application to CCC will be made immediately and the split will be effected on receipt of consent of the necessary number of stockholders.
EVERYBODY LOVES FRANKIE AS "Johnny"

HE'S GOING GREAT ALL OVER!

ask 'em in...

AKRON—Loew's; ATLANTA—Loew's Grand; CHARLOTTE—Center; CHICAGO—Roosevelt; CINCINNATI—RKO Palace; DALLAS—Majestic; CLEVELAND—Loew's State; DENVER—Paramount; DES MOINES—RKO Orpheum; DETROIT—Palms; KANSAS CITY, MO.—Roxy; EVANSVILLE—Loew's Evansville; FT. WORTH—Worth; HARRISBURG—Loew's Regent; MEMPHIS—Loew's Palace; MIAMI—Paramount; CORAL GABLES—Coral; MIAMI BEACH—Flamingo; PORTLAND, ORE.—Liberty; PROVIDENCE—Loew's State; READING—Loew's Colonial—SALT LAKE CITY—Lyric, Hyland Drive-In, Redwood Drive-In; SYRACUSE—Loew's State; SEATTLE—Music Hall.

FRANK SINATRA as "Johnny Concho"

Screenplay by DAVID P. HARMON and DON McGUIRE Based on a story by DAVID P. HARMON

Directed by DON McGUIRE • Produced by FRANK SINATRA • Music by NELSON RIDDLE • A KENT PRODUCTION
Realign WB Sales Posts

Roy Haines, vice-president of Warner Bros. Pictures Distributing Corporation and recently appointed general sales manager, was elected president of the distributing corporation, and Bernard R. Goodman, Warner Bros. co-ordinator of field sales activities, was elected vice-president of the distributing corporation in charge of domestic operations at a meeting of the Board of Directors of Warner Bros. Pictures Inc., at the home office yesterday.

Goodman was also elected a vice-president of Ace Film Laboratories, Inc., and Film Cellulose, Inc., two of the company's subsidiaries. He also (Continued on page 5)

Disney Plans Outlined

At Buena Vista Meet

Present and future production plans of Walt Disney Productions were outlined yesterday to sales executives of the company's distribution arm, Buena Vista Film Distribution Co., by Carol Walker, Disney vice-president, home office executives and district managers are holding a twoday sales conference here under the direction of Leo J. Samuel, president and general sales manager of Buena Vista.

On the company's slate of current projects is "Fantasia," now in release, for which an accelerated campaign is now being set up for general distribution in SuperScope and stereophonic sound. Two other (Continued on page 4)

U. A. Executives Back

At Desks After Outing

Max E. Youngstein, United Artists vice-president, will leave here for the Coast today where he is headquartering until Labor Day. Youngstein came East to attend a weekend fishing party with other United Artists partners, which had been arranged as long ago as last January by William Heineman, U.A. vice-president, Other guests of Heineman at the Thousand Islands were Arthur Krim, president Robert Benjamin, chairman of the board, and Arnold Picker, vice-president.

The executive anglers reported (Continued on page 5)

Robert Coyne Reports:

Tax Cut To Up Annual Income $51,800,000

Theatre Executives Considering Action To Adjust Admission Prices After Sept.

The King Tax Bill exempting theatre tickets of 90 cents and under from the Federal admission tax, will add $51,800,000 to the motion picture industry's annual income, according to a report yesterday by Robert W. Coyne, member of the COMPO governing committee.

This saving, he said, added to the $123,500,000 increase in industry income that resulted from passage of the tax relief bill of 1954, amounts to a total increase of $173,300,000 annually in the industry's income as a result of three tax campaigns conducted by COMPO since 1953.

Meanwhile leading circuit and independent theatre executives were considering what action they will take in adjusting admissions prices after Sept. 1, when the tax bill takes effect. It was generally indicated that theatres charging $1 admissions will drop the price to 90c, but, as a rule, present price levels will be adhered to.

Coyne said Sindlinger & Company, (Continued on page 4)

Tax Relief Came on 3d Anniversary of Veto

When President Eisenhower signed the King Bill increasing the Federal admission tax exemption from 50 cents to 90 cents on Monday, it was exactly three years to the day since he had vetoed the Mason Bill on Aug. 6, 1953. The Mason Bill had been passed by Congress and would have eliminated the then 20 per cent admission tax completely.
To Distribute 'World' in Four-Wall Deals

Michael Todd's production in Todd's last, "Astonished Yea and Eighty Days," which will premiere Oct. 17 at New York's Rivoli Theatre, will be distributed nationally on "a four-wall deal basis," it was reported yesterday.

Negotiations for exhibition of the film at the Rivoli were concluded yesterday at a meeting between Todd and the United Artists Theatre Co., which operates the theatre. Under the four-wall deal当地，Michael Todd Jr. has been named general manager and Nicholas Justin as theatre manager. The distribution contract is planned at the Rivoli, with two performances on Wednesday, Saturday and Sunday. Tickets to be sold by the Metropolitan Ticket Broker Association will be $2.50 for matinees, $3 for Sunday to Thursday and $3.50 for the Friday and Saturday night showings.

No Pre-Bow Press Showings

There will be no press showings prior to the premiere to which representatives of the press and industry executives will be on hand. Tickets for the public will go on sale Sept. 17 and will be for performances for "at least 16 weeks" but not for the premiere itself.

"The World in Eighty Days" will premiere in Moscow in late November if Todd's present plans materialize, and negotiations are under way for the securing of the use of the Moscow theatre during the Christmas holiday season in Chicago, Los Angeles, Detroit, Washington and Minneapolis. Premieres in Tokyo, Paris and Brussels are scheduled after Jan. 1.

Loew's, SPG Reach New Wage Agreement

Loew's Inc. and the Screen Publicists Guild have concluded an agreement covering the 21 members of the distributing company's advertising, publicity and exploitation department. The contract was signed in the New York City office, the first for the Loew's employees since they left the Guild six years ago. The agreement calls for a minimum $5 weekly raise and additional wage adjustments which will raise the salaries an average of $8.50 to an indicated industry high of $127.50. The two-year contract, retroactive to June 4, calls for all Loew's publicist pay to be at least $100 a week above Guild minimums. Agreement was reached unusually quickly, it is said, after two sessions between Loew's negotiators headed by vice-president Howard Dietz and a shop committee headed by organization director Ben Bern and president Martin Blu of the SPG.

Johnston, Coyne Tax Statements Explained

Loss of a line of type from copy in yesterday's Motion Picture Daily report on Johnston, Coyne organization leaders on President Eisenhower's signing of the King admission tax relief bill made it appear that the statement of Robert W. Coyne, member of the COMB International Council, was a part of the statement of John Johnston, MPAA president. Coyne's statement paid tribute to his co-workers in the campaign, R. J. O'Donnell, Charles McCarthy of Copus, and Sam Pinanski, and asked exhibitors to send messages of appreciation to Congressional and Administration leaders in an effort to make passage of the bill possible.

Motion Picture Daily regrets the mishap and makes this explanation by way of amends.

Nace Now Sole Owner Of Valley Theatre Corp.

PHOENIX, Ariz., Aug. 7—Harry L. Nace, head of Harry L. Nace Theatres Inc. and its principal stockholder, has announced he has bought the last of the Mutual Theatre Co., the mayor of Scottsdale, Ariz., in the Valley Theatre Corporation of Scottsdale, Nace, who comes of a pioneer Arizona theatre operating family and who is a large owner of the state's largest city-owned stockholders, previously owned two Scottsdale theatres. The purchase price was not disclosed. Remodelling plans are now in effect at the two theatres, the Roundhouse and the KiVa. The latter is an art house.

Charles Travis Dies:

Was Wilcox Director

LONDON, Aug. 5—(By Air Mail)—Charles Travis, for 37 years a director of all Herbert Wilcox's production companies and the latter's financial adviser, has died following a long illness. Travis was a founder of the Institute of Chartered Accountants and a distinguished economist. In the early 1920's, he made a notable and exhaustive economic survey of the motion picture industry which is still accepted as a standard work in that field.

New Irish Censor

DUBLIN, Aug. 7—Liam O'Hara, well-known figure in the Irish theatre industry for many years, has been appointed film censor for Ireland, succeeding the late Dr. Martin Brennan. O'Hara was manager of the Gaiety Theatre here for seven years, up to 1955. Also a lawyer, he has been active in that profession for the past year.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kaye, Editor; Raymond Levy, Executive Publisher; James D. Ivers, Managing Editor; Richard Curtis, Jr., Assistant Editor; David E. Stone, Photo Editor; E. D. Pettics, Production Manager; Hollywood Bureau, yeti; Victor A. D. Coen, Manager, Samuel D. Bern, Manager; William V. Weaver, Editor, Telephone Hollywood 7-3245; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, E. Beatrice Leiter; Boston Bureau, J. O. Benes; Chicago Bureau, H. W. Brown; San Francisco, W. H. Bell; Los Angeles, E. A. Johnson; New York, John J. O'Connor, President; Martin Quigley, Jr., Vice-President; H. S. Sullivan, Vice-President and Treasurer; Bankers Trust Company, Corcoran National Bank, New York City. Daily is published daily except Saturdays. Subscriptions rates per year, $6 in the Americas and $12 foreign; single copies.

NEWS ROUNDUP

Decca Earns $1,536,521

Consolidated net earnings of Decca Records, Inc. for the six months ending June 30, 1956, including the company's share of distributed earnings of its subsidiary Universal Pictures Co., Inc., amounted to $1,536,521, equal to 90 cents per share on a par of 100. Outstanding shares of capital stock, the corresponding period of 1955, Decca reported earnings of $1,609, equal to $1.01 per share on a number of shares outstanding.

Zanazabu' to Trans-Lux

"Zanazabu," Lewis Cotlow's ed record of his third expedition, Afirica, will have its world premiere at the Trans-Lux Broad Theatre on Aug. 15. Filmed in color, it is a Republic Pictures lease.

Drop Weekday Matinees

Loew's Theatres, of Hartford, abandoned weekday matinees at downtown 1,600-seat Palace in move attributed to "prevailing conditions," which drastically reduced the number available, quality film attraction. Theatre is first downtown situation to drop weekday shows in recent years; only evenings Mondays through Fridays, from noon Saturdays and from 2 p.m. on Sundays as well as pri.

Wonders" in Kodak Tiein

Lowell Thomas' Cinemara promotion of "Seven Wonders of the Wo will be promoted by the East Kodak Co., this month in its exhibi tions circuit in Central Territory. Photos taken during the prom of the Cinemara feature will be displayed in the Kodachin Photo formation Center there.

MOVIELA TV FILM SERVICE CENTER AVAILABLE • EDITING room • STORAGE room • OFFICES • SHIPPING room • PROJECTION room • FACILITIES MOVIELA THEATRE SERVICE, inc. 619 W. 54th St. New York 19 • Addison 6-0234
TEA 'N TEA!

When Leo of M-G-M brews TEA, it's got a kick that spells B-O-X-O-F-F-I-C-E!

EXCITEMENT!

The reaction to the news of this great picture is unprecedented. It's as though showmen throughout America were waiting for this celebrated play to come to the screen—and now that it's a living, thrilling reality they're eager to bring it to their audiences. It will live up to all expectations. M-G-M, recognizing its unlimited boxoffice ceiling, is putting behind it one of the biggest campaigns—newspapers, magazines, radio, TV—the works!

DREAMS COME TRUE!

Although it will not be available for several months, we want to share with you the good news that "TEAHOUSE OF THE AUGUST MOON" has had its first studio screening and is unquestionably one of the great motion pictures of all time!
Tax Cut

(Continued from page 1) which did research for COMPO for all three tax campaigns, estimates that of the $81,300,000 that will be added to the industry's income each year after the new tax law becomes effective, a total of $16,400,000 will be absorbed by distribution companies and $35,400,000 will remain with theatres.

"We estimate," Coyne said, "that theatres made exempt from the admission tax by the new law number 8,901. These should be added to the 9,000 charging admissions of 50 cents and under made exempt by the tax law revision of 1954. Theaters that will continue to pay a 10 per cent admission tax, according to our figures, number 1,363."

Comments of local theatre executives on their plans for admission price adjustments follow:

Leonard H. Goldenson, president, Allied-Paramount Theatres; "It's too early to tell what we will do. Our circuit heads will study the situation with theatre managers to determine exactly what price cuts are forthcoming. However, it appears likely that some theatres will be in most cases. If we are selling tickets at 95 cents, they'll inevitably be slashed to 90 cents to take advantage of the tax relief."

Solomon M. Strausbaum, president, Ithuboro Circuit: "We will maintain current prices that will enable us to break even financially on some houses and give us a few extra dollars on others. You must remember that operational expenses have gone up over the past few years and the extra money made possible by continuing current prices will enable us to meet expenses and realize more profit."

Samuel Rosen, executive vice-president, Stanley Warner Theatres: "Any ticket price changes will be up to the zone managers and theatre managers. We have to examine every figure, every box-office, every situation and the competitive factors that make up the price range. The study is under way now and we will examine theatre by theatre by situation by situation. There is no general policy governing ticket prices."

Max A. Cohen, president, Cinema Circuit Corp.: "We're studying the situation but have come to no conclusions. Our auditors are preparing mathematical sheets on all theatres to determine where we would benefit by maintaining current prices or where they should be lowered. We're also investigating our tax structure because that's to be considered when making financial decisions. We want to map out a complete mathematical formula before raising or lowering prices one penny."

Walter Beadle Jr., president, Walter Beadle Theatres: "I've called for a meeting today to discuss the situation and what benefits we will reap by adjusting prices in various areas. We have been studying the price situation for some time and have come to no conclusions as yet."

From Boston, Samuel Pinanski, president of American Theatres Corp., said he is planning meetings with his staff for the next two days to decide how to handle the adjustments in his circuit. Edward Linder, president of Independent Exhibitors, Inc., of New England, said "we are elated over the news. This was a job well done by the industry."

Theodore Fletcher, president of Interstate Theatres said "this reduction may well mean that we can keep open the doors of a few of our theatres which probably would have had to close."

U.N. Officials to Attend "War & Peace" Premiere

The First United Nations film, "War & Peace," on which the United Nations made an advance of $100,000 to Paramount Pictures, has been completed. The World Health Organization will also be shown under the auspices of the United Nations.

Pinanski

(Continued from page 1) said, "COMPO has won for our industry the highest possible star rating with the members of both House and Senate, with the Treasury and Bureau of Internal Revenue agencies. It seems to me there is no industry that enjoys in Washington today a reputation for straight-shooting square dealing."

He paid tribute "to the wise and hardworking people who are largely responsible for the campaign's success - Coyne, Bob O'Donnell, and Col. McCarthy." He added that the film to be shown will be "enjoyed by President Eisenhower; Secretary of the Treasury, Mr. William H. Braggs; Rep. Cecil B. Kitts, California, who introduced the House of Representatives; Reps. Keogh, Mills, Simpson, Pinanski, and of the House Ways and Means Committee; Sen. Byrd, chairman of the Senate Finance Committee; Kerr and George of that committee and all the members of both House and Senate who passed the bill."

Disney Plans

(Continued from page 1) features set for release this year: "Secrets of Life," "The Tree of Life Adventure Series" and the first western, "Western Ho, wagon!" in CinemaScope.

Future product will be released at the following: "True-Life Series" in the "Perri" (set for 1957) and "Wilderness" (set for 1958), and a series ofroken cartoons: "Cinderella" in the "Perri" release set for 1957 and "Belle" (re-release for 1958). A new cartoon, "Sleeping Beauty" is set for late 1958 release.

Announced for future production are three live-action features: "The Yeller," "Fairway to Valley Fe," "Swiss Family Robinson" number of films in the "People's Places" series and a variety of shorts. A Fare Thee Well to Loew's "Obie"

It was the 3rd day of returning that made M. D. "Obie" O'Brien retire to Florida, Paramount Pictures. This is the last day of his association with Loew's, one of the veteran's chief of projects.

And so an assorted half hundred executives in theatre projection gave our friend a three-D camera and projector! Without interlock. John Koehler, his associate at Loew's, is seen doing the honors. Others of the head of the table are Ed Lachman, Lorraine Carbon; Walter Green, National Theatre Supply; Mr. Rubinstein, and Bill Boettcher, Loew's; M. J. O'Brien, Mr. O'Brien's son; Frank Cahill, of Warners, master of ceremonies who introduced more than a dozen who told fondly of their contacts with the Loew's executive; Clarence Aslaff; Herman Gelber, local 106 president; George Hornstein, the supplier; Gio Gagliardi, Stanley Warner, and Charles Horstman, RKO Theatres.

(M. P. Daily Photo)
**One Man’s TV Views**

By Pinky Herman

How temps does flag. In 1936 Eddie Dowling, at that time co-chairman with James Sauter of the theatrical division of the National Democratic Committee, asked this reporter to write special lyrics to their national campaign song, “Happy Days Are Here Again.” We did so and of course were quite proud of the fact that F.D.R. made his second of four successful campaigns. Yesterday at Toots Shor’s Eddie Dowling stopped by our table to whisper “the new Democratic campaign song this year will be “Happy Days Are NEAR Again.”...”

Jack Shaindlin and Percy Faith, respectively, will baton a 40-piece orchestra at the “Night of Stars” benefit to be held at Roosevelt Raceway, Saturday Aug. 25. Funds will go to Long Island hospitals... Virginia Graham will be hostess-narrator of a new WBDaily program, “Virginia Graham Theatre,” starting next month... Steve Allen, Dave Garross and their “Tonight” staff will occupy the new offices that NBC is completely remodel-ling on the 23rd floor of the Americas Building in Gotham. Space was formerly occupied by GAC... Producer Walt Frazer, who started his radio career years ago as a sidewalk reporter in Pittsburgh, not only is fast with quip, but is one of the best audience “warm-up men” in TV. Funny but it strikes us that he might make a perfect panelist... Gisele Mackenzie winds up a sensational p.a. tour next week at the Flamingo Hotel in Las Vegas, takes a well-deserved rest for three weeks, then back to New York for another season on “Your Hit Parade.”... Add look-alikes: newscaster Bob Wilson and Frank Lepore, NBC-TV Films exec... Henry Morgan auditioning a new across-the-board TV show for WRTA, that’s a program—“Here’s Tonight,” who’s it be?... Jackson Beck, whose CBS smooth commercial for “U.S. Steel Hour” are easy to listen to and believe, has just purchased a dream house in Huntington, L.I. ... Caprice Records bows into the waxery biz with a platter by Rosanne June which is labelled hit to this scribbler. Ditty is a rhythmic number titled, “Broken Windows” which can break a few sales records... A thriller... reported here two weeks ago, “Navy Log” rolls over to ABC-TV starting Wednesday, Oct. 17 (8:30-9:00 P.M.) and will be sponsored by Pall Mall cigs. Agency is Sullivan, Stauffer Colwell and Bayles.

**WB Realigns**

(Continued from page 1) continues as a vice-president of Warner Bros. Pictures Distribution Corporation, Ltd., of Canada, a post he has held since April of this year.

Goodman entered the motion picture industry in 1929 as a member of the Warner Bros. home office advertising and publicity department. Five years later he was promoted to the post of advertising accessories sales manager. In 1946 he was named supervisor of the company’s branch operations. In 1954 he was promoted to co-ordinator of field sales activities.

**Rickset at SLC**

(Continued from page 1) guarding business. “Our bad times are behind us,” he declared. “Television made some inroads, but we have come a long way in recent months due to many good pictures and I believe we are in for an era of prosperity.”

Rickset and Robert W. Selig, Fox division manager, pointed to the grosses of several big pictures as evidence of their feeling that the worst times are now behind. Specifically, they mentioned “The King and I,” which will have grossed $100,000 in Denver this weekend as it closes its first month.

Rickset recalled at a luncheon meeting today that he got his start in the theatre business in Salt Lake more than 30 years ago and noted there were a few in the audience who started about the same time. The luncheon was attended by newspapermen and theatre officials.

The meeting, which opened Monday, will close Wednesday.

**MITCHELL MAY, Jr. CO., INC. INSURANCE**

Specializing in requirements of the Motion Picture Industry

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THE Solid-Gold Audrey" is the caption for a color photo of a 14 carat figureine made of Audrey Hepburn, star of "War and Peace." It will appear on the front cover of "This Week," Aug. 12 issue. The figureine was created by Renato Signorini of Rome while the Paramount picture was being filmed in the city. Louis Berger, "This Week" movie editor, tells how the gold statuette was made.

"La Strada" gets considerable attention in the Aug. 6 issue of "Life." "The star of this new Trans-Lux release," reports "Life," "is Giulietta Masina, a great movie pantomimist in the tradition of Harry Langdon and Charlie Chaplin. In Europe she ranks as an actress with Anna Magnani."

Director Fellini and Masina working together have three times won Italian Oscars (silver ribbons) for acting and directing. With "La Strada" they swept the boards—best movie, best directing, best acting.

Kim Novak, who plays the part of Eddy Duchen's wife in "The Eddy Duchin Story," is on the full-cover of "Collier's," Aug. 17 issue. In the same issue is a two-page spread featuring photos of Kim visiting New York's points of interest at dawn. Gene Cook, movie picture editor of "Collier's," made the photos.

"High Society" is reviewed in the Aug. 21 issue of "Look." A half-page photo of Bing Crosby, Grace Kelly and Frank Sinatra leads off the review captioned: "On wedding eve, society girl, Grace Kelly, gets tip-toy trying to decide if she likes Crosby or Sinatra. There is also the groom-to-be, but he's a square." Three pages are devoted to this new M-G-M picture opening tomorrow at Radio City Music Hall.

Scott Wakefield, son of Earl Wakefield, motion picture director for "Life," will enter Yale this fall. Scott led his prep team to an undefeated season last year and won the Herald-Tribune's all-prep honors.

"Friendly Persuasion" is the recipient of a promotion directed to the teen-agers in the August issue of "Newsweek," Pat Boone, who will be heard (but not seen) in this new AA film, is profiled in this teen-agers' magazine. To illustrate the article, photos of Pat are shown attending college and at recording session.

"War and Peace" receives a substantial plug in the August issue of "Vogue," through the medium of a full-page photo of Anita Ekberg who plays Princess Krasin in the Paramount film based on the classic Tolstoy novel. "Vogue" describes the picture as "a Steppie sized movie." WALTER HAAS

DAKOTA INCIDENT

Republic — Trucolor

SIMPLE GENRE PLAY between the Cheyenne Indians and frontier men and women breeds a great deal of suspense and timely romance that boosts this Republic Picture in Trucolor beyond the normal western class into a first-rate thriller. The film has a lush sagebrush setting and atmosphere to add to its visual appeal.

The screenplay by Frederic L. Fox is exceptionally well done, and the production should appeal to all audiences. The characterization, the visual appeal enhanced by Trucolor and the down-to-earth realism as portrayed by Dale Robertson, John Lund, Ward Bond and Linda Darnell all are salable assets. The action is far from sluggish, the direction is tant, the pace is leisurely and the production quite sensitive. Associate producer Michael Baird and director Lewis Foster handled the material competently and with an eye to the box-office possibilities.

Robertson, who is rising in popularity thanks to his recent western roles, is cast as the frontier rogue who, having robbed a bank, finds his way to Christian's Flat in the Dakotas. After meeting Miss Darnell, a dance hall entertainer, and Lund, cast as the bank cashier sought for the robbery which Robertson committed, Robertson joins them and Bond, a Senator, on a stage-coach journey to Laramie. En route their coach is wrecked and they are forced to seek shelter, particularly from the Cheyennes. Lund, who had hoped to take Robertson to Laramie where the true story of the robbery might be revealed, is killed by the Indians as the group hovers in the desert. One by one, the members of the group, all but Miss Darnell and Robertson, are killed by Indians.

After an exchange of friendship when Robertson refrains from killing an Indian, both he and Miss Darnell are freed by the Cheyennes and permitted to travel to Laramie where Robertson intends to clear Lund's name of the crime which he committed.

Running time, 85 minutes. General classification. For immediate release.

NATIONAL
Pre-Selling

"The Solid-Gold Audrey" is the caption for a color photo of a 14 carat figureine made of Audrey Hepburn, star of "War and Peace." It will appear on the front cover of "This Week," Aug. 12 issue. The figureine was created by Renato Signorini of Rome while the Paramount picture was being filmed in the city. Louis Berger, "This Week" movie editor, tells how the gold statuette was made.

"La Strada" gets considerable attention in the Aug. 6 issue of "Life." "The star of this new Trans-Lux release," reports "Life," "is Giulietta Masina, a great movie pantomimist in the tradition of Harry Langdon and Charlie Chaplin. In Europe she ranks as an actress with Anna Magnani."

Director Fellini and Masina working together have three times won Italian Oscars (silver ribbons) for acting and directing. With "La Strada" they swept the boards—best movie, best directing, best acting.

Kim Novak, who plays the part of Eddy Duchen's wife in "The Eddy Duchin Story," is on the full-cover of "Collier's," Aug. 17 issue. In the same issue is a two-page spread featuring photos of Kim visiting New York's points of interest at dawn. Gene Cook, movie picture editor of "Collier's," made the photos.

"High Society" is reviewed in the Aug. 21 issue of "Look." A half-page photo of Bing Crosby, Grace Kelly and Frank Sinatra leads off the review captioned: "On wedding eve, society girl, Grace Kelly, gets tip-toy trying to decide if she likes Crosby or Sinatra. There is also the groom-to-be, but he's a square." Three pages are devoted to this new M-G-M picture opening tomorrow at Radio City Music Hall.

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MOTION PICTURE DAILY

Wednesday, August 8, 1956

PEOPLE

Oscar Nettle has been named sistant treasurer of the General Te division, and Clifford A. Frohofer as controller of the divi- tion of RKO Telecardio Pic Inc. Both appointments are ef- Sept. 1. Nettle has been serving the capacity of chief accountant the WOR division. Frohofer has been assistant controller of the tei Broadcasting System for the three years.

C. Pete Jaeger has been appo to serve in an executive salesi city for M-G-M's new television vision, it has been announced Charles C. "Bud" Barry, vicep- dent in charge of tv, Jaeger will work out of M-G-M's New York office and will be active in the development of new program- ing. He has until recently been vice-president of Guild Films.

Arthur J. Miller has been appointed general manager of Eastern Divisions for Pathé Laboratories, Inc Otis W. Murray, executive vice- ident. Lew Mansfield was pro- plant manager of Pathé's New York laboratory at the same time Miller has been technical director Pathé Laboratories. In his new he will supervise the business ided by Pathé's New York and Mansfield will head the plant's duktion.

Leo Rosen, ex-circuit theatre- ger and later television advise the Fabian organization, has res at manager of WPTL, Troy, N York, formerly with the Jolson office and as an assistant to G. David Schine, of S Hotels, and former NBC staff men New York.

Producers Guild to Hold Of Navy's Development

LOS ANGELES, Aug. 7 members of the staff of the Chi Naval Operations have ace Screen Producers Guild presi- due to health reasons. He suffer severe heart attack two months from which recovery will be. His successor at the Ship-office station is Duncan Moussey, fol- in to G. David Schine, of S Hotels, and former NBC staff men New York.

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Wal is signed by 20th-Fox for 18 Films

By WILLIAM R. WEAVER

OLLYWOOD, Aug. 8—Spyros Peras, president of 20th Century-Fox and Buddy Adler, vice-president and general manager, have announced that they have signed a contract with Jerry Wald which calls for Wald's producing 18 pictures in the next five years. Wald, on leave from Columbia Pix, where he was vice-president in charge of production, moves into the New York office of the studio.

Monopoly Suit Is Filed

3 Syndicate Theatres

Special to THE DAILY

DIANAIPOLIS, Aug. 8— Syndicate Theatres, Inc., filed a monopoly suit requesting $3,840,000 in damages against five Indianapolis first-run theatres and eight distribution companies in Federal Court here today. The firms named in action were Indiana Amusements, Loew's RKO Radio Pictures, United Artists, other Brothers and Universal, which operates houses five Indiana towns with headquarters at Frankfurt, 20 miles from Indianapolis. (Continued on page 2)

Thrillarama Bows Tonight

Special to THE DAILY

HOUSTON, Tex., Aug. 8—Plans for the world premiere of "Thrillarama Adventure," first film in the new wide-screen process utilizing two cameras and projectors, at the Metropolitan Theatre tomorrow were being finalized here today.

Heading the list of scheduled activities is a parade to the theatre set to begin at 7:15 tomorrow night. Taking part in the parade will be 50 "Apache Belles" who appear in the picture: an entourage from Mexico, including singers and dancers dressed in native attire; a delegation from Ste. Agathe-des-Monts, Canada, where a winter carnival is held, headed by Mayor H. B. C. Naismith, who will open the curtain at the New York premiere the next night. The parade will be followed by a premiere of "Thrillarama Adventure." (Continued on page 2)

Find French Industry in 'Improved' Status

Special to THE DAILY

PARIS, Aug. 8—The over-all state of the French film industry is undergoing an improvement, according to M. Jacques Fland, director of the French National Cinematheque Centre of Paris, in his report to the Development Fund. More money had been spent in the first six months of 1956 on cinema redecoration and refurbishment than at any similar period, he said. On the production side, he said, (Continued on page 6)

On Basis of SSBC Report

TOA to Start Drive for Government Financing to Rehabilitate Theatres

The recommendation that funds be made available to the amusement industry for rehabilitation theatre properties and equipment, made by the Senate Small Business Committee in its report on trade practices is going to be pushed by the Theatre Owners of America, according to Panavision president LeRoy E. Gotschall, who was named chairman of the committee to prepare a brief for submission to the Small Business Administration, urging adoption of the recommendation.

Blank said, "In light of the recent SSBC report, it is the desire of our organization to take full advantage of the past and present service of the government in helping to rehabilitate the theatre industry through government financing which has been so difficult for the small theatre owners and individual theatre operators to obtain."

TOA expressed hope that Byrakowski will be in a position to report fully to the organization's national convention here September 20-24 on the progress made so far on the rehabilitation of the theatre owners attending can have an indication of the possibility of additional financial support from the government.

Carolina Exhibitors Find Business on Rise

Special to THE DAILY

CHARLOTTE, N. C., Aug. 8—Box office grosses, boosted by a heavy influx of good pictures, have shown a marked increase since the Fourth of July throughout the Carolinas, according to both circuit and independent exhibitors.

T. A. Little, who heads Consolidated Theatres, a circuit of 17 (Continued on page 6)

Hartman Productions Executive Personnel Set

From THE DAILY Bureau

HOLLYWOOD, Aug. 8—Don Hartman, who resigned his studio production post at Paramount last February, has announced the completion of executive personnel appointments for Don Hartman Productions, which will release through Paramount. Hartman is president; Helen Hartman, vice-president; David Ephrath, secretary; A. Morgan Maree Jr., treasurer, and Paul M. Jones, assistant treasurer.
Joint Meet

(Continued from page 1)

industry component of the through business-building efforts for the discussion of significant industry arbitration free of film rental issues, and for the consideration of promotional ideas.

In this connection, they declared that as of necessity, they are unlikely to participate in any conference which had for its purpose the discussion and consideration of company film terms and sales policies in the presence of their competitors.

See No Purpose Served

This, they indicated, was something they regarded as being unlikely not only to serve any worthwhile purpose but, as being in violation of federal anti-trust laws.

In this connection, one executive recalled that Abram Myers, Allied chairman and general counsel, made a public speech some time ago had addressed to the Department of Justice which raised the question whether such distributor fears of joint trade conferences being illegal were well founded.

The executive also commented that Myers never released the Department's reply.

Most executives questioned asked that their names not be used. However, Arthur B. Krim, U.A. president, said, "we would be happy to meet with any group that has as its sole aim the welfare of the small independent exhibitor. Such meetings have started way only to sour from the objective and later into a discussion of problems irrelevant to small exhibitors."

In the letter to distributors Shor asked their attendance and support of a meeting that "would have an excellent effect in restoring the confidence and reviving the courage of the personnel of all industry branches."

Shor Urges Cooperation

Telling the film executives that the "business of the theatres other than the metropolitan first runners is at the lowest ebb since the dark days of the depression," Shor stressed the need for cooperation cited in the SSBC report. Shor said "we of Allied feel that these expressions by a group of Senators will make it proper for us to renew our proposal for a meeting between the presidents of the film companies and the heads of the principal exhibitor organizations.

"What I am proposing in the first instance is a rather small meeting with only those in ultimate authority in their respective companies and organizations. Such a meeting could discuss ways and means and, perhaps, agree upon principles for giving effect to the committee's recommendation. After a full follow-up, including the details, could then be handled by their designated representatives."

Claim Allied Testimony

Influenced Byrd on Tax

From THE DAILY Bureaus

WASHINGTON, Aug. 8—An Allied bulletin issued today by Abram F. Shor, executive vice-president of Allied, declared that "coincidence before the Senate sub-committee on small business that small exhibitors were in need of relief influenced Senators in voting his weight behind the tax reduction bill and win Senate approval for it. Myers said that letters from Senator Sparkman, chairman of the Small Business Committee, and Senator Humphrey, chairman of the sub-committee which conducted the hearings, won Senator Byrd to the cause.

Syndicate Theatres

(Continued from page 1)

Indianapolis, charged the fifth run theatres in Indianapolis are operated as a monopoly and that "better exhibition practices" are withheld from its Franklin outlet "40 to 90 days or longer.

In a letter to the President, a man operating a small theatre in Indiana, charged that "theatre circuits have been forced to buy "large groups of old and stale films" to get top quality pictures, and that this has resulted in a "box office gross" and has caused the firm to become a "second rate operation."

Thrillarama

(Continued from page 1)

the town's mayor, Notary J. B. LaFreniere; and a U. S. Marine band.

The festivities are to be covered by two television and one radio station.

The "Thrillarama" process was conceived by Albert H. Reynolds, and Dowlen Russell, president and vice-president, respectively, of ThrillaRAMA Productions, Inc. The scene image has an aspect ratio of 3:4. A single operator can handle the projection, which uses a "dovetail" machine. The Metropoliiten Theatre will project a picture 80 feet wide.

Jerry Wald

(Continued from page 1)

20th-Fox studios next Monday will announce shortly his first set of pictures.

Wald, 64, started out as a producer of short subjects for RKO, and then went to Warners, where he began making radio shorts and went on to become one of Warners' outstanding producing directors. In 1950 he formed production company with Norm Krasna, and in 1953 went to Colu-

MOTION PICTURE DAILY

Thursday, August 9, 1958

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IRISH - GARLAND

American Releasing Corp. Production. Reproduced by permission.
Drive-In To Play 'King' During Roxy Engagement

Century Theatres' new 110 Drive-In Theatre on Long Island, just south of New York State Parkway, has booked 20th Century-Fox's "The King and I" for a week's engagement beginning Aug. 15. The current attraction at New York's N.Y. Theatre, the Cinemascopes 55 film will at that time be in its seventh week there.

Mass. Circuit Wins In Tax Claim Case

HARTFORD, Conn., Aug. 8—The Federal Circuit Court of Appeals has unanimously decided that Western Massachusetts Theatres, Inc. of Springfield, need not pay a government claim for more than $600,000 in back taxes, penalties and accrued interest.

The decision ends litigation extending over an 11-year period.

For Years 1942 to 1945

According to attorneys, the Bureau of Internal Revenue sought to collect $359,518 it claimed was due in taxes from 1942 to 1945 on the grounds that the theatre circuit was improperly recognized. Penalties and interest almost doubled the claim.

Western Massachusetts Theatres, Inc. filed a suit against the Commissioner of Internal Revenue, claiming it was not liable for the income and excess tax levied against it. The Bureau of Internal Revenue won the first round in Tax Court but the circuit appealed.

TOA Asks for More Copies of SSBC Report

More copies of the 91-page Senate Small Business Committee's report on film industry trade practices will be available to exhibitors a spokesman for Theatre Owners of America said.

TOA was delayed with request for the SSBC report," he said, "and so we have ordered more copies from Washington. We'll distribute them as soon as they arrive."

The TOA spokesman added that copies of the report by TOA has not been made since there has been insufficient time to study the proposals and findings.

Services for Esmond

ALBANY, Aug. 8—Services were held here today at a local funeral home for Irene Esmond, 81, who died Monday, and her husband, J. Howard Esmond, 93, who died Friday. The service was held at the Esmond family home in Saratoga Springs, where she lived for many years. She was survived by their daughter, Mrs. Marguerite Tunks, and a son, John Esmond.

A.A. Dividend Declared

HOLLYWOOD, Aug. 8—The executive committee of the board of directors of Allied Artists today declared a quarterly dividend of 13 cents per share on the company's 5% per cent cumulative convertible preferred stock, payable Sept. 15, to holders of record Aug. 31.

of Drive-ins

Gangleburg Drive-In Opens

new drive-in with a capacity of 10 cars has been opened at Orangeburg, N. Y., by the Route 303 Drive-In Theatres Corporation, Inc. "Route 303 Drive-In," it is located on the former site of the Camp Ridge Village, three miles south of 12 of the New York State Thruway. The property where the Palisades estate Parkway will intersect the 303 between Norwood and Nyack. The drive-in has a Nico Vision screen which is 136 feet wide. Evan Thompson is the manager.

Rude Plans New One

Valter Reade Theatres is planning construct a drive-in in the Saratoga Springs, N. Y. area, according to Valter Reade Jr. Work is expected to start in the spring.

Imper Club Plan

Long Amos, general manager, Wood & Greene Enterprises, Boston, announced that his company will plan to operate patron in the Ipswich, Mass., area. An inspection of the site has been made and a patron in the Ipswich area is expected to open by the end of August.

Uniform Family Scale

The Post Drive-In, East Haven, Conn., has followed the lead of a Wood & Gordon unit at South Dorchester, Conn., in adopting a uniform family admission price. Mondays through Friday evenings. The price is $1.25 per car, regardless of the number of passengers, with no exceptions for adults or children under 12 years. Prevailing on Saturdays and Sundays.

conspiracy' Suit Ends

HILWAUKEE, Aug. 8—A $4,500,000-dollar suit by Colonial Amusement Co., operators of the Colonial Theatre, here, against eight distributors of old films, an antitrust suit over what the company claims is a conspiracy to obtain only old films, has ended with a final decision by Federal Judge Robert E. Telyn. Suit began in 1951 charging a conspiracy which relegated the Colonial to obtaining only old films. An appeal from the court's decision in 1952 ended with the decision of the Motion Picture Division, State Education Department, from 1932 to 1945, who died Monday. Esmond, who served in the Education Department for 30 years prior to his retirement, was a graduate of Cornell University Law School and was for a decade head of the department's legal division. He left that post to become chief censor.

Serpe, Ford Form Firm To Make Films for TV

Plans for production and distribution of films for television were revealed yesterday by Ralph Serpe and Anthony Ford, formerly with the IFE Releasing Co., who have formed their own production organization.

Ford said that the firm, "Con- fessions of a Scoundrel," a property purchased several years ago when he was with Walter Franer Productions, will go before the cameras late Octo- ber in Italy under a co-production agreement between Franer and Videx Films of Rome. To be released for tv distribution next spring, the pilot film will be produced by Ford and his firm. An executive yet to be named. Negotiations are in progress to have Robert Alda play the lead.

New Haven Exchanges Set for Fall Moving

HAMDEN, Conn., Aug. 8—The New Haven film exchanges plan to move into a new $300,000 building, now under construction, by late Oc- tober. The exchange, part of a huge building develop- ment in this New Haven suburb, is expected to replace the existing New Haven Film Row which is part of the former New Haven area slated for demolition.

A new state highway will be con- structed on the latter site. To be known as the National Film Service, Inc., the building will be air conditioned.

'Joan' Auditions Set

PARIS, London, Glasgow, Dublin and Manchester have been selected by producer Otto Preminger as the five cities in which auditions will be held during the first week of October in the European phase of his global contest to select a young, unknown actress to portray the role in his film "Saint Joan." Preminger has also stated that the first auditions will be held in London on Oct. 8 and 9. The domes- tic phase of the Preminger search will be climaxned in New York by a series of screen-tests for finalists on Oct. 11 and 12.

E. G. Zorn Retires

PONTIAC, Ill., Aug. 8—Edward G. Zorn, proprietor of the Crescent and Eagle Theatres for the past 30 years has announced his retirement from the motion picture industry as of Aug. 1, and stated that he had sold his interests to Kerasotes Thea- tres circuit of Springfield, Ill.

Rule for Distributors

In Muskegon, Mich., Suit

GRAND RAPIDS, Mich., Aug. 8—In an opinion recently filed in Federal Court here, United States Dis- trict Judge W. Wallace Kent denied motions by an exhibitor defendant to discuss five pending percentage ac- tions for lack of federal jurisdiction, to compel distributors to give a more detailed statement of the complaints, and to bar the actions on the ground of the operation of the statute of limitations.

At the same time the judge granted motions by the defendant distributors requiring defendant to produce theatre documents and records sought in connection with pending actions. The suits were by Paramount, Twen- tieth Century-Fox, Warner Bros, RKO and Universal against Nick Kuris operating the N. K. Theatre and the N. K. Drive-In Theatre in Muskegon, Mich., alleging under- reporting of admission receipts on percentage engagements.
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WARNER BROS.
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and the novel by WILLIAM MARCH
Music by ALEX NORTH

DIRECTED BY MERVYN LEROY

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YOU WANT
ABOUT THE
MAN AND
THE WOMAN
BUT PLEASE
DON'T TELL
ABOUT THE
GIRL!

A hidden shame
out in the open--
and the
most terrifying
rock-bottom
a woman
ever hit
for love!
**In the THEATRE EQUIPMENT and Refreshment WORLD... with RAY GALLO**

A NEW brand of film cement has been marketed by Florman & Bubb, New York distributors of motion picture supplies. It is said that the cement has proved highly effective for splicing 35mm as well as 16mm safety stock.

A development in the food preparation field of interest to drive-in concession operators is a product to prevent food from adhering to cooking tanks. Called "Anco Stop-Stick," it has been brought out by L. L. Antle & Company, Atlanta, which states that it is the result of three years of research. The announcement adds that "Stop-Stick" is both odorless and tasteless.

A new instructional projector designed to screen both opaque and transparent materials up to 11 inches square, has been announced by the Projection Optics Company, Rochester, N. Y. Taking its name, "Transpaque," from this dual function, the projector can handle such illustrative material as 11-inch square segments of maps, blueprints, drawings, etc. According to Fred E. Anhaver, president of the company, the "Transpaque" is adapted to a complete selection of lenses in focal lengths from 4 to 40 inches.

A novel display unit for ice cream specialties has been marketed by R. E. Merritt & Associates of Arusa, Calif. It is designed to add display facilities to a Kelvinator ice cream standing cabinet, by adding a 4-hole square opening of such equipment. Two display units can thus be used with a Kelvinator of 8-hole size. Florescent lamps illuminate both the case and a sign at the top with the legend, "Enjoy Novelties—Ice Cream." The case has a metal tray for items, which may be real or dummy, so that sight may help to stimulate sales, which are made from the Kelvinator cabinet.

H. C. Williams, head of the Williams Screen Company, Akron, reports foreign sales to be increasing, with interest in the Williams metallic screen particularly lively in tropical regions, where high humidity causes a lot of trouble from mildew and discoloration of aluminumized surfaces. Williams points out that more than half the tropical countries have produced no cases of such damage. The surfacing is baked on the all-vinyl plastic fabric with infra-red heat.

**REVIEW:**

**Pillars of the Sky**  
*Universal-International—Cinemascope*

There’s an old saying that the public knows what it likes—and likes what it knows. Consequently, your audience will find this color-in-Technicolor film as satisfying as the pie that Mother used to make. It contains all the ingredients that you’ll recall in memory, but with our new dimensions and the big theatre screen, eager fans for the old West will find scenery and action combining the charm of nostalgia with modern development.

Produced by Robert Arthur and directed by George Marshall, the cast is headed by Jeff Chandler, Dorothy Malone and Ward Bond, with a long line of individual credits indicating careful and competent production, and a strong supporting cast to provide an outstanding picture.

The scene is the Snake River country in the Northwest, the time, 1865—and the reason, an invasion of Indian rights, properly held by treaty and violated by the white man. A typically sturdy West Point Colonel takes over, and goes against the moral and ethical principles that holds his all the real pioneers and Indian scouts who made friends with the red men.

The setting is an outpost—where Ward Bond, as the preacher, has gone far to create a mission, and given Bible names to Indians who stood by and support his teachings. But there is always one bad Indian who leads the revolt against the white men, just as there are bad white men who make the reason for rebellion. Your audience will find particular delight in the way green and theory, true color, all reeking with the nostalgia of the old West. Smart showmen will accept this “big screen” production, in Cinemascope and Technicolor, as proper opposition to the flood of pictures that overflow television—and be grateful for the opportunity to prove again that we know what the public likes—and that the public knows where to find their best entertainment.

Running time, 95 minutes. General classification, October release.  

WALTER BROOKS

**French Industry**

(Continued from page 1)

rising costs presented a problem, but he pointed out that costs were due to the use of new techniques and color rather than to the economic situations. He added that the French studios are now working to capacity and technicians are fully employed.

The Council of the Fund recently voted to reserve some 52,000 francs for the purpose of promoting French films abroad. One thousand million francs were granted the industry’s technical side and 240 millions to the newswire companies.

Flam said that news from foreign countries was encouraging, what with French films being well received and the market for these films constantly expanding. Declaring that to his knowledge, expenditures and receipts for the industry were about equal this year, he said that this was a great improvement compared with the situation a few years before.

**Shulman to Chile**

Sidney Shulman has been appointed manager of the 20th Century-Fox branch of Santiago, Chile, it is announced by Murray Silverstone, president of the company’s interests abroad. Shulman replaces Matthew Harbinson, who has been transferred to the Buenos Aires office as assistant to Edward D. Cohen, Supervisor of all Central and South America.

**Carolina Exhibitors**

(Continued from page 1)

operations in the Carolinas and Virginia, reports business is up 40 per cent in his towns. He credits this not only to the "better" pictures but to the work of his executives as well. "Our managers are all working hard," he said, "and that’s why we’re doing so well."

Bob Bryant, operator of the Pic Theatre in Rock Hill, S. C., points out that business is up 25 per cent there—despite the fact that Winthrop College (South Carolina’s Woman’s College) is not in session and a strike at a local textile plant has idled thousands.

“We’d have a 60 per cent increase if it weren’t for those things," he said. "An exhibitor who asked not to be named said business is up 40 per cent. Pictures like "Trapeze," "Proud and Profane," "King and I" and "The Fastest Gun Alive" have given the box office a big boost, he said.

Glenn Grove, manager of the Imperial Theatre in upstate Charlotte, said his "business was way up" also.

**Kohler on Committee**

John Kohler has succeeded M. D. O’Brien, former Loew’s chief of projection, as a member of the East Coast Committee on Sound and Projection of the Research Council, according to an announcement by Frank Cahill, chairman.

**Hot Cars**

**UA—Bel-Air**

This moderately-budgeted adventure, produced by Bel-Air, directions and released by United Artists, has its moments of action suspense, but is on the whole rather frivolous. The Don Martin and Richard Cunliffe screenplay casts John Bromi as a used car salesman who involved in a "hot car" racket as he finds his bankroll too small to handle the doctor bills for his young son. After a detective from state police investigating the racket is killed, and charged with homicide, eludes the police, however, and to acquit himself of the crime. It follows the usual hide-and-seek with Bromfield racing after a member on an amusement park roller coaster. The police inter to finally capture the mob and the fugitive.

Aubrey Schenck was executive producer, Howard Koch was producer and Danann MacDougall served as director for "Hot Cars" which stars John Bromi, Mark Dana, C. Shannon, Ralph Coolton. Running time, 60 minutes. General classification. For August release.

**REVIEW:**

**Private’s Progress**

DCA—Bouling Bros.

This DCA release of a Bouling Brothers production should appeal to those who thrive on situation comedy and the memories of those at one time or another were somewhat embarrassing.

Directed by John Bouling, produced by Roy Bouling, this lacks a strong screenplay, depar for comedy on the antics of an unlikely couple who apparently can nothing right and just about everything wrong.

Ian Carmichael is cast as the "at the rate who leaves college to enter British Army during World War I. After basic training he is transferred to a secret intelligence operation, footings of a German castle for treasure. Though innocent in back -- and performance, Dennis Price (a captain), in the treasure but the plot event falls.

Carmichael later is murdered of service and returns to college one day the authorities arrest his uncle for their part in crime. Carmichael, the gunner for the plot crime helps to the quite confused about the whole fair but finally suspends his gun of a swindle.

The film lacks polished values, but the performance Carmichael offsets this deficiency, "Private’s Progress" is an adven into military life that wasn’t easily forgotten.

Running time, 96 minutes. General classification. For immediate release.
2nd Quarter
Paramount’s Months Net $5,001,000

Sharp increase in estimated net earnings for the second quarter of that totaled $3,279,000 boosted earnings for the year $1,001,000 and only $164,000 less the six-month total for 1935, it reported yesterday at a board directors meeting of Paramount.

Earnings for the second quarter reported as $972,000 greater the $2,307,000 for the compa-period last year. The $3,279,000 for this year’s second quarter $45.57 per share and in-$1.12 per share profit on the 2,000,000 stock dividends.

Earnings for the six-month period this year totaled $5,-100. Earnings for the second quarter has $42.40.

Crypt Action of Para.

Jack Mystifies Trade

The circles were still mystified by Wednesday’s New York Exchange action of Paramount stock, which closed 15 off a day in heavy trading.

With the company’s strong six financial report issued yesterday followed by the company’s board of directors’ payment of a 50-cent dividend, word spreading.

Blacklist’ Group Appeal
rejected in California

From THE DAILY Bureau

WASHINGTON, Aug. 7—The Cali-Supreme Court has rejected appeal by 23 Hollywood producers-workers from lower court de-agreement against them in their suit, asking $1,500,000 each, from major studios on the claim they had been denied employment after refusing to answer questions about Communist activities.

Looking Forward at 75
‘Ten Commandments’ is Handsome Birthday Present for C. B. DeMille

This is a month of meaningful anniversaries for Cecil B. DeMille. He celebrates his 75th birthday Aug. 12 and his 54th wedding anniversary Aug. 16. Another significant event recently brought joy to the heart of Paramount’s ace director, who has been creating box-office supers for 43 years. Along with a number of Paramount executives, he was on hand for a sneak preview of his latest film, “The Ten Commandments.”

Houston Premiere
Launches Thrillarama

Special to THE DAILY

HOUSTON, Aug. 9—The world premiere of “Thrillarama Adventure,” first film in the new wide-screen process utilizing two cameras and projectors, was held here tonight at the Metropolitan theatre with an audience of prominent figures, including Houston’s mayor, in attendance. Two television and one radio station covered the concomitant festivities, which included music by a

Greene-Rouse Sign
With United Artists

A long-range, multiple picture deal has been signed between United Artists Corporation and Greene-Rouse Productions, headed by Clarence Greene and Russell House, it is announced by Arthur B. Krim, president of United Artists. Two films have been set for immediate production by

Sees Live Television Broadcasts as Possible

Soon from United States to South America

Live television from the United States as far south as Venezuela is entirely possible, according to Dr. Allen B. Du Mont, chairman of Allen B. Du Mont Laboratories, Inc. Dr. Du Mont has just returned from a television survey trip in the Caribbean area and South America. Yesterday he declared:

For live U. S. television to reach Venezuela, ‘forward scatter’ facilities between Florida and Cuba would be used. The television signal could then be transmitted on present facilities to Santiago de Cuba at the other end of the island.

“The blank spot at the present time is the island of Haiti. However, if a receiving station and beam transmitter were established on the 9,000 foot mountain near Port-au-Prince, I believe that usable signals could be received in Venezuela.”

Deal Near

Warner Pathe Staff Would Buy Company

To Suspend Newsreel but Continue Profitable Units

A plan for the present Warner Pathe News management to purchase the company from Warner Bros. Pictures and continue the operation in somewhat curtailed form has progressed to the stage at which what appears to be adequate financial backing for the project has been lined up. It was by the present organization.

(Continued on page 7)

The appointment of Arnold M. Picker, United Artists vice-president in charge of foreign distribution, to a three-member committee of the Motion Picture Export Assn., of America to review policies of the MPEA governing the sale of American films to countries behind the Iron Curtain was reported yesterday.

Picker, when proposed the study at

(Continued on page 7)

Technicolor Buys
Pavelle Color Corp.

From THE DAILY Bureau

HOLLYWOOD, Aug. 9—Dr. Herbert T. Kalman, president and general manager of Technicolor Corporation, announced today that Technicolor has purchased the assets and business of Pavelle Color Incorporated. Pavelle Color, headquartered in New York, is a leading independent processor of amateur color film.

Pavelle products and services are

(Continued on page 7)
Buena Aires, Aug. 9 -- A new screen "strike" here has reached highest level of 11 president P. Aramburu's provincial governimt with no solution in sight yet.

The cause was a government court proceeding back ceiling prices CinemaScope, Superscope, VistaVision films from 9 pesos centavos to 6 pesos 50 centavos (approximately 35 to 20 cents).

Most foreign films shown here imported from the United States many utilize one of the film censes. The Government, fighting film piracy are a necessity, a luxury, and declared the old era was too high an admission for Theatre owners, in protest, did down Monday afternoon and continued through Buenos Aires' downtown streets. One stone-throw mob smashed virtually all the glass entrance doors of the Gran Scala, the city's last movie house.

Tuesday, the theatre owners opened their houses but subjected standards for all those in the three processes. Again grammar commercials appeared, but special guards were called out to prevent renewed violence. The result very few customers.

Raymond Levy Resigns

Raymond Levy, vice-president of Quigley Publishing Co., has resigned effective at the end of this month. Mr. Levy joined the staff in 1938, and served as a company executive in charge advertising sales and promotion activities, future plans, not yet definitely formulated, contemplate activities in other line of work in the motion picture industry.

Cinemara Birthday

As a pre-celebration of Cinema's birthday next month, the company will have a press luncheon Janssen's on Monday, followed inspection of the Grand Central Terminal-Eastman Kodak exhibit Cinemara stills from "Seven Women of the World."

New York Theaters

--RADIO CITY MUSIC HALL Rockefeller Center -- FRANK CROSBY * KELLY * SINATRA in "HIGH SOCIETY" in Various Cities

As M.G.M Picture and SPECTACULAR STAGE PRODUCTIONS
Juniors Solve a Senior problem...

M. P. DAILY PHOTO

HOW HE CAN HELP: Michael Todd, whose "Around the World in 80 Days" will open to the world October 18, tells about his donation of that evening in the Rivoli to the Will Rodgers Memorial Hospital and Research Laboratories. His listeners at luncheon yesterday were a roster of the juniors in the industry, and its famous names: sons of the hospital directors. They are Richard Brandt, chairman of the Memorial Hospital Fund National Junior Committee; David Picker, co-chairman; Alan and Norma Barnett, Bernard Brandt, Abe Fabian, Edward Fabian, Harold Freedman, Irwin Freedman, Edmund Grainger, Jr., Curt Kaufman, Martin Levine, Michael Mayer, Irwin Meinhardt, Harold Rinzer, Allan, Burton and Norman Robbins, Thomas Rodgers, Arthur Rosen, Robert Schwartz, Spyros Skouras, Jr., Al Stern, Morton Thalhimer, Jr., Michael Todd, Jr., Douglas Yates, and Irwin Young. Mr. Todd is flanked above by Messrs. Meinhardt and Edward Fabian, and Messrs. Richard Brandt and Picker.

Texas Interstate Seeks Astaire Dance Franchise

Negotiations for the granting of a franchise to the Interstate Theatre Circuit in Texas for the operation of a Fred Astaire dance studio at one of their theatres in Houston are continuing between Interstate and the New York City office of the Astaire Studios.

Tentative plans call for the shutting of a Houston theater and the re-opening of the house for a dance studio. However, negotiations have bogged down on Interstate's proposal to abandon the franchise should the dance operation fail. Interstate has also proposed that the franchise be expanded if the initial Astaire studio resolves into a feasible operation.

Charles L. Casanave, executive vice-president of the Astaire Studios, is negotiating for the franchise.

Carnera Overruled on 'Fall' Damage Suit

SANTA MONICA, Calif., Aug 9 -Primo Carnera, former heavyweight champion, lost his suit to Columbia Pictures in Superior Court yesterday. Judge Stanley Mosk sustained a demurrer to the company, which was sued last April by the ex-fighter for $1,300,000 in damages. Carnera, who has become a wrestler and restaurateur, charged he was subjected to "ridicule" through the film, "The Harder They Fall."

Judge Mosk ruled that one who becomes a celebrity or public figure waived the right of privacy and did not regain it by changing his profession.

Lay ‘Decline’ Of Newsreels To Exhibitors

By LAWRENCE J. QUIRK

The failure of exhibitors to cooperate and their economizing methods are principal factors in the decline of the newsreel, according to lay figures in the industry. They do not feel that tv competition is a deciding factor, as some quarters have opined.

Decry ‘Feature Formats’

They also feel that the newsreel must remain utilitarian, and not branch into feature formats, such as documentary flavoring, color, etc. The only concession in this direction is being made by 20th Century-Fox’s Movietone. According to Edmund Fleck, that firm’s vice-president in charge of production, Movietone is currently experimenting with black-and-white CinemaScope and hopes to create all its newsreels in that process after 1957.

Oscar Morgan, general sales manager for Paramount’s newsreel, feels that the exhibitor’s desire to save money by cutting costs is behind the newsreel’s calculations, “I have discussed this situation with many circuit heads,” Morgan says, “and they admit tv has nothing to do with it. They want to cut costs and save money, and the newsreel is the first head on the chopping block.”

Wants More Exhibitor Aid

Morgan also believes that exhibitors are not cooperating as they should. He feels that while newsreels must remain within their special province—the utilitarian—his company is attempting to show exhibitors how to enhance their entertainment potential.

A spokesman for Hearst Metrotone News (M-G-M) points out that about ten years ago the price of feature films began to rise and they couldn’t afford newsreel prices along with the other drams, and competition brought prices down. Exhibitors began eliminating newsreels from their programs because there was nothing else to eliminate. The M-G-M man also points out that short subjects have been harder hit than newsreels in the popularity dip.

Movietone Optimistic

From a 20th-Fox Movietone representative comes the statement that film companies are not getting on the selling bandwagon for the newsreel as they should, and that better salesmanship and exploitation “would work wonders.” The representative looks confidently to the future, all the more so since the foreign market compensates for domestic losses.

A spokesman for the Universal newsreel also sounded a note of confidence, stating that Universal will continue with its present service, as its patrons are highly satisfied.
or to carry you away...

Music and Movies go together. Audiences are carried away by melody and action when the picture—black and white or bright with color—is made with all the "savvy" of today's newest techniques in production, processing and projection. These techniques the Eastman Technical Service, working hand-in-hand with the industry, has helped to develop. Inquiries invited.

Address: Motion Picture Film Department
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DeMille (Continued from page 1)  

the plans call for the filming in Bucanneer's as a musical. His vision of this film, starring August, was released in 1938. His associate Henry Willi-

The 16-seat house had it in 34 minutes during the course of the day the film was

Hopes for Two More

to have time for two more?

DeMille says, and though not revealed which will be the many on his side. He believes that one will be in pre-

while “Bucanneer” is before

DeMille says “There may be in the methods of distribu-

that is a mechanical thing, changes can have drastic ef-

from time to time upon the how procedures in Hollywood. 

Do not many things, also an I challenge—which is to tell a

story and tell it well. If you

in that, you have no other ins.”


cinemascope Buys

(Continued from page 1)

sion of the Pavell color by Technicolor now makes a national distribution of Tech-

Service to the consumer photo-

mark through joint efforts for film processing plants in New York and New Service. We also handle all phases of consumer in processing.

Cites Waves

New York premier of Uni-

International, “Away All

at Loew’s State theatre August

is the 14th anniversary of the founding of the WAVEs in

accepted for Volunteer

Service”). A color guard of WAVEs will be present at the of the Technicolor VistaVi-

according, to the company, Navy recruiting booth will be in the lobby of the theatre, in stars Jeff Chandler, George

Lex Barker and Julie Adams.

Canyon River

AA-Dunlap—CinemaScope

HOLLYWOOD, AUG. 9

CinemaScope and DeLuxe color do for this Western melodrama, laid in Oregon and Wyoming, the same broadening, deepening, glamorizing job they do for all outdoor subjects in which mammoth mountains, tall skies and far-stretching vistas gladden the camera’s eye. The name of George Montgomery, together with those of CinemaScope and DeLuxe, stands a likely chance of attracting substantial patronage to partake of these visual rewards, and there is nothing in the story to dilute its enjoyment of the exquisitely, Scott R. Dunlap production containing a minimum of the bloodshed and violence widely complained of in Western pictures, yet tells a plausible story in pleasantly leisurely fashion. Audiences slanted favorably toward Westerns figure to find this one satisfying.

The script by Daniel B. Ullman, from his own story, opens with Montgo-

mery, a Wyoming rancher who has successfully crossed long-horns and white-faces to produce a breed of cattle capable of withstanding Wyoming weather, selling out his holdings to bring to Wyoming from Oregon, for crossing purposes, a herd of black cattle. Peter Graves, his foreman, plots with a Wyoming land baron to ambush Montgomery on the trail, kill him and take possession of his herd. But before the herd reaches the appointed place of murder, Montgomery saves Graves’ life, both of them fall in love with Marcia Henderson, and Graves undertakes to withdraw from his murderous pact. The problems of all concerned are worked out when the cattle stampede, and this is as much as a proper synopsis should reveal.

Production is by Richard Heerman, who made fruitful use of his materials, and the direction, by Harmon Jones, although not invariably convincing, is suitably plain.

Running time, 80 minutes. General classification. Release date, Aug. 5.

WILLIAM R. WEAVER

Name Picker ‘Thrillarama’

(Continued from page 1)

the MPEA board meeting last Wed-


The committee will report at a full board meeting to be held prior to Aug. 31. Ficker asserted yesterday he was in favor of “anything that is both of national interest and benefits the American film industry as a whole.”

Commenting on the proposal, Ficker said there have been many changes over the past 18 months, including desire by the U.S. Government to develop cultural interests between America and Iron Curtain countries, that make the sale of U.S. films feasible at this time.

‘Blacklist’ Group

(Continued from page 1)

affiliation put by the House Un-

American Activities Committee. The appeal was from a decision by the District Court of Appeals, which fol-

lowed finding for the defendants in Los Angeles Superior Court.

Council for the 23 has declared the case will be carried to the U.S.

Supreme Court.

Plaintiffs alleged in their suit that they have been under studio “black-

list” since March, 1951.

More Join ‘Joan’ Week

Some 2200 subsequent-run theatres throughout the 32 exchange areas in the United States and Canada will launch “Saint Joan” week promotions August 13, raising to more than 13,000 the total number of houses participating in the international talent hunt, it is announced by Roger H. Lewis, United Artists National di-

rector of advertising, publicity and exploitation. The initial phase of Otto Preminger’s global search for a talent-

ed young newcomer to play the title role in the production of “Saint Joan” was inaugurated this week at 9,000 domestic theatres and more than 2,000 showcases in Europe.

S. C. Exhibitor Dies

Ira Smith, 62, Beaufort, S. C., thea-

tre owner, died suddenly in his room August 7. The deceased is survived by his widow, the former Ada Beasley; one son and two daughters.
BIG! BOLD! BLASTING!
as a gun-running, woman-hungry adventurer who grenaded his way across the roaring inferno called Mexico to the cry...

ROBERT MITCHUM • URSULA THIESS • GILBERT ROLAND

"Bandido" ZACHARY SCOTT
with RODOLFO ACOSTA • HENRY BRANDON • DOUGLAS FOWLEY

Story and Screenplay by EARL FELTON • Produced by ROBERT L. JACKS • Directed by RICHARD FLEISCHER
Music by MAX STEINER

CINemascope
COLOR by De Luxe
Premiere

Thrillarama called ‘Good’ by Executives

Industryites Comment on the Wide-Screen Process

By L. VANDERVIER

OUSTON, Aug. 12—The majority of exhibitors and executives who attended the world première of “Thrillarama Adventure” here Thursday afternoon agreed the new process was “excellent.”

R. J. O’Donnell, southwestern district manager of Columbia Pictures, “I think it will fill the needs of many theatres.” Ned Depinet, chairman of BKO Pictures, said, “It is a family picture and should really seem to enjoy the show.”

Connecticut Grosses: Upward Trend

Special to THE DAILY

ARTFORD, Aug. 12—Connecticut grosses are reflecting an encouraging, note, a drastic change in mood from the prevailing situation of a few months ago. There are extended runs in quantity again in the story—always a bright factor in showman’s city.

Adapters in key cities at present are Paramount’s “The Proud and I,” Columbia’s “The Eddy Du Bois Story,” and 20th-Fox’s “The Head.” All in its third week at the Palace, Hartford.

Bigger Open in Midwest

Special to THE DAILY

INNEPOLIS, Aug. 12—A total of eight rural theatres reopened in the midwest this past week. However, one other theatre has closed and three others have warned patrons that unless business improves, they will be forced to shut down.

Hollywood, one of the theatres reopening (Continued on page 7)

Confirm West Coast Survey

Find Minneapolis ‘Free’ Newspaper Space Bigger for TV Than Theatres

MINNEAPOLIS, Aug. 12—Exhibitors in this area receive less than one inch of “free” promotional material for every four inches of paid advertising on radio, and in which get three inches “free” for every inch of paid advertising.

The figures represent a one-week survey, made locally of the Star and the Monday edition of the Tribune. The survey is similar to the one made recently on the West Coast for National Theatres under the direction of its president Elmer Rhoden, except that the one here includes motion picture time schedules as well as the radio and television logs. If the Minneapolis survey had ignored the daily film schedules for keep houses, the theatres would have received nothing for five of the seven days, it is pointed out.

During this period, exhibitors purchased 1,088 inches of space and received 223.5 inches of promotional space (Continued on page 7)

See Labor Day Date For Credit Survey

A Labor Day target date has been tentatively set by the Motion Picture Association of America for opening a survey in the Indianapolis-Marion County area to test public reaction to a theatre admissions credit card system, it was learned at the weekend.

A spokesman said a research organization would be engaged later this month to undertake the study “around Labor Day.” If the survey results indicate public approval of the MPAA-proposed system, it would be inaugurated after Thanksgiving Day, he added.

The film executive said “there was (Continued on page 7)

Herbert Kaufman Enters Production-Distribution

From THE DAILY Bureau

HOLLYWOOD, Aug. 12—Herbert Kaufman, long a distribution executive, on Friday announced the formation of Associated Producers, Inc., as a production-distribution company.

Kaufman, formerly with Paramount (Continued on page 2)

O’Shea Cites Records

On ‘Oklahoma!’ Run

Rodgers & Hammerstein’s production of “Oklahoma!” continues to roll up high grosses and extended playing times, according to Edward K. O’Shea, vice-president of Magna Theatre Corp., which is distributing the film in the Todd-AO process.

Some figures: The 41st week’s (Continued on page 7)

Television Today

IN THIS ISSUE


Spotlighting the news in Television Today.

Passing in Review—The week’s highlights in shows, plus comment on some current commercials.

10th Award

R.J. O’Donnell Is ‘Pioneer Of the Year’

MPP To Present Award At Dinner on Nov. 30

Robert J. O’Donnell, vice-president and general manager of the Interstate Circuit, has been named “Pioneer of the Year,” according to an announcement here by Jack Cohn, president of the Motion Picture Pioneers, following a meeting of the board of directors of the organization.

The tenth annual award to a leading industry veteran will be presented Nov. 30 at the annual dinner of the organization at the Waldorf-Astoria Hotel.

In making the announcement, the board of directors of the Pioneers said O’Donnell had been selected in “recognition of his long record of humanitarianism and his public relations efforts on behalf of the entire industry.” In this respect, the board pointed to O’Donnell’s “unifying work on behalf of Variety Clubs International” (Continued on page 2)

Slate Meet on Majors Aiding TOA Convention

Representatives of the major film companies will meet with several board members of the Theatre Owners of America at a noon luncheon tomorrow to discuss participation in TOA’s annual convention, opening Sept. 19 at the New York Coliseum.

Both Samuel Rosen and Walter Beade Jr. will discuss convention plans and receive recommendations from the film companies regarding possible changes in the program. Meanwhile, TOA disclosed plans (Continued on page 2)
O'Donnell ‘Pioneer of Year’

(Continued from page 1)

national, of which he is international ringmaster, and the Will Rogers Hospital, which he serves as chairman of the board.” His public relations efforts, the Pioneers’ board stated, are conducted by him in Washington in connection with the motion picture admission tax.” O’Donnell entered the industry in his native Chicago as a theatre usher. Moving to New York he served in a number of capacities before going to Fort Worth in 1924 to become manager of the Interstate Circuit’s Majestic Theatre. He then was named

Meet on TOA

(Continued from page 1)

for “a working convention” that will have each of the 1,000 delegates directly participating in discussion, committee business and findings to be presented to the convention at large. Committee assignments are to be made, the resolution said, and will include the naming of delegates for groups on film practice and problems, small theatre problems, advertising and publicity, specialized foreign films and real estate taxes and insurance.

Kaufman Company

(Continued from page 1)

and Schneidt, said, “We plan eight to 12 pictures, possibly more, in our first year. Features to be made and distributed by us will be topical for the most part. All will be calculated as exploitable business getters for the exhibitor in dire need of more product. We are shooting for popular appeal and ticket sales.” Kaufman said the location of distribution quarters will be announced shortly.

Cinema Editors Awards

Set for Next Month

HOLLYWOOD, Aug. 12—American Cinema Editors will hold the Achievement Awards presentation next month, presenting the first award for “distinctive achievement in film editing and for outstanding contribution to the film industry over a period of years.”

Milton Luban Dies

HOLLYWOOD, Aug. 12—Milton Luban, 47, partner in Luban & Pam, independent public relations firm, died unexpectedly on Friday, at his home in Van Nuys. Prior to entering public relations, he had been active in the industry as a screenwriter, trade journalist and film critic. The widow and two children survive.

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“the Continentals” — two flights daily

UNITED AIR LINES
Graflex Merges with GPE...

**MOTION PICTURE DAILY**

**PEOPLE**

Luis "Doc" Feldman has been named vice-president in charge of Du Art Film Laboratories, which is associated with Du Art in 1933, the last seven years as manager.

Jack Sidney, a veteran of 26 years at Loew's Theatres, has resigned to head the national advertising and public relations department for the John H. Harris organisation. He will head his headquarters in Hollywood.

Hans Christoph Wohlrab has named director of engineering of professional equipment and its use in the Bell & Howell, concerns B & H from Kahrbraten, any, where he was chief engineer for Siemens & Halske, a producer of electrical supplies, including film camera equipment. In his new position he will be responsible for market evaluation, research and new product development in the professional motion picture field.

Samuel Roberts has been named director of 20th Century-Fox. He is president in charge of advertising and publicity. Roberts, who joined the company in 1953 as associate director, replaces Victor Selway, who left to form his own art service firm.

**NEWS ROUNDUP**

**To Honor O'Donnell, Coyne**

The Independent Theatre Owners Association of New York will honor Robert J. O'Donnell, chairman of the motion picture industry's national Tax Campaign Committee, and Robert W. Coyne, member of the Council of Motion Picture Organization governing committee, at a special luncheon at the Sheraton-Astor here on Thursday.

**Van Gogh Film Bows Sept. 17**

The world premiere of M-G-M's "Lust for Life," starring Kirk Douglas and Vincent Price, will take place here on Sept. 17 at the Plaza Theatre. This initial performance will be for the benefit of the Metropolitan Museum of Art, which has purchased the rights to the film.

**Ship' to Little Carnegie**

Nicholas Monsarrat's "The Ship That Died of Shame" will have its American premiere at the Little Carnegie here following the current engagement of "This Is My Affair." It has been announced by Frank Kassler, president of Continental Distributing, which is releasing the J. Arthur Rank presentation of the Michael Balcon-Ealing Studios film.

**'Joan' Audition Here Sept. 4**

Producer-director Otto Preminger will launch his world-wide search for a young actress to portray the title role in his United Artists film version of George Bernard Shaw's "Saint Joan" with auditions in the Trixion Building here Sept. 4. This will be the first of a series of auditions to be held in 15 cities in the U.S. and Canada. They will be personally conducted by Preminger in leading hotel ballrooms and in one Hollywood studio during the month of September.

**Negotiate to Open Todd-AO in Seattle**

SEATTLE, Wash., Aug. 12—Hamrick Theatres is negotiating with the Magna Theatre Corp. for installation of the Todd-AO System at Blue Mouse Theatre here. A premiere of "Oklahoma!" early in September is being sought by the circuit.

It is announced that the Blue Mouse will be entirely remodeled, with numerous changes in the entrances and seating, box offices and the lobby. The new screen will be at least 20 feet wide and 25 feet high. The seating capacity will be cut from 900 to 750 on account of the changes.
Depend on 20th for the strongest product you ever played!
Darryl F. Zanuck presents Rodgers & Hammerstein's

The King and I

Deborah Kerr • Yul Brynner

with Rita Moreno • Produced by Charles Brackett
Directed by Walter Lang • Screenplay by Ernest Lehman
Music by Richard Rodgers • Book & Lyrics by Oscar Hammerstein II
Choreography by Jerome Robbins

Cinemascope 55
COLOR by DE LUXE

On since "The Snake Pit"!

Bigger than Life

starring James Mason • Barbara Rush
co-starring Walter Matthau
Produced by James Mason • Directed by Nicholas Ray
Story and Screenplay by Cyril Hume and Richard Maibaum

COLOR by DE LUXE
Cinemascope

In Broadway's biggest hit!

Bus Stop

starring Marilyn Monroe • Don Murray
and introducing Don Murray
Produced by Buddy Adler • Directed by Joshua Logan
Screenplay by George Axelrod

COLOR by DE LUXE
Cinemascope

Wagon' from Coming Through!

The Last Wagon

starring Richard Widmark
co-starring Felicia Farr • Produced by William Hawks
Directed by Delmer Daves • Screenplay by James Edward Grant,
Delmer Daves and Gwen Bagni Gielgud

COLOR by DE LUXE
Cinemascope

Give your box-office a lift!
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<th>ALLIED ARTISTS</th>
<th>COLUMBIA</th>
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<th>PARA.</th>
<th>REPUBLIC</th>
<th>RKO</th>
<th>20TH-FOX</th>
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<td>NO PLACE TO HIDE (Color)</td>
<td>David Brian</td>
<td>Marsala Hart</td>
<td>Cohn</td>
<td>Flur</td>
<td>25 min.</td>
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<td>AUTUMN LEAVES</td>
<td>Jean Crawford</td>
<td>Clark Gable</td>
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<td>LUST FOR LIFE (Color)</td>
<td>Kirk Douglas</td>
<td>Anthony Quinn</td>
<td>120 min.</td>
<td>Ref. 8/30/56</td>
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<tr>
<td>THE POWER AND THE BRIDE</td>
<td>Robert Taylor</td>
<td>Elizabeth Taylor</td>
<td>111 min.</td>
<td>Ref. 8/31/56</td>
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<tr>
<td>MIAMI EXPOSE</td>
<td>Donald O'Connel</td>
<td>Patricia Medina</td>
<td>78 min.</td>
<td>Ref. 8/31/56</td>
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<tr>
<td>SPIN THE DARK WEB</td>
<td>Lee Patterson</td>
<td>Faith Domergue</td>
<td>76 min.</td>
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<tr>
<td>STORM CENTER</td>
<td>Butte Davis</td>
<td>Kirk Hunter</td>
<td>85 min.</td>
<td>Ref. 8/31/56</td>
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<td><strong>(Sept. Releases)</strong></td>
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<tr>
<td>STRANGE INTERLUDE</td>
<td>Ida Lupino</td>
<td>Edward Dmytryk</td>
<td>Ann Harding</td>
<td>51 min.</td>
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<tr>
<td>THE OPPOSITE SEX (Color)</td>
<td>Lane Noyes</td>
<td>Ann Sheridan</td>
<td>Orson Welles</td>
<td>85 min.</td>
<td>Ref. 8/24/56</td>
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<tr>
<td>THE VAGABOND KING</td>
<td>Dorothy Mackaill</td>
<td>W. Austin Moss</td>
<td>70 min.</td>
<td>Ref. 8/24/56</td>
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<tr>
<td>SEARCH FOR BRIDIE MURPHY</td>
<td>Luise Rainer</td>
<td>Teresa Wright</td>
<td>87 min.</td>
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<td>THE MAN IS ARMED</td>
<td>John Hodiak</td>
<td>May Wynn</td>
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<tr>
<td>MIAMI EXPOSE</td>
<td>Donald O'Connel</td>
<td>Patricia Medina</td>
<td>78 min.</td>
<td>Ref. 8/31/56</td>
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<td><strong>(Sept. Releases)</strong></td>
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<tr>
<td>BLOOD ON THE DANCE FLOOR</td>
<td>Robert Stack</td>
<td>Paula Raymond</td>
<td>57 min.</td>
<td>Ref. 8/24/56</td>
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<tr>
<td>THE LAST WAGON (Color)</td>
<td>Richard Widmark</td>
<td>Felicia Farr</td>
<td>86 min.</td>
<td>Ref. 8/24/56</td>
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<td><strong>(Aug. Releases)</strong></td>
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<tr>
<td>THUNDER OVER ARIZONA (Color)</td>
<td>John Wayne</td>
<td>民族</td>
<td>74 min.</td>
<td>Ref. 5/5/56</td>
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<tr>
<td>LADY OF THE TULIPS</td>
<td>John Garfield</td>
<td>Jody Lawton</td>
<td>78 min.</td>
<td>Ref. 8/24/56</td>
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<tr>
<td>THE FIRST TRAVELING SALESLADY</td>
<td>Si Field</td>
<td>Claudette Colbert</td>
<td>89 min.</td>
<td>Ref. 8/31/56</td>
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<tr>
<td>QUEEN OF BABYLON</td>
<td>John Hodiak</td>
<td>June Duprez</td>
<td>86 min.</td>
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<td><strong>(Aug. Releases)</strong></td>
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<tr>
<td>BEAST OF HOLLOW MOUNTAIN (Color)</td>
<td>Jeff Chandler</td>
<td>Julie Adams</td>
<td>116 min.</td>
<td>Ref. 8/11/56</td>
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<td>WALK THE PRAIRIE</td>
<td>Yul Brynner</td>
<td>Julie Adams</td>
<td>102 min.</td>
<td>Ref. 8/24/56</td>
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<tr>
<td>SEVEN LIVES FROM NOW (Color)</td>
<td>Robert Mitchum</td>
<td>Gail Russell</td>
<td>74 min.</td>
<td>Ref. 8/31/56</td>
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<tr>
<td>THE BURNING MILLS</td>
<td>Natalie Wood</td>
<td>Tab Hunter</td>
<td>94 min.</td>
<td>Ref. 7/27/56</td>
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<tr>
<td>THE BAD SEED</td>
<td>Nancy Kelly</td>
<td>Patti McKee</td>
<td>127 min.</td>
<td>Ref. 5/15/56</td>
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<tr>
<td>A CRY IN THE NIGHT</td>
<td>Brian Donlevy</td>
<td>Natalie Wood</td>
<td>72 min.</td>
<td>Ref. 9/5/56</td>
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Key: SYSTEM: CS—CinemaScope; VY—VistaVision; SA—SuperScope (anamorphic print). SOUND: Ss—Four track magnetic stereophonic sound; Ss (2)—Separate stereophonic sound print; Ps—Perspecta optical directional sound; Ms—single track magnetic sound; Os—standard optical sound. [Rev.] Motion Picture Daily Review Date.
Lining Up to See 'High Society’...

Minneapolis

(Continued from page 1)

material including a daily three-inch time schedule. The ratio is 82.9 per cent advertising and 17.1 per cent free space.

In the same period, radio and tv received 695.6 inches of free space, including the daily logs and a program resume as compared to 240.5 inches of advertising composed mostly of small television service ads. The ratio is 26.6 per cent advertising to 74.4 per cent free space, the survey pointed out.

Best 'Break' on Sunday

The theatre fared better on Saturday when the paper carried a picture strip of an upcoming art film on its back picture page. They got their best return on Sunday when an 8-column feature on "Seven Wonders of the World" and a columnist's round-up of first-run films brought a total of 176.5 inches of free space for 224.5 inches of advertising. The tv-radio ratio was reduced Sunday when there were 74 inches of advertising as compared to 141.5 free space.

Thrillarama

(Continued from page 1)

change manager in Houston, said, "Just great." Bob Mochrie of RKO thought it "a good little picture if it is not compared with Cinerama." Among the exhibitors, John Browning, State Theatre, said, "I think it's great and should do a lot of business." Joe Jackson, Interstate Circuit, Dallas, thought it "refreshing and exciting." John Balaban, head of Balaban and Katz, said, "It's a good novelty as novelties go."

Robert J. O'Donnell, vice-president of Interstate, who acted as master of ceremonies at the premiere, introduced various celebrities and paid tribute to a former associate, Albert Reynolds, head of Thrillarama Productions, for the development and presentation of the feature.

He also commented that "if we could have placed our screen in a more favorable angle instead of curving it, the presentation to the audience from every angle of the theatre would have been a great deal better."

"Thrillarama Adventure" was shown at the Metropolitan Theatre. The new wide-screen process utilizes two cameras and projectors and has an aspect ratio of 3:2 to 1.

See Labor Day Date

(Continued from page 1)

a great deal of confusion on the part of research organizations who were invited to submit reports as to how the survey would be carried out. As a result, we had to meet all over again and clearly indicate what reaction we were seeking and from what sources. Now that the matter is clarified, we believe the organization will be named late this month."
**IMPORTANT OF TRAILERS**

**MOTION PICTURE HERALD**

There are times when the value of the most basic tool the exhibitor has with which to advertise, namely, the trailer, is overlooked. It is usually being more patience to the theatres must be expected. However, in the process of the importance of present means should not be diminished. Strange as it may seem, instances are reported where theatres do not show trailers of forthcoming attractions either as an attempt of shortening a long program, or as a means of shortening a more false economy in time or as a way to shorten a show. The audience in a theatre is composed of people ready, willing and able to attend another program. The trailer is a way of bringing the next program forcefully to the attention of the public. All other forms of advertising must compete for the audience's attention.

Every survey ever made has brought out the basic influence of trailers in building attendance. Recently Schildinger & Co., conducted a survey of 9,000 people in and around Oklahoma City and found that 30 per cent of theatre goers saw trailers of a recent first run, and an even greater proportion of the subsequent audiences. Also noteworthy is that over 25 per cent of the surveyed trailer audience are interested in the trailer's message. The survey found that nearly 55 per cent of those who returned the trailer had seen the movies. This indicates the strong impact made by trailers on patrons.

**THE UNSUNG SHOWMANSHIP HEROES**

**HARRISON’S REPORTS**

A comprehensive survey for a group of theatre owners in Oklahoma City and County, covering a period of 8 weeks ending June 6, 1936.

The following pertinent information is disclosed in the report:

1. During the 8-week period, every $432 of theatre expenses was the primary influence behind $3.000 spent for advertising.
2. A follow-up report included in all Oklahoma City and County theatres, including first runs, but not the trailer's message, found that 12 per cent of all admissions were from trailer patrons.
3. Of the total patronage, 25 per cent were frequent trailer goers.
4. Of the 47 per cent that return to the same first-run theatre in another week, 22 per cent can 'play back' their choice to the coming attractions trailer they saw during their visit, while 72 per cent say the trailer was an influence in 'wanting to see the picture.'

These findings are indeed impressive and they point to the fact that a coming attractions trailer, which can be shown by the average theatre in less than the price of one admission ticket daily, can do more for theatre attendance than any other advertising medium available to the exhibitor.

**BOXOFFICE**

There is no better way of telling patrons—and thus convincing them—that the theatre has to offer them. In view of its own for screen and the medium for the entertainment of your patrons, the interest in trailers cannot be overemphasized. Schildinger & Co. has properly underestimated the value of trailers. The high quality of the$hadow cast of the Oklahoma City and surrounding county for plays in that area. We doubt if any other medium can prove more effective than one-third of its viewers or readers in the instance of this theatre. But that's the question to the instance of your theatre. The trailer is a way of bringing the theatre to the attention of the public. All other forms of advertising must compete for the audience's attention.

**MOTION PICTURE EXHIBITOR**

Recently we disagreed with the Schildinger Reports. We are pleased to concur with their report that trailer attendance figures are even more potent as an influencing factor than the results of our survey.
Editors Say:

VARIETY

THAT LIL' OLE TRAILER

That Sindlinger (research system) finding in Oklahoma City and this family journal of learning last week, on the potency and impact of the "little ole movie trailer," is one of the few time-honored showman-

ship techniques that seemingly holds up.

There are manifestations of variations on the theme, as for example, the excellent trailerizing done

on Ed Sullivan's CBS-TV show in behalf of "High Society" (Metro-Crosby-Sinatra Grace Kelly). But with

in its native habitat, the "coming next week" whether of the film appetite is still an effective come-on, be it

in the nabe or deluxe theatre.

The impact would appear to have appreciated, compar-

ing the Woman's Home Companion survey in 1947, when 301-out-of-1000 were influenced returns

to the boxoffice by "coming next week" trailers, as

against Sindlinger's 34.2%. Now let's make sure

they keep coming back to quality product of

the want-to-see calibre.

VALUE OF A TRAILER

Experienced exhibitor knows nothing has greater effect on

mice than the advance trailer

in theatres. It, more

anything else, keeps them

back.

Old Reliable

For years and years on

end, theatremen have rated

most reliable promotion for

next attraction accounts for more than one-

third of the paid-customers. Surely that kind of selling

of the experienced exhibitors. But the strange thing

as in recent times there has been little evidence of

the novelty presentation of

the trailer which formerly was used with little

frequency.

Recently, a survey by the Sindlinger company indi-

cated that the trailer's impact for bringing people back

for next attraction accounts for more than one-

third of the paid-customers. Surely that kind of selling

ered "pitching"

The industry periodically gets excited about "dissipa-

tion" of product (and there's plenty of that in some

of the double-billing we've seen). But now, in view of

this recent survey of the trailer's effectiveness for sell-

ing tickets, it seems time for the theatreman to make the

most of a very good thing by using imagination and

a sense of timing in presentation of their "previews" of

upcoming attractions.

The Value of Trailers

Film BULLETIN

out of every 1000 people attending the theatres surveyed were

motivated primarily by the trailer to return for the next

attraction.

Another significant factor in the report was that of all

those who returned to the theatre for the next program, re-

gardless of motivation, almost 85 per cent could "play back"

something they remembered from the trailer they had seen

on the previous visit.

It is impossible to place too much emphasis on the value of

movie-going as an entertainment medium. It is a powerful selling

tools to sell pictures. But is this powerful selling medium

being utilized to its greatest potential? We believe not.

Trailers should be used to exploit not only one movie, but

movie-going in its entirety. Its strong

potency in attracting its captive audience. Its strong

potency in attracting its captive audience. Its strong

potential and receptive qualities were evidenced by the "play

impact", and retentive qualities were evidenced by the "play

impact" experiment. Yet our industry does little to capitalize

on this indisputably high-powered medium to sell the theatre as

an entertainment medium.

We urge National Screen Service, or COMPO, or the film

studios to undertake production of a cartoonists would lend

trailers. Perhaps Walt Disney's crew of cartoonists could lend

trailers. Perhaps Walt Disney's crew of cartoonists could lend

our theatreman some help in making that kind of entertain-

ment punch go onto the pictureselling trail. Let's in-

tensitize theatre-going via this effective instrument of

exploitation.

Trailers Exploitation

By CHAS. A. ALICOATE

NOT TOO LONG AGO researchers at Sindlin-
gger & Co.'s most recent survey of people who returned to the same theatre for the "next change", 84.7
per cent of them "play back" something they remembered from the coming attraction trailer viewed during their

prior visit and that 72.5 per cent say that the trailer was an influ-

ence in their wanting to see this pictures.

In other words, during the 84 weeks over 1,000 people

who reside in Oklahoma County and attended a first-run Okla-

homte theatre, 84.2 per cent was motivated by the the-

atre trailer, or -- stated another way -- during the 84 weeks

Sindlinger & Co.'s interviewing in Oklahoma County, Okla-

oma, showed that for every $1,000 in gross at the first-run

theatres, $34.00 came from expenditures which were moti-

vated by the coming attraction trailer which brings us to the point that we have always had

the tools and know-how for a successful operation, but

seems that while production is definitely on the upturn, the

theatre trailer is not.

The research shows that conditions generally are not too tight, but

exploitation is such an integral part of this industry that we dis-

like seeing it doing when it should be up and doing its stuff.
Spotlighting the News

The Upcoming Schedule

► The summer season is drawing to a close in a spate of political spectacles, advertised as being completely spontaneous and un-heard. Refuge from all the oratory can be taken in contemplation of the schedule for the upcoming season. Announced during the week:

ABC-TV: Navy Log, currently a CBS-TV film presentation, moves hand to syndication; Dr. 8:30-9 EDT time spot, American Tobacco Company will sponsor. Medical Horizons, touted by the network as the "only-on-the-scene documentary of medical progress," returns Sunday, September 9, in the 4:30-5 P.M., EDT, time spot. The revamped Warner Brothers Farmers starts Tuesday, September 17, 7:30-8 P.M., EDT, minus the Warner Brothers tag. The show will be called simply by the names of its alternating segments, Conflict and Cheyenne.

CBS-TV: Hey, Janice!, the situation comedy (half-hour film series) starring Jeannie Carson, makes its debut Saturday, September 8, in the 9:30-10 P.M., EDT, time spot. Allen Jenkins is co-star and Procter and Gamble is sponsor, WCBS-TV, the network's flagship station, is bringing another "prestige" show from KXNT, Los Angeles. It is Renaissance on TV, a series of lectures to be hosted by Dr. Frank Baxter of Shakespeare fame, to be seen Sunday afternoons in the New York area. Also, scheduled as one of the highlights of the Steel Hour's new season will be a musical adaptation of "Tom Sawyer," to be seen November 21.

NBC-TV: The long-rumored Walter Winchell Show finally has been amortized, itself over the variety format, instead of the more accustomed (for variety) full-hour format. It will have its premiere Friday, October 5, at 8:30 P.M. Inclined, Loretta Young is proving a more durable TV commodity than many stronger personalities. Her Loretta Young Show starts its fourth consecutive season on the network Sunday, August 26.

Up and Down

► The Columbia Broadcasting System's six-month earnings statement is both up and down. Its consolidated net revenues for the period ended last June 30 reached a new first-half-year high of $74,274,387, or 16 per cent more than the $69,985,855 reported for the comparable 1955 period. Net income, however, for the 1956 period declined to $7,508,990, or 71 cents a share, from $6,327,672, or 87 cents a share, for the 1955 period. The explanation: the 1956 figures "reflect the decision announced July 11 to discontinue the manufacture and sale of radio and television receivers..." The results are after deducting the operating losses of the CBS-Columbia division during the respective periods.

Friese-Greene Debate

► NBC-TV's Kraft Theatre Wednesday night is giving itself over to a less-than-60-minute version of the 1951 British film, "The Magic Box," a star-studded theatrical venture that originally ran 95 minutes when released here in 1952. Produced for the Festival of Britain, the film purported to tell the true story of William Friese-Greene, represented by a large, vocal segment of the British film industry as having invented the first motion picture camera. The Friese-Greene prophecies, even long before the film was planned, had been carrying on a lively debate with U.S. historians, led by the late Terry Ramsaye and with the Motion Picture Herald as their forum, on the validity of the Friese-Greene theory. Among the nasty charges and counter-charges made by both sides, was the one of xenophobia. The Americans, of course, placed their money on Thomas Edison. Therefore, it is interesting to note that subsequent to the theatrical release of "The Magic Box," largely ignored by the public in both Britain and the United States, the British historians quietly abandoned the Friese-Greene American point of view. Kraft now describes the film simply as the story of a dedicated photographer and of the two women who loved him. Mr. Ramsaye would be amused.

Ape Man's Progress

► Tarzan, possibly the most durable literary property of the last half-century, is finally swinging towards the television tube. Scoring a coup of a coup, the arch-rel weekday renamed NBC subsidiary, California National Productions, announced in the week that it has concluded an agreement with Sol Lesser, producer of many Tarzan theatrical features, whereby he acquires not only the Tarzan rights but also joint control, with Mr. Lesser, of distribution of Tarzan pictures to television. In addition, California National will handle Tarzan merchandising with the exception of publication rights. The first series of 39 Tarzan TV programs, starring Gordon Scott, will be available for national sponsorship in January 1957.

Zenith Net Down

► Zenith Radio Corporation reports estimated net consolidated profits for itself and its subsidiaries for the six-month period ended June 30, 1956 amounting to $2,858,824, or $5.14 per share. This compares with $3,120,061, or $6.35 per share, reported for the same period in 1955 and $2,629,446, or $4.72 per share, in 1954. Net profits for the three month period ended June were $1,297,959, or $2.14 per share, TV and radio, and $725,94 cents per share in home entertainment.

 Consolidated sales of $85,570,000

(Continued on opposite page)

CLEARANCE PLAN DEvised FOR SYNDICATED TV FEATURE FILMS

HOLLYWOOD: "Clearance and availability," those familiar terms which form the basis for distribution in the motion picture industry, are destined to become part of the language in syndicated TV feature film sales, according to Edward M. Gray, western vice-president for National Telefilm Associates.

In a precedent-establishing sales plan, Mr. Gray instituted a clearance and availability formula with his unaffiliated stations, whose "A" time depends on important first run feature film programming, and network affiliated stations, whose "booked" time, flanking prescribed network shows, has been experiencing cost problems in acquiring the various outstanding feature films.

Under his sales plan, Mr. Gray is offering first run feature films to unaffiliated stations on a "two-run" basis to be used within a month, instead of multiple runs, for a period of 18 months to two years. The "co for these films is proportionate less," Mr. Gray said, "but the affiliated station can consume more first run product under this arrangement."

The difference in the distributors' gross sales on these features, set to independent station, is more than made up in "bargain" deal with the network affiliates, Mr. Gray said.

"Network affiliated stations can now avail themselves of important feature films, after a varying clearance period of 30 to 90 days, following their two-run engagement in the competitive station. The top features can now be utilized by the affiliates in "B" and "C" time slots, enabling them to operate profitably on a reduced cost basis, Mr. Gray concluded.

SAMUEL D. BERN
FREEDMAN produced and Charles Hinds directed.

SNEAK PREVIEW: “Carolyn,” NBC-TV, 1/2 Hour, 9 P.M., EDT, Tuesday, August 7, 1956. Film—For Procter and Gamble.

There is a sort of sneaky quality to this series that has nothing to do with the fact that it offers the first public display of product which probably will never be seen again. For example, “Carolyn,” the pilot for a projected series starring Celeste Holm as a prominent actress and having a go with her real screen ad man, I. F. Greenberg, was screened the other night with absolutely no important credit listings, specifically, the names of the producer, director and writers who may understandably wish to remain anonymous. Miss Holm and three small child actors worked hard to give some meaning to their particular businesses which could have been made up as they went along. Particularly evident was the lack of any direction and an editing job which might have been done by a good man, Miss Holm, and Gamble would seem to be too big a sponsor to allow such patently slip-shod production to go out under its banner.

KRAFT THEATRE: “Anna Santonello,” NBC-TV, 1 Hour, 9 P.M., EDT, Sunday, August 8, 1956. Live, color, from New York. For Kraft Foods.

One of the most worthy and generally unheralded services provided by the ever-winding supply of live television drama is the opportunity it affords talented character actors to do their stuff in character vehicles too fragmentary and/or fragile for the other media but which are particularly suited to television’s own abilities. “Anna Santonello,” written by Bob Crean and starring Eliene Heckart, was such a production, small in scope, perhaps, but very much alive in human understanding. It also followed Miss Heckart, who has spent most of her professional life supporting others, to star in a rich, varied role that was continuously honest and moving and often very funny. Not long ago, Walter Kerr, drama critic of the New York Herald Tribune, pointed out that some of the most interesting and edifying shows of the season was to be seen on just such TV one shots as this. It’s true. Acting with and reacting to — Miss Heckart’s special virility, were James Grable, Mary Byrnes, and Carlo De Angelo and Will Kulvna, all of whom were in fine form. Richard Dunlap directed.

BUFFALO TV STATION

Construction of the new $1,500,000 Television Center for WBUF, the television station of the National Broadcasting Company in Buffalo, is near the completion, which will be good news to the interested folk in that area. August 14 is the date for WBUF to become the exclusive outlet for NBC-TV network programs in Buffalo. The station is broadcasting on Channel 17 in the ultra-high frequency band, carries a number of NBC programs.

CHAMPAGNE IN MONEY

Lawrence Welk’s Champagne Hour entered the “top ten” for the first time in the July ARB National Survey, jump ing in to seventh position. The program set a new peak in homes viewed (9,095,000) and number of viewers (27,060,000), according to ABC-TV.
HOW HIGH IS "HIGH SOCIETY"?

MUSIC HALL, N.Y. BIGGEST OPENING DAY OF ALL-TIME!

CINCINNATI BIGGEST OPENING DAY IN YEARS!

KANSAS CITY BIGGEST M-G-M NON-HOLIDAY OPENING IN HISTORY!

INDIANAPOLIS, MINNEAPOLIS THE SAME SWEET STORY!

2nd WEEK LOS ANGELES CONTINES SENSATIONAL!

IT'S JUST THE BEGINNING! WATCH!

“Happy Days Are Here Again!”

M-G-M presents in VISTAVISION A SOL C. SIEGEL PRODUCTION

Starring

BING CROSBY
GRACE KELLY
FRANK SINATRA

in High Society

Co-Starring

CELESTE HOLM
JOHN LUND
LOUIS CALHERN - SIDNEY BLACKMER

and

LOUIS ARMSTRONG
AND HIS BAND

Screen Play by JOHN PATRICK
Based on a Play by Philip Barry

Music & Lyrics by COLE PORTER

Music Supervised & Adapted by JOHNNY GREEN and SAUL CHAPLIN

Color by TECHNICOLOR

Directed by CHARLES WALTERS
For 'Reasonable' Period Only
I. R. B. Authorizes Use of Tickets On Hand After Sept. 1 Tax Change

WASHINGTON, Aug. 13.—The Internal Revenue Bureau has issued a directive which would permit theatre owners to use for a reasonable time after Sept. 1, printed admissions tickets they have on hand containing the amount of tax due on the ticket—provided the total admission price paid by the customer is not more than 90 cents.

The directive was released, the bureau said, in order to assist those theatres which now have a large supply of tickets printed with the admission tax requirement. In most of these cases, the theatres will not be able to have new tickets printed before the Sept. 1 deadline, which removes the tax on all tickets costing up to 90 cents.

According to the I.R.B. directive, present stocks of serially numbered admissions tickets showing an admissions tax due may be used for a reasonable period after Sept. 1, provided that the theatre using them posts prominently near its box office.

(Continued on page 4)

Two Sales Territories Are Merged By Rank

From THE DAILY Bureau
LONDON, Aug. 11 (By Air Mail)—J. Arthur Rank Film Distributors has announced a change in the operation of the company. It has been decided in the interests of efficiency, to merge the existing Liverpool and Manchester selling territories into a single unit.

Progress of the new set-up will be closely watched, in particular by American distributors operating here. It has long been felt in a number of quarters that the distribution pattern (Continued on page 5)

New Films' Shortage Called Italian 'Crisis'

By DR. ARCEO SANTUCCI
ROME, Aug. 13—The Motion Picture Export Association and ANICA, the Italian government's film agency, have signed a new three-year agreement, effective Aug. 31, 1956, which provides for 225 import licenses annually and which boosts the profits of ANICA member companies in the Italian market by 25 per cent.

The new pact, the formal signing of which was announced today, calls for an American industry grant of approximately $5,000,000 to the Italian industry. This is the amount of frozen consipratory deposits of $4,000 for each dubbed feature shown in Italy (Continued on page 4)

Huge Billboard Drive Heralds 'War and Peace'

A vast outdoor and transit advertising campaign adding up to the total of some 4,218 billboards and posters this month is heralding Paramount's "War and Peace" throughout the New York Metropolitan Area. The ads spotlight the opening of the Ponti-DeLaurentiis production at the Capitol Theater here Aug. 21.

On the West Coast a corresponding campaign has been established in (Continued on page 4)
Detroit Theatre Owners and Distributors Pay Tribute to ‘Real Movie Fan’ in Ad

Special to THE DAILY

DETROIT, Aug. 13—Helen Bower, Detroit Free Press film critic, was honored by the local theatre and distribution community with a personal tribute filling a half-page of paid space in Saturday’s Free Press.

Headed “A Tribute to a Real Movie Fan” and published on the occasion of the 125th anniversary of the Free Press, the tribute is signed by the Adams Theatre, Cinemaa Community Theatres, Fox Theatre, Sol Krin-Krim Theatre, Studbs and World Theatres, United States Theatre, United Detroit Theaters, Wisper and Wetsman Theatres, Columbia Pictures, Metro-Goldwyn-Mayer, Paramount Pictures, Twentieth-Century-Fox Film Corp., Universal-International, and Warner Bros.

The copy reads in part: “Helen never loses her enthusiasm for seeing a good motion picture. She sees a great many of them and she has that requisite that makes a good critic ... she always views them with a fresh enthusiasm. And above all is fair. “During her 10 years as critic Helen has met many stars from Hollywood as well as directors, producers and other film notables. All have felt from the first that they were her personal friends.”

TOA Asks Government Grant Loans to Theatres

A letter has been sent to the members of the Loan Policy Board of the Small Business Administration by Marvin S. Nollen, president of the Independent Theatre Owners Association, asking that the SBA amend its rules governing issuance of financial aid to small businesses to include theatres.

The TOA letter makes reference to that portion of the report on motion picture industry trade practices of the Senate Small Business Committee “calling upon the SBA to consider the advisability of so revising its rules.” The letter was sent to Wendell Barnes, SBA administrator, George Humphrey, secretary of the treasury; and Sinclair Weeks, secretary of commerce.

Form Firm to Produce, Market Film Commercials

CHICAGO, Aug. 13 — The formation of Commercial Syndicated Films, Inc., jointly owned and operated by Harold Jacobsen, director of the Four Corners Press Service, Inc., New York, and Lewis & Martin Films, Inc., Chicago, was announced here. The new film plans to utilize the resources offered by both factions, to produce and market film commercials on a syndicated basis.

All will be produced in color and in black and white, utilizing both animation and motion picture techniques. Officers of the new company will be the chief executives of the two participating companies.

Mrs. Hagman Dies

SPOKANE, Wash., Aug. 13—Mrs. Mathilda Hagman, 60, former theatre owner-operator at Leavenworth, Ind., and Cashmere, Wash., died at her Spokane home following a long illness.

NEW YORK THEATRE

TOA and Distributors Meet at Lunch Today

The need for participation and support from distributor organizations for the annual convention of the Theatre Owners of America next month in New York will be discussed today at a luncheon meeting at the Sheraton-Astor Hotel, between TOA and sales executives.

Beade, Rosen to Speak

James Beade Jr., Samuel Rosen, Joe Alterman and Claude Mundo representing TOA will repeat the need for cooperation outlined last June by Myron N. Blank, TOA president. At that time Blank called upon top sales executives and other distributor representatives to support the TOA meeting and to participate as much as possible.

Universal-TV To Have 120 Commercials Going

Universal Pictures Television, formerly a department of United World Films, will hit a new peak in commercial production during the next few weeks with 120 commercials in production for a dozen leading advertisers. It was announced yesterday by Norman Gluck, who is currently at Universal-International Studios in California for conferences with George Bole, head of TV production.

During the past month, Universal-TV completed 52 commercials for nine national advertisers. Gluck pointed out that many of the clients for whom Universal has been making television commercials have been customers for many years including DeSoto, Lux, Campbell Soups, Marlboro, Philip Morris and Pepsi Cola.

'Oklahoma! There Tonight

'Oklahomal’ the Told-O-AO production will have its first showing that state tonight at the Stratton Theatre in Oklahoma City with a number of premiere festivities. These include a western "roundup" in front of the theatre before the performance begins at which the performers will gather in "western style" in win tickets to the premiere.

Coast Production Down Again

A decrease in production in Hollywood again this week brought the total number of productions in work down to 37. Only five new pictures were started as compared to 11 others being completed. Started were 'Town on Trial,' Marksmen File (Columbia); "Shangler," (Metro-Goldwyn-Mayer); "Affair in Reno," (Public); "The Tattered Dress," CienaScope (Universal-International); "The Sleeping Lady." LOP Production (Warner Bros.).

Take Over Cleveland Theatre

S. P. Gorrel and Leonard Mihld of General Theatres Circuit, Cleveland, have announced the taking over of the 30-year-old, 1,800-seat Lyceum Theatre, a small house previously operated by M. A. Mooney and McManus. They plan complete renovation for a Labor Day opening.

MOTION PICTURE DAILY, Monday, August 14, 1950

PERSONAL MENTION

GENE SHEPARD, vice-president and general manager of David O. Selznick Associates, has returned to New York from the Coast.

DAME CANTOR, RKO Radio exploitation manager, left here yesterday for San Francisco.

ALFRED H. TAMARIN, United Artists assistant national director of advertising, has returned to New York following a vacation in Michigan.

HAROLD RAND, trade press contact for 20th Century-Fox, has returned to New York from Lake George.

BERNARD G. KRANZE, vice-president of Stanley Warner-Cinemas and Harry Goldmack, director of advertising publicity, have left New York for Detroit.

SY COHEN, Warner Brothers press-book editor, has returned to New York from a vacation at Lake George.

TERRY TORMO, of RKO Teleradio, will leave New York this week for the Coast.

LOU COHEN, of Loew’s Poli Theatre, Hartford, has returned here with Mrs. Cohen from Jacksonville, Fla.

GLORIA JANE STROOCK, daughter of James E. Brooks, producer of Brooks Costume Co., was married at the St. Regis Hotel here on Sunday to Leonard B. Stein, writer.

800,000 Seek Role

More than 800,000 candidates in the U. S. and Canada have filed application blanks during the first week of Otto Preminger’s contest to find a young actress for the title role of “Saint Joan,” which he will produce and direct for United Artists. Aug. 23 is the deadline in the U. S. and Canada for entering the global talent hunt.

C. B. Wolfe Services

Baltimore, Aug. 13—Funeral services were held here Sunday for Chauncey B. Wolfe who died Thursday at Miami Beach, Fla. He was treasurer of the Uptown Amusement Corp., the Associated Theatre Corp., and the Suburban Amusement and Development Corp. Survivors include his widow and four sons.
HAPPY DAYS ARE HERE AGAIN!
Every New Opening SENSATIONAL!
Every Continued Engagement a WOW!

M-G-M presents in VISTAVISION • A SOL C. SIEGEL PRODUCTION
Starring
BING GRACE FRANK CROSBY • KELLY • SINATRA
in
High Society
Co-Starring CELESTE HOLM • JOHN LUND LOUIS CALHERN • SIDNEY BLACKMER and LOUIS ARMSTRONG AND HIS BAND
Screen Play by JOHN PATRICK • Based on a Play by Philip Barry
Music Supervised & Adapted by COLE PORTER • JOHNNY GREEN and SAUL CHAPLIN
Color by TECHNICOLOR • Directed by CHARLES WALTERS

"Give them all a great big hand."
Myers Holds Trade Confab Wholly Legal

Special to THE DAILY
WASHINGTON, Aug. 13. — Any apprehension that a meeting of distributors and exhibitors was that suggested by Rube Shore, Allied States president, might involve violation of the anti-trust laws is unwarranted, Abram F. Myers, Allied board chairman, contends.

Commenting on early distributor reaction to the Allied meeting proposal reported in Movie Picture Daily last week, Myers said the idea of a top-level conference should not be hamstrung “by off-the-cuff statements so as to create an atmosphere of futility before the movement can get under way.”

He pointed out that while the Department of Justice declared it “is not authorized to furnish legal opinions to persons or organizations that have not asked for an opinion on its attitude toward such a top level conference, the Department nevertheless had told reporters on several occasions that it would see no objection to such a conference, assuming that price agreements did not enter into the discussions.

Followed Humphrey Query

Myers said his inquiry had been put to the Department in consequence of “a question asked by Senator Humphrey during the Small Business Committee hearing.

“If there is to be a lot of back-tracking now on Shore’s straightforward proposal,” Myers observed, “I think that all interested parties should consider the maneuvers in the light of the history of the movement. The idea of a meeting with the company presidents did not originate with the exhibitors. It was first advanced by Al Lichman at a COMPO meeting in New York on Nov. 15, 1934. The question of a possible violation of the anti-trust laws was debated in that meeting. It was pointed out by me and I think agreed to by others, that the purpose was not to agree on film rentals but only to discuss the condition of the exhibitors and the need for less drastic sales policies by the film companies.

“Lichman said he would try to arrange for such a meeting but we never heard from him on that subject again. In response to inquiries made by Allied leaders he would merely state that arbitration must be settled first.”

Allied Agenda Planned

(Continued from page 1)

units have requested that discussions concern themselves with such other topics as:

Film prices, shortage of product and allied film conditions;

The war relief campaign and the possibility of taking part in any future campaigns;

And the announcement by 20th Century-Fox that they will make Cinemascope trailers only.

Shor said that the response which his organization has had from the distribution company heads concerning the National Allied roundtable request “has not been so discouraging.” He pointed out that the Allied States Association “call” also embraces Theatre Owners of America and other exhibitor groups which have been constantly seeking a roundtable discussion.

Shor, who questioned about the National Allied Emergency Defense Committee meeting which will take place tonight, prior to the board meeting, said he did not know what that group will discuss. He said that Benjamin Berger, EDC chairman, is presiding over this meeting.

Italian Pact

(Continued from page 1)

since 1949—approximately 1500 features.

The three year agreement also established that $3,000,000 is the amount of remittances which the American companies could receive altogether each year, an increase of 25 per cent in profits from the Italian market. The balance sheet of pictures to be deposited in frozen accounts, 40 per cent of which is for motion picture and 60 per cent for other industrial purposes in Italy.

The current MPEA–ANICA pact, which expired on Aug. 30, 1956, allowed American companies 190 import licenses annually. The new agreement provides for 225 licenses to the 10 member companies.

Meanwhile, MPEA President Eric Johnston in New York said “we are all confident that the signing of the new Italian-American three-year film agreement heralds another period of mutually beneficial, fruitful and harmonious cooperation between our two countries.

Appreciate Monaco Attitude

“We appreciate the friendly consideration and attitude of Etel Monaco (ANICA president) and the Italian authorities, and, on our part we wish to emphasize our desire and determination to work together to assure the best future possible for the Italian and American film industries.

“We are very pleased that Under-Secretary of State Brussaca and Monaco are on route to the United States and we look forward to pleasant and helpful conversations with them during their visit here.”

War and Peace

(Continued from page 1)

preparation for the premiere of the film at the Hollywood Paramount Aug. 23. Hundreds of “War and Peace” posters have been set up along the major highways of Nassa and Suffolk counties, New York, along the Long Island North Shore, throughout Westchester, in the Jersey City area, and the Paterson-Passaic area, the Hackensack area, Manhattan, the Bronx and Queens.

Small House

(Continued from page 1)

chairman of a special committee of the Theatre Owners of America present the brief to the S.B.A., he expected to deliver the pre-liminary brief with his pilot coming sometime this week.

Brylawski said that he and his associates had already given to S.B.A. officials, and informed them that brief would be presented within few weeks. The S.B.A. officials were interested, Brylawski declared, a situation in which he knew that the theatres would require in way of financial assistance.

The brief will give the S.B. background facts from the Sen Small Business committee report which recommended that funds made available to the industry rehabilitating theatre properties be equipment.

In conclusion, Mr. Brylawski said, brief will try to give some estimate of the size of the loans needed and the number of theatres requiring financial assistance.

Avoids Estimate Now

At the moment, however, any definite figure would be “highly speculative” Brylawski said. He explained that the determination of the exact time in which to explore the situation.

Brylawski declared that it probably be sometime before S.B.A. took any action on his brief. He pointed out that the three mem-

bers of the S. B. A. policy mak-

er committee are Secretary of the Treasury Humphrey, Secretary of Commerce Weeks and S. B. A. Admin-
istrator Wendell Barnes—all three of whom, he said are doubtless involved with the presidential convention.

Working on the pilot committee with Brylawski are Natalie D. Gold, head of the Commerce Department Scientific Motion Picture and Photographic Products Division; Mr. Goldman of the K-B Theatres and several other consultants.

Klune Recovering

HOLLYWOOD, Aug. 13 — Ronald A. Klune, executive manager of IKO studio operations, is reporting recovering satisfactorily following surgery in Santa Monica Hospital.

Shortened ‘Richard III’ Set for Fall Release

A shortened version of Laurence Olivier’s production of “Richard I” will go into general distribution early Fall, it was reported by Andrew B. Lopez, head of the Lopert Film Distributing Corp. here yesterday.

The Lopert official said that “Richard III” will open at the Beve Castle Theatre Los Angeles in September and that the Vista Vista production will “be considerably shorter than its original running time of 175 minutes. ‘Richard III’ has been drawn from domestic distribution a is currently being edited, he said.
Bus Stop

CONTINUED FROM PAGE 1

a luncheon of gratis evening pastime for their elders, of a theatre attraction more potent than anything any other paid-admission medium of public entertainment can pit against it. "Bus Stop" is all of that and more.

The screen's "Bus Stop," it should be understood right off, is different from the stage original in useful ways—such as staying within family limitations as to propriety and going outside the single set of the stage—yet it is essentially the same story at core. This suitable arrangement of the William Inge play was accomplished by the gifted George Cukor (he wrote "Seven Year Itch") in a script directed with a fine sense of humor and timing by Joshua Logan (he directed "Picnic") and Judy Adler (executive producer of 20th-Fox and never-to-be-forgotten his "From Here to Eternity," which has nothing at all in common with "Bus Stop"). All of these gentlemen and their off-screen aides may one to be remembered, one day, for their work in connection with this production.

The short, straight story line brings a young ranch owner to a rodeo in Phoenix, Arizona, where he meets up with a young saloon enter-...iner and decides on sight that she'll marry him and go back to the ranch as his bride. She declines to do so, and he tries to persuade her foolishly, and it's a long while before they get around to seeing things the same way. Save for a final few minutes, when seriousness sets in at some cost to comedy, all of this is done in the semi-farcical manner it has paid off so well for Miss Monroe and Judy Holliday, and the result is a steady flow of amusing incident and dialogue punctuated now and then by deep-seated audience laughter.

Miss Monroe's associates in the cast are uniformly expert, with Arthur Kennedy, Betty Field, Robert Bray and Eileen Heckart (who has a section as much to do as her artistry warrants) supplying steady support to the star and to a dynamic newcomer opposite her named Don Arey. This young man had the audience of the Village theatre at Woodrow, Calif., where the picture was previewed, securely in his peer from his first scene forward, and is unmistakably marquee mate-

Cinemascope and DeLuxe color contribute their extremely attractive suits to the production, especially in the exciting rodeo sequences filmed at Phoenix and in the open-country areas traversed by the bus. Running time 96 minutes. General classification. For August release.

WILLIAM R. WEAVER

Siles Territories

(Continued from page 1)

had become archaic and demanded drastic revision.

It is pointed out that the pattern set thirty years ago when in ex-

6 of 600 films were in distribution any given year. That number has been reduced by nearly a half. Moreover, each of the circuits has vastly reduced the number of its theatres.

he suggestion is that a reduction in the number of provincial branches owned by all the major distributors is estimable not only on the grounds of economy but of increased effi-

CONTINUED...

Those lines last Thursday at the Mac Hall were no one day tourist hit. Over the weekend and through yesterday afternoon almost every singing of "High Society" played to capacity with overflow crowds down the 50th Street side. They're singing "Puppy Days" at Metro. The four-day tally, an all-time record, was $1,211.

French Films

(Continued from page 1)

mandel, France stands second to the United States in the Belgian market. France was also ahead of Italy with 3,318,000 Belgian francs for two films. Only ten films reportedly grossed over one million Belgian francs for the March to June period this year. These included four French, three American, two Italian and one British. Germany is also considered a fruitful field for French production, with many new cinemas being built there.

Figures show that French films are holding their own against others. Worked out as an index with 100 as the maximum, the French film, "Forbidden Games" held the lead with 95 points.

DCA to Distribute ‘Gold of Naples’

HOLLYWOOD, Aug. 13 — Distributors Corporation of America has obtained U.S. distribution rights to "Gold of Naples," for De Laurentiis production. A DCA representative has announced. The subject is a five-part feature with Silvana Mangano starred in the fifth part.
REVIEWS:

**Bandido**

**UA—CinemaScope**

**Hollywood, Aug. 13**

Robert Mitchum, Gilbert Roland, Zachary Scott and Ursula Thiess are the highly marketable top talents in this finely made film, in CinemaScope and DeLuxe color, set in Mexico (where it was photographed) in the era of the 1916 rebellion against that nation's government. This relatively unfamiliar period in the affairs of Mexico provides interesting setting for the deeds of outlawry, desperation and chicanery in which, in Earl Felton's story and screenplay, the principal characters are involved. It is a colorful and fast-moving picture, different from most contemporary films of conflict, and should turn out to be a solid money-maker.

Mitchum is seen in the Robert Jacks production as an American adventurer who has a deal on with Mexican rebels to procure guns and ammunition for them at a price. Scott is seen as another American who has come to Mexico with the same objective, but also with a supply of arms to sell and with a wife accompanying him. Roland, to whom the story flows and whose role is the best of the lot, plays the rebel leader with his usual skill, and Miss Thiess is well employed in the role of Scott's disillusioned wife.

The picture contains several incidents of interest from standpoint than that of their story importance. One is a horseback pursuit and capture of a railroad train. Another is the defeat of a company of cavalry by two men on a large armed with ammunition. Many other sequences, staged against handsome scenic background, have optical charm in their own right. Previewed at the Ritz Theatre in Hollywood, the picture experienced warm response.

Running time 92 minutes. General classification. For September release.

W.B.W.

**Secrets of the Reef**

**Continental**

A thoroughly fascinating film about life below sea level has been fashioned with obvious painstaking and loving care by Alfred Butterfield, Lloyd Bitter, Robert Young and Murray C. Vern. The last three photographed, directed and edited this fine study, Butterfield produced and all four collaborated on the excellent narration.

"Secrets of the Reef" details the perpetual struggle for existence that takes place underwater. The birth, the survival, the death and the birth once again are all depicted with spectacular clarity, conciseness and color, so much so that the viewer is made to look at the picture emotionally as well as cerebrally.

How much patience, time and luck went into the photographing of the film can only be guessed, but from the sights captured, the first two were extensive and the last was deserved.

The first part of the film shows how various members of the underwater kingdom give birth. Baby octopuses, tadpoles, lion's mane jellyfish are all put under the eye of the camera. One of the many remarkable sights in the film is the male sea horse giving birth to the young which were planted in his pouch by the mother. But perhaps the most astonishing of all is the sea turtle who, although a creature of the water, can only give birth on land. The details of her tortuous trip on land, the laying of the eggs, the trip back again and the eventual birth of the babies and their instinctive push towards the sea is a marvel of nature and of this film.

The picture must be seen to be appreciated for no written description can do justice to the natural wonders it portrays. Whether it will have the popularity it deserves is difficult to determine for it is not entertainment in the usual sense. But it merits any attention given to it as it is certainly one of the best of its kind.

Joseph Julian speaks the straightforward and interesting narration which benefits from its lack of hokum. "Secrets of the Reef" is a Butterfield & Wolf production presented by Marine Studios, Inc. and released by Continental Distributing, Inc.

Running time, 72 minutes. General classification. For immediate release.

**Ohio Editor Praises Film**

**Special to THE DAILY**

COLUMBUS, Ohio, Aug. 13—motion picture fans who "had been indoctrinated to the colored screen" for the past several years are missing some of the finest motion picture entertainment in history of the screen. Norman Nadel, theatre editor of Columbus Citizen, said in a page feature in the newspaper here that people still think it is sin for naming that they have seen a film in a theatre in which said Nadel, "That's about as insane as the boost, 'I never books.' Not all movies in the past or eight years have been better ever, but the proportion has increased to a greater extent than ever before." Mr. Nadel, who wrote "King and I" and "The King and I" as outstanding films, said they don't pry loose the television eyeballs, I don't know why," he declared. Both films are still extremely well in Columbus according to reports.

**Names Top Pictures**

Columbia Plans Cartoons For Television Promotions

Columbia Pictures is planning to use two cartoon characters, "Harry" and "Jack," to promote its forthcoming product, nationwide on television, starting with "The Solid Gold Cadillac," it was reported yesterday.

The company, which has been using film clips on TV, is planning to reduce this type of promotion with emphasis on cartoon commercials, it was said.

TOA Host to Three Distribution Officials

Three distribution representatives were guests of Theatre Owners of America at a luncheon at the Sherraton Astor Hotel here yesterday at which time the national exhibitor organization informed them of their convention plans.

TOA had invited all the companies to attend the luncheon at which the theatre group had planned to renew its bid for distribution participation in the convention, which is to be held at the New York Coliseum Sept. 20-25.

The three company officials attending were Hugh Owen, vice-president of Paramount Film Distributing Corp.; Jack Alexander, assistant to the general sales manager for Republic Pictures; and Clarence Hill, 30th.

REVIEW:

THE SOLID GOLD CADILLAC

COLUMBIA

Jam-packed with entertainment which will have audiences everywhere continually erupting in spontaneous laughter, Columbia Pictures' "The Solid Gold Cadillac" is a first-class contender for top comedy honors of the year. Filmed in black-and-white, except for its final sequence which is in color, the picture stars "Oscar" winning Judy Holliday and Paul Douglas in a reenactment of a highly successful stage play written by George S. Kaufman and Howard Teichman. It should do excellent business in all situations.

Written for the screen by Abe Burrows, the script provides Miss Holliday with a role as good as that which won her an Academy Award in "Born Yesterday." She is wonderful here, and Douglas also deserves "a pat-on-the-back" for his characterization. In many instances, they bring forth laughter in sufficient volume to overwhelm the dialogue.

In fact, the whole cast and crew have every right to wear bright red 

P.R. Plan for Boston Area

Special to THE DAILY

BOSTON, Aug. 14—An eight-week cooperative promotional campaign between theatre owners and other merchants is underway in the Massachusetts Avenue area here in an effort to stimulate business, headed by Charles Kurtzman, Northeast division manager of Loew's Theatres, Inc. The area is in uptown Boston more than a mile from the downtown section. Theatres involved are the State, Fenway, Uptown and Strand.

A group of 25 merchants met today at Loew's State Theatre to kick off the plans for this major public relations program. The participants included representatives from five banks, several restaurants and two

Leases 725 Features:

To Produce for TV Also

OSTER DINOFF

Loew's, Inc., has set the "keystone," upon which it will base its future television operations in an agreement with television station KTVI, Los Angeles, under which Loew's acquires a 25 per cent interest in the station and leases, under a separate transaction, 725 of its pre-1949 features to KTVI for seven years of telecasting, commencing this Fall. This was announced jointly here yesterday by Alv. E. (Bo) Barry, Loew's vice-president, and Richard A. Moore, president of KTVI in a press conference.

Barry, who is head of all Loew's Inc., television operations, said these "two separate transactions involve a

Set 87 August Dates

For Fox 'Bus Stop'

Twenty-First Century-Fox's "Bus Stop," starring Marilyn Monroe, which premiered yesterday at the Warner Theatre, Atlantic City, will bow in 87 first domestic engagements by the end of August, it was announced yesterday.

Among the playdates set for the CinemaScope film are the Memorial Theatre, Boston; Centre, Denver; Fox, San Francisco; Capitol, Washington;
**PERSONAL MENTION**

**SYBROS P. SKOURAS,** president of 20th Century-Fox, and Donald Henderson, treasurer, are expected back in New York this week-end after following extended trips to South Africa and Europe.

Michael Hayes, RKO Radio Latin America supervisor, arrived in New York yesterday from Mexico City.

Ray Nelson, vice-president and general manager of National Telefilm Associates, will leave New York today for Miami.

**AMERICO ARDOF,** Universal Pictures vice-president in charge of foreign distribution, left here yesterday for Hollywood.

**NEE D. SECKLER,** recently-appointed Far Eastern supervisor for RKO Radio, will leave New York on Monday for Tokyo, where he will take up his new duties.

**DINO DELAURANTIS and Ettel MONACO,** president of ANCA, Italian product association, will arrive in New York from Europe today aboard the "United States."

**Gracie Lynch,** of the NBC press department, has been promoted to work with Cornelius Sullivan, pub lic relations representative for the network.

**William F. Landers,** city manager for Stanley Warner Theatres in South Norwalk, Conn., has returned there from Florida honeymoon with Mrs. Landers, the former Sally Staffieri.

**Jerome Marks Dies**

CHICAGO, Aug. 14 — Jerome J. Marks, one of the owners of the M & R Amusement Co., died here recently of a heart attack. The properties, also owned by his brother Raymond Marks, and his brother-in-law, Martin Rosenfield, included the Sun set Drive-in and the Bell-Air Outdoor Theatre. His brother and a sister, Mrs. Reeve Rosenfield, survive.

**Sinatra Opens Today**

Frank Sinatra makes a dual appearance at the Paramount Theatre here today. On the screen he will be seen in United Artists’ “Johnny Concho,” which marks his debut as a western star as a producer. And on stage he will be seen with Tomany and Jimmy Dorsey and their band for a week of personal appearances.

**Film Sales to Red Nations**

(Continued from page 1)

cussion was the appeal by 20th Century-Fox to the MPAA board from the Production Code Administration’s refusal of a Code seal for the late Sir Alexander Korda’s color production, ‘‘Sinbad,” which 20th-Fox is distributing. The subject of narcotics, prohibited by the Code, figures in the subject matter of the film.

Continuation of the appeal was postponed with the approval of the distributor, it was reported following the meeting.

The discussion of the proposed sale of films to Red satellites ordinarily would be restricted to an MPAA meeting, the subject was first introduced at the MPAA board session in the morning. Championing the proposal is United Artists, which is not a member of the MPAA and, hence, was not represented at the morning meeting, U. A., however, is a member of the MPAA and Arnold Picker, U. A. vice-president in charge of foreign distribution, is a member of the MPAA committee named to study the proposal, who participated in the MPAA board meeting in the afternoon.

Picker earlier had revived the question of selling to the satellite countries.

**Mc Carrick**

(Continued from page 1)

who has resigned, effective today, as general comptroller, Van Niel, who is presently engaged in a special project for the kodak corporation, plans to retire from the company at the end of the year. He has been general comptroller since 1935.

**Grierson Heads Jury**

VENICE, Aug. 14—John Grierson, British film producer, will head the international jury, which will consider the best film shown at the Seventh International Film Festival here from Aug. 28 to Sept. 8. Members of the jury will be James Quinn of Britain, André Brulé of France, Lucchino Visconti and G. B. Caval laro of Italy, Frederik M. Ermol of the Soviet Union and a Japanese as yet unnamed.

**Ship Opens Aug. 20**

“The Ship That Died of Shame,” which is based on a story by Nicholas Monsarrat, will open at the Little Carnegie here on Aug. 20, according to an announcement by Felix Bilgery, director of the theatre. Released by Continental Distributing, Inc., the film is a J. Arthur Rank Organization presentation of a Michael Balcon-Ealing Studios production.

**Stanton Reply**

(Continued from page 1)

shocked by your inflammatory attack on CBS before the convention Monday and by your subsequent statements at a press conference. You are in fundamental error both on the facts and on the principles of free press which are deeply involved.

"Neither I nor anyone else at CBS has ever committed CBS to carry the film," Butler said. He added that the issue involved the network’s right to exercise its “news judgment.”

"Pursuit of Happiness" is a film history of the D-Day invasion, which was produced by Dore Schary, and narrated by Senator John F. Kennedy.

**Chicago Books “Suez”**

CHICAGO, Aug. 14—Balaban and Katz’ Chicago Theatre has booked the Louis de Rochemont two-reel color featurette “Suez” to open Thursday day and date with the three-power London conference on the Canal. The 27-minute documentary, which was shot on location, tells the story of Ferdinand de Lesseps great engineering feat, recounting his fierce battles to overcome the opposition of government, scientists, speculators and contractors and his fight for the rights and nature in cutting the 100 mile waterway across the Isthmus of Suez.

**Phoenix Circuit Expanding**

An interest in the Cinema Drive-in at Phoenix, Ariz., form owned in full by Ted Karatz, has been purchased by the Pacific Drive-in Theatres of Phoenix, according an announcement by Gus Gous nom, vice-president of the cine Karatz is retaining an interest, corporate title of the new company. The new company is called the Southwest-Karatz C. Plans for complete modernization of the drive-in are underway. The next drive-in the company plans to build is in Arizona and another is planned for a location in California.

**Ochs Moves to Florida**

Herbert Ochs, head of the Ochs Management Co., Cleveland, will move to Palm Beach, Fla., in the off season.

**Heaters for Buffalo Drive-In**

The new Sheridan Drive-In at 1, N. Y., will be the city’s first to operate all-year round when it stalls 1700 in-car heaters for the season, according to manager S. J. Cohen.

**Screens Three Features**

Paul W. Amadeo, general manager of the Three Drive-INs, Newing Conn., has designated Fridays “Bonnie-Movie Nite,” with a third tune added to regular double-bill. The title of the added attraction is not announced before screening.

**Motion Picture Daily**

Editorial Staff: L. E. Brown, Editor; Raymond Levy, En vironmental Manager; Martin T. Ahlstrom, Assistant Editor; Floyd E. Roes, Assistant Editor; William D. Allen, Assistant Editor; Samuel D. Beres, Manager; William R. Weaver, Editor, Telephone Hollywood 7-3145; Washington, D. C., Ottone, National Press Club, Washington, D. C.; London, Berton, 3, Her Leister Service, N. C. E. Hope Williams Barrett, Manager; Peter Baranz, Editor, 135 E. 42nd St., New York, N. Y.; Washington, D. C.; London. Street edition: 15, 17th and 24th Streets, Chicago.

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HOT FROM HOLLYWOOD!

EYE-WITNESS REPORT FROM THE M-G-M AD MAN!

**HOT!** "HIGH SOCIETY"!

was there when the World Premiere engagement of J.C. Siegel's production starring Bing Crosby, Grace Kelly, Frank Sinatra and Louis "Satchmo" Armstrong, sparked the nationwide box-office fireworks now blazing across the nation. At press time, biggest first 4 days of all time at Music Hall, N.Y. Every new opening sensational! Every continued engagement a wow!

**HOT!** "TEA AND SYMPATHY"!

was there in Projection Room "A" for the special public-relations screening that confirmed trade forecasts a box-office blockbuster. The stage hit, with its original stars Deborah Kerr and John Kerr, is now a mighty screen attraction. Big campaign in magazines, newspapers, radio, TV—the works!

**HOT!** "RAINTREE COUNTY"

was there on Stage 16 when they showed seven amazing scenes of this great production starring Montgomery Clift, Elizabeth Taylor and Eva Marie Saint. Filmed in I-G-M's new and revolutionary Camera 65 process, the top budget in the studio's domestic production story, it will rank among the most important films in screen annals. The scope of the book's Civil War background endows it with the nostalgic bigness of "Gone With The Wind."

**HOT!** "THE OPPOSITE SEX"

was at the Picwood Theatre when this star-studded entertainment rocked a packed and enthusiastic house at a sneak preview. From the first man-trap to the last hair-pull they roared at this "low-down on names—with music." The dames: June Allyson, Joan Collins, Dolores Gray, Ann Sheridan, Ann Miller. The says: Leslie Nielsen, Jeff Richards. It's a top money hog now.

**HOT!** "THE POWER AND THE PRIZE"

was at the Encino Theatre when this exciting picture launched the first really great new box-office star, Elisabeth Mueller. A Continental star, beautiful, exciting, she is destined to join the Garbos and Bergmans in the screen Hall of Fame. Co-starred with Robert Taylor, Burt Ives, Charles Coburn, Sir Cedric Hardwicke, Mary Astor and Nicola Michaels.

**HOT!** "JULIE"

I was there at Projection Room 1 for the first breathtaking Studio showing of this Arwin Production which takes its place among the industry's triumphs of Suspense! Doris Day, Louis Jourdan, Barry Sullivan and Frank Lovejoy keep you in a state of delirious tension from Main Title to the nail-biting End as Julie flees from a honeymoon of terror.

**HOT!** "THE WINGS OF EAGLES"

I was there to see a future Big One take off into production starring John Wayne in a box-office-perfect role, with John Ford directing a sure-fire and spectacular story.

**HOT!** "DESIGNING WOMAN"

I was there to hear the magnitude of this big-time show as it was being readied for production with Gregory Peck and Lauren Bacall starring. It will be made here and abroad, with no holds and no expenses barred.

**HOT!** "SOMETHING OF VALUE"

I was there to see the first pulsating footage flown in from East Africa where Rock Hudson, Dana Wynter and Wendy Hiller are starring in this King-size picturization of the explosive best-seller.

**HOT!** PRODUCTION IN HIGH!

I was there to see the blue-print of accelerated activity spring to life, following the Studio announcement of twelve M-G-M pictures, an average of three a month, scheduled for production during a period of sixteen weeks.

M-G-M! HOTTEST STUDIO IN STUDIOLAND!
Loew's Buys

(Continued from page 1)

One Man's TVViews
By Pinky Herman

John Gueld and Croupo Marx, producer and star, respectively, of the "You Bet Your Life" radio and tv series, have been signed to new long-term NRContracts effective next month. . . . At the conclusion of the keydate address, by Tennessee's young Governor Frank Clement Monday, it struck us that the impact of television upon the political scene is of such force and magnitude that overnight the fiery orator has assumed such proportions as to be regarded as "presidential timber" four years hence. . . . Peter Donald and Barbara Jo Walker (Miss America of 1947) will be host and hostess respectively when Phalo presents the 1956 "Miss America City," Saturday, Sept. 8 (9:30-12:00 midnight) TVéABC. . . . Smith & Dale will bring their hilarious comedy to the "Steve Allen Show," Sunday, Sept. 2, with material written especially for them by Harry Conn who has penned many a belly laugh for Jack Benny, Willie & Eugene Howard, Burns & Allen and others.

Producer Walt Framer plans to fly to Italy late next month or early in October to set up a shooting sked on "Confessions of a Scoundrel." Utilizing an all-Italian technical crew, the star of the telefilm series may be Robert Alda with an American director to be named next week. . . . Vantage Press will publish a tome, "Without Rhyne or Reason," penned by L. Wolfe Gilbert, writer of songs "The Peanut Vendor," "Waitin' for the Robert E. Lee," "Ramona," and ASCAP board member. Of his first literary effort Gilbert sez: "It's filled with smiles and I know of no better medicine than to share a laugh." . . . Among the more lovely visitors to the local tv scene is charming Senora Milissa Sierra, producer of children's shows for Telesistema Mexicano, in town to make a personal survey of tv developments. The talented beauty is also moderat-or and panelist on the South of the Border tverions of "I'Ve Got a Secret" and "What's My Line?" respectively, over station NEWTV, Mexico City. . . . Howcome producers of television programs don't sign Bill Tabbert for a series? He's only smashing records on his current concert tour.

The six Oldsmobile telefilm commuters, directed by Chuck Waterman and filmed by Video Pictures under the supervision of Robert V. Pollock, TV head of D. P. Brother & Co., co-featuring stars Billy Hayes and Greta Gray, are being seen by the millions of John Q. Citizens who tune in the national ABConvention telecasts. Vcep and executive producer of Video, Charles Turner, has named former indie producer Robert Evans, general sales manager. . . . A new harmony team, Patience and Prudence, into the major league with a terrific platter of the oldie "Tonight You Belong to Me," on the Liberty Label. The standard, closed over two decades ago by Billy Rose and Lee David, bids fair to hop aboard the Hit Parade by the time that program resumes on the NBCchannels. . . . Our visage doesn't grace (hang at) the Sardi gallery, but nonetheless we have arrived. Mine host, Al Framer, whose beautiful Carlton Manor, located on Old Country Road in Westbury, L. I., has become most popular with TVers, has named his chef's piece de resistance, the "Pinky Herman Salad," Russian dressing mixed with pink borscht doused over fresh green vegetables. . . . Sotto voce to Billy Goodheart:-Not long after you retired from MCA, a young talent agent did so well for Stan Zucker's International Artists Agency that he became vice-president of the firm in less than five years. Six years ago he went into semi-retirement as you did and like yourself, also in Ohio. He is unquestionably one of the finest connoisseurs of talent in show business and his name is Morey Davidson. Nuff sed.

Trapeze in Japan
(Continued from page 1)

Walt Framer

REVIEW:
The Gunslinger
A. R. C.

John Ireland, no lightweight marquee lure department, won with Beverly Garland and A. Hayes in an offer-which-kept-the-heat-diced and directed by Roger Turner, The Pale Colour enlaced wide open spaces atmosphere, the human performers therein pré some stillirning moments, despite obviously-limited budget. Yet, along with the off-beat tif, Miss Hayes plays owner town saloon, with eyes for pow the shape and form of railroad is this, so happens that the afore men- tioned Miss Garland is the marshal (she got the shiny tin following sudden demise of her band William Schallhart). Into odd situation rides gunslinger Ireland, ostensibly bred by Hayes to kill the marshal, thus firing the Hayes empire of any possi threat to illegal land-grab and the brunette.

As the Charles B. Griffith,- Hanna yarn rolls grimly along, land and Miss Garland seem to attract to each other; the room for Ireland is case of the man who's hot, too, and it's a merry time killer has until the inevitable tightening of time and the elem Miss Garland true to the oath of tiny office, kills Ireland.

That's about all there is to "Gunslinger," inclusion of more fragment on day-to-day routines of a not-so-authentic western an additional town character would have elevated this ABC lease to better-caliber ranges. Running time, 77 minutes, Gc classification. For immediate hire A.

87 August Dates
(Continued from page 1)

Harris, Pittsburgh; Wisconsin, 1; Wayne; 5th Avenue, Seattle; 3; aires, Miami; Keith, Indianapolis; Palace; Cleveland; Center, Salt Lake City; Variety, San Francisco; Fox, Portland; Buffalo; Fox; Oakland, Calif; Atlanta, Fox; Portland, Ore.; Louis, St. Louis; Radio City, Minn.; and the Paramount, St. Pa
**R. Plan**

(Continued from page 1)

The Solid Gold Cadillac

(Continued from page 1)

The old story about the hulking boob more likely to kill a girl than kiss her has been modernized in "A Cry in the Night." No longer is he treated with disdain and looked upon as a coldblooded murderer, instead psychological reasons are given for his condition and sympathy is created. This contemporary switch helps the film enormously, for otherwise it would be an ordinary chase story.

Another asset is Natalie Wood, one of the most popular of today's youthful performers. She plays a young girl who, with her sweetheart, is spending the evening on Lovers' Loop because of fear of her father, a police officer who never forgets what he is. When they discover a four-eyed watching them, the young man is promptly knocked out and she kidnapped.

At her home the father learns the shocking news from Brian Donlevy, another officer, and is ready to slaughter both the boy friend and the kidnapper. Restrained by Donlevy he joins in the search. Little by little, clues revealing the whereabouts and then the identity of the madman are discovered. He has taken the girl to a deserted brickyard and she learns, through her fears and tears, he's more to be pitied than punished. It seems he's a momma's boy, overprotected and driven to the desperate measures he has taken.

When the police finally close in on them, the girl's father has learned he had been pushing her the same way—protecting her to the point of resentment and fear. The parallel is obvious but effective and gives the film some meaning beyond its cataloged thrill.

Edmond O'Brien plays the hysterical father and Raymond Burr the childlike villain. Although their psychological histories only skin the surface, their performances are extremely good. Miss Wood fits her role physically but emotionally it's beyond her.

The picture is a Jaguar production, directed by Frank Tuttle, written by David Dortort and based on a novel by Whit Masterson. George C. Bertholon was associate producer.

Running time, 75 minutes. General classification. Release date, Sept. 15.

J.R.

**National Pre-Selling**

"M-G-M has made certain that the electric tingle that ran down Broadway on opening night now runs down your spine when you see 'Tea and Sympathy.'" This is the closing paragraph in the table of contents ads for that film appearing in the Aug. 17 issue of "Callier's."

"Miss Marilyn Monroe, Hollywood's reigning sex goddess, returns to the screen in "Bus Stop," and George Cukor, the severe bon with culture at the Actors Studio, in William Inge's comedy about a honky-tonk singer," reports Marshall Scott in the August issue of "Cosmopolitan." "Marilyn is as curvily, basically appealing as ever, and proves an expert and charming comedienne in some scenes surpassing the talented Kim Stanley who created the role on Broadway."

Joan Crawford, star of "Autumn Leaves," wrote an inspiring and uplifting article, which will appear in the inside cover of "Parade's" Aug. 26 issue.

When reviewing "A Kid for Two Farthings," Florence Somers in the August "Redbook" says: "Carol Reed, who directed, is not only one of Britain's finest directors, but he is exceptionally skilled at working with child actors. The hero of this film is a six-year-old boy who has been told that rubbing a unicorn horn will make wishes come true."

"War and Peace" is the title of an article by Arthur Mayer in the August-Sep. issue of "Films in Review." Published by the National Board of Review of Motion Pictures. The piece is about the Paramount picture, and the issue of the magazine has on its cover a photo of Audrey Hepburn in the role of Natasha in the Ponti-Del Laurentiis production. Mayer weaves strands of information about the motion picture industry in general into his account of how the picture was cast and produced.

A nationwide contest for the best ending of "Beyond a Reasonable Doubt" will be announced in the September issue of "Screen Stories." This issue will have a synopsis of the BKO suspense film. The reader who submits the best ending will receive one thousand dollars. The front cover will have an announcement of the contest.

"The Big Boodle," which was filmed in Havana, got a plug in the Aug. 12 issue of "American Weekly." Attractive photos of Italian actress, Rossana Ropy, who plays the femme fatale to Errol Flynn in this new U. S. picture, illustrate a personality story written by Liza Wilson, Hollywood editor of "American Weekly."

**WALTER HAAS**

**A Cry in the Night**

Warner Bros.

The old story about the hulking boob more likely to kill a girl than kiss her has been modernized in "A Cry in the Night." No longer is he treated with disdain and looked upon as a coldblooded murderer, instead psychological reasons are given for his condition and sympathy is created. This contemporary switch helps the film enormously, for otherwise it would be an ordinary chase story.

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J.R.

**Nada Expenditures**

TTAWA, Aug. 14—The Canadian government has reported expenditure for the National Film Board in excess of $562,000.00, the period Apr. 1 to June 30 this year in last to $511,000 in same period year.
HERE'S WHY SO MANY FILM DISTRIBUTORS SPECIFY AMERICAN AIRFREIGHT

When you specify American Airfreight to leading cities throughout the United States, Mexico and Canada, you’re following the lead of experienced shippers. American means more dependable service because American leads all other airlines in:

**COVERAGE** — direct one-carrier service to 25 of the top 30 retail markets . . . all 23 leading industrial states!

**CAPACITY** — space where and when it's needed most with a combined lift potential of over one half million pounds daily!

**FREQUENCY** — faster forwarding with 1000 departures daily from seventy-seven leading cities!

**DEPENDABILITY** — better handling with the largest, most experienced personnel force . . . most modern facilities!

**AIRFREIGHT COSTS LESS THAN YOU THINK!**

For example, you can ship 100 lbs. of film from Los Angeles to Chicago for only $13.30 . . . to New York only $18.40.

AMERICAN AIRLINES
AIRFREIGHT
— carries more cargo than any other airline in the world
TOA for Meet On Problems

Special to THE DAILY

DES MOINES, Aug. 15—Myron Blank, president of Theatre Owners of America, said today he believes a meeting of exhibitor and distributor leaders to discuss mutual problems and to attempt to relieve the distressed small exhibitors is imperative to the future well-being of the industry.

The TOA president, however, did not propose such a meeting on his own nor did he suggest that such a meeting should be held under TOA sponsorship. Rather, Blank said that an invitation come to take part in such a meeting, and should it be apparent that something constructive would emerge from the conference, TOA would be happy to participate.

Allied States president Ruben Shor (Continued on page 5)

Fabian And Rosen Will Address SW Meeting

A meeting of Stanley Warner zone managers and home office officers and executives will be held today by Harry M. Kahmne, vice president and general manager of the circuit. S. H. Fabian, president, and Samuel Rosen, executive vice-president, will address the meeting.

Among those present will be (Continued on page 5)

Surveys Show Public Mostly Anti-Toll-TV

Seven newspaper surveys taken in recent months on readers' opinions on subscription television have revealed the public to be overwhelmingly against it, according to a brochure prepared by the National Association of Radio and Television Broadcasters.

The NARTB said individual survey (Continued on page 5)

Loew's Seen Closing 16mm Release Deal

Loew's, Inc., is on the verge of closing a 10-year agreement with Films, Inc., an affiliate of Encyclopédia Britannica, for the domestic distribution of its feature and short subject backlog in 16mm versions to the non-theatrical market, it was learned yesterday.

It was said that under the deal, Loew's would receive a guarantee of $5,000,000, with $500,000 payable in advance, for the "small gauge" product, which totals over 1,000 films.

23 Films Submitted For TOA's Festival

Some 23 motion pictures have thus far been entered by foreign distributors in New York for screening during the Foreign Film Festival planned by the Theatre Owners of America prior to its national convention here. The screenings will be held Sept. 12, 13, 17, 18, 19 and 20, at the Museum of Modern Art.

Six pictures will be selected from the product entered into competition for honors. The TOA screening committee, which will judge the product, includes Arthur L. Mayer, chairman, Herman Weinberg, Maurice Greenblatt, Julian Bass, and Richard Griffths.

TOA reported that 75 distributors of foreign product in America have received invitations to enter product in the festival. Screenings of product submitted must be ready for distribution in the domestic market.

SEG Members Approve AMPP, ATFP Contract

HOLLYWOOD, Aug. 15 — The Screen Extras Guild membership voted almost unanimous approval of a new contract with the Association of Motion Picture Producers and the Alliance of Television Film Producers embodying a two-dollar daily wage increase in all basic classifications, together with other benefits, according to Richard H. Gordon announced today.

Among additional benefits is a two-and-a-half cent increase effective Jan. 30, 1956.

Italians to Seek Co-Production Deals

The Italian government is seeking to bolster its motion picture industry by interesting American producers in co-production deals, according to Dr. Eitel Monaco, president of ANICA, and Giuseppe Brossa, Italian Undersecretary for Entertainment, Sports and Tourism, both of whom arrived in New York yesterday from Rome aboard the "United States."

The Italian industry personnages, speaking through an interpreter, E. (Continued on page 5)

Paramount Has Nine Ready for Next Year

HOLLYWOOD, Aug. 15—So swift has been Paramount Pictures' production pace in recent months that nine of its pictures the company will release next year already are completed or in the final editing stage, the company reported. These are (Continued on page 5)
PERSONAL MENTION

CHARLES M. REAGAN, Loew's vice-president in charge of distribution, left New York yesterday for the Coast.

RALPH E. MCCLANAHAN, president of the Kentucky Association of Theatre Owners, has been elected president of the newly-formed Kentucky-Indiana-Ohio-North-Central Associates, holding company of Louisville.

Harold Garbolino, chief banker of the Variety Club of Albany, N. Y., has returned there following a trip to Europe.

Louis Strickland, president of Strickland Films, Atlanta, has left there with his family for New York.

JAMES GRAYE, Loew's Theatre division manager for Westchester and the Bronx, has been elected director of the National Bank of Westchester.

JAMES CHEYNE, who has been manager of the Forrest Drive-In Theatre, Valdosta, Ga., has been named manager of the Martin Drive-In Theatre there.

‘Lisbon’ Bookings Set In 300 Key Cities

More than 300 key-city bookings have been made for Republic's "Lisbon," from Aug. 15 to Sept. 20, the company has announced.

Following openings yesterday in Los Angeles, San Francisco, and Milwaukee, the picture is slated for engagements in such top theatres as: Carolina, Charlotte; Joy, New Orleans; Loew's State, Cleveland; Brandt's Mayfair, New York; Harbor, Oklahoma City; Fox, St. Louis; Paradise, Dallas; Biltmore, St. Louis; Whiting, Palo Alto; Alhambra, Albany; Keith's, Washington; Stanley, Philadelphia; Metropolitan, Boston; Fox, Atlanta; Circle, Indianapolis; Orpheum, Oklahoma City; Majestic, Dallas; Denver, Denver.

Name Ted Emerson to Manage Goldberg Circuit

OMAHA, Aug. 15—The appointment of Ted Emerson as general manager of the R. D. Goldberg Theatre circuit was announced here this week. He was associated with Tri-State Theatres in Omaha 20 years and he succeeds Jack Spring, who resigned.

The appointment came following the death of Ralph D. Goldberg, 58, who was also an extensive property owner.

Urged Enlarged Roundtable

(Continued from page 1)

formal invitations have been sent.

Shor said the board discussed the Senate Small Business Committee report, which asked whether it could ‘solve its problems from within’ and all other phases of the Senate group's report. The Allied leader said the association's general counsel Abram F. Myers had been instructed to contact the Small Business Administration regarding loans to theatres—another matter which the SSBC had recommended in its report on industry trade practices.

Myers told the Allied directors he had already contacted some officials in the S.B.A. regarding this matter.

It was also disclosed that the Allied board of directors has appealed

Time and place for the 1958 National Allied Drive-In Convention were set during the board meeting. It will be held in Louisville, Ky., Feb. 4 through 6.

To Sporos P. Skouras, president of 20th-Century-Fox, asking him to reconsider his decision to send CinemaScope trailers. This policy of eliminating 2-D trailers, would be a burden on theatres," it was said.

Shor also reported that the board authorized him to appoint a committee to study all future moves to eliminate the complete admissions tax.

Other actions taken by the Allied board included alerting its "watch-dog" committee on equipment standardization to study newly-developed theatre equipment and the suspension for a second time for Allied Theatre Owners of Eastern Pennsylvania's membership in Allied States Associations, Shor said. The Eastern Pennsylvania affiliate, which is headed by Sid Samuelson, was suspended some years ago also for non-payment of dues.

Shor said the Allied Emergency Defense Committee, prior to the board meeting, reported to the national group's directors that the most threatening development in the industry since last May was the "War Bond" drive for per cent rental without adjustment on such films as 'Till Cry Tomorrow' and 'High Society.' This switch in sales policy by M-G-M, which used to be known as the 'friendly company,' is likely to set a precedent in the industry which could be adopted by other companies and be harmful to theatres, the group declared.

Shor said that the directors have advised the membership "to look, listen and be careful when dealing with any 'extortion.'" He said that National Allied "is hurt and indignant at M-G-M for switching its policies and hopes that they will revert back to their 'friendly' policy of adjusting rents to conform to business." A spokesman for M-G-M, when told of this statement said that he had "no comment."" Defends Remus

Shor also disclosed that the National Allied board "took exception to the campaign of harassment and reprisal by some distribution companies against Trucman Remus for his testimony before the Senate committee. This amounts to a blow to National Allied and is a conspiracy against persons who would testify before Congress," it was said.

It was also reported by the exhibition leader that the Allied directors upon learning of trade rumors that Myers may tender his resignation as Allied board chairman and general counsel, have given Myers "a vote of confidence."" Rank's 'Reach for Sky' Breaks English Record

From THE DAILY BERNEN

LONDON, Aug. 15 (By Air Mail)—Several American pictures are doing outstanding business here at present, but top grosses are going to the Rank Organization's "Reach for the Sky," now in its fifth week at the Leicester Square Odeon.

A pre-release run round beach resorts and on selected provincial centres, the picture broke the all-time record in at least 15 Rank theatres for any film played at each theatre in a holiday or non-holiday week. Starring Kenneth More, the film tells the story of Douglas Bader, Britain's wartime RAF hero.

U. S. films doing well include "The Searchers," which registered the best "opening weekend business at the

Seltzers' 'Boss' Slated For 4 Midwest Cities

From THE DAILY BERNEN

HOLLYWOOD, Aug. 15 — Seltzer Brothers today announced that, in view of Kansas City Mayor Roe Bartle's second rejection of their offer to premiere their production, "The Boss," in that city, despite their assurance that it does not depict Kansas City as its setting, they will hook it into Des Moines, Omaha, Lincoln and St. Louis within the next 10 days.

Warner Theatre: "Trapzone," just ending its sixth and last week at the Marble Arch Odeon; and 'Till Cry Tomorrow," which, following substantial grosses at Empire, has developed into a big success at the smaller Ritz Theatre, which plays five daily.

ACE Honors Two Editors

The American Cinema Editors Hollywood organization, honored its editors Eda Warren and George A. with individual scrolls at a memorial dinner held last night at La Cucina Restaurant. ACE president Warlow made the presentations.

MPRF Chooses Paintings

The five winning original paintings from which this year's Motion Picture Relief Fund Christmas Cards will male have been selected. The winners are: "The Chimney" by Jacqueline Anderson; "The Stained Glass Window" by Boris Deutsch; "Spool Delivery" by Harper Golf; "The Family" by Virginia Johnston; and "Stand-In" by Ben Mantz.

Ask Women on CBC Boards

The Quebec Women's Institute proposed that women should be included on the board of governors of the Canadian Broadcasting Corp.

Two for Release by Bell

Bell Film Exchange has acquired and will release in the New York City, Buffalo and Albany exchange "Alone in the Streets" and "The W. Out," starring Fernandel.

Canada Film Exports Dip

The Canadian government reported that Canadian shipments to foreign nations dropped to $1,941,964 in the first half of 1956 in contrast $2,218,000 in the corresponding period of 1955.

'Giant' Tune Rights to Capital

Capitol Records this week acquired the album rights, without hearing music, to the sound-track record of Dimitri Tiomkin's score for Geo Stevens' production of Edna Ferber novel, "Giant," scheduled for Warn Bros release this fall. Tiom will begin scoring the film next Wednesday.
Motion Picture Daily

Monday, August 16, 1956

PEOPLE

C. Zusi, sales engineer for B. Du Mont Laboratories, has been promoted to the post of manager of industrial relations, a new operation by which the company will consolidate all sales merchandising of industrial electronic systems.

Henry Ginsberg, producer, and Irene Stevens, director, accompanied by William Hendricks, Warners studio publicity director, confer in New York next week on motion plans for "Giant."

Arthur Wilde, who resigned from Arthur P. Jacobs Co. last week, joined the Blowitz-Maskell Publics tions Bureau, Hollywood, in an executive capacity.

William Krough, veteran Oklahoma showman, will assume management of the State Theatre there after absence of several years. He starts usher at the Warner Theatre in 1956, and five years later was pruned to house manager of the State. In 1948 he became the first man of the Center Theatre.

Peter Weil has been named manager of the technical products division at Allen B. Du Mont Laboratories, it has been announced by Irving G. Rosenberg, vice-president and general manager of the division. Most recently Weil has been special assistant to the president's office assigned financial evaluation, planning and control.

Live-in Ban Denied

ELKIN, N.C., Aug. 15 — A proposed Zoning Commission ban on living of outdoor theatres in this Floyd suburb has been denied by the Commission. The proposal was made by a resident, Howard M. Cal, who has long opposed plans of the LeWitt, veteran New Britain, N.C., theatre owner, to build his first drive-in. The Commission unanimously in rejecting Culver's proposal.

More Summer Crowds...

The return of Frank Sinatra to New York's Paramount Theatre for an

in-person engagement in conjunction with the premiere of his first independent production, "Johnny Concho," was the occasion for such queues all day long as this one on 43rd Street reaching almost to Eighth Avenue from the front of the theatre on Broadway. Receipts for the day totaling $21,000, set an all-time record for a non-holiday opening at the house.

"Concho" is a United Artists release.

Expect Report by MPAA

Ad-Pub Unit Next Week

The advertising and publicity directors committee of the Motion Picture Association of America is expected to convene sometime next week to complete its report on means of bolstering the box office for presentation to the MPAA directors, it was learned here yesterday.

A meeting of the full advertising-publicity group has been put off until one of its sub-committees, the merchandising group headed by Alfred T. Tamarit of United Artists, has not completed its report on the proposal concerning a national, regional, state and local "giveaway" contest. The sub-committee was delayed by the necessity of having MPAA's legal group study all aspects of staging "giveaway" contests. The lawyers approved the proposal "with reservations."

GPE Stock Dividend

A dividend of 60 cents per share on the common stock of General Precision Equipment Corporation payable Sept. 15, 1956 to stockholders of record Aug. 31 has been announced by the board of directors. It also declared a regular quarterly dividend of $1.185 per share on the $4.75 cumulative preferred stock and the initial quarterly dividend of 40 cents per share on the new $1.00 cumulative convertible preferred stock, both payable Sept. 15 to stockholders of record Aug. 31.

French Film to Open

Columbia Pictures' "Papa, Mama, the Maid and I," which was one of the six most successful film releases in France last year, will have its American premiere at the Paris Theatre Aug. 27, the company announced yesterday. In addition to sub-titles, the film has an English narration by Claude Dauphin, the actor.

The U.K. Finance Paper Cites 'U.S. Trends'

BY PETER BURNUP

LONDON, Aug. 12 (By Air Mail)—Under the heading "New Trends in U.S. Films," the "Financial Times," has printed an article from its U.S. Industrial Correspondent which has provoked much discussion here. The article refers to the attendance records registered by "Moby Dick" and remarks that this was good news for the whole U.S. film industry. "Signs that the public can still be attracted by a single film are heartening," it says.

Sees "Limited Recovery"

The writer goes on to argue, however, that it will need "something extra special in the way of pictures to bring about a revival in film-making at this stage" and claims that latest attendance figures do not amount to "a reversal of the limited recovery that set in with the advent of wide screen and three-dimensional movie-making in 1953-4... By now, it appears, the necessary enthusiasm has begun to wear off and people are drifting back to their tv sets."

The "Financial Times" commentator discusses current output, notably million-dollar ventures—e.g. "Moby Dick," "The King and I," "War and Peace," "Ten Commandments," et al—and estimates that the top most expensive dozen or so films of 1956 will involve combined outlays of around $50 million.

Warms of Slump

The article concludes: "The Hollywood answer to the long-term and short-term slump appears to be to try to work back customers on the quality of films alone... Their policy of high spending is a big gamble. If their reasoning is sound, and people can still be attracted to the pictures despite a "Moby Dick" or a "War and Peace"—both based on classics of literature—not to mention a wide-screen "Ten Commandments" in glorious colour, with a cast of thousands of extras, they may get back their investment plus a great deal more. But if the public still stays away, the industry may face the worst slump of all, one that hits profits hard—as well as gross from attendance."

"Thrillarama" Suspend?

Further Work Required

Special to THE DAILY

HOUSTON, Aug. 15 — Performances of "Thrillarama Adventure," first production of a new process utilizing two cameras and projectors, have been suspended at the Metropolitan Theatre here, due, it is said, to mechanical difficulties, which are expected to be resolved after further work.

The picture had its premiere here last week and had run for five days before its suspension.
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<td>Stanley Clements</td>
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Key: SYSTEM: CS—Cinemascope; VV—VistaVision; SA—SuperScope (anamorphic print). SOUND: Ss—Four track magnetic stereophonic sound; Ss (2)—Separate stereophonic sound print.
TOA for Meet

(Continued from page 1)

Cincinnati has proposed such a ring on the basis of recommendations made in the recent Senate 111 Business committee report on industry practices which it held last year. Such letters asking corporate presidents to agree to a small ring first, followed by a larger one with sales executives participation, were sent out last week. So far, however, only a few companies have acknowledged the letter and none has agreed to a meeting with representatives of peting companies participating.

Bank's statement is taken to mean TOA will not push for a separate ring and, if invited to join a meeting which may result from another proposal, will do so. Other companies may be more likely to join TOA probably will forego any attempt for the time being, at least, it is felt.

brian and Rosen

(Continued from page 1)


The buyers will include Saul S. Abelson, Marvin Samuelson, Joe Weintraub, Pittsburgh; Harry Kaplowitz, Haven; John McKenna, Newark; D. Goldman, Chicago; Bernard F. File, Philadelphia; Louis F. Ribi, Washington; Dan Triester, Cleveland.

Plans to Seek

(Continued from page 1)

Negiotti of Italian Films Export, they will be in America for a week or two. They plan to attend world premiere here the next Tues., "War and Peace," to talk to a number of American industry managers. Monaco and Resaca said they will later this week with Eric John, president of the Motion Picture Industry's Association, in a general discussion on the Italian market and sales for Italian films in the U.S. etc. Johnston is expected to arrive from Washington today or tomorrow, commenting on "War and Peace,"

REVIEW:

The First Traveling Saleslady

Hollywood, Aug. 15

Producer-director Arthur Lubin here has ventured into the quick-sand-paved realm of period comedy, accompanied by Ginger Rogers, Barry Nelson, Carol Channing, David Brian and James Arness as principals, and has fared no better than the many other top men in his profession who have found it forbiddingly difficult to make yesterday's people seem real to today's people, and practically impossible to make them seem real and funny at the same time. (Successful period comedies are the rarest items in film history.)

The period explored in the Lubin production—which has a print by Technicolor—is 1897, a time too far back to be remembered by people patronizing theatres today and not back far enough to have acquired a legendary familiarity, and the story rests on the then amusing idea of a corset saleslady trying to sell barbed wire. The Monday night audience at the Pickwood Theatre in West Los Angeles, where the picture was previewed, didn't seem to find the idea or its handling amusing enough to warrant enough of a warmer reception elsewhere.

The script by Devery Freeman and Stephen Longstreet, who had visible difficulty in making 1956-type gags look right in 1897 dress, opens with Miss Rogers facing bankruptcy in her corset factory and resorting to barbed-wire selling, in the employ of her biggest creditor, by way of salvaging her livelihood. Accompanied by Miss Channing, her model and friend, she trains out for Texas, where a tough rancher led by millionaire Arness has floated President McKinley's order to fence in their ranges.

In New York and later, at various points along the road, she meets Nelson, who's driving a horseless carriage across country to prove it's possible, and they conduct a sort of armed romance that staves off its happy ending for 92 minutes within which are bracketed divers breakdowns, deceptions, finally a jury trial and a ramshackle precipitated to prove that barbed wire doesn't main cattle.

Running time, 92 minutes. General classification. For August release.

William R. Weaver

Showdown at Abilene

Although "Showdown at Abilene" is another in Universal's series of Westerns in color and its stars are not as well known as those in the others, it is a much better-than-average entry in this genre. What makes it so is a well-written screenplay by Bernie Giler who forsakes many of the overused cliches; tight and brisk direction by Charles Haas; and a good cast who make the characters they portray more than one-dimensional.

Jock Mahoney, late of television but now one of Universal's hopefuls, plays the leading role, that of an ex-sheriff who returns to Abilene following four years in the Confederate Army. The town believed him dead and the changes in it since his departure are considerable. His best friend, Lyle Bettger, has become a ruthless cattle baron in this territory once monopolized by farmers. His girl friend, Martha Hyer, has tried to stifle her loneliness with the aid of the one-armed Bettger whose brother was killed in the war. And the farmers, unable to cope with Bettger's methods, are uneasy and raring for a fight.

When Mahoney unexpectedly returns they want him to resume as sheriff. Bettger, seeing the discontent around him, persuades Mahoney to take the job despite the latter's refusal to use a gun. As sheriff he replaces one of Bettger's men, Ted de Corsia, who becomes the cattle man's foreman. Mahoney is able to keep peace in the town even without his guns.

But the showdown at Abilene isn't long in forthcoming when de Corsia, a bully and a blackguard, whips a young farmer to death for straying innocently on Bettger's property.

Howard Christie produced and he and his associates have come up with a tense, well-made film that should please Western addicts and pleasantly surprise others.

Running time, 80 minutes. General classification. For October release.

J.R.
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Financial Authority Urged To Revitalize the Industry

Build Compo, Is Coyne Plea

The Council of Motion Picture Organizations must be strengthened from "within the motion picture industry" and that is its primary objective. Robert W. Coyne, special counsel and a member of the COMPO triumvirate declared here yesterday following his acceptance of a meritorious award as a tribute from the Independent Theatre Owners Association. Coyne was introduced to some 125 industry figures at a Sheraton-Astor Hotel luncheon meeting by ITOA president Harry Brandt, who also declared that "the sole way which COMPO could continue to live is by having its entire membership pay dues, for money is its life blood." Brandt, presenting Coyne with:

Frank Meyer, Pioneer
Zukor Partner, Dies

Frank Meyer, motion picture industry pioneer who became one of Adolph Zukor's chief aides when the latter founded Famous Players Films in 1912, died suddenly yesterday at his Bronxville, N. Y., residence. He was 70 years of age. Funeral services will be held at 10 A.M. Monday at Campbell's, 1st Street and Madison Avenue, New York, Internment will follow at Woodlawn Cemetery, the Bronx.

Meyer, who joined Paramount Pictures Corporation when it evolved from Famous Players, served the subsequent company in several executive capacities. He lived in retirement during the past six years after having held for many years the triple post of assistant secretary, general manager, and controller. 

Pinanski Suggests that COMPO Call Fiscal Experts to Develop Program Designed to Make The Industry More Attractive to Investors

New York Newspapers Favor TV Over Films in Free Space Allocations

The pronounced disproportion of newspaper space allocated to television and radio, as compared to motion pictures and theaters, which was found by a survey conducted by National Theatres to exist in key cities of the West and Midwest, is duplicated in New York, a Motion Picture Daily study discloses.

The condition also was shown to be characteristic of Minneapolis, as reported in Motion Picture Daily on Aug. 13.

In New York as in the other cities, the newspapers accord tv and radio almost double the free space given over to films and theatres. This, despite the fact that theatres not only buy vastly more newspaper advertising space than do tv and radio, but also pay a premium rate for it, not paid by the lesser tv and radio advertisers.

Furthermore, as Elmer C. Rhoden, (Continued on page 2)
PERSONAL MENTION

JAMES P. CLARK, president of National Film Service, is in Chicago from Philadelphia as a delegate to the Democratic National Convention.

Lou Brown, advertising-publicity manager of Loew's Poli-New England Theatres, has returned with his family to New Haven following a trip through the South.

Jack Levine, son of Herman Levine, head of the Stanley Warner real estate department in Philadelphia, has completed his Army service and now is attending New York Law School.

Robert Aldrich, Columbia Pictures producer-director, will return to New York today from London via B.O.A.C.

William L. Lawrence, head of Eastern program development for California National productions, will arrive in Hollywood today from New York.

Walter Penn, industry sales veteran, has been named manager of the new Dallas branch of Dominant Pictures Corp.

Jack Garfein, director, will return to New York tomorrow from Florida.

Nathan C. Braunstein, of Screen Art, has acquired the United States rights to the Spanish film satire, "Welcome, Mr. Marshall."

Alan Ladd Announces Three for Warners

BURBANK, Calif.—Three new pictures have been announced by Alan Ladd, Jr., in his new productions for Warner Bros. release. They will follow Jagger's "Buffalo Grass" which is currently being filmed. Ladd's independent company has already completed three features for Warner Bros.

The first of the three upcoming Jagger films, currently in preparation to go before the cameras, will be "Off the City Streets," a story of juvenile delinquents. Ladd will be producer only on this one. "The Deep Six," a Navy drama in which Ladd will star, will follow, and "Guns of the Timberland" will be the third.

The most recently completed Jagger film is "A Cry in the Night," scheduled soon for Warner Bros. release.

N.Y. Papers (Continued from page 1)

A spot check of four New York evening newspapers the past week revealed that motion pictures and theaters get approximately one inch of free space for every four inches of paid advertising, whereas tv and radio are given more than two inches free for every four inches of their advertising, paid or for the lower rate. This does not include Saturday-Sunday magazine sections devoted largely or exclusively to tv and radio, but it does include the free program listings for tv and radio.

Three Newspapers Checked

The New York newspapers checked were the News, Mirror, Herald-Tribune and Times.

During the six-day period that included last weekend, theatres and films used 2,970 column inches of space in the four, and received 765 inches of promotional copy. Meanwhile, the tv networks received 1,239 inches of free copy for their 512 inches of paid advertising. The ratio is 1:1 in print advertising and 33:2 per cent free space for exhibitors and 22:1 per cent advertising and 53:7 per cent promotional copy for tv.

Generally, motion pictures fared better in the Sunday sections in the Sunday editions when the ratio increased nearly 50 per cent. For the 615 inches of paid advertising films received 301 inches of free copy, the survey revealed, tv and radio, however, are given their own magazine and Saturday-Sunday sections. No movie magazine is published by a New York newspaper as a supplement, but the Saturday-Sunday feature and amusement sections of the papers do give extra space to motion pictures, but usually on a lesser scale than to tv and radio.

Rhodes Sees "Double Sin"

On the basis of results of the National Theatres survey, Rhodes charged that newspapers are committing "a double sin—mass homicide of motion pictures and theatres, and journalistic suicide."

Motion pictures using five times as much ad space as tv and radio, received publicity and news (only) on a ratio of 30 per cent to advertising, he said. The newspaper program logs were excluded in most of the N.T. surveys, but the ratio of free to paid space would have been higher had they been included.

Rhoden instructed N.T. managers to visit newspaper publishers and editors in their territories and call their attention to the situation.

N.Y. Papers

NEW METHOD SPLICES FILM BY RADIO WAVES

HOLLYWOOD, Aug. 16—An electronic method of film splicing which utilizes radio frequencies to fuse celluloid film is currently being demonstrated at the Motion Picture Research Council.

Called dielectric splicing, this new system does away with solvent type cements that are normally used to fuse splices and instead uses the heat transmitted by radio frequencies to fuse the film.

The result is a stronger and longer lasting fusion.

The system was developed when it was found that DuPont's new polyvinyl film "Corvac" would not fuse properly with the application of regular cements. Subsequent experiments, however, have shown that tri-ace, cements, will fuse properly and favorably to the electronic splice.

Other advantages of the dielectric method are: (1) film processes using a splice of more than three feet can easily be made without increased strength in the spliced area in this manner; (2) projection life of the release print is appreciably increased, and (3) the system is adaptable and usable in every part of the world and can be used for any kind of film.

TOM AND JERRY FETE AT PLAZA THEATRE

A "Tom and Jerry" Fete will open at New York's Plaza theatre Sept. 28, it was announced. Following a trend in European countries that has reportedly proven popular, the Plaza will offer an elaborate all-cartoon program to its patrons comprising some of the more well-known of the "Tom and Jerry" series as well as a number of other popular cartoons, all released by M-G-M. The Festival will run for three weeks. It will be followed Sept. 17 by the world premiere of "Lust for Life."

TV Monopoly Hearings

WASHINGTON, Aug. 16—The Celler anti-monopoly sub-committee will open hearings in New York some time around September 12 on monopoly problems in the tv industry, an elaborate all-cartoon program to its patrons comprising some of the more well-known of the "Tom and Jerry" series as well as a number of other popular cartoons, all released by M-G-M. The Festival will run for three weeks. It will be followed Sept. 17 by the world premiere of "Lust for Life."

Plan Drive for Aid to Guadalcanal

Leading exhibitors in all parts of the country have accepted responsibility for raising funds for the 79 survivors of the July 9 carrier on the Greek Island of Thera, currently operating under the aegis of the 20th Century Fox-Syros P. Skoumas and is being directed by W. C. C. Fisher, vice-president, is seeking to end immediate assistance to the plight of the staging of raising-funding mieres and previewing.

The drive, to be launched this coming weekend, will see the combining of every type of show and file holding programs with proceeds to the redevelopment of Thera.

Upstate Hotel to Schine

Schine Hotels Corporation has chased the 200-room Queensberry in Glens Falls, N. Y., for $1,000. The Schine circuit operator, the 1,280-seat New York Salt Lake, Albany, the Sheraton Corp. operating it for nine years.

3 Sunday Shows for Sinatra

Frank Sinatra, currently plying them in at the Paramount in New York where he is appearing with his pitche, "Johnny Come Lately," will appear Sunday night. He is a close to appear also on the Ed Sullivan show, CBS, Channel 2, and the Allen Show, NBC, Channel 4, between 8 and 9 P.M.

M. H. Record for 'Societ'

The highest box-office gross any opening has seen in the history of the Radio City Music Hall has scored by M-G-M's "High Society" starring Bing Crosby, Grace Kelly, Frank Sinatra. Opening on Thu., the musical in VistaVision with color by Technicolor, took $198,419 in its first seven days of theatre reports.

... NEW ROUNDUP
**Resort Centers, Drive-Ins Benefiting**

**Albany Area Summer Business Reported Spurtning Ahead of ’55**

**Special to THE DAILY**

ALBANY, Aug. 16—August business is reported booming with top pictures in a number of Albany exchange district situations. Even without the strongest product, companies are enjoying excellent weekend patronage, when the weather breaks are with them.

Earlier-season predictions that 1956 would fall behind last season’s record numbers are being modified. With continued favorable weather and with promising releases becoming available, drive-in operators now believe the season can match 1955. This opinion is contingent upon conditions remaining favorable into October.

Mountain resort towns and automobile theaters lead the way, but many indoor first-runs have attracted profitable trade with "The Eddy Duchin Story," "Moby Dick," "Away All Boats," "Trapeze," "The King and I" and one or two others.

**250 Dates for ‘Trapeze’**

"Trapeze," which had extended playing time everywhere, proved to be United Artists’ top grosser on the initial swing around. The first drive-in dates also produced substantial boxoffice figures. With repeats, the picture will play 230 engagements, the UA office here predicted. No customer objections to increased prices were reported.

Harry Lumont played "The Eddy Duchin Story" at his Rock Hill Drive-in, Sullivan County, at 81 admission, to good business. He upped the scale on the Columbia release 10 cents at the Vanderbilt in Greenwich, and again drew well.

**Duchin Story’ Popular**

"The Duchin Story," which did nicely at Fabian’s Palace in Albany, helped inaugurate "Sandro" at Sarto Smalldone’s 350-car Malta Drive-in, outside Saratoga, and grossed a reported $3,950. Smalldone followed this with a four-day first-run engagement of "Walkie, Walkie, Land and Land." For the 11-day period his take was said to be $5,500 to $5,000—a high figure.

"Walk the Proud Land," after establishing a house record at Walter Reed’s 1,425-seat Community in Hudson (the world premiere had a special scale of 81 and $1.25), opened to the biggest Sunday, for a Universal picture in the history of Chase Hathaway’s Drive-In at North Hoosick.

"Away All Boats," registering a gross second only to "To Hell and Back" at the Stanley Warner Strand here, moved to the Ritz for a second week. The Universal exchange said the picture had also done strong business on the Schine Circuit, in Kallet towns of the Catskill Mts., and for Max Cohen in Liberty and Monticello. Vigorous promotion, with Navy cooperation, paid off.

The cooler summer has been beneficial to indoor theaters, industry men agree. The lower calibre of summer television programs is also a plus for the conventional houses. Hoping for a continuation of sizable audiences, exhibitors say this depends on a steady flow of top product.

**Ten Nations’ Features**

**For Venice Festival**

**Special to THE DAILY**

ROME, Aug. 16—Pictures from some ten countries will be projected at the 17th Venice Film Festival which opens Aug. 28, the festival committee announces. New director of the Venice Festival in towns which included the films of some 300 films.

Films to be shown include "Gervaise," directed by Rene Clement, and "Tosca de Paris," directed by Claude Autant-Lara (France); "Bigger Than Life" directed by Nicholas Ray, and "Attack" directed by Robert Aldrich (United States); "The Road of Shame," by Kenji Mizoguchi, and "The Heart of Burma" by Ken Ichikawa (Japan); "Calabach" by Luis Berlanga and "Calle Major" by Bardem (Spain); "The Empire of the Sun" by Mario Craveri and Ennio Crast and "Suor Letizia" by Mario Camerini (Italy); "Captain Von Kopenik" by Helmut Kautner (Germany); "Immortal Garrison" by Agnactico and Tisse (Russia); "Toreno" by Carlos Velco (Mexico); and "The Ogre of Athens" by Nikos Koundourous (Greece).

Members of the jury, which under new regulations, will award but one prize, are: The Gold Lion of St. Mark, which include John Grierson (British) president; Luca Visconti (Italy); G. B. Cavallaro (Italy); Fridrich Mareovitch Emmer (Russia); Andre Bazin (France), and James Quinn (Great Britain). A Japanese representative will shortly be named.
average loan would probably not exceed $25,000. A typical loan at this figure, he said, would probably cover the possible cost of $2,500 for screen, lenses and lighting; $5,000 for sound equipment; $15,000 for air conditioning and $4,500 for general modernization, including seat refurbishing.

Sent to Barnes

The brief was sent to SBA Administrator Wendell B. Barnes, and was accompanied by a covering letter signed by committee chairman A. Julian Bielawski. Copies were sent to Secretary of the Treasury George M. Humphrey and Secretary of Commerce Sinclair Weeks. These two with Barnes, make up the SBA policy board, which will make the final decision as to whether or not the SBA will include theatres in its list of enterprises eligible for loans.

The covering letter referred to the recently issued report of the Senate Small Business Committee, which recommended that the SBA consider making theatres eligible for loans in cases where regular lending institutions would not grant credit. The letter went on to say that the committee report did not include all the facts and considerations which lead to the recommendation, and that the brief was written to provide the details which the committee report omitted.

Conference Asked

The covering letter requested "the opportunity of relating the situation" in person to the three-man board and "perhaps assisting your office in the preparation of a plan whereby small theatre operators could be made available to the theatre industry."

The brief emphasized that an SBA loan to revitalize a small theatre would also serve to revitalize the entire business community in which the theatre operates.

In addition, the brief states that the SBA loans, if granted to theatres, "can be properly sustained." The difference between profit and loss to the entire industry the brief said, "is in the amounts which can be realized from the operation of a small theatre."

Reviews Past Decade

In the last 10 years, the brief declared, the rebound of the nation's economy has prospered while the exhibitor "has been faced with the dismal prospect of a decline in profit in an economy of increased costs." It has been estimated, the brief continued, that of the nation's 19,200 theatres, 10,500 are in financial distress and 5,200 are operating in the red. Most of these theatres, the brief said, are in suburban and small town areas.

"Although television was a contributing factor to this decline," the brief went on, "theatre attendance can be maintained at a sustaining level" after television has saturated a

which resulted in the exemption of some 17,900 theatres from Federal taxation, Pinanski declared that the industry "should develop a vehicle or an agency that would make available substantial sums of money that would enable us to refinance our industry on a sound, long term basis."

"This is not the time or place to go into details, but I might say that I have in mind a sort of financial authority that could work in close cooperation with top financial institutions of our country in the financing of motion picture properties or projects."

Pinanski, explaining his plan, said that once the motion picture industry "attains accord from within, we could seek outside financing to help in the rehabilitation and reconstruction of the business on a long-term loan basis." The prominent New England theatre owner hinted that once the industry "becomes united," the government might be one of the agencies which would give the industry financial aid. "We need a combined effort to prove our industry is sound. Once we have this, the motion picture industry will be considered in the same light as other industries," the member of the COMPO trumvirate declared.

Praises Exhibitors

"While we are doing right by paying our respects to Bob Coyne, Bob O'Donnell, Charlie McCarthy and his staff, to the President, the Secretary of the Treasury and to those Senators and Congressmen who helped us, let us not forget the exhibitors throughout the country who have made this accomplishment possible," he continued. It was they who lined up the Senators and Congressmen on our side, and did it by presenting the truth of our cause."

"In fact, I believe that what the exhibitors did for us at the grass roots should make us humble and full of thanksgiving that we are Americans. For it was the American system of government that made it possible for us to obtain relief," he said.

Continuing, Pinanski, said, "three times now—three times in a row—COMPO has demonstrated that by uniting the industry in a gigantic effort it can literally perform miracles. Three times this organization of COMPO has shown what it is worth to our business. Now, the thing that would make me completely happy would be to see COMPO chosen as the rallying point for what I think is the next great task of this industry. It is a task infinitely more important than this tax relief."

Launching his suggestion on the formation of the "industry financial authority," the exhibition leader said, "A series of meetings should be set up in which we would pool the best financial brains of our industry and they should be continued until they come up with a workable plan for the attainment of the objective I have just mentioned."

Purpose Not Financial

"Needless to say, I am not suggesting any solicitation of money from exhibitors or anybody else, either as donation or for stock purchases. Please understand me, I am not referring to meetings or conferences having to

(Continued from page 1)

change its policy and permit the lending of small individual owned businesses, the brief went, "they are unable to attract outside financing and do not have their resources. Furthermore, the profit history of the industry has been such as will attract lenders."

The financing required by these exhibitors, the brief said, "can only be obtained under the sponsorship of government lending agency and believe the Small Business Administration to be the only one available for such purpose."

The brief declared that "the theatre, when healthily operating, creates a traffic in the area, which in turn creates business for the small retail business community, and that the theatre languages to this community."
A musician’s musician and one of the gentlest of men, maestro Don Voorhees is NBCCurrently embarking on his 17th consecutive year, guiding the great “Telephone Hour” orchestra. . . Broadway and tv actress Janet de Gore will be seen in a featured role when George Bernard Shaw’s “You Never Can Tell” opens at the John Drew Theatre at East Hampton Monday. . . . Criterion Film Laboratories, formerly Circle Film Labs, is now headed by Fred Todaro, formerly plant superintendent. Fred is doing a fine job with color film experimentation and has come up with a single original embodying six different color effects from which clients may make their choice. . . Sam Peckinpah has completed a teleplay, “Top Gun,” for “20th Century-Fox Hour” and will begin work on Doc Lindor’s short story, “Gunman’s Errand” which he’ll adapt, produce and direct as a feature film.

Out of seven films selected by WOR-TV for repeat telecast on the “Million Dollar Movie” series, five are from Associated Artists “Movieland” group. A RICH haul by gen. sales mgr. Bob Rich, . . . Cornell Films has formed a new subsidiary, Best in Sports, Inc., and will make a series of 39 telefilms, “The Best in Boxing,” with Marty Glickman, narrator. Milton Saulzburg is president and executive producer. . . Peter Weil, who came to DuMont in 1949 having served in various capacities with Laurence Rockefeller, Standard Brands and Philip Morris, has been tapped as asst. mgr. of Technical Products div. of DuMont by vep I. G. Rosenberg. . . . Three ABC’children’s “Red Goose” spectaculars have been skedded this season in the Saturday 11:00-12:30 noon slots Saturdays, Aug. 25 (from St. Louis) Oct. 6 (New York) and Dec. 8 (L.A.).

The 90-minute muppet shows will be sponsored by International Shoe Co. . . . The Twig Productions WABDaily at noon series, “Freddie the Fireman,” produced by Budd Getchel and starring folk singer Ed McCurdy, asked viewers to name a puppy Dalmatian four weeks ago. More than 31,000 letters resulted. Incidentally, Budd’s 4-year-old son, Douglas, not only ‘thunk up the program idea’ but also acts as the technical adviser.

Bob Rich

One Man’s TV views
By Pinky Herman

A STRANGE ADVENTURE life
is story of a modern hot-rod and his unexpected participation in an armadillo car robbery. It is amusing enough, but too soon marred in a maze of circumstances too intricate for inclusion in minute melodrama.

18-year-old son of a logger in an unnamed city, away on his hot rod car and his widowed mother in superior of a various and passing facts, he finds himself in love with Maria, his former girlfriend, who herself off as a song stylist ing the inevitable “breaks.” This revere is broken when Miss O’Sullivan baskets her “looking friends” from cast arrive in what later develops as a stolen car. The news begins to spread and Nick talks of a grandiose future, to completion of their robbery.

As English has Cooper take her hot rod to test a pipeline get-route. The robbery comes off, but it is taken along with the car. Escaping road blocks, the hits a back trail, arriving at a company named by Joan Evans and another. Here’s why: it’s merely a matter of $1,000. Miss Evans falls heavily for Cooper and he returns the feel good for a private-shooter to get into the via land tractor, and the hu animation is amusing. William J. O’Sullivan was the producer, and William Witt was the director, long time, 90 minutes. General Cancellation. Release date Aug. 24. A. M. W.

J. E. Usmski, O’Donnell

(Continued from page 4)

A trade practice, arbitration or those other subjects that have been agog for a long time. I am acquiring something new—a concerted effort aimed at putting our basic on a sound financial basis, He said, entirely confident that it can be done—just as confident, in fact, as more than a year ago when the exhibitors of the country called a tax campaign at nationwide. I am willing to sit down in a friendly and informal meeting or for any structure that will make us able to put this industry once on a sound financial basis. He that would give us the chance to insure that insurance is the future of our business. It may be our last chance, he concluded.

O’Doell, who along with Coyne assembled ITOA plaques for their various services to the industry, was recently commissioned as an armadillo car robbery. ITOA campaign, said that O’Doell has built a “fine feeling among Congressmen and Senators and the public of the manner in which the campaign is conducted.” The 1956 tax campaign chairman pointed out that the groundwork for the next tax campaign “has been laid a sufficient way that it is up to us to see that COMPO is kept alive.” Max A. Cohen, first vice-president of ITOA and chairman of the board of that exhibitor group, presented the plaque to O’Doell.

Only 2,500 Theatres

**Italians Find Reds Making More Films**

By ARCEO SANTUCCI

ROME, Aug. 16 — Italian film industry leaders who have just returned from Russia—where they set plans for production work that will be held in Moscow and Leningrad in October—have brought back in addition the first reliable statistics on the Russian film industry to come out of that country in a number of years.

The Italian travelers report that in almost all cases the Russian film men answered their inquiries with frank and specific statements of fact. Of particular interest to western industry men are the revelations that:

**Made 52 Films in 1953**

The entire Russian industry produced only 52 films in 1953 and has set a goal of 60 features this year, both of which figures represent a sizable increase over the total of six pictures produced in all of 1952.

There are only about 2,500 theatres in the U.S.S.R. which are considered important from the commercial point of view and these have an average seating capacity of 900 seats, although the largest theatres have about 1,800. In addition there are an estimated 5,000 "kolkhoz" theatres (theatres operated in conjunction with state agencies such as collective farms and industrial plants) and approximately 5,000 Tsaim theatres.

**Government Gets 55%**

The average admission price ranges from 75 cents to $1.50 (at the official rate of exchange), which is the equivalent to one to two hours' work of the best paid workers. Out of each ticket, the government takes a tax of 35 per cent; distribution gets 17 per cent and exhibition the remainder.

Annual world-wide receipts are estimated at 1,500,000,000 rubles, or about $3,750,000,000 at the official rate of exchange.

The "new look" in Soviet affairs evidently has extended to the film industry, according to the reports brought to Italy. Until recently all production had to be authorized by the State Department for Culture. Although the film industry remains in the jurisdiction of this agency, under the supervision of Undersecretary Vladimir Nikolaeivich Surin, individual studios can now take the initiative in the planning and production of films; however, something of a catch in the plan.

**Soviet OK Before Release**

All films must be released through government-controlled distribution organizations. If these organizations—which do not choose their product until after the films are produced—do not take a film, it does not get any release. The studios which have the highest number of "chosen" films receive in turn the largest government subsidies, and are thus able to produce even more pictures.

In exchange for the Italian film week which gets underway in Moscow Oct. 15 and in Leningrad Oct. 18, the Russians are sponsoring similar shows Oct. 24 in Rome and Nov. 1 in Milan. The Moscow-bound Italian film delegation will include about 25 producers, directors, actors and actresses, not the least of whom will be Gina Lollobrigida.

**REVIEW:**

**The Young Guns**

**Allied Artists**

Hollywood, Aug. 16

PRODUCER RICHARD HEIRMANCE, director Albert Rand and writer Louis Garfield rate extraordinary credit for bringing to the Western market a well-thought-out and admirably balanced film in which is taken, for the first time extensively, the case of the second-generation gun-slingers—the sons and daughters of the outlaws whose infamy, unfor-gotten by the population in general, overshadows their offspring and limits their lives.

This is a subject that could have got out of hand and led to all sorts of melodramatic, mistaken conclusions, but it was not allowed to. On the contrary, it has been made the basis of a forthright and steadily-moving Western story that succeeds on its merits as entertainment, and only incidentally makes the background point that a bandit's child doesn't have to be a bandit unless he wants to. With or without that point, it's a tip-top Western, excellently directed by Rand and well played by many of young players topped by the promising newcomer, Russ Tamblyn.

The picture opens with Tamblyn, having been brought to Chalmers to work under legal supervision following his bandit father's death, trying to prove to the townfolk his peaceful intentions, but failing in this effort and going into the mountains to join a gang of young men whose fathers are off on a bandit tour of the country. He has no wish to join them, but believes he cannot find acceptance elsewhere, so becomes a member and finally a leader of the gang. Meanwhile, he falls in love with a girl, daughter of a bandit leader, who counsels him against committing a crime, and agrees to leave with him when they are freed by circumstance to go. This situation is prelude to an attempted bank robbery in which, by complex but credible developments, he and those of his followers who live to do so, take the right road.

Gloria Talbott, Perry Lopez, Scott Marlowe and Wright King head up a fine supporting cast.


WILLIAM R. WEAVER

**Ted Williams Aids Jimmy Fund Drive**

Boston Red Sox slugger Ted Williams will make a personal appearance for the Jimmy Fund at Greater Boston drive-in theatres Aug. 27, the Jimmy Fund announces. He will be accompanied by Bob Ewey and Curt Cowd-y, the sportscaster. Their appearance will be in addition to the double feature performance. A Jimmy Fund container will be all that is necessary to admit a car. A 1956 automobile will be presented to a lucky car registration, and there will also be prizes for the six persons at each theatre who turn in the most money in the Jimmy Fund containers.

Mr. Rosen said: "Plans are forthcoming for a representative group of showmen to make the exhibitor's visit to our city one of the most memorable events of the year. We hope to reflect the true spirit of New York's enthusiastic hop and offer to guide and assist the toor in seeing and enjoying all wonders of our great metrop-

**Meyer Dies**

(Continued from page 1)

ager of film laboratories and general purchasing agent.

He was credited with having saved the Famous Players entire stock of motion picture negatives, when the company's 26th Street, New York, studio, in which they were stored, was totally destroyed by fire in 1915. It was at Meyer's urging that Zukor, now Paramount's board chairman, had the priceless negatives stored in a huge safe which, when opened after the fire had subsided, yielded its contents in perfect condition.

**GPE Earnings Up In Second Quarter**

Consolidated net profit for GPE, Precision Equipment Corp., for three month period ended June 30, 1956 was $807,585, a sub- gain over the first quarter net of $343,973. The six month net profit was $1,151,530, and the comparable figure for 1955 was $2,173,854.

A statement to the stockholders pointed out that sales and profits for the second quarter improved the first quarter.
MPAA Gives Code Unit Permanent Status; Will Study Appeal Change

The Motion Picture Association of America has authorized the permanent establishment of a sub-committee to enforce the Production Code Administration's "watchdog" committee on self-regulation and suggested that among the subjects for study include the wording of a special provision outside the Code or allowing a special Code seal for products produced outside the U.S. in a language other than English when domestically distributed.

Pinanski Plan Well Received

Sam Pinanski's suggestion late last week that an industry financial authority he established was well-received by representatives of production and distribution in Wall Street circles. Industry figures; many of whom attended the luncheon-meeting of the Independent Theatre Owners Association and heard Pinanski present his plans (Continued on page 2)

Michigan Allied to Have Regional Meet Aug. 28

Special to THE DAILY GRAND RAPIDS, Aug. 19—The tax on theatre air conditioning proposed for this and other cigarette cities will be on the agenda of the Allied Theatres of Michigan when it holds a regional meeting at the Grand Ridge Country Club here Aug. 28.

Announcement of the affair also states that there will be a report on "how Michigan Allied aided in passage of the amendment to exempt federal taxes on admissions up to and including 90 cents." Recreational activity for the day will include swimming as well as golf.

Myers Cites Values in Expanded Roundtable

By J. A. OTTEN

WASHINGTON, Aug. 19 — The decision made this past week by the Board of Directors of Allied States Association to include producer-distributor problems in its proposed industry roundtable conference was made in the interests of industry cooperation, board chairman Abram F. Myers said over the weekend.

Myers said Allied felt it wanted (Continued on page 2)

Deal for WB Pathe Assets Near Closing

Negotiations for a group headed by Jack Le Vica, editor of Warner Pathe Newssheet, to purchase the assets of the company from Warner Bros., were reported at the weekend to have progressed to the point where closing of the deal would be possible today or tomorrow. The last issue of the newsweekly will be issued Thursday.

As previously reported in Motion Picture Daily, should the deal go through, a large part of the present studio will be sold.

Thrillarama Being Set For Further Openings

Special to THE DAILY DALLAS, Aug. 19 — Thrillarama Productions, Inc., will open its first feature in the new wide-screen process, "Thrillarama Adventure," in all sections of the country "as rapidly as Technicolor laboratories can supply the required number of prints," according to a statement made here by (Continued on page 2)
PERSONAL MENTION

JACK E. DAGAL, Warner Brothers general manager for Japan, has arrived in New York from Tokyo.

GEORGE MUNCH, vice-president of Loew's International, returned to New York from London yesterday via B.O.A.C.

ROBERT COYNE, special counsel for Council of Motion Picture Organizations, will leave here today for the Coast.

HUGH OWEN, vice-president of Paramount Film Distributing Corp., will return to New York tomorrow from Philadelphia.

LEO JAFFE, vice-president of Columbia Pictures, returned to New York from London at the weekend via B.O.A.C.

SAM BEKERS, United Artists supervisor for Latin America, and Mrs. Bekers have arrived in New York from Mexico City.

RICHARD P. BRANDT, president of Trans-Lux Pictures Corp., left here on Saturday with Mrs. Brandt for Europe.

SAM NATHANSON, Globe Releasing Corp. sales manager, has arrived here from the Coast.

DAVE BADER, vice-president of Astor Pictures, left New York over the weekend for Maine and Canada.

RAY NELSON, National Telefilm Association vice-president and general manager, will return to New York today from Miami.

WILLIAM ORNSTEIN, trade press contact for M-G-M, returned to New York over the weekend from the Coast.

Montague, Jackter Back

HOLLYWOOD, Aug. 19—A. Montague, Columbia Pictures vice-president and general sales manager, and Hubie Jackter, assistant sales manager, left here at the weekend for New York following meetings with President Harry Cohn and screenings of forthcoming "You Can't Run Away From It" and "Full of Life."

Get Together, Myers Urges U.S. to Enter Two Festival

(Continued from page 1)

to go over with the distributors and producers any of their problems "in which exhibitors can be of help." "The time has come" Myers declared, "to get together" and consider what every organization and every branch of the industry "can contribute to see what can be done to help the industry."

Says Allied Has 'Been Aware'

Allied has been aware for some time, Myers said, of the difficulties producers face "in dealing with talent," as well as in dealing with screen production factors. It might be possible for producers "to take a stronger hand" in facing these problems, Myers said, "if exhibitors would take a position on these things."

The Louisville board meeting decided to make ways and means of bringing patrons back to the box office a major theme at its November convention in Dallas, Myers said. He added that the board had spent considerable time discussing this problem.

Interested in Compo Views

The Allied board also devoted a great deal of discussion to the Council of Motion Picture Organizations, Myers said. He explained that since last February, when Allied answered COMPO's request for a bill of particulars due to the upcoming stock spin-off of COMPO, Allied has heard nothing from COMPO.

The board felt, Myers declared, that "any move would have to come from COMPO."

Four Named Pinianski

(Continued from page 1)

plan for film fiscal experts to develop a program designed to make the industry more attractive to investors were in accord that the suggestion "is an idea which has a lot of merit."

However, many said that before further comments could be made, a more detailed suggestion must be offered for consideration.

Wall Street sources said the plan "seemed very good and an organization official said that the present attitude in his industry towards the motion picture field is "bullish as earnings are anticipated to rise this year for a number of film and theatre companies."

Another securities and financial advisor in Wall Street said that the motion picture industry had been classified "as a Group II industry—prospects for recovery are good."

It was pointed out by this financial advisor that "motion picture stocks are fueling rallies" and added that "the stock to buy now in the film field is that of Universal Pictures, Loew's stock is also getting much play, and will continue to spin-off between the production-distribution organization and the theatre group."

W. B. Pathe

(Continued from page 1)

organization would be retained to operate the school magazine and commercial films divisions, which have been under able. The newsletter would be discontinued and it, along with the film library, would be offered for sale to television interests.

A group headed by New York financier J. Arthur Warner reportedly will provide the financing.

Woman Producer to Ai In Selling Her Films

HOLLYWOOD, Aug. 19—Hei Amwook, whose independent company, Bonson Pictures, is contracted to deliver six films to Columbia, personally help sell each products under a plan just worked out between Miss Amwook and Columbia.

The project calls for Miss Amwook to visit different sections of the country for each feature, start off the "Reprise" presentation on "Reprise," Bonson's first production.

The producer will spend 5 weeks on "Reprise" including a week in October and three in November. She will visit New York and San Francisco, speaking before well-known groups and appearing on radio and television.

UA Sets Two for Sept.

"The Ambassador's Daughter" and "Banshee" highlight the lineup United Artists' national releases for September by William J. Heilman, UA vice-president in charge distribution. "Sam Brothers" and "Pharaoh's Curse" round out the month's products of the company.
**News Roundup**

**Society High All Over**

The record-breaking business that 20th Century-Fox's "High Society" is currently experiencing at the Radio City Music Hall is reflected in other cities where it has opened. In Miami it did the greatest business in two years, the opening day was three times as large as "Blackboard Jungle" and as big as "Seven Brides for Seven Brothers." In Topeka, Ark., Madison, Wis., the first day's returns were called "excellent."

**Fox Films at Venice Fete**

Twentieth Century-Fox will be represented in the Venice Film Festival with two productions. The selection committee of the festival has chosen "Bigger Than Life" for the competition, while "Bus Stop" will be shown outside of competition.

**An Article in 'Redbook'**

The September issue of "Redbook" carries as the lead article a 6,000-word treatment by James Dean by Hyams, regular Hollywood correspondent for the "New York Herald Tribune." Hyams has said he has interviewed 139 people and travelled 50,000 miles to gather the details for the article.

**Wheelskin Lady’s Starts**

Bishop-Hittleman Pictures, has released "The Wheelskin Lady," first of a series of features, with Carl K. Hittleman producing and directing, from an original play by Franklin S. Rose, Jr., Hittleman and David N. Rose. The film will be a United Arts release.

**‘Crime’ As Biggest A Grosser in Canada**

Allied Artists "Crime in the Streets" grosses to be the company’s biggest grosser of all time in Canada, according to Jack Bernstein, general manager of Allied Artists Pictures of Canada, Ltd. Bernstein explained a five-theatre day and date agreement there, it recorded the company’s highest gross of the year. From the Tivoli Theatre in Hamilton, the picture brought in the highest AA gross ever recorded. In Vancouver, the Plaza, Olympia and CircleThea ters, it resulted in the second largest gross of any film to have played these theaters, and at the Palace, Windsor, it recorded the second best gross of any AA film.

**Oregon Golf Tourney Slated for Tuesday**

PORTLAND, Ore., Aug. 19—Film row executives, salesmen and others in the industry throughout the state will gather for the annual Oregon Film Men’s Golf Tournament which opens Tuesday at the Columbia Edgewater golf course. Numerous prizes donated by film companies and individuals in the industry are already in the custody of Archie Holt, Universal salesman, who is chairman of the event. Word has been received from Bing Crosby that he will be unable to attend; however, he has sent along a gift for a prize. The tournament will be followed by the usual dinner and dance.

**Two Todd-AO Openings**

"Oklahoma!" in Todd-AO, which will open at the Brown Theatre in Louis ville, Ky., on this Tuesday night and at the Lyric Theatre in Indianapolis on Aug. 20, it was announced by Ted O’Shea, vice president and general sales manager of Magna, distributors of the film, Kentucky’s chief executive, governor "Happy" Chandler and Senator Earl Clements will attend the Louisville premiere.

**Bela Lugosi Dies**

LOS ANGELES, Aug. 19—Actor Bela Lugosi, who won international fame in the title role of "Dracula," died here Thursday. He was 71 years old.

**N. Y. Theatres Renew Fight on City Tax**

(Continued from page 1)

the local tax committee, which has been fighting this impost since its inception in July, 1954, is now armed with recommendations on industry conditions handed down by the Senate Small Business sub-committee recently.

"Theatre men are willing to pay a fair share of the city's taxes, but are unwilling to be burdened with a discriminatory impost such as the amusement levy," Frisch said. When made aware of a statement by City Controller Lawrence Ceresa in which Ceresa warned of new "nuisance" taxes, Brandt declared that "work is actively progressing" in the exhibitors' campaign to have the impost done away with.

**Warms of New Taxes**

Ceresa, in his annual report on the New York City fiscal condition, warned that unless the city curbs its spending for new construction, it may have to impose additional "nuisance" taxes.

New York's mayor Robert Wagner said in Chicago, upon learning of Ceresa's report, that he is confident the city would be able to produce a balanced budget for 1957-58 without recourse to any new "nuisance" taxes. He expressed doubt that the New York public would want any curtailment of the construction program, especially in school buildings.

New York City theatremen fought the five percent tax on admission tickets since its inception on the ground that the impost was "discriminatory" and that the Enabling Act authorizes the collection of a tax which in certain instances is in excess of the five per cent limitation imposed by the statute. The matter was fought right up to the state Supreme Court in Albany. While the case was being tried, exhibitors were collecting the impost, but holding it in escrow after posting suitable bonds per court direction.

Brandt pointed out that the Senate Small Business sub-committee was cognizant of the exhibitors' problems in its analysis of industry trade practices.

He said that the Senate group stated that the repeal of taxes on theatre tickets was very much in order as a continuation of such a burden would evidently mean additional theatre closings, and a resulting loss of revenue.

**MPAA Code**

(Continued from page 1)

ported. The sub-committee is composed of Barney Balaban, Daniel T. O'Shea, A. Schneider and Kenneth Clark.

It was disclosed that the self-regulation sub-committee's report dwelled on expansion of the Production Code's appeal board and, it was said, three proposals for study and possible adoption were offered. "The first had the Appeals Board composed of the MPAA president as permanent chairman, all MPAA directors, and three or four independent producers and six or seven exhibitors; the second had six MPAA directors plus three exhibitors and three independent producers, and the third had the MPAA directors, independent producers, exhibitors and representatives of the public sitting on the board.

**New York Tax Yields $10,000,000 per year**

The five per cent tax on admission tickets, levied Aug. 1, 1954, has enabled the City of New York to collect $20,022,415 from all sources of amusement revenue as of June 30, 1956, according to a representative of the City Tax Office.

The City Tax official said that the five per cent tax brought in $9,301,676 in the fiscal year ended June 30, 1955, and $10,720,737 in the fiscal year ended last June 30.

**TOP NEW PRODUCTIONS**

**WITH THAT SOLID BOX OFFICE APPEAL ! ! ! !**

**"MEN OF SHERWOOD FOREST"**

**THE THRILLING ADVENTURES OF**

**ROBIN HOOD**

Starring DON TAYLOR

Filmed in gorgeous EASTMAN COLOR

**"RÓD CAMERON in "Passport to Treasure"**

An Action-Packed Thriller of Mystery & Intrigue

**INGRID BERGMAN in "FEAR"**

An Intimate Study in Suspense

**WÀYNE MORRIS in "THE DYNAMITERS"**

COMING—John Ireland in "Black Tide" · Jeff Morrow in "Hour of Decision" · Alex Nicol in "Stranger in Town"
Passing in Review

I BY CHANCE, THERE HAD BEEN ANY DOUBT before last week's get-together in Chicago established the sociological fact that the walkie-talkie finally has been superseded by the crepe-pepae; those portable television cameras which, roaming the Amphitheatre floor, added salt and spice to the fullsome proceedings. A problem raised in the first half of this political double-header—and not likely to be resolved in this world—should have been given a “full” coverage to convention activities. One aspect of this matter is covered in Television Today's current editorial. Another might be more generally labeled “the inalienable right of the American public to be bored,” a right that is not quite as superfluous as it might sound at first.

Of the three networks, CBS perhaps provided the liveliest coverage, cutting without hesitation from elongated speech-synched interviews on the floor to the well-chosen royalty. Some viewers may have had a legitimate cause for complaint, if they happened to be vitally concerned with such things as the actual wording of welfare or conservation planks. These complaints, though legitimate, must at least be seen against the backdrop of the coverage as so well handled, not only by CBS, but by ABC and NBC. It is to be hoped, also, that convention bigwigs won't become too panicky as TV pros in light of low Trendex ratings—as for the first sessions of the Chicago meeting. There is something basically comforting about all the hot-air and windiness and possible “jargon” that goes into these TV affairs or earnestly called forth. The American public might indeed have cause for worry if these men suddenly take on a professional gloss.

For the most part, the networks carefully overcame what must often be an overwhelming temptation to editize with those random shots of a restless audience in the course of a long oration. The television camera may not be, exactly, but it certainly is the most inebriating of the evening degree. There was some of this, of course, as with NBC's unflattering shots of Franklin Roosevelt, Jr., nervously puffing on a cigarette while his mother was speaking to the convention. Both CBS and NBC morning shows—Will Rogers, Jr., and Dave Garrovay—provided excellent, supplementary local color to the main business.

So far, so good. Now on to San Francisco.

Elsewhere in the week:

CLIMAX!: “No Right to Kill,” CBS-TV, 1 Hour, 8:30 P.M., EDT, Thursday, August 9, 1956, Live, from Radio City Music Hall.

It may be that playwright Victor Wolfson was caught on the horns of a dilemma when he set about adapting Dostoyevsky’s “Crime and Punishment” for one-hour television. By labeling his work “a free adaptation” he brought down the wrath and scorn of all the more precise avant-garde critics, whose wrath and scorn are as inevitable in our more vitriolic if he had simply avoided any mention of source—material the property is in the public domain. To one to whom the original work is a misty memory, Mr. Wolfson’s “No Right to Kill” was an eerie and exciting drama on its own terms, beautifully produced and acted, and containing one or two moments—such as the first chilling encounter with the hard-eyed pawnbroker—which will live in TV history. It was rather odd to see a present-day New York City district attorney using 19th Century Russian police methods. Consequently the Raskolnikov-Firy duet was not particularly effective. But taken more simply as a dramatic vignette about the crime of a brilliant, twisted mind, "No Right to Kill" packed quite a wallop. John Cassavettes was fine in the central role and even Terry Moore, as a local waitress, showed unexpected vitality and heart. The physical production, which captured the mystery and the mood of the setting, was well done. But Mr. Lamas and dance Gene Nelson. The latter was especially effective in an amusing number wherein he used a baby “spot” as his dancing partner. Mr. Lamas also scored with a medley of songs, ranging from the TV variety to smart and sophisticated pop and utilizing a full, rich voice which Hollywood has never fully exploited.

ALFRED Hitchcock PRESENTS: "Who'd死it?" (repeat), CBS-TV, ½ Hour, 9:30 P.M., Sunday, August 12, 1956, Film. For Bristol-McDonnell Company.

The 'suitable" Hitchcock here did himself something very virtuous and it was a rare treat. He took his chief character, made him a successful mystery and detective story writer, had him dead and entering the notables, then had him discover he had been murdered and getting permission to return to earth for a few hours to discover who murdered him. The idea is in itself wholly delightful, and as Hitchcock has developed it, the play becomes of very front rank. It is a happy and well-performed spoof, and the character honors going to John Williams as the murdered author. Thoroughly delightful were such bits as Williams' utter disbelief that he of all people could have been murdered, and the confusion during reenactment of the crime, when too many people are discovered with very good motives, and his final discomfiture when the classic answer, since someone has turned out the lights. When something better is apt to be done, on TV or elsewhere, Hitchcock is very likely to be the one to do it.

National TV Week

“Celebrating the finest home entertainment in sight!” is the slogan that has been adopted for National Television Week, September 2-8. The first time, incidentally, the week will be devoted exclusively to the promotion of television, with all television stations taking part. The commemoration is being sponsored by National Association of Radio Television Broadcasters, the National Association of Advertising- Radio-Electronics-Television Manufacturers Association and the National Appliance Radio-Telerama Dealers Association. Each television station is sending out special kits to their respective members designed to call attention to each segment of the public to principal wonder of this age.
Who's Where

A week these changes:

W. McPHERSON will join TV as a general program active. Former publisher of the American Magazine and vice-president of the Crowell-Collier Publishing Company, he will specialize in developing the network's participating programs — Today, Home and To- 

to.

WALL PERKINSON has been appointed manager of the Los Angeles office of CBS Television Films, Inc. He was formerly superin- 
tendent of the Chicago office.

DELL R. RAMPALL has been named national sales manager of 

War Televiser's owned and staff radio and television prop-

erties. He is a veteran radio, televisi-

on and advertising executive. 

company also announced the 
vacation of Oster NONN as as-
tistant treasurer of the General 

Radio division and CLIFFORD A. 

NIEHEFF as controller of the 

division.

HIT KAHN has joined National 

Film Associates, Inc., and the 

1 Film Network as advertising 

ager. He will be responsible 

for the phases of the companies' 

raising and also will act as an 

between the NTA and Mass-

ciates, the advertising agency 

the NTA accounts.

R. F. MILLMORE has been ap-

pointed manager of advertising 

promotion of WUF, NBC's 

station in Buffalo. He was 

ly advertising and promo-

director of WRCV, NBC

owned radio station in Philadel-

phia.

Joseph P. GORDON is now assistant 

director of the Tube Research divi-

sion of Allen B. Du Mont Labora-

itories, Inc. Prior to his promotion 

he served as the division's adminis-

strative assistant and manufac-

turing department manager.

ROBERT J. KINGSLEY, co-founder 

and former chief of production for 

Telenews, has joined George Blake 

Enterprises as producer-director, 

tion of the films responsibility 


FRID L. NETEERE has joined the 

NBC Spot Sales organization as 

a television salesman. He was for-

merly with the Katz Agency.

JOSEPH A. GAUSER has joined the 

National Association of Radio and 

Television Broadcasters as a staff 

assistant to the Television Code 

Review Board. His duties will be 

primarily in the monitoring field.

E. CARLTON WINKLER has been 

named director of production op-

erations for CBS-TV effective im-

mediately. It is announced by En-

ward L. SAXE, CBS-TV vice-presi-

dent in charge of operations. Mr. 

Winkler has been production man-

ager of the CBS-TV program de-

partment since March, 1953. He 

joined the network in August, 1951 

as production manager in the CBS-

TV Operations Department.

ROBERT MILFORD has been named 

production manager of the CBS-TV 

program department, effective im-

mediately, it is announced by Hub-

bell ROBINSON, Jr., CBS-TV exec-

utive vice-president in charge of 

network programs. Mr. Milford 

joined the CBS-TV program de-

partment in December, 1954.

Groucho Marx has signed a new 

long-term agreement with NBC, 

it is announced by Thomas A. Mc-

Avity, vice-president in charge of 

NBC-TV. At the same time, Mr. 

McAvity also announced that John 

H. Goodwin, producer of the network's 

own property, the You Bet Your 

Life series, which has been broad-

cast over NBC-TV and Radio since 

October 1956, has been signed to a 

similar long-term agreement.

The cast for the first ABC-TV 

Red Goose Kiddie Spectacular from 

the St. Louis Zoo on Saturday, 

Aug. 25, has been completed with 

the signing of two child stars. 

Robert Milford, 10, of Toledo, Oh., 

and Tommy Roemer, also 10, of 

Toledo, Ohio, will co-star with 

Johnny Olsen and an array of 

chimpanzees, elephants, lions, 

bears and assorted sea lions, 

lillams and flamingos.

David Brian and Constance Ford 

star in "Strange Defense" on 

Santitz Playhouse of Stars, Friday, 

August 24 on CBS-TV. Others in the 

cast are Robert Cornthwaite, 

Mary Alan Hokanson, Frederick 

Worlock, Helen Van Tuyl, Gordon 

Mills, Bruce Wendell, Hal Taggert 

and Guy Prescott.

Walter Slezak, John Cassavetes 

and Carol Ohmart will star in the 

20th Century-Fox Hour drama, "The 

World of Emir Markheim," 

The teleplay is based on the film, 

"House of Strangers."

The Hy Gardner Calling 

program, on WRCV-TV, New York, 

will be sponsored by the Monarch 

Wine Company for 26 weeks be-

ginning October 7. The program, 

which features columnist Hy Gard-

ner, is seen Sundays from 11:15-

11:45 P.M.

Raymond Burr has been signed to 

play the title role in the Perry 

Mason mystery series on CBS-TV. 

He has appeared in many films, 

shows and television dramas.

Two shows scheduled for CBS-

TV's new hour-long program, 

"Screen Gems' "Confession" and 

an adaptation of fe Kay Thompson's 

novel "Eloise," The former stars 

Dennis O'Keefe, June Lockhart and 

Paul Stewart. Miss Thompson will 

write original music for her pro-

duction and will also appear in it.

Louis Armstrong, Gordon Mac-

Rae, Shirley Jones, George Sand-

ers, Dorothy Dandridge, Dolores 

Gray and Sally Forrest will appear 

on "The Cola Porter Festival," the 

first Ford Star Jubilee show of 

the season, October 6, on CBS-TV. 

The composer will also appear on 

the hour-and-a-half musical revue 

in color.

IMMERCIALS

ON THE SPOT

Continued activity in production of 

clearing appeal for a variety of 

pictures

COMMERCIALS, INC.

SUGAR CROS (Benton & 

yest)

(7 & R)

YOUTH CROS (N. W. 

Ayer)

PICK LADY (Thompson) 

a Tea (7 & R)

ALHOUN STUDIO

JON JIMMIE'S DIREC 

Beaver (Direct)

Gas & Oil (McCann-Erick-

ER)

GERE BLAKE, JR.

Car Wash (McCann-Erick-

ER)
This is a picture that grabs you by the throat and shoves you into the shell-ripping, blood-drenched, screaming heat of war.

Here is the hell behind the glory... the real guts and smell of battle! This is the story they didn't tell—of the heroes who stood up under fire, and the few who belly-crawled out!

“Listen, Cooney! You double-cross me once more... if I lose just one man on account of you, I'll come back and shove this grenade down your throat and pull the pin!”...When Lt. Joe Costa screamed these words at his captain, it put him in line for a court-martial...what he did later, put him in line for a medal.

“I'm the commanding officer here, and I say we surrender!”...These ten words summed up the life of Capt. Erskine Cooney—a man with two bars on his shoulders, and a long stripe down his back...

“You go for those stairs, Captain and I'll kill you!”...These words tore from the throat of Lt. Harry Woodruff, who lived by the rules of battle, and broke the rules of war.

What “All Quiet On The Western Front” was to another generation, “Attack” is to this one—for this is a motion picture with guts—a bold, bare-teethed scorching film that marches with the handful of great battle pictures!

The Associates and Aldrich Co. present:

JACK PALANCE · EDDIE ALBERT

ATTACK!

... the story of the flash-fused, fouled-up company the army called “Fragile Fox”!

LEE MARVIN · ROBERT STRAUSS · RICHARD JAECKEL · BUDDY EBSEN
WILLIAM SMITHERS

THRU UA
Hit Fox Stand
On CS Trailer

Special to THE DAILY
CHARLOTTE, N. C., Aug. 20—Theatre Owners of North and South Carolina have requested 20th Century-Fox "to use every means possible to continue supplying regular, 2-D type trailers to all of its CinemaScope product," it was announced by president Jack D. Fuller.

The Carolina TOA exhibitor, in a letter to 20th-Fox executives William G. Gehring and Nord Haxson, said the unavailability of 2-D trailers "would certainly cut down the grossing possibilities of every 20th-Fox picture." The letter continues: "In this territory, 95 per cent of the theatres are not equipped with automatic masking and 100 per cent of the (Continued on page 5)

Blank Calls Pinanski Proposal 'Marvelous'

Special to THE DAILY
DES MOINES, Aug. 20—The motion picture exhibitor needs financing immediately and any plan to make funds available "to him is marvelous," Myron N. Blank, president of Theatre Owners of America, said here today in commenting on the industry financial conference suggestion presented by Sam Pinanski, president of American Theatres Corp. of Boston.

Blank said Pinanski's idea for a conference of top financial heads "to put the industry on a sound economic (Continued on page 5)

Full TV-Radio Coverage

Gala Premiere Festivities Set For 'War and Peace' Tonight

Top-ranking diplomatic representatives of the United Nations, film industry executives, civic and business leaders, along with stars of screen, stage, radio and television, will gather at the Capitol Theatre here at 8:00 P.M. tonight for the international premiere of Paramount's "Ponti-DeLaurentis production "War and Peace." The premiere activities will receive full coverage on both television and radio.

The guest of honor at the affair will be Miss Alexandra Tolstoy, daughter of Leo Tolstoy, upon whose celebrated novel the film, which is in VistaVision and Technicolor, is based.

Among the diplomatic dignitaries at the premiere will be Egidio Ortona, minister to the United States from Italy; and Dr. Leonardo Vitetti, (Continued on page 5)

Report Yates-Cantor
Option Deal To Lapse

Cantor, Fitzgerald & Co., investment group which acquired a 90-day option to secure "working control" of Republic Pictures from Herbert J. Yates and his "close associates," will allow the option agreement, which expires on Sept. 3, to lapse, it was reported here yesterday.

An official announcement concerning the move may be issued later, it was stated.

RKO Grosses Up 20% In Los Angeles Tally

RKO Radio Pictures product in Latin America is grossing 30 per cent over last year for the same period, according to Michael Havas, the company's Latin America distribution supervisor who has returned here from a tour of the territory.

"RKO is doing excellent business in the territory," he said. "The most recent exhibitions of '20,000 Leagues Under the Sea' and 'The Conqueror' were both strong when I left last week.

"The Lady & the Tramp' is playing now in Carracas and is grossing more than any other picture there. There is a big opportunity for a greater market in the Latin American countries, Mr. Havas said. The Latin Americans are still progressing at a fast rate and they are building new theatres, improving old theatres and bringing in many films from North America and Europe, he stated.

"The competition is terrific," he (Continued on page 5)

Latse Convention
exports Differ in Condition of Industry

Special to THE DAILY
ANN ARBOR, Aug. 20—The export business was subjected to sharply con tingent viewpoints by speakers at the opening here today of the Biennial Convention of the National Alliance of Theatrical Stage Owners and Moving Picture Majors. The speakers on the Kansas City National Auditory were divided, with some comments on the current state of motion picture business—a topic of considerable interest to many of the 3,000 delegates from the United States and Canada attending the sessions, which will end Friday, were (Continued on page 5)

Vier Will Receive
den Laurel Award

Special to THE DAILY
ANN ARBOR, Aug. 20—Announcement was made today at the Ninth National Edinburgh Film Festival that Sir Laurence Olivier is this year's recipient of the Golden Laurel, founded and presented annually by David O. Selznick, film producer.

The set of his current production of London of "The Sleeping Beauty," in which he produces, directs and stars with Marilyn Monroe, Sir Laurence said: "I feel most deeply (Continued on page 5)

Dionne Boosts Republic

ness on Continent

From THE DAILY Bureau
NDON, Aug. 20—Reginald Ar von, vice-president in charge of dis tribution for Republic Pictures In ternational, has arrived here from Ger many and Scandinavia on company business.

Aron said the main purpose of his trip to the Continent was con cerning with boosting Republic business in Germany and setting distribu tion plans for forthcoming product.
PERSONAL MENTION

SAL ADORNO, SR., an industry pioneer, reached the age of more than 50 years in exhibition, recently observed his 77th birthday. He is general manager of the M & D Theatres, supervising the Palace, Middlesex, Capitol theatres, all at Middletown, Conn.

Doris Kuchmeister, secretary at United Artists, has returned to New York from Hollywood.

Steve Keiler has been appointed M-G-M looker to succeed Ben Drydock who resigned to return to tv sales and service.

JAMES J. BARTON, Ohio state representative (R., Cleveland) and partner of the Pearl Road Theatre, Cleveland, is attending the National Republican Convention in San Francisco.

HULDA McDONNELL, legislative advocate of the Northern California Theatre Association, is representing the General Federation of Women's Clubs, an international organization of ladies' political with some 11 million members, at the Republican National Convention.

JAMES G. GERKSHAM has been named vice-president in charge of the New York office of Harshes-Botman, Inc., Morris B. Rotman, president, has announced. He was formerly public relations director of B. H. Macy & Co. and had been a senior editor with International News Service in New York.

BARBARA HEIGL, formerly on the house staff of the Parsons Theatre, Hartford, Conn., has been promoted to advertising manager of Baretal Theatres, Inc. of that city.


Helen Hayes will arrive in New York today from England.

Rex Harrison left New York Friday for Bermuda via B.O.A.C.

SAM SPIEGEL left New York over the weekend for London via B.O.A.C.

Joe Pasternak, M-G-M producer whose next will be "10,000 Bedrooms" slated for release from the Coast Aug. 24, Dean Martin, who will appear in the film, is due Sept. 4.

SPECIAL AD CAMPAIGN FOR 'CADILLAC' WILL USE COMMENTS OF SNEAK PREVIEW AUDIENCES

Columbia Pictures will use the comments of patrons who saw its forthcoming film "The Solid Gold Cadillac" at sneak previews across the country in its advertising campaign.

With the cooperation of exhibitors, the company put the patrons' reactions on tape recorders at a dozen key city theatre screenings. These were forwarded to Columbia's home office, together with photos of the patrons and signed advertising replies. The films will be incorporated into "in-running pho- tographer" type layouts for newspaper ads and will also be used in national and trade ad copy.

The Columbia advertising department is currently discussing plans for utilizing the taped material for possible radio and television use in addition to the newspaper ads.

Theatres which participated in the program include Loew's 72nd St., New York; Rialto, Atlanta; Logan, Philadelphia; Chicago, Chicago; Des Moines, Des Moines; Warner Beverly Hills, Los Angeles; Orpheum, San Francisco; W. M., Washington, Center, Oklahoma; Uptown, Salt Lake City; Harris, Pittsburgh; and Brighton Circle, Boston. Additional screenings are scheduled in other key cities.

WOMPI BEGINS DRIVE FOR ADDITIONAL CHAPTERS

NEW ORLEANS, Aug. 20—The International Association of Theatres Of The Screen Industry, has a campaign underway for additional clubs to be organized in exchange centers throughout the United States and Canada preceding their third annual convention which is scheduled to be held in Atlanta Sept. 28-30, according to Mrs. Gene Barnett, publicity chairman of the chapter here.

The association now consists of the following ten chapters: Dallas (the original organizers), New Orleans, Atlanta, Minneapolis, Charlotte, Houston, Jacksonville, Denver, Washington, D.C. and Toronto, Canada.

The eleventh chapter, Des Moines, which was recently organizing is to receive its charter prior to the convention.

In charge of organizing new chapters is Gertrude Davis, WOMPI Extension chairman, here. Her co-workers are Mary Becker, Gladys Villers, and Panaye Phillips.

ROUNSVILLE ACQUIRES 2 NEW RADIO STATIONS

ATLANTA, Aug. 20 — Robert W. Rounsville announced today the purchase of two additional radio stations — WIOK, Tampa, Fla., and WSOK, Nashville, Tenn., for a total of $340,000.

Rounsville also owns WXQI, Atlanta; WCN, Cincinnati; WLOU, Louisville, Ky.; WOBS, Jacksonville, Fla.; and WMBM, Miami Beach, Fla.

He also holds permits for WALT-TV, Atlanta; WXQI-TV, Cincinnati; and WXQO-TV, Louisville, none of which is yet in operation.

The pay-hike controversy over the exchange continues to be contemplated, Rounsville said.

MEXICO CITY, Aug. 20 — Motion Picture industry labor trouble, which, it is generally believed, would be held off until at least next summer, by the bi-annual peace pact the American and Mexican distributors made last year, featuring substantial "ucas," is looming with an ultimate served by Felipe Rayon, secretary general of the National Cinematographic Industry Workers Union (STIC), upon Allied Artists. The union declares that by Oct. 24.

AA has not increased its unionized employees' wages by 50 cents, STIC will call a strike against it. Other costly economic benefits are also asked.

AA made a pact with STIC before that made by the other American companies—Metro, RKO, 20th-Fox, Columbia, Universal-International, Warners, Paramount and Republic. Therefore, STIC is "going after" AA now, but not the others. It is pointed out that the 50 per cent pay hike demand is not unusual because STIC always asks that, and AA only 10 to 20 per cent for its members.

U-I THIRD IN LONDON TO USE TV PROMOTION

LONDON, Aug. 20—Universal-International is the third film company here to use commercial tv to promote new release "Raiders of the Lost Ark." Granville, U-I's home office representative in the U. K. announced that 12 television spots, all of 15-second duration, and two specially-prepared trailers, will be used to advertise "Away All Boats" immediately before the London release.

Twentieth Century-Fox and the Rank Organization were the first film companies to use commercial tv here.

COLUMBIA MOVING LABOR DEPARTMENT TO SOUTHEAST

Columbia Pictures will move its new home office at 711 Fifth Ave. here over the Labor Day weekend. Among the first departments to make the move is the present quarter at 720 Seventh Ave. is the public relations.

Third Art House In Pitt.

The art policy has paid off so well for the Squilled Hill and Studio Theatres in the Squilled Hill sector of Pittsburgh, Pa., that the Manor 1 adopted the same policy as of yesterday. It opened with Mau1 Cherviher's French comedy, "Seven Little Shus." To "Squilled F" and "Phantasia" is owned by the Stains Warner Corp., while Ralph and hail Green operate the independent Guild.

To Screen UNESCO Film

The British Broadcasting company Television Service will screen on Sept. 3, the "Challenge of Television," 45-minute film which Norman Saw- low has produced in cooperation with UNESCO. The script is by F. Rocha. Viewers thereby have opportunity to see something of what television looks like in other countries, including Russia and Japan.

NEW YORK THEATRE

RADIO CITY MUSIC HALL—Rockefeller Center

SING FRANK CROSBY—KELLY—SINATRA

"HIGH SOCIETY" in Victoria Stage

An M-G-M Picture and SPECTACULAR STAGE PRESENTATION

MOVIELAND THEATRE

161 W. 54th St. New York 19 Hudson 6-0531

TV FILM SERVICE

AVAILABLE

STORAGE 1000

OFFICES

PROJECTION ROOM FACILITIES

MOVIECO THEATRE SERVICE, INC.

914 W. 34th St. New York 18 Tel. 861-0501
Omaha 1st Runs Plan
General Price Cut
Special to THE DAILY
OMAHA, Aug. 20—Effective Sept. 1, all downtown Omaha first run house plans to reduce their admission prices to 75 cents for matinees and 90 cents for nights, a poll of the theatres revealed today. Current top is one dollar.

Orpheum, largest house in the city with 2,800 seats, jumped the gun this week with the new scale for “Fraid and Pitiful,” and Tri-State city manager Don Shane declared he was “quite pleased” with the results.

Calif. Industry Will
Fete GOP This Week
Special to THE DAILY
SAN FRANCISCO, Aug. 20—Prominent delegates to the GOP national convention which opens here today will receive carefully planned hospitality treatment from the local motion picture industry.

Individual Republican VIPs have been assigned hosts of benefits at breakfasts, luncheons and dinners in the topflight San Francisco hotels and clubs, with the Northern California Theatres Association picking up the tab. First three delegates to be honored at as many banquets are Nebraska’s Sen. George W. Malone, Kansas’ Sen. Andrew F. Schoeppe and Pennsylvania’s Rep. Richard Simpson.

NCTA also presented all delegates with passes to all of its houses, as did Fox West Coast Theatres. The entire Oklahoman delegation is scheduled to attend a special showing of the Todd-AO production “Oklahoma!” at the Coronet Theatre.

Nine Films Put Before
Cameras; Seven Finished
From THE DAILY Bureau
HOLLYWOOD, Aug. 20—Camera work started on nine new pictures and seven others reached the completion stage this week, for a total of 30 pictures now in production. Started were: “Story of Esther Costello,” Valiant Films (and “Interpol,” Warner Bros. (Columbia); “Jet,” Grass-Krasne and “The Fever Tree,” Dudley Pictures (independent); “Duel at Apache Well” (Republic); “Woman of Pictain Island,” Regal Films, Cinemascope (20th Century-Fox); “The Buckskin Lady,” Bishop-Hitchcock United Artists); “The Night Runner,” (Universal-International); “A Face in the Crowd,” Newton Productions (Warner Bros.).

Copied were: “Hunchback of Paris,” CinemaScope, Eastman Color (Alied Artists); “End as a Man,” Horizon-American Productions (Columbia); “The Rainmaker,” VistaVision, Columbia (Paramount); “Affair in Reno” (Republic); “The Deadly Mantis,” “Crazy Love,” and “Interlude,” CinemaScope, Technicolor (Universal-International).

British TV Unit Reduces Operations
By WILLIAM PAY
LONDON, Aug. 15 (By Air Mail) — Associated Rediffusion, London midweek commercial programme contractors, has announced big studio cuts in a streamlining operation to reduce staff and overhead costs. The company’s losses have been reported at more than £2,100,000 ($420,000) and an outside broadcast unit are to be sold. Three tele-cine projection units worth £54,000 ($151,200) will be temporarily frozen and other units diminished.

In future the company will concentrate its production work at the five Wembley studios. Television House, A. R. headquarters in the centre of London, will become an administrative block. Some 300 of the company’s 1,200 staff will become redundant because of these cuts and will mean a saving of £1,000 ($111,200) a week in salaries.

Satisfactory Report
A statement issued by A. R. says: “Satisfactory networking arrangements have been reached with the other weekday programme contractors in the Midlands and the north, and from Sept. 1, it’s up the London Monday to Friday transmissions will be approximately 65 per cent.

Although more than expected, this A. R. cutback in operations is seen here as part of commercial television’s growing pains. A. R. opened Britain’s commercial TV service last September, and was immediately faced with the task of providing five days’ programmes a week from the outset. Cuts in staff and programmes were inevitable as networking came into operation.

Warned of Cost
In recent months many executives have warned of the high cost of providing TV programmes and anticipated losses in the initial stages of the new service.

Lord Rothermere, chairman of Associated Newspapers who have a 50 per cent interest in the running of A. R., commented on the progress of commercial TV in his annual report to stockholders. He said: “It was always anticipated that there would be initial losses, but your directors are confident of the ultimate success of the venture. You have now, he said, in colour daily and with the larger cover due to the overall improvement in the programmes and programme planning, there is a noticeably growing audience for the new medium. At Mar. 31 this year the total investment in A. R. was £1,168,300 ($4,722,200).”

. . . of Drive-ins
Danvers To Get Drive-In

Philip D. Bloomberg, who operates the Orpheum Theatre in Danvers, Mass., has received a license to operate a drive-in theatre there by the Board of Selectmen after two years of litigation and appeals brought on by protests against the granting of a permit. Bloomberg will construct a 900-car drive-in on Route 128. Construction will begin after Labor Day for the “Danvers 129 Drive-In,” which is expected to open in April of next year.

Sandler Installs Heaters

David Sandler, president of Sandler Mfg. Co., Cleveland, Ohio has installed his new in-car heaters in the following drive-ins: Kalamazoo, Kalamazoo, Mich.; Sunset Drive-In, Helena, Mont.; Skyline Drive-In, Morristown, Tenn.; and the 31 Drive-In, Cullman, Ala.

Pittsfld Drive-In Approved

The Pittsfld, Mass. Board of Appeals has unanimously approved a petition by the Pittsfld Drive-In Theatre Corporation for construction of a 900-car capacity drive-in, there.

Redstone To Open Three

Three new theatres of the Redstone Drive-In circuit are to open late this season. The Lakeshore, Rochester, N. Y. is set for its debut later this month; the Suffolk Downs, East Boston, in mid-September; and the Palmyra, N. J. in the Philadelphia area, later in September. The latter two will have in-car heaters for year-round operation. The circuit’s South Amboy, N. J. drive-in is under construction for an April, 1957 opening.

Palmyra is the manager of the Suffolk Downs, transferring from the circuit’s Neposset, Boston, while Nat Levit, former ATC manager, goes into the Neposset. The new corporate name for the Redstone circuit is Northeast Drive-In Theatres Corp.

Marks 3rd Anniversary

Marking its third anniversary, the Plainville, Conn. Drive-In, managed by Livio Dottor, staged a fireworks display at a cost of $500.

New Post for Keever

H. Weller (Jake) Keever has been named to the post of director of sales for the NBC Television Films Division of California National Productions, Inc., Robert D. Levitt, General Manager of the NBC subsidiary, announced yesterday. Keever has served as national sales manager for NBC Television Films since January, 1955. In his new post he will direct the world-wide network and syndication sales force for California National.
The Amazon Trader

Warner Bros.

The first in Warners' new series of short features, "The Amazon Trader" is a lively, exciting piece of fiction-travelogue that tells stories of the jungle life of the jungle. The jungle, in this case, borders the lengthy Amaz and John Sutton, in the title role, narrates the various terze tales.

One story concerns an adventurous married couple determined to locate a legendary tribe of Indians, never seen by a white man. The con-tinuously narrowing stream, up which they are traveling, is dotted with ominous warnings. They finally turn back when a symbol of death appears and the invisible tribe remains invisible.

Another story tells of a man who has come to the Amazon to study butterflies. His wife, an intrepid creature, attempts to hunt, which amuse the natives. However, her fast thinking saves a young boy from being devoured by the deadly piranha fish which wins her new respect from the natives. She continues hunting while her husband still chases butterflies.

The final story deals with a Devil's Island escapee who, facing certain death in the unfriendly jungle, is rescued by a group of Indians. When a fortune in jewels and gold in their village, he steals the tress only to discover they're blocks of wood.


The Boss

U-A—Seltzer Films—Window Prods.

This Seltzer Films-Winold production for United Artist release deals with the activities of a crime syndicate in the era of the 1920's. While the story itself offers no deviations from the stereotype of crime films, the action is forceful. This factor, combined with the good performances by John Payne, Doc Avedon, William Bishop and Gloria McGhee, should help the picture to do well at the box office.

With the death of his brother, Payne assumes control of the mob, per-taining Bishop in charge of the legal department which acts as a front for his underworld operations. Miss Avedon, once Payne's sweetheart, is now married Bishop.

After the stock market crash of 1929, Payne loses his fortune and ends the financial support of other gangsters. Later, the mobsters acciden-tally kill several federal agents and incite private citizens to form a clean-up campaign against the syndicate. Brought to trial, Payne is evi-denced of tax evasion and leaves for prison.

Frank N. Seltzer produced the film, Walter Seltzer was associate pro-ducer and Byron Haskin, director. Running time, 89 minutes. General classification. For October release.

The Unguarded Moment

Universal-International

In this, her first role since departing the MGM contract roster in favor of free-lancing, the queenly, aquatic Esther Williams portrays, admirably but without resorting even once to bathing suit or swimming pool, a high-school teacher whose routine and reputation are violently affected by a neurotic student. With George Nader opposite her, as a law officer who suspects the student of murder, and with the newcomer John Saxon playing the sex-driven youth, Miss Williams proves beyond contention that she doesn't need underwater photography or overhead diving board to show off her talent to advantage.

The script by Herb Meadow and Larry Marcus, from a story by the latter and Rosalind Russell, opens with police investigating the assault murder of a woman near the high school where Miss Williams, a music teacher, is in receipt of an unsigned note from a male student asking her to meet him in the gym that night. She tells her class that one of its members is annoying her with mash notes and orders him to desist, but she goes to the gym at the appointed time, intending to reason with the smitten youth. When she undertakes to do so, he attempts to assault her, tears her dress, and flees, after which she reports the matter to the police but withholds the name of the student.

From this point on she resists the insistence of policeman Nader to reveal she knows the boy's name and permit his arrest, yielding to this persuasion only after the boy succeeds by subterfuge in getting her sentenced for the faculty as morally unfit. (The audience, meanwhile, is kept informed about the relationship between the boy and his father, who has locked his own life out of his house deserted him in the boy's infancy and has undertaken to do the same for the boy.) Finally the boy, released by police after the murder has been solved, admits he has lied about his teacher, who by this time is being mauled by the boy's father with unmitigated intent, and the story is brought to an end, somewhat unresolved when the father, fleeing police, falls dead.

The production is credited to Gordon Kay and the direction, a smooth job indeed, to Harry Keller. Running time, 95 minutes. Adult classification. For November release.

The Ship That Died of Shame

Rank-Continental

Few writers—who poets or painters or musicians—understand the sea, and few read the personalities of the men who are drawn to it, and to their ships, as does Nicholas Moscowitz. In his previous work, "The Cruel Sea," a highly successful item with the art house trade, he demonstrated his peculiar feel for this aspect of human experience. In his second film, "The Ship That Died of Shame," he reveals himself again a 20th Century Melville. Like Melville, he infuses into his poetically-conceived works a sense of human loneliness amidst a quixotic universe, an insight into the necessity of certain loyalties—man to man, man to ship.

Curtiss since time immemorial have been referring to their vessels in the feminine, for the true seafaring man loves his ship; she is his fair lady. To him, she has a soul, a personality, a capacity for sensitive response, and she recoils from outrages on her dignity.

The Michael Balcon-Ealing Studios and the J. Arthur Rank organization have set the producing-writing team of Michael Relph and Basil Dearden to work on Mosowitz's "Saturday Evening Post" tale of the same kind. So far as is known, what the world through is seen, convoluted, and feverish in the best tradition of the art cinema. It also carries in a giant step toward stardom the 25-year-old British actor George Baker, previously seen in "The Dam Busters," who combines introspection and subtle personality portrayal with manly good looks and forceful projection. Also fine are his co-star, Richard Attenborough, well-known on these shores; Bernard Lee, Bill Owen, Roland Culver and a charming young actress, Virginia McKenna, who leads convincing sincerity to her love scenes with Baker.

The plot, which well-known young British playwright John Whiting helped Relph and Dearden to adapt, concerns an heroic wartime motor gunboat, one of the pride of the British fleet, who finds herself in degrading service as a smuggling vehicle of the lowest kind, manned by the very man who led her proudly in war. Of these Attenborough is the insistent opportunist; Baker the sensitive, decent man who temporarily loses his perspective after his young wife's death, and Owen, Baker's loyal buddy.

Only Baker and Owen survive when the ship, pining away slowly in her humiliation, finally drives herself on the rocks after a series of incidents, including strangely well-timed motor failures, by which like an abused, disenchanted human being, she has been expressing her sense of outrage. Relph and Dearden also directed the film, which is being released in this country by Continental Distributing, Inc.

Running time, 91 minutes. General classification. August release. Lawrence J. Quirk

Motion Picture Daily Feature Reviews

Tuesday, August 21, 1955

The Ship That Died of Shame

Rank-Continental

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Warner Bros.

The Amazon Trader

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The Boss

U-A—Seltzer Films—Window Prods.

The Un guarding Moment

Universal-International
COMPO Speeds Nominations

(Continued from page 1)

He said that one of the changes which the committee will install will be to have only one exhibitor nominating for all honors—best picture, best male and female performers, and the most promising male and female newcomers. The first poll and vote will be subsidiary to nominating in voting, which was held in 5,000 theatres from Nov. 17-27.

The COMPO Audience Awards committee is composed of Alice Gordon of the Detroit Times, Detroit, chairman; Frank H. Robertson, Jr., general manager of National Theatres, Paul Lyday of Fox Intermountain Theatres of Denver; Paul Levi of the American Theatre Corp.; Boston; Ralph Russell of the Palace Theatre, Canton, O., Emil Bernstein of Wilby-Kincaey, Atlanta; and Lawler of Fox Midwest Theatres.

IATSE Meet

(Continued from page 1)

Theatres have only one projectionist. There is no doubt that, when possible, a Cinemасope picture should be advertised with a Cinemасope trailer, but with the physical impracticability of changing masking on each show, it is probable that most Cinemасope trailers will be run with programmes, thereby creating a much less desirable presentation than that of a regular 2-D trailer.

"This problem has been discussed with many exhibitors in North and South Carolina and I am sure that any exhibitor would be more interested in listening to the 40-page program that the Cinemасope trailer has to offer than to the regular trailer."—RKO General Manager.

Pinanski

(Continued from page 1)

basic" is excellent. "Theatren who have not heard of Cinemасope, it is not necessary to tell them that it is a better film than their usual fare. They will be surprised at the quality and the excellence of the production."—Mr. Pinanski.

The TOA president said that he is looking forward to working with Mr. Pinanski and his associates to promote Cinemасope in all areas, to the benefit of all theatre owners.

Variety Show Set

PITTSBURGH, Aug. 20 — H. M. March, enecue of tv's "648,000 Question" will headline an all-star show which will be held at the Liberty Theatre, New York City, Sept. 19.

Comedian Ed. Hall Dies

Eddie Hall, 62, veteran comedy actor who played character roles in many of the Chicoten Comedies, died Sunday in Brooklyn. Funeral services were held on Monday.

RKO Cross

(Continued from page 1)

said, "especially from the French and Italian films, but the American product is in no position of a dominant position, although the stiffer competition should be good for it."

Television has slowed down since its start two years ago, "and at the moment is not a competitor," Havas said.

"There are two big problems, however," he said, "one that keeps the business from growing at the rate being achieved, and the other is the low admission prices and the bad rate of exchange. Latin American money keeps decreasing, but admission rates are not increasing proportionately. However, the situation is not as bad as it seems, and they seem to like the type of pictures we are sending them. Good action pictures are very popular."
Any of the many times you need to know "Who", "What", "Where", "When"

here's the only way to Find the Facts Fast...

(1) Open the book instantly at the section you need--
(the ALMANAC is organized in 15 thumb-indexed sections)

(2) Find the page number in seconds --
(in the 1957 edition the first page of each section will list the section contents in large, clear type—needing only a quick glance.)

NO hunting—NO frustrating fumbling—NO time-wasting—the ALMANAC is designed for constant, practical use!

Order either volume—or both...

The 1956 ALMANAC was a sellout early in the year because there is no other reference book that serves so well. No other volume provides a real "Who's Who" of the industry (over 11,000 biographies in that section)—and no other is organized in 15 thumb-indexed sections.

The 1957 edition will contain hundreds of changes to bring it up to date—to serve you faithfully and frequently for another 12 months. To make sure of YOUR copy, reserve now.

Quigley Publications
1270 Sixth Ave., New York 20, N. Y.

Please reserve for me a copy of the 1957 edition of:

☐ Motion Picture ALMANAC ($5)
☐ Television ALMANAC ($5)
☐ Companion Set of the Two ALMANACS ($8.50)

☐ Payment herewith
☐ Bill me when shipped

Date of this reservation

Name
Address
**War and Peace**

**PARAMOUNT-PONTI-DELAURENTIIS**

**VistaVision**

THE OFTEN-MADE STATEMENT that great stories make great pictures is given convincing documentation with the delivery of Paramount’s Ponti-DeLaurentiis production of Leo Tolstoy’s “War and Peace.” Acclaimed by many as the greatest novel ever written, this motion picture based on the monumental Tolstoy work takes a place among the greatest motion pictures ever made. The heroic Tolstoy book has been distilled with remarkable discrimination into a vastly engrossing screen play three hours and one-half in length, and fascinating all the way. It is brought alive by a cast of artists headed by Audrey Hepburn, Henry Fonda, and Mel Ferrer, with a distinguished list of supporting players, all surpassing the most noteworthy of their performances to date. The work of many of them is of Academy Award quality, as is the masterful direction of King Vidor, which not only helped to evoke the nuances and atmosphere which give verity to the performances and to entire sequences, but which as well give universal understanding and sympathy for today’s audiences to the characters and events caught up in Napoleon’s invasion of Russia in the early 1800s.

Equally important are the production contributions of Dino De Laurentiis, who produced it in Italy, and the good taste and skills of the artists and artisans whom he assembled for this magnificent production. For its technical components contribute unmistakably, yet unobtrusively, to its superiority. Photographed in VistaVision and in color by Technicolor, the colorful military and aristocratic costumes and dress of the day recreate the period in its most attractive and impressive visual facets.

“War and Peace” indeed impresses itself upon this observer as vastly more than a distinguished and happy event for Paramount and others associated with its making; as immeasurably more than a motion picture destined for commercial success of tremendous proportions over an exceptionally long theatre life. It is, as well, of great significance to the industry at home and abroad. Its assured

(Continued on page 3)
Ed Sullivan Drops Plan for Bergman Booking

Ed Sullivan announced yesterday that he had been unable to work out arrangements for the appearance of Ingrid Bergman on his CBS television program and abandoned any further effort to secure her services.

Sullivan recently was the target of criticism in motion picture and television circles for having asked the opinion of his tv viewers on whether or not Miss Bergman should be allowed to appear on his show in connection with a promotion for 20th-Fox's forthcoming film, "Anastasia."

To Reexamine Footage

He earlier shot special film material on the Paris location of "Anastasia" to be used as part of the promotion on the show. Yesterday a CBS spokesman said that since this material had been designed for use in connection with Miss Bergman's personal appearance, the footage would now have to be "reexamined" to see if it would stand up without her appearance.

Call Newspaper Space

Arguments 'Not Valid'

The argument over whether newspaper space devoted to motion picture and radio-television publicity is in proportion to their paid advertising is not valid, said the lead editorial in the Aug. 18 issue of "Editor & Publisher."

The editorial answered an article in the same issue by Elmer C. Rhode, president of National Theatres, who said that radio-television was getting far too much free copy in relation to its paid space, as compared with motion picture theatres.

Cites Reader Interest

Although "we have felt that radio and television should be in paid space," the editorial said, "newspaper editors in general—try to satisfy reader interest with the news and feature material they publish. There is such reader interest in coverage of radio and television news. As long as newspapers and editors apply that criterion with reason we don't see how anyone can make a valid case against the volume of space devoted to either."

Wronker Services Today

Funeral services will be held today for Robert Wronker, feature writer in 20th Century-Fox's publicity department, who died Monday. Services will be at 11 A.M. at Mount Vernon. A member of the film company's publicity department, he was associated with the studio for 10 years. Wronker's brother, director Edward Wronker, at 20th Century-Fox, is a brother of the deceased.

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SBA Policy Unit Will Meet on Theatre Loans

WASHINGTON, Aug. 21—The policy board of the Small Business Administration will meet some time next month to decide whether or not it will make small theatres eligible for government loans.

The request to make S.B.A. loans available to small theatres wishing to modernize was made last week in a brief sent to the agency by a committee of Theatre Owners of America, headed by A. Julian Brylawski. In a letter sent yesterday to Brylawski, SBA administrator Wendell B. Barnes said he would give "early consideration" to the brief and declared that SBA was "considering" the matter and would notify Brylawski after the policy board met.

Brylawski also received a similar letter from Secretary of Commerce Weeks and Secretary of the Treasury Humphrey, who make up with Barnes, the SBA policy board. Copies of the brief, along with covering letter, had been sent to both secretaries.


text content
Walsh Reports Better Years Ahead, Says Ricketson

**Walsh Reports Better Years Ahead, Says Ricketson**

**KANSAS CITY, Aug. 21—**"While strikes and lockouts are still relatively few, they have been on the increase in the past two years as a result of management's toughening resistance to our demands," Richard F. Walsh, IAATE president, said in his biennial report to the second day of the convention today.

Walsh said that in the past two years the general office granted permission to strike, picket or take other collective action in 12 cases, compared with 105 permissions during the preceding two years. Settlements have been reached in all except 40 cases in the past two years.

**I. A. Emblem**

Walsh urged insistence on displaying the IAATE emblem in box office windows and on equipment made by IA members, following efforts in which IA members have been active in getting admission tax cuts. Walsh said the goal is complete repeal, and the campaign will continue "independently and as part of a drive to wipe out all excise levies, including the cabaret tax. AFL-CIO is solidly behind this campaign," he said.

The report noted the Alliance now has 985 locals, an increase of 13 since the last convention, with an organizing drive now on in Washington. The Alliance has become a production center for newscasts and short films. Walsh reported on a continuing organizing drive in the tv field, with more than 300 Hollywood television film producers and about 100 in New York signed to labor agreements. He also said contracts have been signed with all three companies now offering closed-circuit tv in hotels, including Miss Hepburn's and Fonda.
M-G-M's $500,000 CAMPAIGN
Newspaper Ads, Radio Magazine Ads, TV, The Works!

WE'RE PUTTING A BUNDLE ON A SURE-FIRE FAVORITE!
This is the total number of times people will be reached in M-G-M's great all-media saturation campaign across America, synchronized with simultaneous nationwide playdates.

**FIVE-FOLD NEWSPAPER PLAN IN 90 CITIES**

Blanketing the nation in the newspapers, spanning 90 cities of 100,000 or over, a five-fold ad barrage:

1. 500 line display ad on Sunday, September 16th or thereabouts on amusement page.
2. 400 line display ad on September 17th or 18th in preferred position on news page.
3. 700 line display ad on Sunday, September 23rd or thereabouts on amusement page.
4. 350 line display ad on TV page either the day of or day before opening.
5. Co-operative display campaign geared to playdates.

**SATURATION ON RADIO AND TV IN 50 TOP MARKETS**

Two weeks before the simultaneous nationwide bookings, M-G-M will launch one of its greatest promotions on TV and Radio. In the top 50 metropolitan markets of America there will be an extended campaign with a new angle, involving participation by hundreds of popular personalities of TV and Radio, "News" and "Commentators," "Women's Programs," "Teen-Age Programs," etc., the vast opinion-makers of all age groups.

**PHONE M-G-M TODAY!**

If you haven't set your date, do it now in order to cash in on this tremendous release-date-penetration.
One Man's TVews

By Pinky Herman

AMES A. Michener, Pulitzer Prize-winning author of "Tales of the South Pacific," will meet NBC producer Robert D. Graff when he arrives in Indonesia next month and will serve as "guide" during the filming of a 90-minute color telefilm, "Assignment: Southeast Asia," which will be telecast over NBC. A newsreel sometime next January or February; Jim Mills, whose platter-chatter has been featured for years in Chicago via WIND, WGN and WBBM, has been signed to an exclusive NBC contract and starting next month will be heard three hours daily. He'll maintain his radio & tv firm. . . J. Fred Coots, Jr., Ziv tv productions Hollywood staffer, and Marie Watkins, traffic supervisor at CBS-TV there, will sing an "I Do-Et" October 12. J. Fred Coots, Sr., double Aiscap trumphet, has played a special ballad for the occasion. Screen Gems has signed Eddie Bracken to star in a FORD-coming telefilm, "The Man Who Kept His Promise," which Lou Breslow will produce. Lew Ayres will likewise star in "Measure of Faith," for the same series with Joe Hoffman producing. . . Martin B. Cohen placed out to Hollywood to set up arrangements for the "Wide, Wide World" presentation of 'The Hollywood Story' on NBC, Sept. 30.

A new telefilm series, co-starring Les Paul and Mary Ford, gets underway today at the ATV Film Productions Studios in Long Island City under the supervision of Don Marc-Trevor, a graduate of the Sorbonne in Paris, was recently added to the ATV producers staff . . . John Williams, British actor who won international acclaim for his performance in Alfred Hitchcock's award-winning motion picture of several years ago, "Dial M for Murder," will star in Hitchcock's TV series of John Collier's short story, "Back for Christmas," CBSunday, Sept. 9. This thriller was originally telecast March 4 last. . . The ABC coverage of the National Democratic Convention in Chicago last week earned the plaudits of tv columnists everywhere, so prexy Bob Kintner sent a congratulatory telegram to the ABC newsroom, engineers, and other staff personnel at the Amphitheatre there. . . Joe Sacco, well-versed in music, both pop and long-hair, has been named record librarian at WMGM.

Utilizing Al Stahl's "multilevel technique," Animated Productions has filmed a tv commercial for Eastman Kodak which is most unusual. A logo of the word "Kodak" is seen falling off a driven golf ball and as the ball disappears, the word "Kodak" fills the screen. J. Walter Thompson is the agency. . . . Ingrid Bergman will not appear on the Ed CBSullivan program after all. . . Ricardo Montalban, María Baxon, and Peter Lorre will be seen in the 20th Century-Fox Hour TV series, "Operation Cicero," which will be CBE seen in the fall. Based on a non-fiction story by L. C. Mavz, the play was written by Ben Feiner, Jr., who is also the producer of the film. . . Proxy of Theatrical & Video Corp. Don Getz is currently in Europe raising the $13 foreign color film for the American tv market. The pic are in French and Italian but will have to be dubbed in English. . . Ted Cott has named Bennet H. Kom, WABDirector of sales. Korn was an account exec at WNEW and later worked at WPTA. . . NBC has purchased announcer Allen Swift's first tv script "Yankee Doodle" which will be telecast on "Mrateé Comedy Hour" next Wednesday.

Teen-agers from Hollywood will have a chance to question comic Jerry Lewis when he guests on "Youth Wants to Know," over NBC-TV next Sunday at 3:30 P.M., EDT. . . For his outstanding work in promoting Rodgers & Hammerstein's "Puff-A-Puff," "Oklahoma!" thus reflecting credit on the State of Oklahoma, Governor Raymond Cary of that state has commissioned Nicholas John Matsoukas of New York City "An Honorary Citizen" of the Semi-Centennial Commission.

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\section*{Motion Picture Daily}

\section*{One Man's TVews}

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See Italian ‘Crisis’ Over

By Sherwin Kane

PINANSKI’S idea for the establishment of some form of fiscal authority under Compo to develop means of fortifying the economic structure of the industry to a degree that would restore confidence of outside investors in the Statesmanlike, some have sought new solutions. The Italian motion picture industry has recovered from its “socalled crisis” and has resumed full production activities by producing within the first nine months 68 motion pictures,” Dr. Eitel Monaco, president of ANICA, the producer’s association in Italy, said yesterday at a press conference.

Dr. Monaco said he and Giuseppe Brusasca, Italy’s under-secretary for entertainment, sports and tourism, will meet within the next two weeks with U.S. producer representatives to seek a common basis.

De Laurentiis To Make ‘The Divine Comedy’

Dino De Laurentiis will produce three motion pictures by 1956, among them a production based on Dante’s “The Divine Comedy.” It was announced yesterday by the Italian producer. He said that “this major work of literature will be made with the assistance of American artists and finance.”

The producer of “War and Peace,” which opened yesterday at the Capitol Theatre here, announced his forthcoming plans at a press conference at the Hotel Pierre here. The conference was also attended by Eitel Monaco, president of ANICA, Giuseppe Brusasca, Italy’s under-secretary for entertainment, sports and tourism.

Sinatra Gives N.Y. Para. Record No-Holiday Week

The one-week gross of $150,000 was set by United Artists’ “Johnny Concho” and the stage appearance of its star and producer, Frank Sinatra, at the Paramount Theatre here for the benefit of the Motion Picture EXPORT ASSOCIATION, which is being held next Thursday.
WOR-TV Sets Preview Of Fall Programs

A new fall programming from WOR-TV highlighting outstanding films from the RKO Radio Pictures library will be previewed for the public during a special week's show Aug. 26 through Sept. 1. It will be announced by Gordon Gray, executive-vice-president and general manager of WOR-TV, RKO Telecadio Pictures affiliate.

New programs to be seen on Channel 9 during the special "Preview Week" are: "Constance Bennett Presents the Theatre of Movie Classics," "Hour of Danger," "Cradal Rabbit Terrytoons," "Six O'Clock Movie" and "Weird Theatre." Each program will present a series of films in the same theme. Constance Bennett will introduce "star-maker" pictures of the 1930's, "Hour of Danger" will feature suspense and mystery pictures, mostly from "The Saint" and "The Falcon" series. "Weird Theatre" will put on view a line-up of horror pictures listing performers like Boris Karloff, Peter Lorre and Bela Lugosi.

All the programs will be multiple showings, Gray said, to give viewers the convenience of picking a particular showing of a WOR-TV program without having to miss a favorite program on another channel.

Other new programs that won't be seen in the "Preview Week," he said, are "Love Story," featuring romantic films, and "Comedy Theatre" presented RKO comedy pictures.

See Agreement Soon On BBC Film Service

The producers Association has discussed the proposal and found it "generally acceptable." The negotiations, said a BFA spokesman, are

"making real headway. It looks as though we are getting near the stage when agreement would be acceptable."

Following the Producers' acceptance the suggestions will then go for consideration by the other trade bodies and then to the trade's four associations' committee for ratification by that body.

DeMille Is Featured In Western Union Ads

Producer - Director Cecil B. DeMille is the subject of a two-color, full-page advertisement placed in national magazines by Western Union in a new promotional campaign "featuring business users of telegrams.

"DeMille's are on the menu," the ad said. "DeMille's are on the" menu. "DeMille's are on the menu."

in recent years has culminated in the production of "War and Peace." This achievement has enabled the Italian industry to "seek a common basis with American producers for co-production agreements and it should also open the door for all levels of co-operation between the U.S. and Italian industries."

Dr. Monaco said the new agreement between Italy and the Motion Picture Export Association "will see a 40 per cent of frozen revenue reinvested in Italian films via co-production ventures." He said his talks with the MPEA representatives here will seek to open the door for all levels of co-operation.

DeLaurentis

Dino DeLaurentis and his wife Sylvana Mangano, left for Hollywood yesterday from New York.

Ralph Senyo, the Italian government television representative in the U.S., left here yesterday for the West Coast.

See Italian Crisis Terminated

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WAR AND PEACE’ IN RECORD PREMIERE

International Audience Acclaims Film at N.Y. Opening

Long Customer Lines at Capitol on Broadway Follow Celebrity-Packed Premiere; Critics Hail Screen Epic

By DINO DELAURENTIS

Laurontiis’ Dream of Years Is Fulfilled

The Ponti-Delaurentiis-Paramount production of Tolstoy’s “War and Peace” is a formidable contender for place in that select company of the handful of the greatest motion pictures yet produced in the history of the art-industry. There may even be those who will not be prepared to give precedence to any one or more of the great pictures that up to now have glorified the screen.

“War and Peace” is a triumph of the art. It is unthinkable that any other medium could even approach its majestic power in poignant drama, spectacle and beauty. It is an eloquent vindication of those who assert the unparalleled potential of motion pictures.

Commencing as must every great motion picture with superlative story material, it has been given a production that excels in all of the vital aspects—direction, acting and photography. A marvel of selective compression was achieved in taking Leo Tolstoy’s monumental novel, which has been hailed by a majority of the leading scholars and critics the whole world over as the greatest novel ever written, and distilling it into a well-knit, fast-moving and powerful script. In three hours and twenty-eight minutes it registers the humanity, the joy and the tragedy, the spectacle, the movement and the principal characterizations of the fourteen-hundred-page book.

“War and Peace” is a glowing example of the fruits of international co-operation. The harvest in credit is sufficiently abundant to go all the way around with generous portions for all concerned. Despite the powerful contenders that will be in the running, the thought persists that it will bear

(Continued on page 7)
Ad Campaign Will Reach Saturation

The merchandising campaign that has pro-sold "War and Peace" to the American public has been so widespread that Paramount can take immense pride.

In the publicity sphere the campaign has registered with great impact on books, magazines, newspapers, radio and television. The advertising, a blend of dignity and "hard sell," has held public attention through billboards, posters, newspapers, magazines, radio, etc.

Many Spot Announcements

A total of 700 spot announcements are being aired over 13 metropolitan New York radio stations during a nine-day period that began yesterday.

This radio advertising came hard on the heels of a saturation billboard and outdoor campaign that has been mind-boggling to riders, motorists, pedestrians and commuters throughout the metropolitan area of the New York Capitol Theatre engagement.

The poster art has underscored the grandeur, action, spectacle and star power that lift "War and Peace" to film eminence "space" heights. This is equally true for the magazine and newspaper ads.

Publicity Piles Up

Magazine and newspaper publicity on "War and Peace" has piled up in unprecedented volume. In a headline last Sunday, the New York Herald Tribune noted: "Sponsors' build-up on the picture as 'cosmic.' The first page of the paper's amusement section was almost entirely given over to "War and Peace," while the New York Times, in line with its week-after-week contributions of extensive space, last Sunday placed its heraldic full-column cut. All other New York morning and afternoon papers, like papers in cities all across the country, have been lavish in devoting space to the Paramount picture.

Virtually every magazine in the country has given "spectacular" over "War and Peace." Multi-page and cover spreads, open in full color, have appeared in Life, Look, Newsweek, Glamour, Redbook, Women's Home Companion, Vogue, Call, Seventeen, various Sunday newspaper magazine supplements, fan magazines, and many others.

The campaign, complete in every sense, was planned and executed by the Paramount publicity department headed by vice-president Jerry Pickman.

Quotes from the Critics:

"The combined production efforts of Paramount Pictures and Carlo Ponti and Dino De Laurentiis have turned Count Leo Tolstoy's classic novel, 'War and Peace,' into a brilliant, absorbing motion picture. . . ."

"It was a memorable occasion, as not since 'Gone With the Wind' opened in 1939 has a motion picture created so much interest and held an audience spellbound for so long a sitting. . . ."

"The film is a breathtaking cinematic version of Tolstoy's story. . . ."

"The screen canvas is artistically filled by director King Vidor with a story that commands attention, both in its large scale battle sequences and in the more intimate glimpses into family life. The action is gripping, romantic, humorous, tender, sad and tragic by turns and the director endeared it with the author's philosophical inclinations on war, peace, life, death, love, marriage and the power of love. . . ."

"It is hard to imagine an actress other than Audrey Hepburn in the role of Natasha. . . . Mel Ferrer gives a fine characterization of the dutiful, serious-minded Prince Andrei. . . . Henry Fonda fulfills with conviction the author's idea of a gentle pacifist. . . ." —Kate Cameron, Daily News

"War and Peace" is a superb film, well worth waiting for . . . there is great beauty in its photography.

"This is a story of such a vast scale that it is constantly fascinating. In broad outline it is like a Homeric epic. Audrey Hepburn is beautiful and has a shining exuberance. . . . Her is a rare and subtle feat of acting. A fleeting look in her eyes can express all the pain of growing up. Certainly it is the best feminine performance of the year. . . . Pierre is played by Henry Fonda. It is a wonderfully gentle part. All the other actors are excellent.

"Dozens of scenes stand out, like bright jewels. Borodino is one of the most spectacular battles ever filmed, especially the dazzling charge of the French cavalry. King Vidor has directed the actors with an instinct that is always sensitive but never sentimental. . . . The screen play has a nice simplicity and the musical score is attractive. . . . It makes a brilliant movie. . . ." —William K. Zinsser, New York Herald Tribune

"An admirable film. . . . Its trio of extended spectacles are sweepingly superb. The multiple love stories have appeal and conviction. The luxury of old Moscow is a dazzling eyecatcher. . . . The spirit and ideals of Tolstoy have been retained. . . . Battles are charged with graphic, at times frightening, realism with all the old spirit of King Vidor. . . . Keeping the huge set of characters identifiable called for inspired casting and that is what the film got. Andrey Vidor is a capricious, elitely treating life as a happy spree until it buffets him into delivering his fiends. Henry Fonda is emotionally, more than vocally, eloquent in the role of the troubled count. Mel Ferrer is another strong contribution. . . ." —Alton Cook, New York World-Telegram and Sun

". . . a big and beautifully photographed spectacle. . . . a vast Technicolor panorama of human drama and military spectacles. . . . massive scenes of war. . . . sequences and moments of fire and beauty. . . . Certainly the mighty spectacles of clashing armies and Napoleon's retreat from Moscow are pictorially impressive and exciting beyond words. . . . one of the sharpest and finest articulations of the incongruity of war. . . . The war scenes, shot in the rolling hills and plains of Italy, are as massive, colorful and exciting as anything of this sort we've ever seen."

(Continued on page 7)

FILM FACTS.

About "War and Peace"

HERBERT LOM, who portrayed Napoleon, is a Czechoslovak star who was driven into exile by Hitler in the '30s.

THE picture has 60 speaking parts with 18 of these being major roles.

An entire village was constructed in Northern Italy to house the 110 persons who participated in the filming of the Berezina battle scene. Stables had to be provided for 30 horses.

VITTORIO GASSMAN, who plied the villainous Anabole Kuragin, I been a leading man in 20 picture including "Bitter Love."

THE production required the use of 11 mammoth sound stages, including the entire lot facilities of the Pat De Laurentiis Studios in Rome; the stages at the Experimental Center Rome and three stages at Cine Città.

ALL the military uniforms were accurately reproduced from original drawings and kept some 90 Florence ors busy stitching.

AN entire button factory in Switzerland worked day and night to manufacture the more than 100,000 buttons required for the uniforms.

TWO hundred cannons were "en for the production and costume from reliable research material. Woman en models were made from org drawings, submitted to experts their approval and then famed among several companies which coped with one another to turn out the best product possible.

TO augment the natural snowfall the Italian mountains, the ice from Moscow was filmed, and making machines of a type familiar to American skiers were put to use.

THE three great battles of the picture are at Borodino and Berezina. "Fought" in Northern Ita at Siusi and Ticino, they cover some six weeks of filming and involved the clash of 2,000 horses at 18,000 men.

PICTURE was filmed with the support of Italian military authorities.

SOLDIERS' costumes and equipment cost nearly $750,000. More than 4,300 guns of every description were reproduced.

A REPORT BY FLOYD STONE

THE PRODUCER of the picture, right, Dino De Laurentiis, with his wife, actress Sylvana Mangano.

Below, left, the Frank Folsoms; and, right, from Italy, Eitel Monaco and guests being registered by Paramount’s Arnold Van Leer.

KO circuit chief Sol Schwartz, and Mrs. Schwartz, above; Paramount’s Robert J. Rubin and wife, below; and, right, 20th-fox’s president, Spyros Skouras with Mrs. Skouras.

AND... the police, unusually efficient... the crowds, expectantly patient... the photographers, violent—and necessary.
Tolstoy's Daughter Calls Picture An "Overpowering Experience"

By ALEXANDRA TOLSTOY

Alexandra Tolstoy, who renounced the title of Countess when she became an American citizen, is the youngest daughter and only surviving child of Leo Tolstoy, author of "War and Peace." During the last nine years of her father's life, she was his secretary and constant companion.

To her, Count Tolstoy bequeathed the rights to all of his literary works. After his death, she edited his unpublished works, sold the first edition of the novel, and gave it to the peasants in the vicinity of Yasnaya Polyana, her father's estate. All of his works as he desired, were then given immediately into the public domain.

She is now president of the Tolstoy Foundation, engaged in aiding refugees from the Soviet terror.

Alexandra Tolstoy

Thursday, August 23, 19
Classic Novel Comes Alive on the Screen

Pierre Bezukhov (Henry Fonda), cynical,alist, and Natasha Rostov (Audrey Hepburn), young girl soon to be involved in love adult life, watch troop march to war.

2. Pierre who refuses to join the army attends a wild farewell party for his friends. Here he receives news from Prince Andrey (Mel Ferrer) that his father is dying.

3. Princess Helene (Anita Ekberg) who married Pierre only for his position and wealth persuades him to leave her in Moscow when he spends the winter in the country.

Andrey leaves his pregnant, ailing wife (illy Vitale) in the care of his sister Anna Maria Ferrero) as he departs to join the staff of the Russian commander (Oscar Homolka).

4. Andrey, whose wife died in childbirth, eventually is attracted by Natasha. Their affection for each other blossoms at a magnificent ball in Moscow.

6. With Andrey away on peace negotiations Natasha becomes infatuated with the worthless brother Anatole (Vittorio Gassman) of Pierre’s unfaithful wife. She forgets about Andrey.

5. Napoleon (Herbert Lom) watches preparations for the battle of Borodino where the French, after an initial set-back, overwhelm Russian defenses.

8. Pierre, disconsolate that his friend Natasha has turned from the noble Andrey to Anatole who is already married to someone else, decides to see what war is like.

9. The conqueror Napoleon looks over a ruined and deserted Moscow. The Russian Commander knew that his army could beat the French only by a “scorched earth” policy.

10. Natasha finds Andrey seriously wounded. Despite loving care, he dies after forgiving her for becoming involved with Anatole when she was pledged to marry him.

11. After its bitter retreat from Moscow in the midst of the Russian winter, the French Army is crushed. Cossacks free prisoners, including Pierre, who learns his wife is dead.

12. In Moscow Pierre finds Natasha. Together they face the task of reconstruction. At last and in peace they have found each other. In war or peace life and love go on.
Facilities in Italy Best Director Says

By KING Vidor

Since I returned to America after a year and a half spent in Italy on the production of "War and Peace," I have been asked: "How do Italian technical facilities compare with those in Hollywood?"

"You must have had many language problems using a predominantly Italian crew!"

"Detecting film of such vast scope did you miss the great organizational help of the big Hollywood studios?" As I look back over the whole experience for some concise clue to the truth I come up with only one answer. If the goal is worthwhile the intermediate difficulties are not important. In this case the goal was the finest picture we could make from the magnificent story which Tolstoy had created.

Wanted Picture for Italy

For quite a number of years I had been searching for the right story to make in Italy. There seemed to be a certain artistic freedom about the place that I felt would be an inspiring and invigorating atmosphere in which to work. In Italy nothing is ever settled, it is always fluid, flexible—subject to change or improvement. So when I was asked if I would like to make "War and Peace" it didn't take me long to come to a decision. Friends warned me that the Italian studios were great gaps in the expert technical help I would require and presented other friendly misgivings and predicted that we would be shooting many scenes off the cuff. I replied that I had had to shoot off the cuff very often in times past and I would rather look forward to doing it again.

Dino DeLaurentiis who was determined to be the first to film "War and Peace" is a man of great courage and vitality. Some of my experiences with him reminded me of those I had had with the best in Hollywood. That is to say, when I was certain of what I was doing he did not worry too much about how it was to be accomplished.

Of course, there were difficulties. Scenes were made on unventilated stages in sets flooded with lights for VistaVision and Technicolor in the midst of Italy's summer weather. We stood for weeks in knee-deep snow in the Italian Alps in below zero weather but these items paled in importance to the assets at my disposal: a perfect cast, magnificent sets and locations and the use of the Italian Army for our spectacular scenes. I solved the language problem with a few Hollywood technicians with me when I went to Italy and some American know-how, but I was determined not to try to impose a completely Hollywood way of doing things on the Italian artisans with whom I was going to work. I knew that the Italian character had much to offer in an unstressed way of acting, sensitivity, which was to take advantage of, not to fight it.

For example, in the shooting of "War and Peace" we used no background projection. Instead we shot the realistic background action wherever the process would have been required in Hollywood. A more expensive method but an infinitely more effective one. All story and production conferences, all scripts, daily orders, arguments, daily work schedules, directorial instructions had to be translated from Italian, which is still the language of Italy to English and back again.

But through it all we knew we were working with one of the all-time great stories and our vision was a constant guide. I have felt that we observed the Paramount group's expectations in every way they saw on the screen. It was one of the happiest days of my life.

De Laurentiis (Continued from page 1)

"War and Peace" was to go on other productions.

It was after my experience in bringing Homer's Odyssey to the screen with "Ulysses" that I realized it was possible to make a motion picture version of "War and Peace." The idea was confirmed with the first story of this great novel made screenwriter Ivo Perilli at my request. The next step was to gather all the elements of the story into a clear and concise story treatment which Perilli gother with screen writer De Come to be joined later on by the two well-known screen writers, J. Ausrence and Pierre Bost.

After a couple of trips to America and the well-known complications arguments about which producer would make the film, "War and Peace" thus I was able to sign the final script to Paramount which company I had had success past dealings. And Paramount age to the directorship of the film.

On a subsequent trip to America I had to decide on a director, an choice of King Vidor, a calm energetic man whose motion picture vision I was to sign. I met him and asked him quite frankly if I could accept the job. He said he would, and I was delighted to have him immediately. In Italy I had engaged director Pietro Geri for the second unit.

Hepburn, Ferrer Sign

The star problem still had to solved. In Rome I had had talks several top American actors and actresses whom I regarded as possibilities for the roles. However nothing resulted. Then when I learned that Audrey Hepburn was in Switzerland I drove all the way from Rome to the Swiss border together with Vittorio De Sica and his wife Ida. I told him that I wanted to meet and he gave his enthusiastic approval and accepted the roles of Natasha and Andrey, respectively, with even reading the script. A few days later, in London, the contracts were signed.

The third leading role, that of Pierre, remained open. For the pose of getting it filled, I took it to another trip to America—the seventh one, for three days—and happily signed Henry Fonda.

I was thus able to start the filming on July 4, 1955, as I had planned. On the day filming started I promulgated the answer that the work was ready to begin one year. On July 5, 1955, exactly one year later, the print was shown in London to a group of Paramount employees, including Barney Balaban, president of the company. Needless to say, I was greatly satisfied in having kept my word, but it could have been much better, and the lawsuit came to be much better, and the picture was a big success. I tell you I had been left with the impression that we were working with one of the all-time great stories and our vision was a constant guide. I have felt that we observed the Paramount group's expectations in every way they saw on the screen. It was one of the happiest days of my life.
Quotes from the Critics:

(Continued from page 2)

'Two of the strongest words in language and the history of man are "peace" and "war." 'War and Peace,' as a title, is tremendous. As a motion picture (a three-and-one-half hour one) it is colossal and unforgettable. Filmed in Italy, partially financed by Paramount, the Ponti-DeLaurentiis production towers over all other movie greats. The nature of its subject makes it the successor to 'Gone With the Wind.'

The iridescent quality of the Technicolor in this Leo Tolstoy-inspired production is wondrous to behold. Individual performances by members of its star-studded cast, under the inspired direction of King Vidor, convey all the turmoil, philosophy and sweep embraced by the novel. . .

—Archer Winsten, New York Post

A film that in splendor, magnificence and lustre of its stars manages to approach the novel itself. A majestic and inspiring motion picture. One of the major motion pictures of our time.

—Leo Mishkin, Morning Telegraph

Tolstoy's 'War and Peace' has been brilliantly transferred to the screen by Paramount and Italy's Ponti-DeLaurentiis. Not since 'Gone With the Wind' has any picture offered the scope and majesty of the production. Its 3 hours and 28 minutes of running time are packed with drama, scene and action. Director King Vidor alternates scenes of splendor and desolation, triumph and defeat. . .

Audrey Hepburn is completely enchanting . . . her characterization of the little girl is superb. . . Two other performances stand out well. . . is that of Herbert Lom as Napoleon, probably the best Napoleon yet on the screen; the other is contributed by Oscar Homolka as Kutuzov, wily General who conceived the strategy that led to Napoleon's downfall.

'War and Peace' takes its place as one of the movie greats.

—Rose Pellicci, New York Journal-American

Editorial

War and Peace

(Continued from page 1)

watching in the stretch when Academy Award time comes around.

These lines are written in advance of the appearance of any public or critics' reaction. While the writer recognizes that 'War and Peace,' like any other work of art, may under stone-faced critical dissection be charged with a flaw here and an omission there, he is nevertheless quite content to rest on the foregoing judgment. It is, he thinks, a production of monumental grandeur—and that is that.

This picture, produced in Italy, is a triumphant return after a very long and virtually arid intermission to the time about forty years ago when Italian production contributed 'Cabiria,' a giant of its day, to the world market. This new production and the record that it seems destined to establish as a critical acclaim and in public patronage is likely to be for the Italian people the best morale builder since their deliverance from political thraldom.

Detailed credits and discussion of the many notable contributions to 'War and Peace' were dealt with in a review printed in this publication yesterday. But no comment on this production should conclude without adding a sprig of laurel to the well-decorated brows of Dino DeLaurentis, the producer, and of King Vidor, the director. After 'War and Peace' both will have well-staked niches in the motion picture hall of fame.

Two Share Credit For Photography

''War and Peace' has two directors of photography—Jack Cardiff of England and Aldo Tonti of Italy. Although they worked for two separate units (Cardiff for the first with King Vidor and Tonti for the second with Mario Soldati), they tried to attain a certain uniformity, particularly as to the technique of exposures and the rendition of color.

Cardiff, who was responsible for the major part of the photography, became an assistant cameraman at 18 and when he developed special interest in color and the use of lights as a means of expression he was one of the few cameramen offered a job with the Technicolor Company when they opened a laboratory in England.

His first film as director of photography was "Western Approaches," in color in 1942 while some of his more famous ones include "Caesar and Cleopatra," "Black Narcissus," "The Red Shoes," "The African Queen," and "The Barefoot Contessa." His wide experience with color make him a fortunate choice for the new VistaVision-Technicolor film.

Tonti, a talented and popular cameraman in Italy, also started in films as an assistant cameraman when the movies began to talk. He became a director of photography in 1933 and he has worked on more than 80 films since.

He says he prefers location shooting to studio photography and his desires were fulfilled in the film. He also tried to avoid complicated movements of the camera whenever possible as he is convinced that frequent movements can result in unpleasant effects when the large screen is involved.

Opening Dates Set

(Continued from page 1)

unveiled at the Capitol Theatre honor of Countess Alexandra Tolstoy, according to Charles Beasberg, su- perintendent of worldwide sales for Para- mount on "War and Peace," five more openings of the picture will take place September—specifically during the first part of the month. The Phila- delphia Stanley, the Chicago State- line, Cleveland Hippodrome, De- troit Michigan Theatre and the Wash- ington, D. C., Capitol are the salons.
"War and Peace" Brings Great Day for Showmen

Preselling will be the practice, and the proven sales approach for Paramount's great picture, "War and Peace" which is the subject of this special treatment in Motion Picture Daily, aimed at the advance showmen who set the standards for future handling. The preliminary advertising campaigns show how it will be done, at all levels of our industry, by the best brains in our business.

Praise for the picture itself belongs to other writers, leaving us to point—as we do, to examples of great advertising for a wonderful motion picture. All of us may remember what we did with a great picture that came to be known affectionately as "GWTW"—and how we did it all over again, when the same attraction came around the second time, ten years later. It isn't too often that we have the opportunity to really show our style, in this fashion.

Study the examples of advertising and promotion that are headed your way. Many thousands of theatres, throughout the world, will be playing "War and Peace" for years to come, and replaying it, as an epic picture representative of all our progress and techniques, in scope and color. You will find many things to file in your memory—and to use later, if you will carefully study this advance presentation and learn from it, the way of showmen.

—WALTER BROOKS

The greatness of Leo Tolstoy's novel WAR AND PEACE as the giant among all modern works of literature, affirmed alike by readers and writers, critics and students, has never been questioned.

This greatness is firmly rooted in the utter reality of Tolstoy's people. In WAR AND PEACE you'll experience a young man's first taste of battle, a young girl's first taste of love, a young mind's first taste of ideas, and a man's first taste of old age.

Over the last ninety years this masterpiece has been translated into all of the civilized languages of the world, and now, at last, it has been re-created in the universal language of the screen and brought to you by Paramount. Miraculously complete, all its magnificence has been included in an all too short three hours and twenty-eight minutes. You'll wish there were more.

THE GREATEST NOVEL EVER WRITTEN
NOW A MOTION PICTURE!
English TV Audience Up

By PETER BURNUP

LONDON, Aug. 22—Some new developments have been reported by the Nielsen Television Index that shows the potential audience able to receive ITA transmissions in the Manchester area is 4,000 households (as at Aug. 2, 1956). This is an increase of 75 per cent over the average audience when the first ITA transmitter opened in May. The audience is continuing to grow.

Study of the viewing habits in Manchester area during this first week shows that the average per cent of households has been viewed 3.9 hours per day Monday to Fri.; 4.4 hours per day Saturday/Sunday, and 4.0 hours per day Monday to Thursday.

54 Per Cent Average

On Friday, the Granada transmitters had an average of 54 per cent of the viewing. The BBC had 38 per cent. Viewing to the Birmingham station averaged for the week Saturday/Sunday viewing.

In analysis of the Top Ten programs in each week since the opening of the ITA transmitter shows that the following programs have appeared most frequently in the Top Ten: "Sunday Night At The Palladium, Blackpool"—11 times; "2nd C Playhouse"—"Jack Jackson VeY "—"T/TV Theatre,"—"Com Law"—and each.

Draget Popular

Top ten are "Draget," "My Wild West," "60,000 Question," "Douglas Banks Presents," "Val Parnell's Time," "Make Up Your Mind," "Wogan," and the top ten ratings 77 per cent were the BBC, which 65 per cent were Granada programmes, 35 per cent ABCTV. The number of appearances in the Top Ten programs Granada had 56 per cent, ABC 32 per cent.

L.A. Premiere of 'Lux' to Benefit Art Groups

By PETER BURNUP

HOLLYWOOD, Aug. 22—Two of Los Angeles’ leading volunteer art groups will join forces to sponsor a benefit performance of M-G-M’s "Lux for Life" at the Fox Beverly Theatre, beginning Aug. 23.

Proceeds from the affair will go toward the permanent art collection fund of the county museum and UCLA’s art library and visual arts. Among the items featured in the picture, which stars Kirk Douglas, will be at the Plaza Theatre in New York Sept. 17 for the benefit of the Metropolitan Student Art Fellowship Program.

L.A. Premiere of 'Lux' to Benefit Art Groups

From THE DAILY BUREAU

HOLLYWOOD, Aug. 22—Two of Los Angeles’ leading volunteer art groups will join forces to sponsor a benefit performance of M-G-M’s "Lux for Life" at the Fox Beverly Theatre, beginning Aug. 23.

Proceeds from the affair will go toward the permanent art collection fund of the county museum and UCLA’s art library and visual arts. Among the items featured in the picture, which stars Kirk Douglas, will be at the Plaza Theatre in New York Sept. 17 for the benefit of the Metropolitan Student Art Fellowship Program.

Promote 'Cadillac' Financial Sections

national and fan magazine campaign which will include the use of financial sections of "Time" and "Newsweek" has been set for Sep- ber by Columbia Pictures for its release, "The Solid Gold Cadil- lACP for the two weeks will be run on a "stocks and bonds" theme on "Cartoon Cavalcade" in the area of the space contracted for in the "Look" and "Cosmopolitan" magazines. The ads will reach a readership of upwards of 80 million, it was said. The comedy stars Judy Holliday and Paul Douglas.

IA TSE Given 'Jurisdiction' Over Pictures-On-Tape By 10 Studios

KANSAS CITY, Aug. 22—An agreement giving it "jurisdiction" over motion pictures recorded on magnetic tape has been signed with the major Hollywood producers by the International Alliance of Theatrical Stage Employees of America (IATSE).

The agreement was signed, he said, by Allied Artists, Columbia, Walt Dis- ney, Loew’s, Paramount, RKO Radio, Twentieth Century-Fox, Universal, Republic and Warner Bros. The IATSE is in the process of making it a part of all contracts in the motion picture industry with the exceptions of the major studios.

Walsh explained that he was convinced "existing contracts already cover tape as well as film, but that a guard against any mis- understanding on that point, we have spelled it out in a clarification of our Hollywood Studio Basic Agreement."

Russian Sees Films Aiding 'Understanding'

From THE DAILY BUREAU

HOLLYWOOD, Aug. 22—The mo- tion picture is the best medium for promoting understanding between the American and Russian people, Vladimir Surin, first vice-minister of culture of the Soviet Union, declared at a press luncheon in Hollywood.

Surin, accompanied by Michael Vysotsky, assistant to the chief engi- neer of Mosfilm Studio, is here to continue conferences begun last Spring in Moscow with Michael Todd on the production of "The Grand Concert," to be filmed in Russia in the Todd-AO process, using Russian performers.

Surin said he "hoped" the film would lay the groundwork for a greater cultural exchange and ultimately lead to the creation of a better understanding between us.

British Trade Board Seeks Views on Levy

From THE DAILY BUREAU

LONDON, Aug. 22—Today, follow- ing the announcement in the House of Commons that the Eady Levy was to become a statutory one, the Board of Trade is in correspond- ence with the various trade organiza- tions prior to the drafting of legisla- tion.

"This is a natural sequence of events which must be expected when a minister makes a statement of the nature made by the minister in the House," said a Board spokesman.

It was hoped to accomplish that there will be other letters to various sections of the industry in regard to future policy.

The Board of Trade’s letter became the subject of a lengthy discussion at the last meeting of the Producers’ Association, "Comment has been made," said Sir Henry French, sub- sequently, to newsmen, "that produc- ers were delighted with the news of a statutory levy. It is not true to say that all our members were delighted—or even that a proportion were delighted—"when Thornycroft’s statement was heard."

Sir Henry pointed to the apparent discrepancy in the words used by Thornycroft and said that his mem- bers wanted that position clarified.

But the Producers’ Association, in common with all other trade organi- zations, sees the necessity of a large entertainment tax remission as the sine qua non of future policy, because "This industry will never stand on its feet properly whilst the Chancellor of the Exchequer makes the present heavy charge on our income," said Sir Henry French.

British Head Of Producers Set To Retire

By PETER BURNUP

LONDON, Aug. 22—Reportedly, Sir Henry French, director general for the last 10 years of the British Film Producers’ Association, has advised the Association to take steps, as soon as possible, to find someone to succeed him in that position.

Members of the executive council were informed at their last meeting in London that French’s decision was dictated by his feeling that he might not be able to continue serving the Associa- tion to his own satisfaction and that of members throughout the ensuing two years whilst the extension of the British Film Production Fund, the future of the National Film Finance Corporation and the Quota Act were all to be the subject of legislation. This would involve a great deal of important work for the Association, Sir Henry pointed out.

He said that throughout the 10 years in which he has been a member the Associa- tion he had always tried to look ahead and to anticipate events. It was in accordance with his policy that he was proposing to vacate his office. While he felt, and indeed was, fit at the present time he knew that the next two years would be extremely strenuous and would thus be a time for a man much younger than himself.

Warm Appreciation

Members expressed their warm appreci- ation of the initiative taken by Sir Henry in putting his suggestion before the executive council.

In the discussion which followed, however, it was understood that on the proposal of John Davis, president of the Association, that Sir Henry’s successor should be the per- manent salaried president of the Associa- tion. The proposition advanced in favor of this proposal was the heavy demands made upon any member of the Association who, in addi- tion to his normal work as a lead- ing representative of a production company, is selected to be, first, the vice-president and then for two years the president of the Association. In making the move BFA was follow- ing the lead of the Kinetograph Renters’ Society which found it neces- sary to appoint a paid president some years ago.

Exploit ‘Attack’ on TV

United Artists has set a program of television exploitation for the As- sociates and Aldrich film, “Attack,” including a series of seven 30-minute personal interviews with cast mem- bers Jack Palance, Eddie Albert, Robert Strauss, Lee Marvin, Richard Jacek, Buddy Ebsen and screen newsmen William Smithers. UA fieldmen are now spotting the films in leading television stations in the 32 exchange areas.
**THE BAD SEDAN**
A MERVYN LeROY Prod
with the prize-winning cast of U
starring NANCY KEIL
and introducing PATTY McCOLL

**TOWARD THE UNKNOWN**
WarnerColor
starring WILLIAM HOLDEN • LLOYD NOLAN
VIRGINIA LEITH • CHARLES McGRAW
Produced and Directed by Mervyn LeRoy
Toluca Prod.

**THE AMAZON TRADER**
WarnerColor
starring JOHN SUTTON
GEORGE STEVENS' Production

GIANT
From the novel by Edna Ferber
WarnerColor
Starring ELIZABETH TAYLOR • ROCK HUDSON
JAMES DEAN • Produced by George Stevens and Henry Ginsberg

THE SPIRIT OF ST. LOUIS
CinemaScope-WarnerColor
A LELAND HAYWARD-BILLY WILDER Production
Starring JAMES STEWART as Charles A. Lindbergh

ELIA KAZAN'S Production of TENNESSEE WILLIAMS'
BABY DOLL
Starring CARROLL BAKER • KARL MALDEN
ELI WALLACH • MILDRED DUNNOCK
Newtown Prod.

ALFRED HITCHCOCK'S
THE WRONG MAN
Starring HENRY FONDA
VERA MILES • ANTHONY QUAYLE

A CRY IN THE NIGHT
Starring EDMOND O'BRIEN
BRIAN DONLEVY • NATALIE WOOD
Jaguar Prod.

SEVEN MEN FROM NOW
WarnerColor
Starring RANDOLPH SCOTT
GAIL RUSSELL • LEE MARVIN
Batjac Prod.

THE BURNING HILLS
CinemaScope-WarnerColor
Starring TAB HUNTER • NATALIE WOOD

...and the continuing holdovers of mighty MOBY DICK!
Any of the many times you need to know

"Who", "What", "Where", "When"

here's the only way to

Find the Facts Fast...

(1) Open the book instantly at the section you need--
(the ALMANAC is organized in 15 thumb-indexed sections)

(2) Find the page number in seconds --
(in the 1957 edition the first page of each section will list the section contents in large, clear type—needing only a quick glance.)

NO hunting—NO frustrating fumbling—NO time-wasting—
the ALMANAC is designed for constant, practical use

Order either volume—or both...

The 1956 ALMANAC was a sellout early in the year because there is no other reference book that serves so well. No other volume provides a real "Who's Who" of the industry (over 11,000 biographies in that section)—and no other is organized in 15 thumb-indexed sections.

The 1957 edition will contain hundreds of changes to bring it up to date—to serve you faithfully and frequently for another 12 months. To make sure of YOUR copy, reserve now.

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Please reserve for me a copy of the 1957 edition of:

☐ MOTION PICTURE ALMANAC ($5)
☐ TELEVISION ALMANAC ($5)
☐ COMPANION SET OF THE TWO ALMANACS ($8.50)

☐ Payment herewith
☐ Bill me when shipped

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Address ..........................................

...
The Beast of Hollow Mountain
U-A—CinemaScope

Created in the prosperous tradition of "The Lost World," the imperishable "King Kong" and their uniformly successful kind, "The Beast of Hollow Mountain" surpasses its predecessors in several important respects. For one, it is filmed in Panavision, whereas the others were not, and, for two, it was produced in CinemaScope, a shape most favorable to the achievement of sweeping movements on a broad plane. Still more important to total effectiveness than either of these is the use of Edward Nassour's Regiscope process, employed here for the first time, which gives to the mechanically simulated monster (Tyrannosaurus Rex) a smoothness of locomotion and a radius of bodily activity far beyond any heretofore achieved.

With the names of Guy Madison and Patricia Medina for personality billing, the attraction figures to do the kind of business "King Kong" and the others have been doing all these years, which is a pretty satisfactory kind.

"The Beast of Hollow Mountain" also has in common with its predecessors a straight-line melodramatic story that offers no challenge to the classics, but serves the subtle function of stretching credulity, gradually, to the point where the audience is conditioned to accept the plausibility of the monster when the monster finally crashes onto the screen. In this case he enters the story earlier than in most, and takes part in the dénouement of the action. The story concerns a mountain in Mexico long believed to be haunted, cursed, or inherently inhabited, due to the unexplained disappearance of cattle and people in the region, and the outcome of the story is, of course, the appearance of the monster and the hero's brave combat with it. The screenplay is by Robert Hill from an idea by Willis O'Brien.

The picture was co-produced in Mexico by William and Edward Nassour in cooperation with Pelucias Rodriguez, S. A., and Edward Nassour directed it with Israel Rodriguez. Many of the performers are Mexican, and all the dialogue is in English. Many fascinatingly beautiful backgrounds are handsomely photographed.

Previewed at the Paramount theatre, Hollywood, where it was received with the half-credulous, half-amused attitude that has greeted all of the monster pictures down the decades of their special box office history. Reviewer's rating: Good.

Running time, 80 minutes. General classification. For August release.

William R. Weaver

Final Pathé

(Continued from page 1)

Sinatra Hit

(Continued from page 1)

Sinatra received $75,000 for his week at the Paramount, which is the "highest fee ever paid to an entertainer for a single week's engagement," according to William J. Heine- man, vice-president in charge of distribution for U.A.

Shurlock Returns Today

Geoffrey Shurlock, director of the Production Code Administration, will return to New York today from Europe following a detailed study of censorship and allied problems in motion pictures in Continental Europe.

To Release Defense Film

RKO Radio Pictures will release the two-reel RKO Pathé subject, "Alert Today—Alive Tomorrow" in conjunction with the celebration of National Civil Defense Week, Sept. 9-15.
The most talked-about movies are coming from THE NEW RKO!

Put them all together they spell B-O-X O-F-F-I-C-E!

Strip teaser murdered in lover's lane!

A man frames himself into the electric chair!

The one man who can prove HIM alive in a fiery auto crash!

She bets her love she'll save him from the hot seat!

He bets his life he could cheat the chair!

A SUPER-SURPRISE ENDING that'll have the whole town talking!

Woman's stock found in murderer's car

"BEYOND A REASONABLE DOUBT"

STARRING

DANA ANDREWS · JOAN FONTAINE

FEATURING

SIDNEY BLACKMER · PHILIP BOURNEUF · SHEPPERD STRUDWICK · ARTHUR FRANZ

Story and Screenplay by DOUGLAS MORROW · Produced by BERT FRIEDLOB · Directed by FRITZ LANG
Montague Succeeds
Clofine Quits
News of Day

Michael D. Clofine, editorial producer of News of the Day for many years, has resigned for reasons of health and will make his future home in Guernavaca, Mexico. Michael Clofine, executive vice-president of Hearst Metrotone News, announced yesterday.

Johnston's Trip to
Study Red Industry

Eric Johnston's proposed trip to European front Curtain countries this fall will be solely to "study and observe nationalized film industries in the satellite countries," according to an official of the Motion Picture Export Association. It was reported recently that Czechoslovakia and Poland have indicated an interest in acquiring American product for their theaters, and that the MPEA has been authorized by its directors to begin negotiations with these countries.

Films Vs TV-Radio News Space

A continuing study of newspaper space allotment reveals a disproportionate amount of free space given to radio-tv as compared to motion pictures in several additional widely separated cities. A survey of New York afternoon papers of the last week shows that motion pictures got approximately one inch of free news space for each two inches of paid advertising, while radio-tv got almost four unpaid inches for every inch of paid-for space. This coincides with a study of New York A.M. papers reported here on Aug. 17.

Richard Walsh Again
Named IATSE Head

Special to THE DAILY
KANSAS CITY, Aug., 23—Richard F. Walsh, of New York City, president of the International Alliance of Theatrical Stage Employees and Motion Picture Machine Operators since 1941, again was elected to that post by unanimous vote at the fourth day's session yesterday of the organization's biennial convention in the Kansas City Municipal Auditorium.

Nationwide Survey by COMPO

Compo Calls for Fight Vs State, Local Taxes

 Warns of Increase with Federal Levy Eased; 22 States, 626 Towns Apply Them

At least 626 cities and towns and 22 states impose local or state taxes applicable to motion picture theatre admissions, it is revealed by a nationwide survey made by COMPO and released yesterday. At the same time the industry organization called for a campaign to resist and eliminate such taxes.

In addition, Connecticut imposes a state tax on places of amusement, based on seating capacity, and North Carolina, South Carolina and Delaware levy state license fees on motion picture theatres.

State admission, sales or gross receipts taxes range from one to three per cent, except in Kentucky and Texas, which have a sliding scale on admissions above 50 and 80 cents, respectively. Local admission taxes

Texas Drive-ins Charge 'Unequal Treatment'

Special to THE DAILY
AUSTIN, Tex., Aug. 23—A special committee of Texas drive-in theatre men have been appointed to study distribution's "inequitable treatment towards drive-in theatres, as well as uneven flow of product," it was announced by Eddie Joseph, president.

Richard Walsh Again Named IATSE Head

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KANSAS CITY, Aug. 23—Richard F. Walsh, of New York City, president of the International Alliance of Theatrical Stage Employees and Motion Picture Machine Operators since 1941, again was elected to that post by unanimous vote at the fourth day's session yesterday of the organization's biennial convention in the Kansas City Municipal Auditorium.

Harland Holmberg also was re-elected as the alliance's general secretary-treasurer.

The convention's activities yester...
**PERSONAL MENTION**

SYROS P. SKOURAS, president of 20th Century-Fox, will arrive in Hollywood today from New York.

HARRY G. BALANCE and PAUL S. WILSON, 20th Century-Fox Southern division and South-East district managers, respectively, have been in New York for meetings with general sales manager Alex Harrison.

Rex Harrison will arrive in New York today from Bermuda via BOAC.

MARGARET THORSON, executive in the literary department of MGM on the West Coast, arrives in New York today from London via BOAC.

GLADYS COOPER will arrive here Monday from London via BOAC.

PETER DANA, Universal division manager, and JOSEPH GINS, district manager, were in Glovesville, N. Y., from New York City and Boston respectively. Norman Weitzman, Universal branch manager in Albany, accompanied them to Schine headquarters.

STONEY KELLOG of Bill Pictures has been in Albany, Glovesville, Syracuse and Buffalo from New York.

ALFONSO CORELLI, president of Corelli-Jacobs Film Music, is in New York from Hollywood.

ALFRED E. DAFE, executive vice-president of Universal Pictures, and his bride, the former ANNA LEVA, Sweden, were married on the Coast last week, and honeymooning in Honolulu prior to Daffe's extended tour of the Orient and the Middle East.

KENNETH CLARK, vice-president of the MPAA, returned to Washington from New York this week.

GEORGE SHUREFLO, PCA director, will leave here over the weekend for Hollywood following his return from Europe.

**More Dates for 'Society'**

MG-M's "High Society," currently playing the engagements throughout the country, has been booked in an additional 86 first-run theatres between now and the end of August and approximately 50 more theatres for September. The film set an all-time record at the Apollo Theatre in Atlantic City in its first week there, which ended Tuesday night.

range from one to 10 per cent, and in six states they are imposed on top of Federal and state levies.

But few of the surveys being sent to COMP0's State tax campaign chairmen and co-chairmen, to the heads of all exhibitor associations, to picture companies and to circuit executives.

Robert W. Coyne, member of the COMP0 governing committee, in a forward to the survey, says:

"Federal exemption from excise taxes on telephone, television under ameliorates but does not solve all of the motion picture industry's tax problems."

"We must continue to work not only for the complete elimination of all Federal admission taxes, but also strive for elimination or reduction of the many state and local admission taxes which exact such a heavy toll on the industry income."

"Well organized local campaigns have resulted in the repeal of many local admission taxes in the past five years. But as will be seen from the results of our survey, the number of such taxes is still very high and has not at all been reduced. As the result of the King Bill probably will lead to increasing pressure for such local excise by municipal and other taxing authorities faced with budgeting budgetary problems."

"As we have pointed out many times before, it is much easier to prevent the imposition of these taxes than it is to have them repealed. It requires constant vigilance by exhibitors and other industry representatives when revenue legislation is under local discussion and prompt attention to any such legislation. Industry representatives should not only present the motion pictures' front but also keep the active support of neighboring merchants and organized labor to oppose such impositions."

"COMP0 is unable, because of its limited staff such limited funds, to get an active part in local tax campaigns but is prepared to offer guidance and make available statistical and other data to local tax committees. This applies both to campaigns to prevent the establishment of new taxes or to campaigns to make those already in force, more effective."

"The motion picture industry is on record as ready and willing to bear its just share of national, state and local taxes, but is vehemently opposed to unjust and discriminatory admission taxes. In every community where such taxes are in effect, theatres and other branches of the industry have been working to have them eliminated," he concluded.

The COMP0 survey, prepared under the direction of Charles E. McCarty, information director, is to be used to be the most comprehensive compendium of state and local admission taxes on record. The great bulk of the information came from state and local tax authorities with whom a former correspondence was carried on for the past several months.

Exchange managers, circuit executives and individual theatre owners also helped to provide information which would be of special interest to local taxing authorities went unanswered.

The COMP0 survey showed that after Pennsylvania's high of 58 communities levying amusement taxes applicable to the theatre business, were high in the number of such municipalities: Washington, with 77; Ohio, 59; West Virginia, 46; Alabama, 34; Tennessee, 33, and California and Illinois, 11 each.

These states have no municipal theatre taxes, according to the COMP0 survey: Arkansas, Connecticut, Delaware, Georgia, Idaho, Indiana, Iowa, Kansas, Kentucky, Maine, Maryland, Michigan, Minnesota, Mississippi, Montana, Nebraska, Nevada, New Hampshire, New Mexico, North Carolina, North Dakota, Oklahoma, Oregon, Rhode Island, South Carolina, South Dakota, Tennessee, Texas, Utah, Vermont, Wisconsin, Wyoming, District of Columbia, Alaska, Hawaii and Puerto Rico.

**Texas Drive-Ins**

(Continued from page 1)

of the Texas Drive-In Theatre Owners Association.

The committee includes E. L. Pack, chairman; Charles Weisenburg, Bob Davis and L. C. Thorson.

"Joseph said that the committee would study the problems confronting Texas outdoor exhibition "with regard to sending a representative to the home offices of the motion picture distributors in New York to discuss these matters in an effort to work out an equitable solution."
Legion Approves 13; Places Two in Class B

The National Legion of Decency reviewed 15 pictures this week, placing Class A Section 1 (morally unobjectionable for general patronage); 10 in Class A, Section II (morally unobjectionable for adults) and two in Class B (morally objectionable for all).


Columbia Shorts to Accent Color, 'Scope

There will be a strong accent on color in Columbia Pictures' 1956-57 short subjects season, according to the announcement by Maurice Grad, the company's short subjects sales manager. Of 48 new shorts to be marketed, 22 will be in color, and there will be 15 color subjects among 39 reprints to be distributed. Playing a major role in the swing to color is the Screen Snapshots Series, which is adopting the full-hue dress in its 36th consecutive season. Producer-director Ralph Staub is scheduled to deliver ten color Snapshots subjects this year. Two of the color sorts will be Cinema-Scope two-reelers in the Musical Travelers series. Entitled "Wonders of New Orleans" and "Wonders of Washington," they will follow the successful pattern set last season by "Wonders of Manhattan," utilizing musical vocals in place of a spoken narrative. They are produced and directed by Hurry Foster.

Records Already Issued

On 'Best Things in Life'

A total of four albums and a number of single records have already been issued on music from the forthcoming 20th-Fox film, "The Best Things in Life Are Free." The October release stars Gordon MacRae, Dan Dailey, Ernest Borgnine and Sheree North.

Albums of the songs written by DeSylva, Brown & Henderson, whose careers are recounted in the film, have been released as follows: Gordon MacRae, Capitol; Claire Hogan, MGM; Howard McGhee, Bethlehem, and Robert Farnon, London. Single records of the title song have also been issued by many record companies. One album and single records from the film's score are expected in three to four weeks.

Plan TV-Sports Center

Over Railroad Yard

Appointment of a special steering committee for the development of the Rivoli Theatre here on
Russ Rosenthal, 5632 Ave. S., Minneapolis, Minn.: "The picture even exceeded my expectations. Judy Holliday was absolutely tremendous. I was a tired businessman when I went in. I came out laughing uproariously. I've seen all of Judy's films, and I think this tops them all."

Miss Georgia Ann Schuller, 4111 Naragansett, Chicago, Ill.: "It was packed solid with laughs. I wouldn't miss any performance by Judy Holliday. I think Judy is the best comedienne. All I could do was laugh through the whole picture. I wish the picture would have lasted longer!"

James L. Hitcher, 400 Woodland Dr., Fairfax, Va.: "One of the funniest pictures I've seen in many years. Judy's performance was outstanding. The people were laughing all around me. It's a good evening's entertainment. People want more pictures like this."

NATION-WIDE PREVIEW AUDIENCES ALL AGREE.
From the Broadway comedy-hit that stopped New York traffic for two years!

Kitty L. Thomas, 804 Argonne Ave., N.E., Atlanta, Ga.: "Much better than 'Born Yesterday'! I laughed so much, I was shaking the seat. It was funny all the way through. I liked especially the way they introduced the characters, and I liked the narration throughout the movie."

Mr. John Blanda, 2456 Glebe Ave., Bronx, N.Y.: "Tremendous! Real funny satire about big business. Judy Holliday ought to get an Academy Award again for this film. Best one I've seen since 'You Can't Take It With You.' No doubt about it. There should be more like it!"

Mrs. Armand G. Loch, 518 South 46th St., Philadelphia, Pa.: "I enjoyed the play—I loved the picture. The scope is much wider—it has universal appeal. It's just chock full of laughs. Even the little child next to me laughed just as hard as I did. I recommend it to everybody!"
Review:

Kentucky Rifle

Howe

Carl K. Hittleman has come up with a taut, cynical Western of program quality. The familiar story credited to Hittleman and Lee J. Hbett has to do with a young boy loaded with Kentucky rifles, forced to fall out of a train in the midst of Indian territory because of a breakdown. Deciding to stay behind are scintillant Fuller, his friend, Chil Williams, a worthy John Picard; his pregnant wife, Jeanne Cagney; Cathy Downs, engaged to wagon owner Josi Barker, who wrongfully believes that Miss Downs is sitting out remainder of the wagon journey because of a yen for Fuller; religious leader Henry Hull, Sterling Holloway and John A1vins.

Hittleman and Hewitt have packed a heap of story-telling within the confines of 82 minutes, and the overall effect suffers. There's the life-and-death struggle with Indians, long hasted drawn out into open between bitter whites, and the unceasing effort to retain alive in inevitable wilderness.

The rather melodramatic finish has cries of Miss Cagney's baby filling the air, as Chil Wills, wounded by Indian bullets, expires in Fuller's arms.

As producer and director, Hittleman was able to inject some briefly novel character touches. By the same token, he could have edited more severely. Running time, 82 minutes. General classification. For July release. A. M. W.

I TOO Sets Meeting

Special to THE DAILY

COLUMBUS, Ohio, Aug. 23—the annual convention of the Independent Theatre Owners of Ohio will be held Nov. 10 and 14 at the Deshler-Hilton Hotel in Cleveland, Robert Wise, secretary of the association has announced. Wise says plans are being made to include several unusual features at the convention.

McLaglen to Plug Films on Television

C & C Television Corp. has completed arrangements to bring Academy Award winner Victor McLaglen to Philadelphia for a personal appearance tour Aug, 27-31. McLaglen will open the promotional campaign for WFTL-TV's "Movietime USA" series. Prominent among the 742 RKO films in the "Movietime" package which WFTL-TV and the Triangle stations obtained from C & C Television Corp. are several of McLaglen's best known films. McLaglen will appear on a special "Salute to Victor McLaglen" program Aug. 29, and his other appearances will include visits to Veterans' Hospitals and Children's homes, culminating in a motorcade to the City Hall where McLaglen will receive the key to the city.

Charlotte and Hartford Papers Still Give Films, Theatres More Space Than TV-Radio

Newspapers in two Eastern cities are running counter to the trend which is giving radio-tv an excessive amount of free news space compared to paid advertising. The dailies in Charlotte, N. C., and Hartford, Conn., are devoting more columns to motion pictures than to radio-tv.

In a 16-column spread from August 11 to 30, the Charlotte News gave 343 inches to motion picture news compared to 272 to radio-tv. The Charlotte Observer gave 300 free inches compared to 218 for radio-tv. The week-end supplements of both papers carried a predominant amount of motion picture news.

The Hartford Times and the Morning Courant heavily accent motion picture news and features in their week-end supplements. The radio-tv page consists of little more than a week's listing of programs and some reviews. TV columns appear twice weekly in the Times and only in the Sunday edition of the Courant, while both papers carry a daily motion picture column.

TV Space Survey

(Continued from page 1)

he remain anonymous, but said he was also expressing the opinions of other newspaper amusement editors with whom he has exchanged ideas.

"The tv, nightclub and legitimate stage people often bring in copy that's well written, imaginative and interesting," he said, "something that's newsworthy and which an editor for tv or tv in general will interest the newspaper reader. Most of the material I get from motion picture publicity departments is dull, dull and routine, formula stuff. Do they expect me to make it appealing and presentable for them?"

"Furthermore," he said, "their attitude doesn't seem as enthusiastic as that of the television people. The tv people send us much more material, giving us a wider selection, and they carry on a much closer personal relationship with our department. It's been almost a year, for instance," he stated, "since I've seen a publicist in my office from one of the biggest picture companies."

Most of the newspaper editors questioned during this check commented that the criticism that space allocation should be on a uniform basis between motion pictures and radio-tv was not reasonable. All their material, they said, was handled strictly from the viewpoint of news-worthiness and what the readers would consider it interesting.

Another amusement editor said that at the moment, radio-tv was bound to get proportionately more space by the very nature of the business.

"Television shifts programs and material at a terrific rate," he said. "There's always more than enough available to write about. How many new things can you keep writing about a picture playing for six months in the same theatre?"

A check of several of the larger Canadian newspapers over the past 10 days indicates a similar trend north of the border toward greater allocation of free space to radio-tv. TV in Canada arrived much later than in the US and is still under fairly rigid control of the government's Canadian Broadcasting Co.

Michael Clofine

(Continued from page 1)

after service as an infantry officer in France, William Randolph Hearst, Sr. appointed him in editorial charge of the renowned opera season he was appointed to Clofine's supervision. The organization's scope has been enlarged to include a considerable number of non-newsreel productions, many of which, in series of languages, were distributed around the world for the United States government.

Montague, his successor, in addition to serving as Clofine's associate, produces the one-seated show of the Court for Loew's International. During World War II he served with the OWI overseas.

Eric Johnston

(Continued from page 1)

laughs at Johnston's eyes. He said that if such a proper trip actually comes about, it would take place in October or November and "would definitely" follow the MPEA talks with British film officials which will conclude today. Meanwhile, Paramount expects it to arrive at a decision as to whether an internment would be more practical than the policy of uninterromed showing of the film, "War Peace" is playing at the Capitol, a continuous performance policy without an internment.

NT to Build

(Continued from page 1)

The NT's building follows several days a declaration by NT's general manager Frank H. Ricketts to the theatre industry faces a "flourishing new era.

The townships in which NT purchased land tracts are West Vina, Grande Grove, Northridge—Van Nays, all of which have experienced tremendous population growths since the end of World W. II.

Oedipus for Edinburg

"Oedipus Rex," the motion picture of the W. B. Yeats version of Sophocles tragic drama, has been leased for showing as a gala presentation at the Edinburgh Festival Sunday night, September 2nd.

Leonid Kiprus, producer, and its tone Guthrie, director, will be heard. The film is being released Motion Picture Distributors, Inc.
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(In the 1957 edition the first page of each section will list the section contents in large, clear type—needing only a quick glance.)

No hunting—No frustrating fumbling—No time-wasting—

The ALMANAC is designed for constant, practical use!

Order either volume—or both . . .

The 1956 ALMANAC was a sellout early in the year because there is no other reference book that serves so well. No other volume provides a real "Who's Who" of the industry (over 11,000 biographies in that section)—and no other is organized in 15 thumb-indexed sections.

The 1957 edition will contain hundreds of changes to bring it up to date—to serve you faithfully and frequently for another 12 months. To make sure of YOUR copy, reserve now.

Order either volume—or both . . .

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The 1957 edition will contain hundreds of changes to bring it up to date—to serve you faithfully and frequently for another 12 months. To make sure of YOUR copy, reserve now.
Six hours after the Democratic Convention ended in Chicago, key executives and technicians of all three major Radio-TV networks (ABC, NBC, CBS) boarded special United Air Lines planes to speed them to San Francisco, the site of the G.O.P. Convention.

Split-second timing was all-important since all equipment had to be set up and ready to go before the start of the convention. Personnel were carried on DC-7 and DC-6B Mainliners, while a United DC-6A Cargoliner transported 30,000 pounds of electronic equipment. Every detail down to the smallest light socket, was worked out carefully in advance by the networks and United.

This, of course, is still another example of famous United Air Lines dependability and service. Next time you're planning a trip, call United. You'll be glad you did.
**Fox-Russian Deal Studied**

By GUS DALLAS

Preliminary discussions concerning a co-production agreement between 20th Century-Fox and the Russian motion picture industry were opened here last week when a delegation of Russian film representatives met with Spyros P. Skouras, president of 20th-Fox, it was reported by Yuri Gouk, cultural attaché of the Russian embassy in Washington.

Gouk said that Vladimir Sarin, first vice-minister of culture, USSR, and Michael Vyotsky, technical assistant minister of culture, and himself, met with Skouras at dinner and "attempted to establish closer ties between both industries."

The Russian official said that nothing definite was decided by the 20th-Fox official concerning the co-production deal and indicated that further talks on the matter would most (Continued on page 4)

**MPEA Will Withdraw Old Films in Italy**

The member companies of the Motion Picture Export Association will withdraw a substantial number of old films from the Italian market, it was agreed at a meeting here at the weekend between Dr. Edal Monaco, president of ANICA, and the MPEA. In cooperation with the efforts of Dr. Edal Monaco, president of ANICA, and the MPEA. In cooperation with the efforts of Italian organization to reduce the backlog of old product, the MPEA companies will commence an immi- (Continued on page 4)

**Close with CBS, Triangle, King**

By VINCENT CANBY

Three additional leasing contracts for the MGM feature film library were announced here Friday by Charles C. "Bud" Barry, vice-president in charge of television for Loew's, Inc. The three deals, concluded in a rapid series of negotiations Thursday and which, with the previously announced KTVI, Los Angeles, agreement, involve a total of more than $20,000,000, include:

CBS Television for the use of the MGM library by four CBS owned and operated stations — WCBS-TV, (Continued on page 4)

**Will Rogers Hospital Receives Ford Check**

The Will Rogers Memorial Hospital announced at the week that it had received a check for $12,950 from The Ford Foundation, half of its share of the Foundation’s $20,000,000 grant program to assist the nation’s 2,500 voluntary, non-profit hospitals to improve and extend their services. The balance of the Will (Continued on page 4)
PERSONAL MENTION

E. S. CRECC, president of Westrex Corp., left New York by plane yesterday for Hollywood.

Joe PANSTEYN, M-G-M producer, left here for Italy yesterday.

Mervyn LeRoy, producer-director, will arrive in New York tomorrow aboard the Queen Elizabeth. He will leave for California later this week.

John FORBES will arrive in New York today for television and radio appearances.

Catherine Clark of Republic Pictures' Atlanta office, was married to Roger STAMFORD Saturday in Marietta, Ga.

Ralph Wheelwright of M-G-M's studio publicity department is due in New York today from Martha's Vineyard.

'Bad Seed' Opens to Strong Box Office

In its first opening engagements, Warner Bros. reports "The Bad Seed" is rolling up strong grosses. At the Stanley theatre, Atlantic City, the film completed its first week with gross receipts of $20,834 and is holding for a second week with a strong possibility of a third in the offing. The film opened at the Center theatre, Buffalo, Aug. 22, with an opening day gross of $3,671. Despite Hurricane Gable, the film opened day and date in three theatres, with an opening day gross of $3,964 at the Olympia theatre, Miami; $4,093 at the Beach theatre, Miami Beach; and $2,895 at the Florida, Ft. Lauderdale, Fla. Gables, for a total opening day gross of $10,941 in the three houses.

Four-Station Deal

J. H. Whitney & Co., owners of television station KOTV, Tulsa, Okla., and 90% of Lone Star Television Corp., which recently acquired station KGUL-TV, Calверston-Houston area, will purchase, subject to FCC approval, four additional radio and tv stations from Universal Broadcasting Co., Inc. The stations include WISI and WISH-TV, Indianapolis, and WANE and WINT-TV, Ft. Wayne, Ind. The price for the four stations is $10,000,000 and the sale is negotitated through Howard E. Stark, New York City broker.

Claims Stars Own Industry

Free lance motion picture stars today own the industry, according to independent producer Sidney Harmon, who recently completed picture outfits of 10 of 20 actors, producers, directors, and other stars and has contracted with a big variety of scripts from all sources-independent producers, major studios, and their own companies.

Stars want the best scripts available regardless of source. The material offered them must be vital, exciting and timely in the present highly competitive market, he said, and "producers today must go along with the trend."

Harmon said that once a star accepts a script, "it is not so difficult then to secure financial backing for an independent production."

Gross Admission Taxes To States Jump In '56

From the DAILY Bureau

WASHINGTON, Aug. 26-Thirty-one states collected $14,983,000 from sales and gross receipts taxes on amusement admissions tickets during fiscal 1956, compared with $12,678,000 collected by 32 states in the preceding fiscal year, the Census Bureau has reported.

This shows an increase of over two million dollars in 1956, even though one state less reported its collection for that year, New Mexico, which did not appear in the 1956 report, accounted for only $8,000 to $10,553.

Thirty-four states reported collecting license fees on places of amusement for both years, but there was almost no change in the two figures.

Miss Smith Married

Marie Therce Smith, who was executive assistant to Eric Johnston, president of the Motion Picture Association of America, was married on Friday here to A. Joyces Bean, Jr. in Christ Church. The bridegroom is the president of the Foreign Research and Management Corporation of New York.

'King' Gross Passes Million Mark at Roxy

Twentieth Century-Fox's "The King and I" has grossed $1,011,133 at the Roxy Theatre here in the first eight weeks of its engagement, according to Robert C. Rothafel, managing director of the theatre. The Cinematone production is now in its ninth week at the house and will continue until Friday, when "Bus Stop" opens.

Alaskan Airlines Acts As Agent for Cinemar

Special to THE DAILY

SEATTLE, Wash., Aug. 26—Agents of Alaska Airlines will act as ticket salesmen for Cinemar, selling reserved seats for the engagement of the wide-screen process at the Paramount Theatre here, under an agreement worked out by Cinemar's general manager, assistant national director of exhibition for Cinemar, and Ralph W. Starkey, vice-president in charge of travel for Alaska Airlines.

The tickets will be sold at Fairbanks, Anchorage, Nome, McGrath, Unalaska, and Kotzebue. The Cine- mar installation here is the 19th in the country and the 38th in the world.

Censor Board Closing

In Penna. This Week

Special to THE DAILY

PHILADELPHIA, Aug. 26—The Pennsylvania Board of Motion Picture Censors, which has been in operation four years, will officially close down next Friday.

The closing of the board offices came as a result of two developments: The Supreme Court decision that film censorship is an unfair practice and the failure of the State Senate to approve governor George M. Leader's three appointees as members of the board. Since the start of the Leader administration there actually has been no operating censorship board because the government's nominees could not get confirmation.

Praise Felt's Efforts

The employees of the board continued to operate, however, under Michael Felt, its administrative director. It is reported that industry leaders and circuit executives at Philadelphia and throughout the state praised the efforts of Felt and his staff, and continuously asked the governor's office to provide sufficient funds to keep the board going until the deadlock in the Senate was broken. Now, it is understood, teacher and parent organizations as well as county groups and civic units have been flooding the governor's office with appeals to keep censorship.

MPAA Board Studies Cod Unit Report

Further consideration of the report by the MPAA Prodco Committee to take place before board of directors meeting of Motion Picture Association of America, which will take place later this month, was announced yesterday.

He added, the "early September directors meeting will also take up 20th Century-Fox appeal from PG-13 rating for a Code rating for the Australian import, 'Smiley.' The MPAA vice-president said that exact date of the board meeting would be set when president Johnston meets here in the West Coast, which is expected to be around Sept. 1.

Geoffrey Shanklow, Production C, who returned last week from a two-month tour of Europe following a detailed study of censorship and allied problems in motion picture industry, said he plans to meet with studio heads sometime this week to tell them of his findings. He said it was possible that he may return to New York from Hollywood for MPAA directors meeting as he is not been advised of the progress made by the committee group on industry self-regulation. The committee includes Barney Balaban, Dan O'Shea and A. Schneider.

Show Electronicam

The new DuMont mobile electronic film system will be demonstrated for the press on Thursday at the William Frestor, vice-president of the DuMont Laboratories. It will be shown only demonstration on the East Coast since the equipment will be transported to the West Coast at that time.

UNITED AIRLINES

Only 8 3/4 hours
Fly UNITED
DC-7s
nonstop to
LOS ANGELES

"the Continentals"—two flights daily
Millions are waiting for her first big picture and here it is!

The action-romance melodrama of nine people crash-landed in Amazon headhunter jungle... and of the five who came back!

Nationally Advertised

to a total circulation of 27,668,843

or 57,697,494 impressions...

including half pages in Sunday Newspaper Supplements in 40 cities;

full pages in all fan magazines;

double-spread half pages in TV Guide.

RKO Radio Pictures presents

ROBERT RYAN • ANITA EKBERG • ROD STEIGER

BACK FROM ETERNITY

Co-starring PHYLLIS KIRK • KEITH ANDES • GENE BARRY

with FRED CLARK • BEULAH BONDI • JESSE WHITE

Produced and Directed by JOHN FARROW • Screen Play by JONATHAN LATIMER • Music by FRANZ WAXMAN

THE MOST TALKED ABOUT MOVIES ARE FROM THE NEW RKO
Publicists Hit ‘Lazy’ Tab

Continued from page 1

operators that newspapers were slighting film publicity for favor of radio-TV copy reached a climax last Friday when Motion Picture Daily published the declaration of an amusement editor of an important New York daily paper, who asked to remain unamed, that it was the fault of the publicists because they were “lazy.”

“If the quoted editor really deserved the honorarium of ‘laziest’ newspaper,” retorted Marty Blau, president of the Screen Publicists Guild, “he long ago would have taken up any legitimate complaints with his screen publicist contacts or their superiors.”

Blau Takes Exception

Speaking for the Guild, Blau also took exception to “so-called” surveys which have been published on the films vs. tv-radio newspaper space.

“Any short term survey must inevitably fall short of accurately reflecting the whole,” he added.

“It is the claim of the Guild that any exhaustive survey of material planted in newspapers on the long haul will confirm our belief that screen publicists equal or surpass the press agents of other media.”

“It is also our opinion,” he said, “that demands upon editors by certain industry figures to trade so-called ‘free’ space for paid ads is doing nothing more than making the work of publicists harder. Any newspaper which would trade news space for ad space on any ratio basis would be selling its birthright. Just think of the claims upon editorial space that department stores could make on that basis.”

“COMPO certainly has done a worthwhile job in its press relations campaigns,” Blau said, “but all that can be wiped out by self-appointed knights who go charging up to newspaper offices using a measuring rule as a lance.”

The response of individual pub-

Fox-Russian

Continued from page 1

likely take place in Russia when Skouas arrives there later this year. Gouk also said there was some talk at the dinner meeting concerning an exchange of films.

The Soviet Union is still interested in purchasing American motion pictures for distribution to Soviet theatres, it was said. Sarin told Motion Picture Association of America vice president Kenneth Clark that he would like to discuss the matter with MPAA president Eric Johnston.

Stars-Pix Fit

Continued from page 1

will. ‘10,000 Bedworlds’ was not written with Dean in mind, but when he came in with us, we changed it to suit his talents, to play them up to the best result.”

“Story is important,” he said, “but not the only important thing. It’s not enough to write a story for a special star and then ask the star to fit himself into the role. The star has to be able to express his talent naturally. You have to fit the role to him like a tailor.”

Will Rogers

Continued from page 1

Rogers’ share is expected to be next year.

Under the terms of the grant, decision as to the use of the money is left to the hospital’s governors. The only condition made was that the Foundation in its original announcement of the grant proposed in last Dec. 12, was that the fund not be used for repaying past deficits or for purchase of services currently being performed at the hospital.

A. Montague, president of the Rogers Hospital, said that “in-}

Saturation

Continued from page 1

licity material serviced to new=nspapers are as well as tv stations.

The Radio Corporation of America, and Stations, a network in Georgia, South Carolina and Louisiana.

The campaign plans include by stars of the film and active operation from military and vet organizations in the area to make openings of civic events with parades and theatre ceremonies.

The CinemaScope film is from Francis Gwethy’s novel, Day The Century Ended,” and Robert Wagner, Terry Moore, Broderick Crawford.

35MM

Continued from page 1

wood on Sept. 5, at the Beverly Hills.

The former governor of Geo.

Curtain situation and tell member film agreements worked out in Sp and possibly Denmark, two countries which are not being served by the Motion Picture Ex-Association’s members.

Gov. Arnall, who said he will in Washington for the Anglo-Ameri-
Spotlighting the News

Movie Market

An annual sales volume of something like $9,000,000 television receivers was forecast last week by Allen B. DuMont, chairman of a board of Allen B. DuMont laboratories, speaking at the annual banquet of the Texas Electronics Association. "Normal new buyers should account for $4,000," he said, with the balance to be made up of replacements. DuMont conceded the manufacturing industry was going through a "pretty rough shake-out period." He did not mention who would "be shaken out."

Inside New York

Last week Theodore Granik, November, 1955, was the center of a local furor when New York Mayor Wagner gave him permission to go into city files of a proposed TV film series, was fling out a prospectus to various city departments, asking for cooperation for the proposed series. (Mayor Wagner subsequently ruled that each department would act individually on the matter of cooperating with Mr. Granik.) Meanwhile, Guild Films has avoided the whole ruddy business of red tape. It announced last week that it has obtained the rights to the personal records and files of Conrad H. Roggenthal, former chief of the New York City Police, on which will be based a film series, in color, to be called New York's Most Important Police Cases. The series will be shot in New York with Mr. Roggenthal's full cooperation.

Color in Autumn

The results of NBC-TV's $12,000,000 appropriation last year to double color facilities will be evident on both coasts this fall. In operation will be three new color studios—the Ziegfeld theater and a new Brooklyn studio, in New York, and a new adjunct to the NBC Color City, Burbank. Of greatest interest to West Coast viewers will be the installation, at Color City, of a recording system using lenticular film and which will allow NBC to present color programs not available to the East Coast on the same time-delay basis that is standard for black-and-white TV. Under the lenticular system, electronic color information is registered on black-and-white film through minute lenses which form a portion of the film itself. The film can be processed rapidly with normal black-and-white techniques and then played back in color.

Ambitious

Howard Welsch Productions, in Hollywood, the Howard Welsch who has some good film credits, plans a really ambitious project, Masters of Music, 16 feature-length pictures in color for theatrical release, with each to be presented initially as a one-hour TV spectacular, to be followed by theatrical showings. Deems Taylor will be master of ceremonies, apparently inevitably, with the first four to be based on the lives of Bach, Liszt, Brahms and Beethoven. Nicholas Ray will direct.

Movies Sell Better

WCBS-TV, New York flagship station of CBS, announces with pride and even some surprise that its three feature film shows—The Early Show, The Late Show and The Late Late Show—already are sold-out for the coming season. Frank Shakespeare, Jr., general sales manager of the station, notes that present orders put the three shows in the sold-out category by the middle of September and that this marks the first time that the Late Late Show has been in such an enviable position—even though New York is notorious as a city of insomniacs. Among the news sponsors are Anahist, Colgate, Pepsi-Cola, Coty, White Owl Cigars, Proctor Electric Cooking ware, Glamorene, Cream of Fafina and Lestoll.

Popular Re-Runs

MCA-TV said last week that its Waterfront film series currently is reaching more people in its second run than it did in its first time out and not simply because there are more sets in operation now. Rather, says MCA-TV's research department, the popularity is due to the show's "ability to draw high re-run ratings"—which may be the same as saying a show is popular because a lot of people look at it. A study of 15 representative ARB markets revealed that

(Continued on page 6, col. 3)

In Our View

Last Sunday evening, during the General Electric Theatre presentation over the CBS-TV network, was offered a commercial message which was not only sufficiently unusual and well done to merit comment for those reasons, but which indicated an open pathway for like handling to which too little attention thus far has been paid.

This message, keyed to General Electric's good basic slogan, "Progress is our most important product," took the television audience on a pictorial visit to Abilities, Inc., a small company located in West Hempstead, Long Island, which is one of General Electric's numerous sub-contractors. The notable, astonishingly interesting point about Abilities, Inc., is that every single one of the employees of the company is physically handicapped in one way or another, more or less seriously. Their handicaps range from partial dismemberment to total blindness, yet they all function with an amazingly high degree of skill and meet readily and easily the stern precision requirements of General Electric. The president of this fascinating establishment, which in a few short years increased its employment roster from a few to a few hundred, is Henry Viscardi, himself legless since birth, and using artificial limbs with ease.

As Don Herbert, General Electric's "progress reporter" moves about the work floor and talks with Mr. Viscardi, the splendid work of this company is impressed upon the viewer in the most compelling terms. The commercial, for thus it was, required exactly three minutes, and became in itself a compulsively interesting experience. Batten, Barton, Durstine & Osborn was the agency responsible for the commercial.

Such a message became at once an outstanding public service, a strong appeal for the sponsor in indirect but nonetheless powerful terms, and an institutional advertisement of value. It is the kind of presentation which almost begs for the best attentions of those charged with the production of sponsor's television messages. It merits the most careful and detailed consideration by all.

—Charles S. Aaronson
good for his community. The conflict comes when a young politician refuses to go along with the boss' ideas of xenility and champions the old man's personal choice for a Congressional nomination. The boss looks on his choice—an elderly semi-competent—as deserving the post because of his long party service. The younger man thinks that conditions in the world require the party to run the best possible man—namely, him. The young man wins the primary, but loses the support of the old man's party machine until the old tycoon exorts his supporters to follow the new man. According to him, Party comes before all else, no matter who the head man is. This, indeed, in a land of independent voters—is an odd point of view, and perhaps would have significance only to died-in-the-woolly-thinking Republicans and Democrats. As drama, "The Big Vote" had moments of high interest, though both Ed Begley, as the boss, and Walter Matthau, as the maverick, both had trouble giving a good account of themselves. It was, however, a disturbing, thought-provoking piece, a rare TV quality. Norman Felton directed. Philip Barry, Jr., produced.

SPOILIGHT

(Continued)

although the number of sets between the first run and the second run increased by 10 per cent, the number of homes reached by Waterfront increased by 15 per cent.

Another Film Manual

► It's Film Manual time again. The 1956 edition—third in an annual series—has been published by the National Association of Radio and Television Broadcasters and is dedicated to the Association's active television membership, NARTB president Harold E. Fellows announced. The manual is divided into three parts: programming hours and costs; case histories; and a feature article dealing with non-rental film.

CBS Affiliations

► Herbert V. Akerberg, CBS Television vice-president in charge of station relations, reports two new affiliations: KUAM-TV, Agana, Guam, has joined the network under the extended market plan: WARD-TV, Johnstown, Pa., has joined the network as a primary interconnection affiliate, effective immediately.

1000-Foot TV Tower

► A new 1,000-foot television tower, the tallest structure on the east coast south of New York, is under construction at station WMBC-AM, West Orange, N.J.

For Rent

Over $50,000.00 spent in 1953 to make this unusually compact home last word in comfort, charm and inspiration. Large two story living room, eat-in kitchen, first floor bedroom, magnificent modern kitchen-bar, three bedroom, two new luxurious bathroom.
Plus a separate apartment on Swimming Pool level, with living room, two bedroom, plus another luxurious bathroom and kitchen, with own entrance.
No help required for Perfect Upkeep.
Rent $3000.00 per year on two year lease or will consider lease-sale arrangement.

Immediate Possession.

JAMES SAUER
Hotel Pierre, New York
Templeton 8-8000
HERE'S TELEVISION GOLD ABROAD—AND THE A.P.'S MAN GOING AFTER IT

by VINCENT CANBY

Ripetatic, hard-working Nor-Katz, foreign sales manager of Associated Artistic Productions, last week took off from New York on a two-month, selling trip that will take him around the world and all goes well through a couple of Iron Curtains. In his briefcase are the television rights to 500 of the recently aired Warner Brothers features shorts, the 600-old regular features, Popeye cartoons and other assorted product which Mr. Katz confidently gets to get in on the ground floor of television abroad.

Tanking in his Madison Avenue office just a few hours before he left, Mr. Katz talked of ex- pectations and future. Now was graphically illustrated in the chaos of his office, currency in the midst of a giant re-selling job by plasterers, plumbers, electricians, and reflecting on the acquisition of the Warner log. The future, said Mr. Katz, is the reason for his trip, "In three or four years," he said, "30 to 40 per cent of our TV gross will come from foreign sales," approximating the increasing importance of the foreign market to the total gross of theatrical films.

Mr. Katz' current trip follows his seven-month global tour of 25 countries last year, described principally as a survey trip, although sales were made in such diverse geographic locales as Great Britain and Siam. (AAP product now is on TV in 12 different markets overseas.) Without mentioning any names, the AAP foreign sales chief said that while some companies had jumped into the foreign field too soon, AAP is taking its time and the long view—that is, long term contracts with escalator clauses which permit AAP to get bigger returns as the individual TV markets increase in size. Frankly, he added, in most markets abroad at the present time can't afford such films as are in the Warner library, though later they will.

Mr. Katz' itinerary takes him first to Paris, other western European capitals, then to Prague, where he'll dicker on clearance to Warsaw and Moscow. Subsequently, he'll be swinging through Australia, Hong Kong and Japan.

Who's Where

Last week these changes:

Dick Harms has been named program manager of WBUF-TV, Glens Falls, UHF television station in Buffalo. It is announced by Leslie C. Bevis, Jr., general manager of WBUF-TV. Mr. Harms has extensive experience as director-producer and program manager of radio-TV stations in various parts of the country.

Myron L. Nierman, TV salesman for Edward Perry & Co., station representatives, has been promoted to assistant television sales manager.

J. B. Gresham has been named west coast sales manager for WTV, the Los Angeles television division. Charles C. Barry, vice president in charge, at the same time appointed Mr. Gresham assistant manager of operations.

Bert L. Korn, has been named director of sales for WABD, Du- bai, U.A.E.

THE SHOW-MAKERS

Dick Powell stars as a Western sheriff in "A Spray of Bullets" on "Four Star Playhouse," Thursday, September 6 on CBS-TV. Featured are Raymond Hatton, Jean Howell and Bob Wilke. "A Spray of Bullets" was written by Dick Carr and directed by Roy Kellino.

Marisa Pavan and Claude Rains will play the leading roles in "Antigone" on the Kaiser Aluminum Hour Wednesday, Sept. 11 on NBC-TV, Franklin Schaffner will produce and direct.

Eli Wallach and Gaby Rodgers will play the leading roles in "Ference Molnar's "A Fragile Affair," which has been adapted for TV and will be presented on The Kaiser Aluminum Hour Aug. 28. Woodrow Parfrey, Eva Leonard and William Podmore will appear in the teleplay, which will be produced and directed by Fielder Cook. Tony Miner is executive producer.

Dennis O'Keefe and June Lockhart have been signed by Screen Gems, Inc., television subsidiary of Columbia Pictures Corp., to co-star in "Confession," which Eva Welas will produce for the CBS-TV Playhouse 90 Series.

Lee Sholem has been signed to direct the new National Telefilm Associates - Desilu series, The Sheriff of Cochise, now in production in Hollywood. Mort Briskin is writer-producer for the series, going on the air in October.
SOLID, MAN, SOLID!

FIRST TWO DAYS

COLUMBIA'S

SOLID GOLD CADILLAC

WARNER'S BEVERLY, L. A

98.91 PERCENT OF

THE EDDY DUCHIN STORY

*And THE EDDY DUCHIN STORY broke every record for gross and film rental at that theatre!*
**OMPO Will Launch Dues Drive Sept. 10**

OMPO's annual dues campaign gets underway Sept. 10, Robert Coyne, special counsel, announced yesterday. As in former years, the dues will be collected by sales forces of the major distributors, the general sales managers of which have approved the drive (Continued on page 4)

**Don't Sell Rep. Stock**

**Recept to Cantor: Yates**

From THE DAILY Bureau

**HOLLYWOOD, Aug. 27—**If Cantor Fitzgerald and company does not use its option to buy Republic as held by Herbert J. Yates and associates by the deadline of Sept. 4, these shares will not be offered to anyone, Yates said here. The studio president said his responsibility to long-time employees is among reasons for this decision, explaining, "These faithful people have been with me for 25 to 40 years, and will always be the primary factor in all plans for the future." Yates and one-time Yates uniovqnis just denied a locally published report that a syndicate headed by Moes has approached him with offers for stock.

**Ford Dies; Known 4 'Toughest Censor'**

**Special to THE DAILY**

**EMPHIS, Aug. 27—**Lloyd T. Ford, who had retired Jan. 1 after 12 years as chairman of the Memphis Shelby County Board of Censors, died today at the age of 69.

Ford was one of the most colorful and controversial figures in the history of Memphis. He brought national attention to Memphis by his campaign of censorship of motion pictures. Ford became a millionaire as (Continued on page 5)

**Annual Campaign**

**'War and Peace' Record $123,000 for 1st Week**

Playing to capacity at almost every one of four shows daily, Paramount's "War and Peace" grossed a record $123,000 for its first week at the New York Capitol. Loew theatre people said it was the highest dollar gross per show in the history of the theatre.

At the 1,500 seat Hollywood Paramount theatre the picture grossed $18,000 for its first three days and a record of $35,000 was estimated for the first week.

De Laurentiis Extols Co-Production Deals

From THE DAILY Bureau

**HOLLYWOOD, Aug. 27—**"War and Peace," producer Dino De Laurentiis is so firmly convinced that international co-production holds great rewards in store for the future that he already has one picture property under an international arrangement with an Italian director. De Laurentiis was the special guest of the screen producers guild press-panel luncheon this afternoon at the Brown Derby chairman by Walter M. Mirisch and attended by producers Pandro S. Berman, Arthur Freed, Tony Owen, Frank F. Rosenberg, Mike Todd and Corey Wilson.

With Paramount International Representative Luigi Luraschi acting as (Continued on page 5)

**EDITORIAL**

**Film Vs. TV News Space**

By Sherrin Kane

NEITHER the editorial comments of the trade magazine "Editor & Publisher," nor the statement issued by the Screen Publicists Guild has (yesterday's MOTION PICTURE DAILY) succeeded in shedding much light on the subject of comparative amounts of newspaper space given to motion pictures and to television by metropolitan newspapers around the country.

"Editor & Publisher" airyly waved aside the recent National Theatres' survey of the situation in seven Western cities by declaring that it was "off the wrong foot" because it used the term "free publicity" and linked the advertising placed by each medium with the editorial treatment each received.

We are sure that Elmer Rhoden and his staff are not much concerned whether the newspaper space given to films and to tv-radio is in publicity or simon-pure "news." What they are concerned about is the total (Continued on page 2)

**Australians Afraid of TV**

By GUS DALLAS

(Picture on page 4)

A 25 per cent drop in box office receipts is the pessimistic anticipation of motion picture houses in Australia when tv gets going very soon in that country. David Joel, circuit manager for Snider & Dean Theatres in Sidney, said at a press conference here yesterday.

Joel has been in the United States for five weeks studying the results of tv on American theatre profits. He has traveled from Los Angeles to New York visiting studios and talking with exhibitors and distributors on the subject.

"TV hasn't quite started yet in (Continued on page 4)

Missouri-Illinois TOA Hears 'Disunity' Scored

Special to THE DAILY

**ST. LOUIS, Aug. 27—**Good will and harmony are the watch words for the Missouri-Illinois Theatre Owners Association meeting in a two-day session at the Hotel Kingsway, F. P. (Fete) Gloriod, Poplar Bluff, Missouri, in the keynote address, "Let's go forward together," stated, "one word describes the greatest contributing (Continued on page 4)

**AB-PT Divestiture Extended to Nov. 5**

From THE DAILY Bureau

**WASHINGTON, Aug. 27—**American Broadcasting-Paramount Theatres has received another extension—until Nov. 5—in its divestiture deadline.

The previous deadline was Sept. 3. AB-PT is the only divorced circuit that has not yet completed its divestiture, but it was one that had the most theatres to sell. Justice Department officials said the circuit still has 25 theatres to dispose of, of which all but 2 are in a joint interest with Maine and New Hampshire Theatres, Inc.

**Ridgeway States Income $12,000 for 6-Months**

Ridgeway Corp., the Canadian holding firm which sought to acquire the Loew's Inc. film library for television distribution, has reported that for the six-month period ended on June 30, 1956, its net income after taxes was $12,000.

The financial report of the company, the corporate shell of the former Campbell, Wyant & Cannon (Continued on page 4)
MILTON R. RACKMIL, president of Universal Pictures, returned to New York from the Coast over the weekend.

MITCHELL RAWSON of M-G-M's publicity department is vacationing at Saratoga, N. Y.

CHARLES M. BEAGAN, M-G-M sales vice-president, has returned to New York from the Coast.

SAM HARRIS, partner in the State Theatre, Hartford, and Mrs. Harris have returned from a vacation in Spain and Portugal.

A. J. (Jack) BRONSTEIN, Connecticut theatre developer, and Mrs. Bronstein, are due back in Hartford Oct. 1 following an extended stay in Los Angeles and Tucson.

MICHAEL ROSCHAV and GEORGE SEATON are among those arriving in New York on the Queen Elizabeth today.

H. L. BENSET, executive vice-president, and MARTY WOLF, sales manager of the Rockyfeller Company, returned to New York yesterday from a nation-wide tour which included attendance at the IASTATE annual convention in Kansas City last week.

ALBERT LEONARD, director of foreign sales for Magna Theatres, distributor of Rodgers & Hammerstein's "Oklahoma," has left on a European trip.

Gordon Organizes New Production Outfit

Formation of a new independent film producing organization, Robert Gordon Productions, Inc., has been announced by Robert Gordon, a director whose work includes UA's "The Joe Louis Story" and Colombia's "It Came from Beneath the Sea.

Associated with Gordon are Harvey Bernhard, owner of the Bali Hat in Las Vegas; actor-writer James Edwards; Bill Watters, who will serve as director of publicity and advertising; and Harry Sokolov, vice-president and legal counsel of Famous Artists, named as secretary for the new firm.

The initial picture on the company's schedule is "Three Were Galley," which will be made in N. Y.

EDITORIAL

(CONTINUED FROM PAGE 1)

amount of newspaper space given to each and whether it appears to be disproportionately weighed against motion pictures and the theatre.

We are sure also that the National Theatres' survey had no intention of linking the advertising of motion pictures and that of tv-radio inseparably with the newspaper space given to each. The advertising comparison seemed to us merely to have been mentioned because tv and radio are competitors of the newspapers and the theatrical motion picture is not that, in the circumstances, seems pertinent.

Nor is it helpful to be told by "Editor & Publisher" that a "valid test" would be difficult to make out against newspapers as long as editors try to satisfy "radio-interested" with what they publish.

By far the most highly unlikely that Rhoden has any quarrel with any editor on that score, or that he has the slightest objection to any newspaper publishing tv-radio news, features, program logs and "publicity." His sole concern seems quite clearly to be whether a disproportionate amount of such tv-radio copy is published in a majority of metropolitan newspapers, as compared with motion picture copy, and if so whether editors and publishers actually are aware of the situation.

THE PIQUE of the Screen Publicists Guild over some of its members being held partially responsible by one New York newspaper editor for what he frankly concedes is, as the National Theatres' survey in the West indicated, a disproportionate amount of newspaper space going to tv-radio, as compared to motion pictures, is readily understood.

The Guild is well within its rights in taking exception to an anonymous charge by the editor that because the publicist of one major film company had bad results in a general test, all film publicists are "lazy."

Moreover, the publicists certainly do not relish anything resembling a feud being nurtured between their industry and the newspapers. It is conceivable that in some instances resentful editors could make the tasks of the film publicists more difficult than they normally are.

But that, too, palpably is farthest from the thoughts of National Theatres officials in making use of the results of their survey.

If they can succeed in calling the attention of only a few editors and publishers to the changing situation of which they may or may not be mindful, the National Theatres' officials will have performed a worthwhile service not only for motion pictures and the theatre but also for those newspapers which unwittingly may not have been adequately satisfying the interest of their readers.

IN ANY SUCH instance it would inevitably follow that National Theatres also had performed a service of value to film and theatre publicists who may have been striving to get space not only in competition with other entertainment publicists, but also in contention with a situation, sometimes as unreconizable as it is unofficial, which acts to reduce the news space available to them in any given issue.

Nor need the possibility be overlooked that some newspaper, appraising reader interest in communities in motion pictures and radio-tv, in consequence of National Theatres' urging, may conclude that the adherents of the electronic tube are being short-changed in their reading matter.

Then, however unintentionally, National Theatres will have performed a service for tv-radio, as well.

We prefer to believe that it is in this light that National Theatres is making use of its survey results. Certainly it was in this light that MOTION PICTURE DAILY through its news correspondents extended the newspaper space examination to cities not covered by the National Theatres survey. (In this connection it was found that in some cities, Charlotte and Hartford among them, there has been no expansion of tv-radio space in local newspapers for some time, with film space retaining a distinct lead.)

We respectfully suggest that "Editor & Publisher" and the Screen Publicists Guild have another look at the situation, and from a different angle.

... NEWS ROUNDUP...

40 in Production

Six new pictures were started Hollywood studios this week and others were completed, for a total of 40 pictures now in production and abloom. Started were: "Love the Afternoon," (Allied Artists); "Hanging Judge," (Associated Film lease); "Shark Reef," James O., (Independent); "The Vinta CinemaScope," Brian Donlevy and Na Wood, will open at the Palace Theatre here Friday.

Tushinsky Exploitation

The Tushinsky Brothers, which recently announced three German films will be processed in Superscope, setting up a special advertising publicity service covering all of one. Edgar G. Ulmer, general manager of the European Service Organization of Superscope, with headquarters in Berlin, will supervise exploitation operations.

'Night Cry' To Palace Here

A "Cry in the Night," Wa Bress' new drama starring Ed O'Neill and Na Wood, will open at the Palace Theatre here Friday.

NEW YORK THEATRE

RADIO CITY MUSIC HALL

ROCKEFELLER CENTER

THEATRE

THEATRE CENTER

GRACE

COMMEMORATIVE

CRIBB

KELLY

SINATRA

HIGH SOCIETY

In VistaVision 3D Color

New York Times

Schedule

from Equitable Center

Moviela

TV FILM SERVICE CENTER

AVAILABE

EDITORING room

STORAGE room

OFFICES

SHIPPING room

MOVIEAN

NEW YORK THEATRE SERVICE, INC.

618 W. 56th St. New York 19, N. Y.

DAILY 8:30 AM... 7:00 PM

...
TRAILERS ON TRIAL!

"We, the jury, Find coming attraction Trailers...

GUilty AS CHARGED!"

Guilty of influencing more patronage to your theatre than any other advertising medium...and at considerably less cost. The daily showing of a trailer in the average theatre costs less than the price of one admission ticket. Yet, trailers are primarily responsible for more than one-third of total box office receipts!*

*According to an 84-week survey by Sindlinger and Co., trailers are the primary influence behind $348.00 out of every $1,000.00 expended in admissions at first-run theatres in Oklahoma City. The trailers' influence is even greater for subsequent-runs.
David Golding is scheduled to arrive in New York today with a print of Samuel Goldwyn Jr.'s "Sharkfighters" for screening before United Artists executives. Golding will remain in New York for campaign conferences on the film.

Richard B. Groome has been appointed controller of the Mutual Broadcasting System, it is announced by George B. Ruppel, vice-president and treasurer of the network.

Vincent G. Trotta, son of industry art director Vincent Trotta, will be married tomorrow to Faith Goddard Kelley at Bourne Methodist Church, Bourne, Mass.

Seymour Schussel has been named general sales manager of Artister Producers Associates, Inc., it is announced by A. W. Schwalberg, president.

COMPO Dues
(Continued from page 1)

and instructed their sales forces "to make every effort for its success."

Branch managers of all companies will meet in their respective exchange cities Sept. 4, for preliminary planning and distribution of the work. A second meeting of branch managers and all sales personnel will be held Sept. 10, for general instructions to all sales personnel. Division and district managers will be available for collecting from their circuits.

The dues this year will be held to the reduced level instituted in the dues campaign of three years ago, it was stated. As in the past, dues from exhibitors will be matched, dollar for dollar, by contributions from the distributing companies. Funds collected will be for general COMPO purposes and will be devoted primarily to the ultimate elimination of taxes, the Audience Awards campaign, press relations activity and other industry projects currently under study.

The tax campaign booklet, which will be distributed to each exhibitor with a COMPO dues card, lists dues schedules as follows:

For four-wall theatres: up to 500 seats, $7.50; 751-1,000 seats, $11.25; 1,001-1,500 seats, $18.75; 1,501-2,000 seats, $37.50; and over 2,000 seats, $75.

For drive-in theatres, up to 500-car capacity, $7.50 yearly; 501-600 cars, $11.25; 601-750 cars, $18.75; over 750 cars, $37.50.

HERE TO "keep on top of things" and with a feeling (about TV, of course) "if you can't lick 'em you better join 'em"; David Joel, Australian circuit executives, in the office of Albert Deane of Paramount, left.

Australia," Joel said. "The first test signals were just going on the air in Sidney and Melbourne when I left there. However, we'd like to know what's coming and how we can best live with it when it gets here."

Six stations have been built, he said. There are two commercial and one federal station in each city.

"Three-quarters of our 21 theatres are in midwestern district cities," he said. "We don't really have to fear TV in the immediate future, but we want to be careful. At the moment we're spending thousand of pounds renovating theatres, and we'd like to know if we should curb some of this expenditure on our smaller second-run houses."

Drive-In Flourish

Drive-in theatres, he said, are also flourishing in Australia, much to the surprise of the motion picture theatre operators "although we should have known by results here in your country."

Drive-in theatres have been kept out of Sidney and its suburbs because of license litigations, he said, but that's been cleared up and eight drive-ins are now being built in the city. The motion picture industry is looking to a big battle for patronage between TV and the drive-ins, and the houses expect to suffer more, Joel said.

"There's been a gradual falling off in trade for some time," he continued, "for no specific reason that we can pin point. However, a gradual increase in prices at the same time has kept us happy."

Managers Unionized

Australian managers are better off than American in the opinion of Joel. In Australia they are unionized, he said, and they get paid more than their technical employees. There is also underway a move to unionize white-collar workers in the industry, he said, which would include publicity executives.

Managers in Australia are also greater showmen, he asserted, citing such examples as the one who tried leading a string of elephants through town to publicize "Elephant Walk." Managers are important and respected people in the community, he said.

 Warners Streamline
(Continued from page 1)

Minneapolis exchange area would be handled through National Film Service. However, a Warner Bros. sales official, when asked whether this was true yesterday, declined to confirm or deny it.

In High Gear

The program was said to have moved into high gear during the past two weeks and thus far has affected 300 employees on a national level, it was said.

The Warner Bros. executive disclosed that there had been some "streamlining" of operations in the New York exchange. It was said the exhibitor service division of the production-distribution company, which is now operating under new management, may be reduced to a minimum.

 Ridgeway Reports
(Continued from page 1)

Finality, listed an operating revenue of $70,000 as of last June 30.

The Ridgeway financial report showed a net income or loss before taxes of $17,000 and provision for taxes totaling $5,000. The report was signed by Lloyd Frank, secretary.

Studies Other Fields

Louis Chesler, board chairman of Ridgeway Corp., earlier this summer, indicated that Ridgeway, with a cash reserve of $15,500,000, was studying other fields of activity for investigating its monies. He said then that the motion picture industry, the oil and gasoline and the real estate fields were the industries under consideration.

The financial report made public by Ridgeway Corp., made no mention of the study nor of the $15,500,000 cash reserve.

S AUL TANNEY, owner of the Saul Tanney Company, York, recently marked the tenth anniversary of the company, which organized, fresh out of the Army, the world-wide distribution of motion picture equipment. Star's first big operations was a basement, today company owns its own building, 55th St., plus another in Englewood, N. J. Both are equipped for repairing motion picture equipment. The New structure houses a complete showroom and shop besides a large showroom offices.

Two notable new installations New York are reported by the Ray Screen Corporation, Brooklyn, N. Y., one at the Radio City Music Hall, another at the Capitol on Broadway. Each instance the screen is a "spotted coated white" of all-vinyl construction.

Rubber flooring of extreme resiliency giving it special value in a theater, where a low level of noise is necessary, has been announced by American Mat Corporation, under the name "Tweed Rubber Tile." Available in a variety of pattern and color choices, it is "probably the most slip-resistant floor ever made."

Two new types have been added by Hewitt-Robbins Inc., Stambaugh, Ohio, to its line of rubber cur- lining. One of them is a heavy-duty material suited to commercial applications as in theatres. Introduced recently the top-piety rubber lining it comes in 10 gauge, and in widths of 36 inches.

Hand dryers in two color combinations, besides white, are available from the American Dry Corporation, Philadelphia. The binocular with the two-tone milky white with nickel-plated satin striping, a sun-tan version with Chinese red and black also can be had, with other colors are available on order. The company also makes a dual-color model.

NFBC Funds Increase

OTTAWA, Aug. 27—Expenditure on behalf of the National Film Board of Canada increased to $4,067,389 in 1955-56 fiscal year ended March in contrast to $3,430,589 in 1954 the Canadian Government has reported.
EXICO CITY—Variety Club's
in- nale chief John Rowley and ex-
 director George Hoover were
 among guests at the Reforma Hotel
 recently in honor of the tenth an-
tersary of the local tent. Presiding
 at the luncheon was chairman Arno
 Hiza, who reported the as a program of ten outstanding
 newsmen planned at a luncheon for
 Rowley and Hoover, with a del-
don from the tent, placed a wreath
 of a tomb of Montes, founder of the
 Mexico City tent.

ITTSBURGH—George Eby, new
 assistant international chief bark-
 ed his hat at a testimonial dinner at the
 Variety Club, Pittsburgh. The new Roselia
 Helden and Maternity Hospital, a
 Club Charity, will be dedicated to the
 later, to be followed by a
 in Syria Mosque, co-hosting
 and Dick Shawn.

LANTA—H. J. (Tommy)
 apson, president of the Theatre
 Assn. of Georgia and head of
 and Thompson Theatres was
 at filmrow executives and em-
 s at the Atlanta office of the
 a luncheon at the Atlan-
 Club. Attending were Paul
 Dan Coursey, Harry Balance, Century-Fox; Jimmy Bobbs, Artists; Bill Kelly, United; Paul
 till, Columbia; Russell Gaud, M; Irone Stone and Dave Prince, Columbia; Bob Tarwater and Byron
 U.A.; and Ed Brauer, Repub-

souri-Illinois

(Continued from page 1)

to the problems that face our
 today; it is Densivity." De-
 ing the interdependents of all film
 s, Gloried continued, "each of

a very definite stake in the
 of anyone else in the industry
 through the understanding and
 ration of the producers to main-
 a steady flow of good pictures
 throughout the year and the pro-
 duction of those pictures by ex-
 ers at the local level can true
 as be achieved.

Laurentiiis

(Continued from page 1)

rester, DeLaurentiiis re-stated
 s revealed to the press last
 in New York and, answering
 uts put by lay and trade news-
 provided some new ones.

said he is here on September 21 to
g to Thrity Million Dol-
 wide. The exact number
 ns to be released haven't yet
 estimated, but they cost about
 million dollars. The pro-
 production cost was "two or
 hundred thousand dollars less
 million," he said, with his
 company furnishing four million.

Review:
The Last Wagon
20th-Century-Fox—CinemaScope

That admirable actor Richard Widmark turns up in another highly
 interesting (and highly salable) cinematic item that has been closely
 tailored to his personality and high-order talents, and a most happy
 blend of man and material results, as exhibitors will discern of producer
 William B. Hawks, director Delmer Daves and scene writer James Ed-
 ward Grant, Gwen Bagui Gielgud (who also contributed the story) and
 Daves (double-dueling) have concocted some attention-holding doings
 for Widmark, and this handsome Western with psychological overtones
 and a goody share of warm human interest is the fortunate result of
 their teamwork.

On hand in support of the star are six of 20th-Fox’s young hopefuls:
 Felicia Farr, Susan Kohner, Tommy Vetting, Stephanie Griffin, Ray
 Stricklyn and Nick Adams, some of whom have been seen in previous
 films at 20th and at other studios. All get a chance at individual char-
 acterization, all are fresh and pleasing personalities, and all amply de-
 serve the publicity boost their studio mentors are extending in connec-
 tion with this film. Especially promising are Miss Farr, who gives Wid-
 mark a run for his money in some warm love scenes; Stricklyn, a gentler,
 less complex James Dean type; and Adams, who gives a sharply-etched
 study of meanness. Some able character work is done by Benton Reid, Douglass Kennedy, and George Mathews help things along.

The story, well set off by CinemaScope and striking De Luxe color, has
 Widmark, a murderer in 1873 Arizona, falling in with a wagon train of
 young settlers. When the older folk are killed by marauding In-
dians, villain Widmark turns hero and gets the young people through to
 safety despite hell, high water, climate, Indians and all else. Miss Farr
 works up a romantic interest in him, and the others who start hating
 him, also come around to his side, even the mean Adams. The upshot
 finds Widmark brought to justice for his alleged crime (he killed four
 brothers who had murdered his family) but all ends happily, if a bit
 pally and questionably, legal-wise, with the young people pleading
 for his life and Miss Farr declaring her love for him.

Widmark’s spiffy performance, the work of the six engaging young
 people, and the fine writing, direction and production polish bring
 this in a winner in any exhibitor’s league.

Running time, 99 minutes. General classification. For September release.

Lawrence J. Quirk

20th-Fox to Re-Release
Selznick’s ‘Rebecca’

Twentieth Century-Fox will re-re-
 lease David O. Selznick’s “Rebecca” on
 a national basis with a large pro-
 notional campaign, the company an-
 nounced yesterday. The first booking
 will be at Washington Sept. 6.

The Academy-Award winner, which
 was directed by Alfred Hitchcock,
 stars Sir Laurence Olivier, Joan Font-
 aine and Judith Anderson.

Preminger Will Audition
‘Joans’ Here Sept. 4

Producer-director Otto Preminger
 will audition more than 200 young
 actresses from the New York area
 ranging in age from 16 to 22, in
 his search for a newcomer to play the
 title role in his film version of Shaw’s
 “Mrs. Warren’s Profession.”

The talent tests will be held in the
 Ambassador Hotel starting at 10 A.M.
 Following these auditions,
 Preminger will conduct similar try-
 outs in 14 other major cities in the
 United States and Canada. He then
 leaves for Europe to conduct the
 overseas phase of the talent quest.
 UA will release “Saint Joan.”

Binford Dies

(Continued from page 1)

head of Columbian Life Insurance
 Co., and retired in 1934.

He was named chairman of the
 Memphis Board of Censors Jan. 9,
 1928 and agreed to accept the job
 for 60 days “as a favor to the mayor.”

Many times, he tried to resign, but
 his resignations were not accepted,
 until he had held the job 25 years
 and had become celebrated as the na-
tion’s “toughest censor.” And pictures
 he censored were sometimes said to
 have been “bizarre.”

Binford went through a period
 of several years in the 30’s without cens-
soring any movies, after having been
 in a widely known hassle for censor-
ing the “King of Kings,” claiming it
 did not follow the Bible accurately
 and was anti-Semitic.

Poe Says IFE Will Remain
Foreign Outlet

The IFE Releasing Corp. “is in
 business to sell motion pictures” de-
 spite recent “economic” moves with
 in the organization, Seymour Poe,
 executive vice-president, declared
 here yesterday, reaffirming his com-
 pany’s intention to remain an outlet
 for foreign films domestically.

75th Birthday Publicity
Is Surprise to DeMille

Producer Cecil B. DeMille was
 reported to be greatly surprised at
 the amount of newspaper attention
given him recently on his 75th birt-
day.

Responsible for the publicity were
 Jerry Pickman, Paramount advertis-
ing-publicity vice-president; Maxwell
 Hamilton, World Wide co-ordinator; Art
 Archer, executive assistant to DeMille;
 and Samuel J. Friedman on Hamilton’s
 staff in charge of amuse-
 ment publicity.

Their combined efforts resulted in
 many stories and editorial tributes in
 such papers as the “New York Times,”
 “New York Journal American,” “Bos-
ton Herald,” “Baltimore American,”
 “San Francisco News,” “Cleveland
 Plain Dealer,” and others.

Charlotte Law Allows
Sunday Film Showing

Special to THE DAILY

CHARLOTTE, N. C., Aug. 27 —
Restrictions prohibiting the showing of
motion pictures between 6 and 9 P.M. on
Sundays have been lifted here. The city council in a surprise
action amended the Sunday ordinance
 to permit continuous showing of films
 from 1:30 P.M.

The action amended the law passed
 in 1941 which permitted showing of
motion pictures on Sunday.

‘Cadillac’ Passes ‘Duchin’

From THE DAILY Bureau

LOS ANGELES, Aug. 27 — “The
Solid Gold Cadillac” has overtaken
the record of “The Eddy Duchin
Story” at the Beverly Hills Theatre
here with a five-day total of $17,000.
The Judy Holliday comedy built
steadily upward from opening day.

E. H. Wolk Dies

CHICAGO, Aug. 27, Edward H.
 Wolk, a pioneer exhibitor in the film
 industry, died here Thursday at the
 age of 63.

Only 8½ hours! Fly UNITED
DC-7s nonstop to
LOS ANGELES!

two flights daily!
UNITED AIR LINES
Pier Angeli will send the blood racing through your box-office as the "woman from nowhere!"

For the first time, she sings, dances, bringing a new excitement to the screen!

**LIFE** Magazine just put her on the cover and told her story to millions! EVERYbody's talking about her...and about this pulse-pounding adventure actually filmed in Morocco's fabled "Forbidden City!"

**Port Afrique**

PIER ANGELI • PHIL CAREY
DENNIS PRICE with EUGENE DECKERS • JAMES HAYTER

Screenplay by FRANK PARTOS and JOHN CRESSWELL • Produced by JOHN R. SLOAN • Directed by RUDOLPH MATÉ

**TECHNICOLOR**

from **Columbia**
**Rank’s Profits Off Slightly**

By PETER BURNUP

LONDON, Aug. 28 — Preliminary figures released today by the Rank Organization, Ltd., parent company of the J. Arthur Rank film and theatre enterprises, show an operating profit for the fiscal year ended June 23 last of £5,600,212 (82,400,095). The result compares with trading profit in the preceding year of £8,727,035 (£24,345,698). Full accounts of the company are scheduled to be made public Sept. 12.

Previously known as Odeon Theatres, Ltd., the recently renamed Rank Organization, Ltd., declared a dividend of 125% per cent on its ordinary stock. Last year a dividend of 25 per cent.

(Continued on page 4)

**No Action in View On Rep. Stock Option**

With no action in prospect this week on the Cantor-Fitzgerald & Co. option to purchase the H. J. Yates’ controlling stock holdings in Republic Pictures, financial quarters yesterday were more certain than ever that the 90-day option, once extended, will be permitted to lapse with its expiration date next Tuesday.

The Cantor-Fitzgerald option is at a purchase price of $12.50 per share. Republic common stock currently is

(Continued on page 4)

**Missouri-Illinois TOA Again Elects L. J. Williams and His Other Officers**

ST. LOUIS, Aug. 28 — Harmony continued today for the Missouri-Illinois Theatre Owners Association as the entire corps of officers was reelected for another year. Assisting President L. J. Williams, Union, Missouri as newly named directors are Howard Spiess and Colonel Jim Danos, St. Louis; Robert Strauss, Benton, Ill.; Richard Logan, Charleston, Mo., and Bernice McGowan, Chaffee, Mo. Myra Stout, managing secretary, an appointed officer, will continue in the same position for the new term.

The meeting resolved to officially thank COMPO for its services in the reduction of the Federal Theatre Admissions Tax and asked each member present to show appreciation to COMPO by prompt payment of dues. Edwin Arthur, general manager of Producers and Marco and area captian for COMPO, was praised by the Association for his services to COMPO and the area.

The legislative committee advised the Association and members to guard against state and local efforts to increase admission taxes and the Membership Committee advised each member.

(Continued on page 4)
**PERSONAL MENTION**

**GEORGE SEATON** returned to New York yesterday from England aboard the S.S. Queen Elizabeth. He will leave for the Coast on Friday.

Roy Disney, president of Walt Disney Productions, has returned to Hollywood from New York.

**Terry Turner of RKO Teleradio Pictures, Inc., returned to New York from Hollywood yesterday.**

**NICK M. JUSTIN,** managing director of the Rivoli theatre, New York, is in Hollywood on vacation. He is expected back here next week.

**MOYNA MACELLI,** British actress, arrived here from London via BOAC.

**J. PALMER,** production executive, and W. Anduw, chief cameraman for 20th Century-Fox, arrived in New York Monday from London via BOAC.

Bo Ross, Hollywood talent agent, will arrive in New York today from London via BOAC.

**Sid Bremenstock,** Paramount advertising manager, was due to return to his desk today following confinement in Long Beach Hospital for a back injury.

**Herb Steinberg,** Paramount national exploitation manager, has returned to New York from Hollywood.

**GEORGE D. BURROWS,** executive vice-president and treasurer of Allied Artists, returned here from London via BOAC.

**Joseph H. Moskowitz,** 20th Century-Fox’s special assistant and eastern studio representative, is in Los Angeles from New York for meetings with Svevos, Skouras and Donald A. Henderson, who had arrived there from New York earlier.

**Pesse Acting Censor**

Special to THE DAILY

ALBANY, N. Y., Aug. 28—The retirement on Sept. 1 of Helen L. Kollogg, acting director of the State Education Department’s Motion Picture Division, for the past year, and an employee for 35 years of it and of the former Motion Picture Commission, will bring the upgrading of Lobby Policy from assistant director to acting chief. Pesse was a reviewer.

**Wynd, Eilers Appointed Kodak Vice-Presidents**

Special to THE DAILY

ROCHESTER, N. Y., Aug. 28—Clarence L. A. Wynd and Louis K. Eilers were elected vice-presidents of Eastman Kodak Company by the company’s board of directors.

Wynd is assistant general manager of the company’s Kodak Park Works. Eilers, who is presently a Kodak Park assistant general manager, has also been named an assistant general manager of the Kodak company. Eilers will transfer to Kodak Office, administrative headquarters of the company.

Wynd joined Kodak in 1927 as a chemical engineer in the rolling coating department at Kodak Park. In 1941 he became assistant general superintendent of the Kodak Park film manufacturing divisions. He was named assistant superintendent of the Kodak Park executive in 1947 and assistant general manager of Kodak Park in 1953. He is a director of the Eastman Gelatine Corporation, Kodak subsidiary.

Eilers joined Kodak in 1935 as a chemist at Kodak Park where he was in charge of the semi-plant research unit for cellulose esters manufacturing. He was named superintendent of the roll coating department in 1946 and was appointed assistant manager of film manufacturing in 1952. The following year he became administrative assistant to the Park general manager, becoming an assistant general manager in 1954.

**Plaque Given Cinemara by Boston C of C Head**

Special to THE DAILY

BOSTON, Aug. 28—Sam Rosen, vice-president of Stanley Warner Cinemara Corp., was presented a plaque for Cinemara’s “great contribution to business in Boston” by Ernest Henderson, president of the Greater Boston Chamber of Commerce, and also host of the Sheraton Hotel chains, as a part of the festivities for the local premiere of the third Cinemara production, “Seven Women of the Week,” at the Boston Theatre here last night.

Other activities for the premiere, which attracted a crowd of thousands, included a “bagpipe serenade.”

List Stars to Appear On ‘Wide World’ Show

HOLLYWOOD, Aug. 28—The names of the Hollywood personalities who will participate in the television salute to the film capital on the “Wide World” show Sept. 30 have been announced by NBC.

Director Gene Callahan will see her rehearsing Kim Novak for a new film; Roy Rogers and his wife, Dale Evans, will be visited at their ranch and will show how westerns are made; Joseph Cotten will be seen filming a new television series on a type street here; director Mervyn LeRoy will be host to a number of stars at his home; Mary Pickford and Leon Ames will tell about the work of the Motion Picture Relief Fund, and there will be a behind-the-scenes visit with Ernest Borgnine, Sherree North and Dan Dailey rehearsing a scene.

Dale Schary will serve as spokesman for the industry and Dave Corroway will provide the commentary.

**Italian Gov’t’s Official Cites ‘War and Peace’**

An exchange of letters between the Italian Government and Barney Balaban of Paramount Pictures, has revealed unanimity of opinion as to the “healthy effect” which the Paramount-Ponti-Del-ランデム “film production of ‘War and Peace’” will have not only on the Italian film industry, but also on “the spreading of a free culture within the framework of peaceful relations among peoples.”

After seeing “War and Peace,” which was filmed in Italy, His Excellency Giuseppe Brusca, Italian Ambassador to Washington, wrote in part: “The outstanding features of this picture make it one of the proudest achievements of the Italian motion picture industry.”

**‘Silent World’ Fragment To Film Andrea Doria**

A Paris dispatch yesterday’s “New York Times” reported that “an attempt to explore and photograph the Italian Liner Andrea Doria on the bottom off Nantucket Light is planned by the French undersea experts who helped produce the motion picture, ‘The Silent World.’”

This Pictures has obtained United States rights for the Cannes Festival grand prize winner and is preparing it for early general release. According to the “Times,” Louis Marie and René-Antoine Leclerc are the “stars” of “The Silent World,” leave France Sept. 3 to make arrangements for the dives to the hull.

**Observing Drive-In Week**

This week is “Drive-In Week,” the Meadows Drive-In, Harth Creek, and Giel Flickinger has scheduled special promotion activity every night. It includes distribution of free tickets, key chains, a changeoneverythingintheplacemainandthesetagingofapieceofplacemainingtheplacemainwithprizesbyyoung winners. He also arranged spe newspaper stories announcing the festivities.

**Plans New Twin Drive-In**

Mrs. Adeline Gawthrop, owner the Linda Drive-In at Palatka, FL is now building a twin drive-in to be called the Linda, adjacent the present area. The site for the new drive-in will be 80-35 feet. It will open in the early FL.

**To Choose Birthday Queen**

For a celebration of the first birthday of the Bowline Drive-In at Callaway, AL, to take place next month an anniversary queen will be selected this Thursday. Ten local mercy will supply the winner with gifts such as jewelry, shoes, etc. She will also win a telephone call her favorite film star.

**New One in Key West**

Guy Heilin is building a new 10 car drive-in in Key West, FL plans to open it in January next year.

**Boston ‘Jimmy Fund Night’**

“Jimmy Fund Night” was celebrated yesterday in the Boston area last night when the pro of admission was a Jimmy Fund’s container. Ted Williams, chair of the 1956 Jimmy Fund Drive, made an appearance in the theatres. The sale of contestants attended event, held at the following drive-In: Neponset, YFW Parkway, Nah-Me-Down-Glen, Revere, Dedham Braintree.
THERE'S A FORTUNE IN IT FOR YOU...

TEA AND SYMPATHY

M-G-M presents in CinemaScope and METROCOLOR "TEA AND SYMPATHY" starring DEBORAH KERR • JOHN KERR • with Leif Erickson Edward Andrews • Screen Play by Robert Anderson Based on the Play by Robert Anderson • Directed by Vincente Minnelli • Produced by Pandro S. Berman

(Available in Perspecta Stereophonic or 1-Channel Sound)

BETTING $500,000 ON THE FAVORITE!

Every day from every M-G-M Exchange come additional bookings for M-G-M's exciting picturization of "TEA AND SYMPATHY," starring Deborah Kerr and John Kerr in their original stage roles. The play that packed theatres from Coast-to-Coast and enjoyed a phenomenal run of 91 weeks on Broadway is being hailed by Preview audiences East and West as even better on the screen.

M-G-M's big $500,000 nationwide promotion covers the national magazines, with special attention to women's publications. Also a five-fold advance newspaper campaign in 90 cities: big Sunday amusement page ads two weeks ahead of and the Sunday prior to opening; mid-week ads in preferred spots on news pages; an advance ad on TV pages and a big co-operative campaign geared to playdates. The saturation TV and Radio campaign spans the nation from 50 top markets, starting 2 weeks ahead of opening, using popular personalities of News, Commentary and Women's programs who will see the picture and write their personal enthusiastic copy. A BIG CAMPAIGN BEHIND A BIG ATTRACTION, SYNCHRONIZED WITH SIMULTANEOUS NATIONWIDE PLAYDATES.
Rank Profits

(Continued from page 1)

cent was paid, but there has been an increase in the capital shares of the parent company since.

General reserve was reduced in June, 1955, by $500,000, which was applied toward the full payment of $5,876,966 ordinary shares. As of June, 1956, $500,000 was transferred from the profit and loss account, thereby restoring the general reserve to $2,000,000.

Among the Rank Organization’s subsidiaries, Gaumont British Pictures Corp. showed a trading profit of £5,888,791, against £4,361,961 for the preceding year; British & Dominions, £819,042, against £4,193,983; Cinevana Television, £1,006,480, against £1,995,321; Odeon Properties, £1,100,920, and Provincial Cinematograph Theatres, £728,453 against £767,365.

The subsidiaries generally are maintaining their dividend rates on ordinary shares, namely, G-5, 15 per cent; British & Dominions, 9 per cent; Cinevana Television, 14 per cent; and Provincial Cinematograph Theatres reduced its dividend from 55 per cent to 11 per cent.

Calls Film Stocks

‘Fine Investment’ Now

The motion picture industry is becoming “more and more attractive” to outside investors, and Sam Panas- ski’s suggestion for an industry financial conference “would enhance the prestige of the film industry further,” according to Henry R. Heims, manager for the investment house of Bruns, Nordeman & Co.

Heims said in an interview yesterday it is his belief that film stocks are “presently fine investments, especially those of Loew’s Inc., and 20th Century-Fox.”

“Good Buys Now”

The investment broker said Loew’s Inc. stocks are “good buys now because of that company’s entry into the television field and its forthcoming spin-off between the production-distribution organization and the theatre group. Twentieth Century-Fox is also an excellent prospect for investors now because of its oil interests, theatres abroad and the film library, a major portion of which has not been sold to television. The latter film company has sold only 52 of its old films to tv.

Set Deal for ‘Cunning’

Columbia Pictures will finance and distribute the screenplay version of Rich- ard Jessup’s novel, “The Cunning and the Haunted,” first film to be made by Philip A. Waxman Pictures, Inc., new independent company, it has been announced. D. Alfred Werker will direct from a screenplay by Jessup and it will be filmed entirely on location in the South.

ED SULLIVAN will resume his tv shows with the CBSSept. 16 pro- gram. . . . Fran (Kukla, Fran & Ollie) Allison who started her singing career with Red Foley in Chicago, will guestroll on Red’s “Ozark Jubilee” ABCountry music festival Saturday, Sept. 8. . . . The first 90-minute all color program of the new season, CBSponsored by Ford Motors has been changed from “The Col Porter Festival” to “Yourie the Top.” No matter what you call it, it can’t help but be TOPS IN POP MUSIC. . . . Council members of the Songwriters Protective Association honored George W. Meyer with a surprise party last night in recognition of a half century of effort on behalf of American songwriters. George, Edgar Leslie and Billy Rose are the founders of SPA and George has been an active member of that body since its inception more than 20 years ago. Writer of scores of song hits including, “For Me and My Gal,” “There Are Such Things,” “Row, Row Rosie,” “Annabelle Lee,” “When You’re a Long Way From Home,” “Brown Eyes, Why Are You Blue?” “Ten, Ten Tennessee,” George will move with his family to Hollywood.

NBC’s Commencing Wednesdays, October 3, Steve Allen will guide “Tonight” every Wed., Thurs., Fri. and of course will also continue the “friendly feud” with Ed CBSullivan Sundays. Ernie Kovacs will take charge of “Tonight” Mondays and Tuesdays of each week starting October 1. . . . Lee Randolph, ranging from Henri, Hurst & McDonald Agency, in town from Chicago . . . DuMont’s mobile electronic system, especially designed for use in Hollywood, will be demonstrated to movie moguls and four istators tomorrow morning at Movietone Studios. Host, Ben C. Bowker, Public Relations Manager for DuMont se . . . and we know this system will help reduce motion picture production costs.” . . . The tumult and the shouting dies, the captains and the kings depart aply describes the finale of the Democratic and Rep- ublican National conclaves but John Dill’s great quarterbacking for the ABCConventions telecasting team, was superb. . . . Bill Bendix, as star of “The Life of Riley,” sponsored TVia NBC by Gulf Oil thru Young & Rubicon, starts his fifth style Friday, Sept. 14. . . . International Shoe Co.’s Weather-Bird Shoes will hop aboard the “Mickey Mouse ABCclub” bandwagon next year.

Ed Wolf’s “Break The $250,000 Bank” moves over to NBC-TV for Lanolin Plus in October. This top-ranking program has long been a top- draver giveaway show and with the addition of the cool quarter million million claims, the program remains as the “biggest money paying ing show in tv.” . . . CBSolans are not aware that the Mon-thru-Fri. (10:15-10:30 P.M.) series “In Town Tonight,” seen locally in Chicago over WBBM-TV is of network calibre. Program stars Jim Conway who turns in a consistently fine line as emcee, and Caesar Petito’s ork. And signer Petito proves himself quite a comedian. . . . Robert Montgomery has lined up three solid shows next month. James Cagney will star in “Soldier from the Wars Returning,” Monday, Sept. 10, Constance Bennett will head the cast of “Onions in Your Stew” the following week, a story based on a novel by Betty (The Egg and I) MacDonald, while the Sept. 24th program will star Claudette Colbert in an original by Bob Shaw, “After All These Years.”

A documentary on the sensational Hindenburg (drivable) disaster will be Montgomery’s presentation, Monday, Oct. 1 . . . Academy of TV Arts & Sciences will be host to 500 tv luminaries and newspapermen on its first annual “Night to Remember” cruise, Thurs., Sept. 13. Henry (Screen Gems) White and Faye Emerson will co-chairman the event. . . . Norman S. Ginsburg has been upped to mgr. of adv. and promotion for NBC’s California Publications, Inc. and Fred Jacoby, mgr. of publicty . . . Producer Peter Turner has signed Albert Ruggli to direct the 20th Century-Fox telefilm “Men Against Speed” which will roll at the TCF TV studios next month. Joe Parker, producer-director at the studios, lidding virus pneumonia at the Queen of Angels Hospital.

Republic Stock

(Continued from page 1)

hilitation, ran the ad, which is a production of an advertisement inspired some time back by Dora & Coe, Inc. of New York, and endorsed a nightly program film “masterpieces” at the Fairview.

The ad says in part: “The mo- get you out of yourself, out of your home, away from all the many little, the prevailing thing is that Big Squeeze. You sit in it. In the wide dark, in the wide, dark. You look—and you relax. Yo in a different world.”

Republic Stock

(Continued from page 1)

quoted on the New York Stock change at around $86.75.

Yates, who arrived here from Coast yesterday accompanied by liam Sack, has said that if the options expire without having been ex- cised, the stock will not be offered to any one else.

Yates made a statement at a regular meet- ing of the Republic board of directors here tomorrow and will be with Reginald Armour, Republic di- stribution executive, who is here in London, before returning to the O

TOA Re-elects

(Continued from page 1)

her to recruit one new member to the Association during the year.

Due to illness contracted inicago, Tab Hunter was unable to appear before the convention as sched- uled. His appearances at the Theatre are being filled today by Natalie Wood, John Payne, and Barbara Bush.

Theatres Have Interests In 42 TV Stations

From THE DAILY Bureau

WASHINGTON, Aug. 28 — atres have controlling or minority interests in 42 television stations addition to the five stations on by American Broadcasting-Paramount Theatres.

This data, part of a breakdown of station ownership compiled by FCC last July for the House Business Committee study of new relations with the commission, made public today by the commin.

The tabulation showed that to newspapers, which own 130 stations, theatres operate more tv lets than any other group. Nettv own 16 stations, electronics manufacturers own 15, magazine publishers nine, educational institutions 23, and only four are commercial.

Albert Landau, 28

Special to THE DAILY PARIS, Aug. 26-Albert Landau, 28, of the United Artists sales computer department here, died today.
Hollywood, Aug. 28

THE NAMES of Robert Ryan, Anita Ekberg and Rod Steiger, its top players, and of John Farrow, its long-distinguished producer-director comprise built-in billing strength for this melodrama that measures up just about squarely to the promise this billing implies. It is not, of course, in any sense a sequel or a follow-up to "From Here to Eternity," as its title might suggest, being an entirely non-military story, a circumstance of importance in choosing advertising and publicity copy. It is, on the contrary, a straight-line story about a mixed group of persons aboard a passenger plane that comes down, during a storm, in a clearing in the South American jungle inhabited by uncivilized tribesmen skilled in head-shrinking. As in other stories about mixed groups thrown together in sustained danger of death, the characters of the individuals change under pressure, for better or worse, with the difference that in this instance the ending is a bit more realistically grim than in most.

Ryan, providing another of his firm portrayals, is the chief pilot of the plane forced down in the jungle. Miss Ekberg is a woman of dubious past who undergoes character improvement, and Steiger plays a murderess able to meet the trials of impending disaster than his legal counselor, Fred Clark, who loses his head in both meanings of the term. Phyllis Kirk, Beulah Bondi, Keith Andes and Gene Barry are other principals.

The screenplay is by Jonathan Latimer, from a story by Richard Carroll. Running time 98 minutes. General classification. For September release.

WILLIAM R. WEAVER

Review:

Back From Eternity

United Artists

Fox To Make

Schusser

Record for 'Society'

Special to THE DAILY

PHILADELPHIA, Aug. 28—"High Society" established a new all-time record for the 900-seat Arcadia here with a first week gross of close to $31,000. "I'll Cry Tomorrow" was the record holder, followed closely by "Best Years of Our Lives," "Tear Window" and "Mogambo."

MPEA To Continue

(Continued from page 1)

in the Philippines, decided to bring the matter to Johnston's attention and to let him decide how it should be settled.

It was indicated yesterday that there was a possibility of the MPEA sending one of its Far Eastern officials to the Philippines in an attempt to resolve the difficulties there.
3 SMASH HITS IN A ROW from 20th

The Long Run King!
8th and 9th weeks hitting 1st week grosses!
DARRYL F. ZANUCK presents
RODGERS & HAMMERSTEIN'S
The King and I
CINEMASCOPE 55
COLOR by DE LUXE
DEBORAH KERR • BRYNNER
with RITA MORENO
Produced by CHARLES BRACKETT
Directed by WALTER LANG
Screenplay by ERNEST LEHMAN
Music by RICHARD RODGERS
and Book and Lyrics by
OSCAR HAMMERSTEIN II

The New Champ!
Matching 'The King' in every situation!
Marilyn Monroe
in BUS STOP
and introducing DON MURRAY
Produced by BUDDY ADLER
Directed by JOSHUA LOGAN
Screenplay by GEORGE AXELROD
COLOR by DE LUXE
CINEMASCOPE

For Columbus Day!
There's nothing better than The Best
The Best Things In Life Are Free
COLOR by DE LUXE
CINEMASCOPE
GORDON • DAN
MacRAE • DAILEY
ERNEST • SHeree
BORGnine • NORTH
with TOMMY NOONAN
Produced by HENRY EPHRON • MICHAEL CURTIZ
Directed by WILLIAM BOWERS and PHOEBE EPHRON

...and 20th supports THE BEST with THE BIGGEST promotion campaign of the year!
In Connecticut Territory

**Pickus Foresees ‘Excellent’ Business Carrying Into Fall**

The "excellent business" enjoyed in Connecticut theatres during the Summer "should carry over to mid-Fall at least, due to the top quality product which will be available," in the opinion of Albert M. Pickus, owner-operator of the Stratford Theatre, Stratford, Conn.

Pickus, who is prominent in exhibitor affairs in that territory and who is also a vice-president of the Theatre Owners of America, said here yesterday that "business in my area (Continued on page 6)

**Fabian Sets TOA Keynote**

Simon H. Fabian, president of Stanley Warner Corp. and treasurer of Theatre Owners of America, will deliver the keynote address at the 1956 TOA International Convention and Trade Show to be held at the New York City Coliseum, Sept. 20-25, it was announced yesterday by Myron N. Bloak, TOA president.

Fabian will deliver his address at the opening business meeting on Sept. 20, Blank said.

The TOA president, in announcing (Continued on page 2)

**Kemp Will Receive His Quigley Award Aug. 31**

The Quigley Grand Award for showmanship in large situations, won this year by George Kemp, manager manager of the Stanley Warner Montauk theatre in Passaic, N. J., will be presented to him tomorrow morning in ceremonies in the circuit office in Newark.

The presentation will be made by Harry Goldberg, vice-president in charge of advertising and publicity for the circuit and himself a Quigley Grand Award winner back in 1935. Walter Brooks, director of the Managers' Round Table of "Motion Picture Herald" will represent Quigley Publications.

Kemp will receive the Award at a meeting called by Stanley Warner.

**Columbus, Ohio, Is an Exception, But Cleveland, Salt Lake City Papers Also Found Favoring TV in Space**

By GUS DALLAS

Reports from Motion Picture Daily correspondents in other widely separated cities based on examinations of local newspaper columns reveal a further tendency to accord TV-radio a greater amount of space than films and local theatres. The same tendency with but few exceptions was discerned in studies of newspapers around the country reported earlier in Motion Picture Daily, and by a seven-city Western study made by National Theatres.

In Cleveland, Ohio, the three (Continued on page 2)
**Personal Mention**


• **Robert Rosen** left here for the Barabados via BOAC.

• Ken Lahrt, Bueno Vista Southern district manager with headquarters in Atlanta, has returned here from New York.

• Louis Novins, secretary of Paramount Pictures, will leave here for Hollywood over the weekend.

• Richard Wintern, 20th Century-Fox fan magazine contact, has returned to New York following a California vacation.

• W. C. Germain, 20th Century-Fox vice-president, has returned to New York after attending the Missouri-Illinois TOA convention at St. Louis.

• Sydsoo P. Skoglund, 20th Century-Fox president, and Joseph Meskovic, vice-president and Eastern studio representative, will return to New York from Hollywood today.

• Claude Mundo, administrative assistant to the president of TOA, returned to New York last night from St. Louis.

• Dan Terrell, publicity manager for Loew's, has returned to New York from a Delaware vacation.

• Sidney Schreiber, secretary of the MPI, has returned to the West Coast and is expected to return to New York after Labor Day via Dallas, Tex.

• Leonard Lewis, formerly of Loew's real estate department, is now with L. V. Hoffman Management Corp., of New York.

• Ralph Wheelwright of M-G-M's studio publicity department will leave here for the Coast today after conferences with Howard Dietz and his associates.

• Maxine (Red) Silverstein, liaison between Loew's and independent producers, plans to the Coast Sept. 4 for a week's stay there.

• Charles Schneider, M-G-M producer, has returned to the studio after seeking locations for "Until They Sail" in the Pacific Northwest.

**Motion Picture Daily**

**Newspapers Favor TV Space**

(Continued from page 1)

... News Roundup...

New Garland Date Set

Judy Garland will arrive at Palace Theatre on Broadway with her All Star Variety Show on August 31, 2 weeks after the previously announced date. The change was made because of her sire to extend her present engagement in Los Angeles one week. It was decided she will do eight shows weekly at the Palace.

Mexican Firm Expands

Polieus, a new semi-official distributor of Mexican pictures, has, in Mexico, with some foreign films, been re-enforced with admittance of six members, bringing the total to 25, which increases capital to $264,000, from $198,000.

"Guns" Midwest Bow

Allied Artists' "The Young Gun," starring Russ Tamblyn and GB Talbott had its premiere at four theaters in Kansas City this week. The picture is playing Shawnee and Leavenworth Drive-ins and the Glen and Dickin Theatres there. It also has been booked day and date at the Rialto St. Joseph, Mo.

To Close N.H. Theatre

Harry Laviotes, owner of the Quot Theatre, New Haven, and veteran Connecticut showman, has closed the theatre for the first time since opening 44 years ago, and is offering it up for sale.

The 71-year-old showman said he has been forced to close the 1250-seat theatre because of illness. At first, he believed the shuttering would only temporary. Laviotes said, however, that uncertainty now about health is forcing him to plan sale of the theatre.

**Film at Nova Scotia**

The J. Arthur Rank organization this week began filming for "At the Tide of Noon," starring Bela St. Jel on location near Queensland, N. Scotia.

Fabian Keynote (Continued from page 1)

A special feature on the picture censors is planned for the next issue of the magazine, to be published the coming week.

*Pennsylvania May Have 'Non-Salaried' Censor Special to THE DAILY*

PHILADELPHIA, Aug 29 - Gov. George M. Leader is considering the possibility of making a special advisory board to fill the gap when motion picture censorship ends in Pennsylvania this week. At its last session the Legislature refused to confirm the Governor's appointees on the Salaried Board of Censors and also failed to appropriate money to carry on censorship activities.

**German Film 1st Shown At 17th Venice Festival Special to THE DAILY**

VENICE, Aug. 29-—The 17th Venice International Film Festival got underway last night with the screening of a German film, Helmut Kautner's "The Captain of Kopecks." It was the first of 14 films which will be shown during the 12-day affair.

The opening was attended by a number of celebrities, including the Italian actress Gina Lollobrigida. They were greeted by a large public, which lined the streets leading to the Film Palace on the Venedig, the venue used for the exhibition.

Theatres operators also get a break in Cleveland, where the "Plain Dealer," "The News" and the "Press," give a fairly equal amount of space to both advertisements, but on weekends all three shift to a very heavy accent on comics.

On Saturdays the "Press" and the "News" run special "Home Magazine" sections which are predominantly tv-radio schedules for the coming week and two-thirds of space to publicity copy and photos. The motion picture section is generally confined to a single page somewhere in the editorial section, including the paid advertising.

This Saturday the "Press" ran an extensive section on both industries, combining motion pictures and drama. Besides publicity photos and releases, the section publishes articles of general interest. In addition, a local pictorial section carries every week a one or two page spread with art of a coming top drawer picture.

**Notes Disproportion**

TV-radio, however, fill five or six pages with schedules, reviews and promotional copy. The disproportion is more marked, when it is pointed out that the Cleveland newspapers rarely carry any paid advertising whatever from the local stations.

At the same time Cleveland theatre operators are not complaining about tv-radio as much as they are about the papers giving away too much space to summer stock theatre, away from the city. The motion picture people say that the news space given to summer houses in nearby towns is out of proportion to their drawing appeal, and unfairly crowds the already tight space on this pages allocated to motion pictures.

**Fabian Keynote**

(Continued from page 1)

The keynote, said: "We are honored and pleased to have Si Fabian as our keynote speaker, not only because he has become in a relatively short time a dominating force in the motion picture industry, but also because he is an outstanding pioneer and leader in Theatre Owners of America and in exhibition activities and has gained an international reputation as a top showman.

‘It is therefore fitting that we have an exhibitor of his stature to speak for exhibitors and to sound the industry’s note of enthusiasm and optimism for the future of the motion picture theatre.

The opening was attended by a number of celebrities, including the Italian actress Gina Lollobrigida. They were greeted by a large public, which lined the streets leading to the Film Palace on the Venedig, the venue used for the exhibition.
U. K. Board of Trade Plans Legislation on Statutory Levy

From THE DAILY Bureau

LONDON, Aug. 29 — Board of Trade officials are currently working strenuously on the design of legislation that will give effect to the announcement in the House of Commons that a statutory "Eady" Levy will be ordained at the next meeting of the present voluntary scheme.

Despite rumours which have arisen in a number of concerned—if not extremely anxious—quarters, it can be stated categorically that officials are keeping strictly to the existing pattern in their initial spade work, "We have no thought of making drastic and far-reaching alterations," says a spokesmen. That is, to say, there will be a direct levy on the box-office take and that it is envisaged distribution of the ensuing bonuses will be arranged and controlled by a body of trade nominees as at present, but reinforced by one or more representatives of the Board of Trade.

In the meantime, officials are anxious to press on with cooperation of trade leaders in their preparatory work. An invitation has gone out to the main associations to a joint conference at the board.

No Date Set

So far, so good for that meeting that has yet been arranged in view of the fact that many responsible leaders are away on holiday. It is anticipated that the meeting will be held in the near future. There is likely to be some frank talking at that get-together.

Producers, for example, are concerned at the continuing decline in the amount of Levy collections. It has just been announced that total collections during the year ending July 25 last reached a total of £2,551,426 against £2,535,481 in the previous year. Any continuance of these figures will be, in fact, a sharper decline will be registered at the next time of accounting.

The producers have always maintained that they agreed to the original Levy Plan on the basis that this would yield them a minimum of £3 to £3½ million annually; for that is the amount necessary—so they claim—to put their expectations in a healthy balance. It is thought likely that a section of them will press for a variable rate of Levy so that they may always be assured of their postulated sums.

Need Assurance

There is a growing feeling among many independent exhibitors particularly in the North of England—it became strikingly evident at a meeting in Manchester this week—that they should have definite assurance of a substantial reduction in Entertainment Tax. The reduction before the additional Eady tax is imposed upon them. Some of them go so far as to suggest—falling E. T. reduction—that the Government should adopt a subsidy to production.

In so saying they are knocking their heads against an excessively hard wall. For the government is clearly committed to the Levy.

16 Approved as Fellows of SMPTE

From THE DAILY Bureau

HOLLYWOOD, Aug. 29 — Sixteen members of the Society of Motion Picture and Television Engineers have been approved as Fellows by the Board of Governors, according to president John C. Fraync. Presentation of Fellow Award certificates will be made on the night of Oct. 9, during the society's 40th convention at the Los Angeles Ambassador Hotel.

Those who will receive certificates in Los Angeles are: Willy Borberg, head of the Mechanical Engineering Department of the Central Precision Laboratories; Jasper S. Chandler, research engineer, Eastman Kodak; John W. D'Avall, technical representative, E. I. du Pont de Nemours; Edward F. Forster, president, Producers Service Co.; Edouard P. Genock, manager television programming, Eastman Kodak; Herman M. Gurin, engineer, NBC; Wil- lumb B. Hunter, head of Photographic Division, E. I. du Pont; and Robert G. Hufferd, physicist, Eastman Kodak.

Also, Fred Hynes, director of sound, Todd-AO; Warren R. Isom, development engineer, RCA Victor; Walter J. Kissner, technical editor, Motion Picture Film Department, Eastman Kodak; Frank L. Marx, vice-president in charge of engineering, American Broadcasting Company; John B. McCullough, director of technical services, Motion Picture Association of America; Richard O. Parker, staff Engineer, Experimental Engineering, General Motors Proving Grounds; Michael Rettinger, acoustic engineer, RCA; and John G. Streifert, Eastman Kodak physicist.

Claims Pictures ‘Forced’

Special to THE DAILY

PHILADELPHIA, Aug. 29 — The first run in Philadelphia here has alleged forcing of feature bookings and violation of Federal anti-trust laws in its answer to an action by Universal in Philadelphia Common Pleas court for unpaid film rental. The defendant also asks $55,236 in judgement on a counterclaim which it alleges is due it on the basis of promises alleged to have been made by Universal to guarantee the Viking against loss.

Settle NATSE Dispute

HARTFORD, Aug. 29—The 901-seat Arch St. Theatre, subsequent-run house at New Britain, Conn., has reopened under the Penkos Theatre Associates banner, following agreement between the circuit and union.

British Film Equipment Exports Rise

By PETER BURNUP

LONDON, Aug. 29—Reportedly, the Kinetograph Manufacturers’ Association finds a continuing rising graph in the exports of British motion picture equipment.

Exports of equipment for the first six months of this year, the Association announces, totalled £1,514,620 ($3,650,936), which is £231,000 ($586,800) more than the figure for the corresponding period of 1955.

In a statement accompanying the figures, the Association says: "It is, of course, too early to venture any forecast about what the final results for 1956 are likely to be, as so many factors can intervene to vary the rate of exports, but the totals already achieved in certain markets augur well for the current year."

Recalling that 1955 was a record year both in total and in individual markets, the statement cites many countries where the 1956 rate is substantially and proportionately higher than the 1955 rate. They include diverse and distant markets like Malta, Cyprus, Windward Isles, British Guiana, Finland, Korea, East Germany, Yugoslavia, Iraq, Iran, Venezuela and Chile.

It is stated that exports to the U.S. in the first six months of 1956 totalled £65,051 ($182,142) against £82,470 ($290,928) for the whole of 1955.

The KMA statement concludes: "After the outstanding figures of last year it was to be expected that there would be a leveling off for some. The rate of exports to Australia and this has in fact happened, but, even so, the very handsome total of £167,691 for the six months has been achieved."
WARNERS' BIG "BAD SEED"
AS BIG AS 'ROBERTS'! AS BIG AS

RECOMMENDED FOR ADULTS ONLY!
RECOMMENDED FOR SHOWMEN ONLY!

starring the original prize-winning cast of the great Broadway play.

NANCY KELLY and INTRODUCING PATTY McCORMACK
WITH HENRY JONES - EILEEN HECKART - EVELYN VARDEN - WILLIAM HOPPER - PAUL FIX - JESSE WHITE - Gage Clarke - Joan Croydon

We recommend it for ADULTS ONLY

MERYN LEROY
Cker is big as 'Moby'!!

Searchers'!

We recommend:
Brief
Watch your breath
Permission

We recommend:
No seating
During the last fifteen minutes!

Talk all you want about the man and the woman but please don't tell about the girl!

Screen play by John Lee Mahin · Based upon the play by Maxwell Anderson and the novel by William March · Directed by Mervyn LeRoy · Music by Alex North
Theatres Set Tax Price Policy

(Continued from page 1)

Robert W. Coyne, member of the COMPO governing committee, who directed the campaign with R. J. O'Donnell of Interstate Circuit, which won the highest referendum return. "After all," he said, "the law was passed to relieve financial conditions." COMPO estimated that 8,901 theatres will be exempt from Federal admission tax after Sept. 1, in addition to 9,000 already under exemption by the 50-cent tax law revision of 1954.

1,363 Taxed

"Theatres that will continue to pay a 10 per cent admission tax, according to our figures, number 1,363," said Coyne, in the COMPO statement. The Internal Revenue Bureau has released a directive with the King Tax Bill which will permit theatres to use for a "reasonable" time after Sept. 1, printed admission tickets already on hand containing the amount of tax due, provided the total admission price paid by the customer is not more than 90 cents.

Theatres planning to use present stocks of tickets showing an admission tax must prominently display a sign near the box office stating that the admission price is the total price, including tax, shown on the ticket. In other words, a theatre owner charging an admission of 82 cents plus eight cents Federal tax could use the tickets hand if he announces in the posted sign that the admission price is 90 cents.

Study Plans

(Continued from page 1)

The newcomer's fractionally new campaign is bolstered by such films as The King and I, Moby Dick, and Pardners.

The TOA officer, speaking as an independent exhibitor, said theatremen in his territory are especially optimistic about the future with such product as "Bus Stop" and "High Society" on the way. "Business should be especially good this Fall in suburban theatres which will be getting top late Summer releases," he added.

Pickus said that the interests of his patrons are foremost in his mind. "I went out and bought hand behind my theatre so that a 400-car parking field could be constructed," he said.

New Far East Tour

(Continued from page 1)

returning in "late November." The MPEA vice-president said his new tour will most likely start in Japan and it is probable he will visit such markets as Burma, Pakistan and the Philippines.

It is expected that Maas will look into such problems as MPAA membership in Eire, the Japanese Production Code Administration, Philippine import license and remittance-providing East-West agreements on film imports and license agreements in Burma and Pakistan.

RKO O'Shea Drive

(Continued from page 1)

worldwide distribution, sales meetings have been held in every branch to prepare for the drive. The plan is supervised by Lovy, eastern sales manager, Herbert H. Greenblatt, western manager, throughout their respective territories.

Among the RKO productions will be scheduled for release during "drive" are Back From Eternity Beyond a Reasonable Doubt, First Traveling Saleslady, Ten at Table Rock, Public Pigeon 1, Run of the Arrow, Bundle Joy, The Brave One and Young Stranger.

Set Advertising Show

Over 100 exhibitors will display their latest materials for advertising communication and sales promotion at the RKO Advertising Show, "The Showcase of Advertisers' Progress," in New York, Nov. 19.
NORMAN KRASNA's long-heralded CinemaScope production of "The Ambassador's Daughter" had a lively premiere yesterday at the Paramount Theatre on Broadway. United Artists' diverse, day-long ceremonies stressed the French flavor of the romantic comedy, which was filmed on location in Paris. John Forsythe, who stars opposite Olivia de Havilland in the UA release, headed a contingent of stage and screen notables that joined in the lobby activities with members of the French consulate and delegation to the United Nations. The Voice of America covered the bow for broadcast throughout Europe. An intensive opening-day promotion featured an invasion of Times Square by scooter-mounted models, a round-the-clock radio-tv salute, and support from hundreds of local stores participating in UA's vast national tie-up program for the Krasna comedy. At the right, shapely cyclists draw crowds in theatre stop during cruise through midtown district.

An impressive turnout of show world notables was hosted by John Forsythe, co-starred in the Krasna comedy, who is seen chatting with Natalie Trundy, featured in UA's "The Monte Carlo Story." The Voice of America recorded interviews for broadcast throughout Europe.

Arthur L. Hyman, left, vice president of ABC-Paramount Theatres, Robert S. Benjamin, UA Board Chairman, were among industry execs participating in the premiere which climaxed intensive national and local promotion featuring store co-ops and contests.


Roger H. Lewis, UA National Director of advertising, publicity & exploitation, chats with stage and night club star Julie Wilson. New York bow followed record Chicago run which set new house record.
Man becomes own best friend...

Simple enough, nowadays—even when it’s color! For with today’s precision equipment, effects such as this are merely a matter of complete co-ordination of production and processing... plus over-all expert technical know-how.

Here is the result of constant exploration... with finer, more versatile picturemaking the goal.

To aid the industry in attaining its ultimate the Eastman Technical Service for Motion Picture Film maintains branches in strategic areas. Inquiries invited.

Address: Motion Picture Film Department

EASTMAN KODAK COMPANY
Rochester 4, N. Y.

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

Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

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

There's an
Eastman Motion Picture Film
for every purpose.
UA Sets TV Sales Unit

United Artists has retained the services of John Leo, former sales manager of Lippert Pictures, as a salesman in its television film department, according to Arthur B. Krim, president of UA. Krim said that Leo “has been with the company for several weeks.” Leo at one time was branch manager for Eagle Lion Films in San Francisco, and was also Eastern Division representative for Telepictures, Inc.

Confirmation of the creation of a television film sales department by Krim acknowledges reports that the company is planning an active entry into the television film distribution field. Krim pointed out that this department will operate under the guidance of the company’s regular sales department.

It was reported earlier this week that UA is negotiating with a major (Continued on page 6)

Committee to Meet On Credit Test Plan

A meeting of the distribution subcommittee concerned with the Indianapolis-Marion County test of the theatre credit card plan is expected to take place next Wednesday to further efforts to inaugurate the program by Thanksgiving Day, it was (Continued on page 6)

Minor Price Changes at Broadway First Runs

Most de luxe Broadway theatres planned only minor, if any, changes in admission price schedules with the new Federal tax law becoming effective tomorrow, beginning of a three-day holiday weekend.

The Main Stem houses for the most part will reduce their week day $1 opening price to 95 cents. This will include the city tax and the base admission price will be 90 cents, Federal tax exempt. Some will initiate the new opening price tomorrow morning, others next Tuesday, after the Labor Day holiday. Prices after the opening hours remain the same at the Broadway de luxers, being unaffected by the new tax, as are their weekend and holiday prices.

20th-Fox Half Year Net is $2,156,670

Twenty-First Century-Fox and its wholly owned subsidiaries yesterday reported that consolidated earnings for the 26 week period ended June 30, 1956 totaled $2,156,670 or 82 cents per common share as compared with earnings for the 26 week period ending June 30, 1955 of $2,750,500 or $1.06 per share.

The film company said that at the close of the 26-week period, 2,644,- (Continued on page 6)

UA Members Also Have Promotional Display

In member companies of the Motion Picture Association of America agreed to participate in the 1956 Owners of America convention trade show by screening a new product and by putting some promotional displays.” It earned here yesterday, TOA had requested the MPAA to assist and participate in industry exposition” at a number of settings and luncheons held since June. Myron N. Blank, TOA president, and Walter Reade, Jr. (Continued on page 6)

In Giant Radio-TV First Things’ Campaign

Centennial Century-Fox’s Cinema "The Best Things in Life Are Free" will be pre-sold over the NBC network in the first national promotion set for a non-picture, or doing to sales in the sales’ set, the president advertising publicity at the United (Continued on page 6)

Sent‘ Opens Strong in Pre-Release Dates

Opening in 12 pre-release engagements in exchange centers and key last Wednesday, Warner Bros, "Bad Seed" racked up strong results, described as exceeding open- (Continued on page 3)

Justice Dept Views

Joint Handling Of Films Seen Legally Okay

But Would Depend On Its Effect On Competition

From THE DAILY ERA

WASHINGTON, Aug. 30— "Streamlining" of physical distribution as currently being given consideration by some national distribution companies, would evoke no Justice Department objections even though it entailed use of the same physical facilities by two or more distributors. This was the consensus of opinions of Justice officials to whom the theoretical question of use of joint facilities (Continued on page 6)

20th-Fox International Sets Silverstone Drive

A sales drive in honor of Emanuel Silverstone, vice-president and general manager of 20th Century-Fox International and 20th Century-Fox Inter-America, will be conducted by the foreign sales force Nov. 11 through 17. It will be the first sales drive named for the executive, whom the company, Jan. 1, 1946. Every foreign office of 20th-Fox will be trying to set (Continued on page 3)

Congressman Defends ‘Attack’ Scores Army

From THE DAILY ERA

WASHINGTON, Aug. 30—Representative Price, Illinois Democrat, declared today that the new United Artists film "Attack" is "an exceptionally fine film," and sharply criticized the Defense Department for (Continued on page 3)

Film Practices, Showmanship To Highlight TOA Convention

Film practices and rental terms, plus ways and means of revitalizing the box office by a more careful and thorough utilization of showmanship will highlight the agenda of the 1956 International Convention and Trade Show which Theatre Owners of America will stage at the New York City Coliseum, Sept. 20-25.

The board of directors of the national exhibitor association, headed by chairman E. D. Martin of Columbus, Ga., will meet on Sept. 19 to form membership committees to study conditions and problems within the industry and those affecting small theatre owners.

Executives of TOA in the association's headquarters here have set up a tentative agenda for the board meet and the five-day meeting which includes forums on the TOA national showmanship conference, on equipment, drive-in theatres, concessions, and specialized foreign films and their handling.

According to reports, the tentative TOA agenda is highlighted by film practices and problems confronting theatremen, plus the alleged shortage of product. Another important item is small theatre problems and the (Continued on page 6)
PERSONAL MENTION

ROY HAINES, general sales manager of Warner Brothers, left here yesterday for Hollywood via Chicago...

William Goetz and Miss Goetz are here from the Coast and staying with the Joshua Locans at the latter's home in Stanford, Conn...

Herman Resch, vice-president of Official Films, will leave New York today for London via BOAC...

Cecil Beaton, set designer, will arrive in New York today from London via BOAC...

Jack B. Hively, director of McGinnie Productions, Inc., left here yesterday for Hollywood...

Alice N. Corham, publicity director for United Paramount Theatres in Detroit, will return there from a vacation on Tuesday...

Herman Lavy, general counsel for Theatre Owners of America, will arrive here tomorrow from Europe on the "Nieuw Amsterdam"...

Dino DeLaurentis and his actress wife, Sylvana Mangano, returned from New York yesterday from the West Coast...

Ned Seckler, newly appointed Far Eastern supervisor of sales for RKO Radio Pictures, arrived in Hollywood yesterday en route to Tokyo...

Americo Aboaf, vice-president in charge of foreign sales for Universal Pictures, has left New York for Europe, South Africa, and Turkey...

Stan Pahlans, manager of the NBC film division, leaves tomorrow for Europe via BOAC...

**Levis to Hollywood**

Roger H. Levis, United Artists National Director of advertising, publicity and exploitation, flies to Hollywood today to confer with vice-president Miss E. Youngmou and UA West Coast executives on production and promotion plans for the fall and winter...

No Paper Monday

**MOTION PICTURE DAILY** will not be published on Labor Day, Monday, Sept. 3, a legal holiday.

Book Promotions Aid *War and Peace* Ads

Bantam Books have undertaken a dual promotion of a motion picture and its source book on behalf of *War and Peace* which they claim is the largest scale exceeding any previous similar activity.

"Read the Big Bantam Edition!—See the Movie!" is the theme of the promotion. Bantam is using all kinds of printed media to publicize the public of its 75-cent pocketbook edition and the Paramount Pictures film displaying page-out of the novel. Advertising the stars as they appear in the picture, truck bumphers, department store and drug store counter cards, window displays, rack cards and magazine and newspaper advertisements.

The Bantam edition of "War and Peace," one of a dozen on the market, was edited by Manuel Krooff and has an introduction by Clifton Fadiman.

Under a trip with "Seventeen" magazine, the magazine and "Seventeen at School," a subsidia publication reaching more than 17,000 secondary school teachers throughout the country, are promoting a special "War and Peace" book. This book is a synopsis as a springboard for student discussion of the filming of the Tolstoy novel. The free brochure offers a textual summary of the book's technical and physical achievements.

**Doylestown House Sues On Film Availability**

An anti-trust suit requesting earlier availability of pictures and $750,000 damages has been brought against the eight major distributing companies by the County Theatre Corp. on behalf of the County Theatre in Doylestown, Pa.

The suit claims that theatres in near-by towns have been operating as part of "a large favored circuit" and playing pictures on earlier releases, while in Doylestown the theatre plays pictures 28 days after the last exhibition in Philadelphia.

**Universal Dividend**

The board of directors of Universal Pictures Co., at a meeting held yesterday declared a quarterly dividend of 25 cents per share on the common stock of the company, payable on Sept. 28, 1956, to stockholders of record on Sept. 14, 1956.

**20th-Fox Dividend**

The board of directors of 20th Century-Fox, following a meeting here yesterday, declared a quarterly dividend of 40 cents per share on the outstanding stock of the company payable on Sept. 29, 1956, to stockholders of record on Sept. 14, 1956.

**Dissolve Pathe News Today; Talks Continue**

Negotiations by Warner Pathe News employees to take over selected operating properties of the company from Warner Bros. Pictures were still in progress yesterday but without definite prospect of being concluded to-day when the newswire is scheduled to be dissolved in order that the parent company can take advantage of the tax loss carry forward credit of the newswire. The Warner film news is to be sold.

The Warner Pathe theatrical news- ree was closed down last week. The employees group has been negotiations for sale of its original work. This includes films and commercial films, which have been profitable operations, and for the newswire library. The latter would be sold to the television network as well was planned.

Indications are that while Warner will agree with the price being paid for the newsreel company if a deal is not concluded today, interested bidders still could negotiate for separate portions which might be offered for sale later.

**Set Goal of 100 Films For Mexican Industry**

Special to THE DAILY

MEXICO CITY, Aug. 30—Production of from 90 to 100 pictures yearly is the new goal of the Alianza Cinematografica, organization of producers, players, technicians and manual workers, functioning cooperatively, its new manager, Alfonso Sanchez Tello, veteran producer, has announced. Tello said the goal "should satisfy everybody in the trade and assure sufficient employment for the picture unionists." He desires more co-production with Hollywood and Europe, so as to make the Mexican industry more international, he added.

Alianza is preparing early production of seven all-Mexican pictures, Tello revealed. He has served as technical advisor for several Hollywood pictures made in Mexico. In addition, Alianza is preparing its first co-production with Hollywoodians, "El Quinto Sol" ("The Fifth Sun") which will be in color and CinemaScope and cost about $400,000.

**AB-Paramount Buys Instrument Co. Share**

Continuing its policy of diversifying its interests, American Broadcasting-Paramount Theatres, and the Western Union Telegraph Co., announced yesterday that AB Films has purchased a per cent interest in Window Tunel Instrument Co., Inc., of Newton, Mass. The company produces engineering and aeronautical instruments.

**Japanese Film Festival**

The Japanese government has sponsored a motion picture festival at the Museum of Modern Art here late October under the assistance and guidance of the Motion Picture Export Association. Japanese films are so far set for the festival.

**Wald Buys Sound and Fur**

William Faulkner’s "The Sound and the Fury" has been bought by Jerry Wald, who recently established his own producing company at 20th Century-Fox.

**Award to Mrs. Roosevelt**

Mrs. Eleanor Roosevelt has been chosen to receive the tenth annual award of Beverly Hills B’nai B’rith Alvin P. Meyers, president of Men’s Lodge, and Mrs. A. P. Smull president of the women’s chapter who announced. The award will be made at a testimonial banquet Dec. 16 at the Biltmore Hotel. Among previous recipients are Walt Disney, D. Sc., Shirley, Darryl Zanuck and Mij Alemann.

**Teenagers Mob Tab Hunter**

Tab Hunter and his co-star, Nat Wood, popular young stars of a new Warner Bros. film, "The Bung Habits," got a wild reception from teen-age fans in Chicago at the opening of the picture at the Chicago Theatre. Over 3,000 youngsters who couldn’t get into the theatre blocked the alley after the first show, clogging traffic. The police and police officers to restore order. In the midst of the hubbub the young stars made appearances on the fire escape, putting up a pep show, and to encourage them to disperse.

**‘Eternity’ to NY Sept. 7**

BKO’s “Back From Eternity” will have its world premiere Sept. 7 in the Victoria theatre, New York, announced Walter Branson, vice-president in charge of world-wide distribution. The John Farrow production stars Robert Ryan, Anita Ekberg and Rod Steiger.

**RADIO CITY MUSIC HALL—** Rockfeller Center

BING CROSBY & KELLER FRANK in "HIGH SOCIETY" in Vista Vision and Color Spectacolor Stage Presentation

**MOTION PICTURE DAILY**, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; James D. Ivers, Managing Editor; Richard Gerstner, News Editor; Floyd E. Stone, Associate Editor; Leonard B. Whyte, Advertising Manager; Samuel D. Bens, Manager; William R. Weaver, Editor, Telephone Hollywood 7-2141; Washington, D. C., National Press Club, Washington, D. C.; London Bureau, 4, Bear; Leicester Square, W. C. 2, London; Herbert V. Park, Advertising Manager. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1276 Sixth Avenue, Rockefeller Center, New York 20, Telephone Circle 7-3733.

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Motion Picture Daily

Electronicam Ready for Hollywood

ON THE SCENE yesterday, explaining to newswomen the demonstration he helped arrange--of DuMont's mobile Electronicam film system: Benjamin C. Bowker, public relations manager. The equipment, in two functional, modern designed trailers, on the weekend starts for Hollywood, for which it is designed to facilitate production, News and trade writers inspected it at the Movietone studios, and over refreshments solid and liquid received more information from Mr. Bowker and an array of vice-presidents.

U. S. Documentary Wins Film Prize in Venice

VENICE, Italy, Aug. 30 -- The American documentary produced by Lionel Rogosin, "On The Bowery," has won the Great Prize in the Shorts and Documentaries classification of the Venice Film Festival here, it was announced by Avv. Vittorino Venerino, her of the festival jury.

The jury said that Rogosin's documentary "is a splendid describing page where the most authentic and severe sincerity was served by an artistic style of rare composedness and of social abominating documentation."

The awarding of the Great Prize took place in the presence of American envoy Mrs. Clare Booth Luce.

AIP Product Not to Be Sold to Television

From THE DAILY Bureaus

HOLLYWOOD, Aug. 30—President James H. Nicholson of American International Pictures and Sunset Productions announced his companies will not sell their pictures to television, but will "stick with exhibitors" without variation. At the same time Nicholson expressed regret that his first two features had to be committed to television "due to a financial shortage in establishing the new companies" and that this commitment has to be served despite a policy of limiting subsequent product to theaters only.

Assigning exhibitors' acceptance of independent product during the current product shortage "has made it unnecessary to sell to tv in order to profit," Nicholson said, "We are in the business of making theatrical pictures for release only to motion picture theatres. As the new streamlined operation already is showing a profit because our pictures are needed, we do not find it necessary to make up losses by sale of capital assets."

‘Attack’ (Continued from page 1)

refusing to cooperate in the making of the picture.

"The attitude of the Defense Department in this matter is indefensible," Mr. Price said, "and the Armed Services Committee declared, "I consider it a shameful attempt to impose censorship on a film because it shows to represent an officer whose character is marred by the human failings of weakness and cowardice. I commend producers Robert Aldrich and his associates for having refused to bow to this threat and to have gone ahead and completed the film without military cooperation."

This is the second time in two days that "Attack," has figured in the news. Only yesterday the Italian Ambassador to Italy Clare Booth Luce left the Venice Film Festival in a huff because "Attack" had been entered as one of the S. S. films there.

Rep. Price in his statement said he was not at all surprised to have learned that the film was one of two American motion pictures representing the U.S. at this Don Film Festival because it was an outstanding film. He said the Defense Department's refusal to cooperate in the making of the film was because the character involved was an officer, and cooperation would have been given if the film had involved an enlisted man.

The Illinois Democrat also said the net effect of the film actually was to create a heightened admiration for both officers and enlisted men on the part of the film's audience. He said he hoped the Defense Department would reconsider its opposition to the film adding that "it would be especially distressing if the Department refused to show this film to our armed forces at military posts here and abroad."

Fox Sales Drive (Continued from page 1)

a new high during the drive, which will take in the four weeks preceding and following the special drive week. Normal weekly gross for the 30th-Fox foreign department is $1,000,000, and expectations are that every territory will exceed its normal billings quota during the drive, setting a new, all-time record for the international organization.

Special prizes will be posted for drive winners.

'Seed' Opens (Continued from page 1)

ing day figures of "A Star Is Born," it was announced.

Grosses reported were: Madison, Philadelphia, $7,534; Orpheum, New Orleans, $4,244; Stanley, Pittsburgh, $3,784; Orpheum, Minneapolis, $3,063; Orpheum, St. Paul, $2,138; Brandeis, Omaha, $3,500; Orpheum, Des Moines, $1,746; Orpheum, Stowe, City, $1,506; Warner, Memphis, $2,504; Casino, Wildwood, New Jersey, $2,541; Keith's, Syracuse, $2,667; and Palace, Cincinnati, $3,346.
The New York Daily News says:

"Not since 'Gone With The Wind' opened in 1939 has a picture created so much interest and held an audience so spellbound."

Audrey Hepburn
Henry Fonda
Mel Ferrer

Paramount Presents
Leo Tolstoy's
War and Peace

A Ponti-De Laurentiis Production
"Takes its place in motion picture history with 'The Birth of A Nation' and 'Gone With the Wind'." —Redbook

"A spectacular movie. Epic grandeur." —Life

"The successor to 'Gone With The Wind' . . . has fired a tremendous blast at the threat of television." —N. Y. Mirror

"Impressive and exciting beyond words." —N. Y. Times

"A truly great picture. More than a movie, more than entertainment. It is an experience in living!" —L. A. Examiner

"Audrey Hepburn as Natasha is rare acting — certainly the best feminine performance of the year." —N. Y. Herald Tribune

"A notable motion picture which can take its place in the film hall of fame. Many of the scenes have a rare and exquisite beauty such as is seldom seen in a motion picture." —L. A. Mirror-News

"Formidable contender in the handful of the greatest motion pictures yet produced." —Motion Picture Herald

"Sure to chalk up dazzling grosses. It has something to please everybody — highbrow, lowbrow and middlebrow." —Film Daily

"A real blockbuster. Three and a half hours of cinematic magic . . . big in the biggest sense." —Variety

BOXOFFICE FLASH!

International Premiere Engagements

CAPITOL THEATRE
New York

PARAMOUNT THEATRE
Hollywood

Jam-packed theatres . . .
all-day lines . . . the biggest
rush of ticket buyers
in years and years!

ONLY TWO OPENINGS TO DATE—YET SPACE LIMITATIONS PREVENT OUR PRINTING THE DOZENS OF EQUALLY GREAT BOXOFFICE REVIEWS FROM BOTH COASTS, IN NATIONAL MAGAZINES AND IN THE TRADE PRESS. PARAMOUNT IS PLEASED TO HAVE MADE THIS IMPORTANT CONTRIBUTION TO THE 1956-1957 MOTION PICTURE SEASON!
TOA Preview

(Continued from page 1)

The Vagabond King

Para.—VistaVision—Technicolor

Hollywood, August 31, 1956

The real riches of "Vagabond King" are at least as plentiful as are the picturesque riches supplied so splendidly by the VistaVision process. The great "Vagabond King" music by Rudolf Friml is sung again, and greatly—by Kathryn Grayson, by the newcomer to top-bracket singing ranks, Oreste, and by Rita Moreno—and five more songs, by Friml and Johnny Burke, have been added to the original work. Production by Pat Duggan is luxuriously scaled, and the Technicolor treatment of the subject, in the spectacular sequences and in the intimate ones, is superlative. "The Vagabond King" of 1956 looks every inch the box office monarch. "The Vagabond King" has always been.

Directed by the king of versatile directors, Michael Curtiz, with sweep, pomp and power, the screenplay by Ken Englund and Noel Langley keep the familiar old story moving steadily along at a smart pace, which is no easy trick in an undertaking of this vintage, and some ripely experienced actors contribute sound, common sense performances in roles that could get out of control in less skilled hands. Walter Hampden as King Louis, Sr. Cedric Hardwicke as his counselor, to name two of many, furnish solid support to stars who, except when they're singing, need that kind. The story itself is too well remembered for synopsizing at this late date.

The orchestral arrangements by Leo Shakes, Gas Levene and Albert Sendrey are properly conservative, for a work of this kind, and Charles Henderson's vocal arrangements and adaptations give the singers every benefit of expert presentation.

Music scoring is credited to Victor Young, and choreography by Hanya Holm includes a "Watch Out for the Devil" ballet such as King Louis never dreamed of but might have liked quite well.

Running time, 88 minutes. General classification. September release.

William R. Weaver

Joint Handling Seen Okay

(Continued from page 1)

1920. It was directed by the sub-committee's members will meet with officials of a research organization, which will conduct the survey, next week to iron out last minute details so that the survey could be started by mid-September.

The distribution companies have thus far allocated $25,000 for the project, the result of the sub-committee's survey of a research organization and for the survey itself.

UA Sets TV Sales Unit

(Continued from page 1)

television network for the sale of a package of 50 films for TV distribution. It was said that the asking price for the package was over $1,000,000, or close to $20,000 per film for multiple showings on TV commencing this Fall.

Among the pictures involved in this package of 59 features, a majority of them being produced after 1953, are "The Ten Commandments," "Sabu the Jet," "Man With a Million," "Operation Manhunt" and "McBain.

20th-Fox News

(Continued from page 1)

486 shares of common stock were standing.

The earnings for the second quarter amounted to $1,695,931 or 65 cents per share compared to the similar 1955 period of $1,636,839 or 52 cents per share.

An overall income of $5,139,729 dividends added up to $5,770,826, a gross income of $20,040,673 and an operating gross income of $16,842,971.

Radio-TV Campaign

(Continued from page 1)

weeks, starting over the Labor weekend and climaxing on Colonel Morgan's program. It was pointed out that the promotion which was "The King and I" to the biggest grosses since "The Robe," on its first release.

The drive will be directed at local market in the U. S. and Canada, said reaching 41,251,900 radio homes and 50 million out-of-home radios and 76 million TV audience. Songs from the picture will be played on radio programs during the campaign and producers of the film will be interviewed throughout the weekend.

An added feature, Einfeld said, will be interviews on NBC of leading picture exhibitors for their opinions on the production and to announce opening dates at their various theatres.

TOA Convention

(Continued from page 1)

Small, Business Administration's activities towards extension of loans to small local theatres. Among topics which will be discussed this week include the TOA directors and the organization's members committees and the issues as: real estate, taxes and insurance; foreign motion picture handling and advertising and publicity; all other topics which have been recommended by the Senate Small Business sub-committee and which have been called for by Allied States Association; arbitration; the turf and its relations with foreign associations, and other topics.

Special consideration will be given by the TOA directors and members to the suggestions offered by Sam Zucki, a member of the Council Motion Picture Organization's liaison committee, concerning an industry fashion conference. Also, the national issues which TOA has been studying in behalf of TOA will be discussed.
George Kemp Gets Quigley Grand Award

Showmanship

True Is Presented At Warner Meeting

By WALTER BROOKS
(Picture on Page 3)

Quigley Grand Award plaque Showmanship was presented to the Kemp, manager of the Mont-

Theatre, Passaic, New Jersey, on the morning of a y Warner managers’ meeting held appropriat-ately enough, to plan a showmanship campaign.

Suit executives at the presentation included Harry Goldberg, adver-

tisement and publicity director for the (Continued on page 3)

The Roxy Program

And For 6 Months

From THE DAILY Brussels
WASHINGTON, Sept. 3—The Information Agency’s motion

picture branch carried on an inter-

program during the first half of a USIA director Theodore C.

Streibert said that agency’s semi-annual re-

turn to Congress, Streibert said

to agency posts abroad completed 63 documentary and feature and more than 100 news releases during the six months. Documentary films were produced (Continued on page 3)

By Suit Scores Deal

RKO-Gera-Cleveland

suit charging that Albert A. List Jr., family acquired the Cleveland The Co. and the Gera Corp. “to

Theatre Co. and the Gera Corp. “to

anad advantage of RKO Theatres”
died in Federal Court here Friday

in Cleveland The Co. and the Gera Corp. “to

defendants, Gera Co., and the Gera Corp. “to

advantage of RKO Theatres”
died in Federal Court here Friday

In Our View—An editorial on the aftermath of the television coverage of the recent conventions.

Spotlighting the news in Television Today.

Passing in review—the highlights in the last unspectacular week of an unspectacular season.
PERSONAL MENTION


Clifton Wenn leaves New York for Europe today on the SS "Cristoforo Colombo."

Bud Walsh has arrived in New York from Hollywood.


HILLMAN Brown, producer, left over the weekend for Hollywood for conferences with RKO Radio executives.

Admission Prices Rise In Quarter Ending June

From THE DAILY BUREAU

WASHINGTON, Sept. 3 — Admission prices in opera houses, colleges, and other schoolhouses throughout the nation were raised slightly during the quarter ending last June, 30, continuing a trend started with the December 1955 quarter, the Department of Labor has announced.

A small increase was noted in the prices for adults and for children, as well as in the combined price index for the June quarter.

The index for adult prices rose to 127.8 in the June quarter, from a March quarter figure of 126.3. The figure for children rose from 109.3 to 110.6 and the combined adult-child figure rose to 112.8.

The department relates these figures to a base period covering the years 1947 to 1949, giving admissions, prices then a theoretical base of 100.

Paradise Wins Damages

From THE DAILY BUREAU

HOLLYWOOD, Sept. 3—Alex and Max Schaefer, operators of the Paradise Theatre, have been awarded treble damages equaling $60,000, by a Federal Court jury in an anti-trust suit against Fox West Coast circuit, 3oth-Fox, and Loew's, Inc. The suit charged the defendants with conspiring to prevent Paradise from obtaining seven-day pictures in the period from March 25, 1950, to September 2, 1951. The trial, conducted by attorneys Jack Corninbli and Fred Welser, consumed seven weeks.

Warner TV Commercial Unit Starts Operation

From THE DAILY BUREAU

BURBANK, Calif. Sept. 3 — Warner Bros.' television commercial and industrial film department has begun operations with shooting on film commercials for the Eastman Kodak Co., first in a series to be made at the Burbank lot for national advertisers. First to start are commercials for Lever Bros. These productions will be the first to utilize the studio's facilities.

Television Set Shipments In June Total 388,914

From THE DAILY BUREAU

WASHINGTON, Sept. 3—Television set shipments to dealers in June increased substantially over the May level, but dropped from the amount shipped in June, 1955, the Radio-Electronics-Television Manufacturers Association has announced.

388,914 sets were shipped in June, compared to 326,979 shipped in May, 1956, and 407,005 in June of last year. In the first half of this year, dealers received 2,775,028 sets, a drop from the 3,157,717 sets shipped in the first six months of last year.

Sets Distribution Deals

From THE DAILY BUREAU

HOLLYWOOD, Sept. 3—Herbert Kaufman, president of the newly formed Associated Producers, Inc., returned from a field trip during which distribution deals were completed with a number of independent dealers in Cincinnati, Boston, Indianapolis, Detroit, Mem phis, Chicago. Deals had been set up in Pittsburgh and Washington, D. C., previously. Kaufman's eight-to-twelve picture production program was recently announced.

Gremmils Au Contraire, Silverstone Not Einfeld

Those printers' gremmils which emerge from seclusion every now and then, presumably returned to town last week after a summer in the Catskills. How else explain the appearance of 20th Century-Fox vice-president Charles Einfeld's picture in Friday's MOTION PICTURE DAILY where that of Emanuel Silverstone, vice-president of 20th-Fox International, should have been? Only thing that takes the sting out of this particular caprice is the happy circumstance that both victims, being men of handsome mien as well as distinction, suffered neither loss of admirers nor prestige in consequence of the inadvertent mis-labeling.

Nevertheless, our sincere apologies are extended to both for having permitted the gremmils to outwit us.

Republican Dividend

A regular dividend of twenty-five cents per share on preferred stock, payable Oct. 1 to stockholders of record as of the close of business on Sept. 10, has been declared by the board of directors of Republic Pictures Corp., at a meeting held at the company's offices here.

Neilan Joins Kazan Cast

Marshall Neilan, well-known screen director but inactive for many years, has been engaged for a prominent role in "A Face in the Crowd." Elia Kazan's production now un way at the new Gold Medal Studios in the Bronx. This studio (form known as Biograph) was the site which Neilan turned out some of his early screen epics 35 and 40 years ago with Mary Pickford, Colleen Moore and other silent screen stars.

File Against Desilu

The Writers Guild of America West, filed a certificate of representation against Desilu Productions, the National Labor Relations Board and mailed ballots to Desilu with it, is announced by WGA executive director Frances Inglis. The announcement says Desilu Production is the last remaining unorganized group in Hollywood.

THE BIG ONES...

are in LIFE

LIFE's weekly audience is 26,450,000

Source: A Study of Four Media
Meeting

(Continued from page 1)

Continued much Fall vital a single piece of real estate. This and other sales made in the past year and a half under a program of reducing and regaining real estate holdings have ag-

(Continued from page 1)

Kemp Wins Quigley Award

AWARD DAY for George Kemp, manager of the Montauk, Passaic. Before fellow managers in division meeting Friday at the Stanley Warner Newark office, he received from Harry Goldberg, circuit vice-

(Continued from page 1)

New Suit Scores Deal

man of the Virginian theatre, Charleston, W. Va., and also Everett Gallow, who was another early winner from the Philadelphia area.

(Continued from page 1)

Active U.S.I.A. Program

interesting, in the presentation of the Quigley Grand Award plaque to George Kemp, is the fact that he also won the Stanley Warner national contest as the best showman of the year, with the same campaign. This was for a trip to Europe with all expenses paid, reciprocal with the Associated British Cinemas, of England, who exchange these courtesies with the Stanley Warner Corporation in America. We have just saluted and entertained James Burns, from England, who won the opposite award this year.

(Continued from page 1)

Aldrich, Loew's, Loew's, RKO Radio, 20th Century-Fox, Universal, Republic, Warner's, United Artists and Walt Disney, etc. Thus, if Allied wished to discuss exhibitor problems with distributor-executives, it will have to do so company-by-company basis in cases, it appears.

Key Theatre Sold

Kemp, and Charles Smilowitz, zone manager for the circuit in New Jersey, who introduced the speakers.

(Continued from page 1)

A previous suit to halt acquisition of the companies by B. F.1. Industries was filed in Federal Court in June by Isabella J. Selman, holder of 3,000 shares of RKO Theatres stock. She had objected to the acquisition of the firm as a "waste of corporate assets."
Nothing can stop it coming.
Already rolling to big returns in Denver, Seattle, Portland, Salt Lake
Spotlighting the News

One Set of Brains

► Albert McCleery, chief of staff of NBC-TV’s five-day-a-week anthology series, Matinee Theatre, was the subject last week of some sharp criticism on the part of the TV-radio branch of the Writers Guild of America, West. The WGA noted that Mr. McCleery took the occasion of Matinee’s 300th performance to bemoan the lack of good stories and to blame writers for not supplying them. Said the WGA, in part: “The situation is more serious than Mr. McCleery’s gratuitous criticism of writers would indicate. Aside from the fact that he is so unique a showman that he doesn’t seem to mind advertising to the general public that his sponsored program is not as good as it could be, this cramming of hundreds, if not thousands, of scripts a year through a single set of brains, however superior they might be, plus missing all the major casting and production decisions involved, can lead to the worst desecration of the art of drama in the history of entertainment. TV-play presentation can slip back 35 years before it has gone ahead 10...” If nothing else, this WGA blast might make the NBC press department a little more self-conscious about their endless stream of Matinee Theatre statistics.

Successful Test

► George Gold, president of Telestudios, New York, reports that his company’s July 16 test of its “closed circuit audience research” plan has proved itself “to investigate and evaluate TV commercial and program problems with insight and accuracy never before approached.” Under Telestudios procedure, test material is piped, via closed circuit, directly into the viewer’s home.

Big KAB Project

► The day before yesterday, the National Audience Board, through some 100 affiliated regional committees throughout the country, conducted a precedent-making nationwide survey of audience reaction to TV programming over a continuous 12-hour period. The results, of course, won’t be known for some time, but eventually they should prove significant. Each of the reviewing committees sent out from 20 to 100 questionnaires to members of a cross section of the entire viewing public. With an anticipated 10 per cent return, the NAB hopes to realize a truly representative picture of general public preferences.

Commendation for NBC

► A resolution commending the NBC Television Network for obtaining the television and radio rights to broadcast the World Series and the All-Star Game for the next five years, for its coverage of the Andrea Doria collision and for outstanding improvement in daytime programming was unanimously adopted by the NBC-TV Affiliates executive committee at a meeting in New York. Walter J. Damm, vice-president and general manager of WTAE, and WMJ, Milwaukee, and chairman of the executive committee, announced the resolution.

Top Story Award

► For the third year, KRON-TV, NBC outlet in San Francisco, has won the “Top Story Award” of the California State Fair and Exposition. KRON’s winning entry this year was the station’s television coverage of last Winter’s floods in northern California. Presentation of the award was made Saturday in Sacramento by Governor Goodwin J. Knight.

Another Sell-Out

► WCBS-TV, CBS New York flagship station, reports that its daytime stripping of My Little Margie and Amos ’n’ Andy both have been completely sold out for the Fall season. New sponsors for the shows, which became in their first 10 weeks the highest rated daytime shows in New York, both network and local, up to 6 p.m., include Anahist, Fresh Pine Deodorant, Thomas Bread, Imperial Margarine, Buitoni, Bissell Proctor Electric, Presto, Continental Baking, Ben Ami and Bayer Asperin.

Variations

► Continuing and returning television shows this Fall will be seeking to add variety to familiar formats, one way and another. In the case of the Theatre Guild’s U.S. Steel Hour (CBS-TV), an interesting variation will be the November 21 show, a musical adaptation of Mark Twain’s “Tom Sawyer” with book and score by Frank Luther. It will mark U.S. Steel’s first venture into the perilous world of song and dance.

Names Committee

► Harold E. Fellow, president of the National Association of Radio and Television Broadcasters, has announced the membership of the association’s 1956-57 television film committee. Harold P. See, KRON-TV, San Francisco, is chairman. Other members are Elizabeth Bain, WGN-TV, Chicago; Joseph L. Floyd, KELO-TV, Sioux Falls; Gordon Gray, WJZ, TV, New York; Elaine Phillips, WSPD-TV, Toledo; Kenneth Tawell, Jr., Charlotte; Raymond Welpott, WRGB, Schenectady.

More Convention

► It’s never too early to get ready on these convention plans. The National Association of Radio and Television Broadcasters is doing just that. Last week Harold Fellow, president, named as chairman of the 1957 35th annual convention of the NARTB, Ar- neth L. Carter, WAAM-TV, Atlantic City, and Herbert L. Krueger, WTAG, Worcester. The meet will be at the Conrad Hilton, Chicago, April 7-11. The chairman have named their committee called a first meeting for Sep.

In Our View

NOW THAT the tumult and the shouting have died, conventioners have returned home and the poll tickings is in a warmup stage before the firework is a time for stock-taking, with respect to the late, lamented conventions of both parties and the handlin thereof by television.

The industry, despite a degree of carping criticism from some biased quarters, despite one unsavory blased level at CBS, and quite effectually smashed by all th networks acting in happy harmony, Television cam through with flying colors. There was talk of the conven- tions having been a television "flop." Don’t you believe it. Lots and lots of millions of plain folks, across the length and breadth of this broad land, looked, listened and at sorbed a vast amount of information, instruction—and a boredom, it’s true—concerning both political convention times, and supplemented its medium of communication in reporting such events a this, but rather that this new and expanding medium supple- ments and complements existing media. Perhaps on most important value of television is to make the prog- unnegans even more conscious of their responsibilities, is that they performe come right into the living rooms of the folks they want to impress.

The competition which was engendered in the coverage of the meetings was good, healthy and productive of fin results.

—Charles S. Aaronso
Passing in Review

The TELEVISION INDUSTRY last week was inching toward the end of an uneventful summer season in appropriately uneventful fashion. The one "big" show of the week was ABC-TV's Red Goose Spectacular, Saturday, the first of three shows to originate from the St. Louis area and designed to amuse the small fry. The premiere program had many of the usual fare, with all the usual ingredients of fun, but it contained ample stretches of the kind of small talk that does not precisely amuse the small fry.

With one unassuming exception, it was a bleak week for the live shows. That exception was the lightly ironic "Company Wife," directed by Ira Cirker for NBC-TV's Robert Montgomery Monday night. Here was an amusing, caustic tale of the witchery that sometimes guides the careers of earnest, hard-working businessmen. The ladies—Elizabeth Macgowen, Mary K. Wells, Jan Miner and Peggy Feury—turned in strong, occasionally vitriolic performances that added bite to the Martha Kerson script. It gave one a feeling of gladness—if not security—of a man.

The best of the week's hundreds of reruns was a Jackie Gleason skymoonespiece, CBS-TV, Saturday, wherein Ralph Kramden attempted to outwit his landlord and a fifteen per cent rent increase. Mr. Gleason's Stage Show, immediately following, continues its tuneful, corny way under the able Tommy and Jimmy Dorsey.

—V.C.


Somebody goofed. It's hard to tell whether it was Fielder Cook, who produced and directed, or John Howard Lindsay, who adapted the old Ferene Molnar play, "A Delicate Story," for television. The goofing lay in the indecision as to whether "A Fragile Affair" was to be simple farce, high comedy, tragi-comedy or grue shop opera-without-music. The dialogue, rococo and redundant, suggested the latter. The performers, however—Ell Wallach and Gabby Rodgers, played it as if they were doing "Anna Christie." The confusion was all the more difficult to understand because there was, underneath all the contradictions, the germ of an amusing, appealing situation. And all the people involved, before and behind the camera, are in the front rank of local television talent.


According to television dramaists, Italians who live in Italy are exactly like those many Italians who live in New York's lower east side—that is, cute, quaint and occasionally quarrelsome. "The Five Fathers of Pepi," by Jane and Ira Avery, took a situation from which gallons of sweet tears already have been successfully wrung and managed to make it stilted, dull and altogether unappealing. Laid in a musical comedy writer's idea of present-day Italy, the story concerned a cute orphan, his five quaint and quarrelsome foster fathers and the attempts of an American couple to adopt him. Paul Newman starred with Tommy Rado as the little boy. Young Mr. Rao was fine, but then it would be positively un-Italian-American to fault an orphan.


David Brian and Constance Ford offer a pair of sound, expert performances in this filmed play which recounts the dilemma in which a man finds himself when it appears that the wife he thought had died in his arms was in reality not his wife but a hitherto unknown identical twin. The twin had been involved with the police, which led to a detective entering the case and confronting Brian with the problem. The manner in which the dilemma is resolved emerges smartly and effectively, thanks to a tightly written and well-performed script. Robert Cornthwaite is good as the detective. Direction is on a par with the writing.
FROM KENYA TO THE CONGO... THE GREATEST IS ODONGO!

RHONDA MACDONALD FLEMING • CAREY

Odongo
ADVENTURE ON THE AFRICAN FRONTIER

with JUMA • ELEANOR SUMMERFIELD • Screenplay by JOHN GILLING • Based on an Original Story by ISLIM AUSTER • Directed by JOHN GILLING

Produced by ISLIM AUSTER • Executive Producers: IRVING ALLEN and ALBERT R. BROCCOLI • A WARWICK PRODUCTION • A COLUMBIA PICTURE

FROM COAST-TO-COAST

Columbia IS "THE MOST"!
Japan Seeks $2,000,000

Japanese motion picture companies are striving to boost their business in the U.S. market to a gross of $2,000,000 annually by creating more interest in their product among American audiences and exhibitors and by producing a portion of their films in wide-screen processes, according to Yoshihiko Tamura, foreign manager for the Dai-Ichi Motion Pictures Co., of Tokyo. Tamura, who is in the U.S. supervising the dubbing of "Seven Wonders of the World" into Japanese, said that one way in which his country's five top producers will seek to boost interest in their films is by holding a film festival.

Acquiring VistaVision Camera

The Dai-Ichi film executive said his company has recently purchased its first VistaVision camera and that it will be delivered next month. "Before the end of this year, we will have one picture ready for exhibition in the VistaVision process," Tamura stated. "Thus far," he added, "Japanese films have been considered art house fare." By utilizing VistaVision, the market (Continued on page 4)

Love the Movies

Boston, Omaha, Nashville Editors Defend the Film Publicity Man

By GUS DALLAS

On the heels of reports published here last week indicating a trend toward overemphasizing tv-radio coverage in newspapers, studies from more cities do get breaks and that publicists are artists and Herb Steinberg of Paramount as the New York publicists he particularly relied upon.

Dan O'Brien, Sunday editor of the Boston Globe, was outspoken in his regard for motion picture publicists. They don't dump handouts and pictures on my desk," O'Brien said, "but they sit down with me and discuss the films to give me important angles to emphasize. They come (Continued on page 5)

Along Broadway

Holiday Brings Lively Grosses To First-Runs

Report Neighborhood Situations Good, Too

Lively business was registered over the Labor Day weekend at most Broadway first-run situations, swelling this week's grosses to robust proportions. Neighborhood situations, too, according to Loew's Theatres and IKO Theatres spokesmen, enjoyed good holiday business.

At the Radio City Music Hall, a big $180,000 is seen for M-G-M's "High Society," which garnered $135,000 over the holiday period. The first week of 20th-Century-Fox's "Bus Stop" at the Roxy Theatre is expected to hit a substantial $132,000 for an opening week gross.

The Roxie theatre said that the 20th-Fox film did the biggest Labor Day weekend gross in five years, including a new record for Sunday business. The CinemaScope production scored $101,000 in its first four days and capped Sunday by a gross of $33,000 representing more than (Continued on page 5)

Technicolor in Italy Increases Capital

Special to THE DAILY

ROME, Sept. 4—"Technicolor Italiana" is the new designation of the "Societa Applicazione Colore," recently authorized by the Government to enlarge its capital from one million lire (1,560 dollars) to two billion lire (about 3 million dollars). The firm is the Technicolor Corporation's Italian subsidiary, (Continued on page 5)

Philadelphia Revises Theatre Fire Laws

Special to THE DAILY

PHILADELPHIA, Sept. 4—The fire code which governs the showing of motion pictures and the seating of audiences in Philadelphia theatres is undergoing a drastic revamping under orders of Fire Commissioner Frank L. McNamara, a theatre chain (Continued on page 5)
PERSONAL MENTION

MAX E. YOUNGSTEIN, United Artists vice-president, will return to New York today from Hollywood.

Foster M. Blake, Universal Pictures Western division manager, left here yesterday for Key West in the Midwest. He will return on Sept. 13.

William J. Heineman, United Artists vice-president, returned to New York yesterday from the Pacific Coast.

Edward More, Allied Artists vice-president, and Eau, Revoir, assistant treasurer, have arrived in Atlanta from New York.

William O. Steen, formerly with MCA in Canada, has been named national sales supervisor for Screen Gems (Canada) Ltd.

Arthur Herzog, Jr., screen publicist and former Motion Picture Daily in Detroit, is visiting in New York.

Chester Pickman, Connecticut sales manager for Paramount, has been transferred to the New York exchange.

B. E. Hoffman, of Connecticut Theatres, has been elected chairman of the New Haven Hebrew Scholarship Fund.

Milton E. Cohen, United Artists Eastern and Southern division manager, has returned to New York from Boston.

James R. Velde, United Artists general sales manager, returned to New York over the weekend from a two-day trip of the company's Canadian district.

Milton Spilman and Charles Schissler, Columbia Pictures studio executives, have left New York for London via BOAC.

Sol Shapiro, Coast agent, has returned to New York from London via BOAC.

Hugo Sonnenschein, 72

HIGHLAND PARK, Ill., Sept. 4—Hugo Sonnenschein, 72, prominent Chicago attorney and member of the law firm of Sonnenschein, Berkson, Luntmann, Levinson & Morse, died over the weekend in Pebble Beach, following an illness. Sonnenschein represented Balaban & Katz Theatres for a number of years.

Find Choice Of New TOA Head a Poser

The Theatre Owners of America's nominating committee, of which vice-president Albert M. Pickus of Stratford, Conn., is chairman, is confronted by a difficult task in selecting a new president for the association to succeed Myron N. Blank, it has been learned.

According to a TOA official, many top circuit executives who would be logical candidates for the presidency have declared they are unable to accept the post because it would require so much time away from their duties.

Pickus pointed out recently some qualifications for the post: The man must have enough money to be able to travel extensively at his own expense while his current affiliation runs by itself for one year; he must have excellent speaking ability and be well-liked by most of the industry; and should be able to assume office following the TOA convention this month.

Might Be Blank Again

The nominating chairman said that at present no one is definitely in mind for the office. However, it was indicated that Blank might be prevailed upon to accept a second term.

Among the TOA members mentioned for the post are prominent exhibitors as J. Rosenthal of Spokane, Ernest Stellings of Charlotte, Pat McGee of Denver and George Kerastes of Springfield. However, it was reported recently that Kerastes has been seriously ill and might therefore be unavailable.

Another problem confronting the TOA nominating committee is whether or not there is still a need for the organization to have an executive director. Since the time that Gael Sullivan resigned that post, TOA has been without a full-time principal executive.

The New York headquarters staff is presently headed by Joseph G. Alterman, assistant secretary of TOA, and Claude Muno, assistant to the president of TOA.

Mundo joined the national exhibitor assembly last winter following the resignation of George Gaughan as TOA field representative. Alterman has been with TOA for over a year handling administrative matters.

Pickus to Be Chairman

Chairman of the 1956 TOA nominating committee will be Albert M. Pickus, Stratford, Conn., vice-president of TOA, it was announced yesterday by Blank.

Service will be held at the Pickus home.

Report on Brazil

Highlights MPEA Meet

A report on Brazilian film affairs, given by Harry Stone, Motion Picture Export Association representative in Brazil, highlighted yesterday's meeting of the MPEA's board of directors.

Stone told the MPEA board that the most important issue in the Latin American market is the ceiling on admission prices.

The directors were also informed that MPEA vice-president Robert Cory is leaving today for Argentina, where he will confer with governmen- tal officials next Monday on Argentinian policy concerning film imports. The week-long trip will be gone six weeks, will also visit Peru, Chile, Brazil, Venezuela and Mexico.

Irrving A. Maas, MPEA vice-president, is also leaving the U. S. the MPEA board was informed. Maas is leaving here tomorrow for Manili, where he will look into the Philippines difficulties which American film companies are experiencing.

Red China Seeking
Western Film Imports

Special to THE DAILY

ROME, Sept. 4—A special government agency has been opened in Prague, Czechoslovakia, by the Communist Republic of China for the import of films from the Western World, according to Mr. Tsai, general director of the Republic's film projects.

At a Venice news conference here last week, Mr. Tsai said that Peking, Shanghail and Tchuen Tehuen have studios. He did not reveal the number of features made but added that 101 shorts were produced in the past year.

Kentucky Allied Sets
Meeting for Oct. 2

Special to THE DAILY

LOUISVILLE, Sept. 4—Allied The- atre Owners of Kentucky will hold its second annual meeting on Oct. 2 at the Sheraton-Seelbach Hotel here, it was disclosed by president E. L. O'meest, who said that the general meeting will be preceded by a dinner meeting of the board of directors on Oct. 1.


The conference will hold a preceeding meeting at the Henry Hudson Hotel Tuesday morning, September 18. Its slate of officers will be presented at the board of directors meeting the same day.

The meeting will be held at the Henry Hudson Hotel Tuesday morning, September 18. Its slate of officers will be presented at the board of directors meeting the same day.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher: Sherwin Kline, Editor; James D. Ivers, Managing Editor; Richard Gernert, News Editor; Floyd E. Strueber, Advertising. Associated Press, United Press, Western Union, Editor; Telephone Hollywood 7-2845; Washington, 2-9465; American National Photo, Washington, D. C.; London Bureau, 4, Bess St., Leicester Square, W. 2, Hope Williams 8- 8 and holidays, by Quigley Publishing Company, Inc., 3737 Michigan Ave., Chicago, Ill. Copyright 1956 by Motion Picture Daily, Inc., Martin Quigley, President; Martin Quigley, Jr., Vice-President; Sherwin Kline, Secretary, Tresurer. All rights reserved. Entered as second class matter Sept. 21, 1928, at the Post Office at New York, N. Y., under the act
Destined to join the immortals in the Screen Hall of Fame is the beautiful young Continental star Elisabeth Mueller who makes her American debut in M-G-M's challenging drama of today's changing morals, "THE POWER AND THE PRIZE."

M-G-M presents in CinemaScope • "THE POWER AND THE PRIZE" starring ROBERT TAYLOR • Burl Ives • Charles Coburn • Sir Cedric Hardwicke • Mary Astor
And Introducing ELISABETH MUELLER • Screen Play by Robert Ardrey • Based on the Book by Howard Swiggett • Directed by Henry Koster • Produced by Nicholas Nayfack

(Available in Magnetic Stereophonic, Perspecta Stereophonic or 1-Channel Sound)
Films to TV
(Continued from page 1)

between major companies, though not all, in New York and here. Discussions are said to be entirely exploratory, however, at this point, and to contemplate a long negotiation period before any agreement satisfactory to all can be implemented.

Date Set by SAG
The “cut-off date,” Aug. 1, 1948, was set, originally, by the Screen Actors Guild, following an extended struggle with the Association of Motion Picture Unions over producer resistance to agreements to substitute some of the big-name money wages with union scale. The union sought for a year to get the agreement on a new scale which would permit its members to be paid on a scale with those in the television industry, for the same work. The producers have continued to resist, and a compromise was finally agreed upon.

One Man’s TV Views
By Pinky Herman
CBS-TV has promoted Gilbert A. Rafton to the newly-created post of director of network programs. William Morwood takes over as exec producer and is succeeded as story editor by Crandall Brown, who used to be story editor at M-G-M, each reporting to veep Harry Ommerle. . . . Lend an ear and orb to pert and talented Ann Gilbert, Groove recording star, who’ll guest-tune on the “Perry Como Show.” . . . Produced by Lou Edelman, the “Adventures of Jim Bowie,” a series of half-hour telefilms based on the life of one of the most colorful figures of the old “wild west,” will be seen on ABC on Mondays.

The mavor of Bowie, Texas, a community of 4,544 citizens, has proclaimed this day “Jim Bowie Day” and because of the town’s high elevation the proposal was sponsored by the American Chicle Company and Chesebrough-Pond can be seen on Channels 3 and 5 of the United States, an offer of a scale to be mutually agreed upon.

This contractual bar against selling post-1948 product to television has been almost universally observed by producers, and producers who have not observed it have had service withdrawn from them by all labor groups, leaving them unable to engage in film production within the United States. Some violators have been reinstated after paying guilds and unions reparatory amounts.

Wide Harm Feared
The formula reportedly under discussion would give talent and labor a 25 per cent share in the revenue from tv sales. Published accounts do not mention any new “cut-off day” to be established. Unofficial opinion is that (1) getting all guilds and unions to agree on any percentage figure would take a year or more, and (2) if no new and satisfactory “cut-off date” were established, there would be a slump in the market due to the fact that producers, free from the threat of new business, would not be able to pay their employees.

Some years ago, when the impact of tv upon motion picture theatre box office and overdropped and Madison Avenueoers decided that each had much to offer the other and began “to go steady,” motion brass came up with a slogan, “Movies are your best entertainment.” Soooo along comes NTA prez Ely Landau who agrees 100 per cent with that statement, but adding the words “when you see them on your tv screens.” With that he proceeds to purchase hundreds of feature length, short subjects and newsreels from major Hollywood companies and after editing, splicing, cataloging and grouping same, is making available to networks and tv stations, films which star the cinema’s greats, including such names as Lillian Gish, Francis X. Bushman, Mary Pickford, Wallace Beery, Anna Held, Marie Dressler, Charlie Chaplin, Fatty Arbuckle, Lillian Russell, Douglas Fairbanks, Hobnoll, W. C. Fields, Charlie Murray, Walter Catlett, to name a few. (With such an array of names NTA does a LANDAU-flie business.)

Activity at the West Coast Service Studios goes high in gear next week when Video Pictures starts production on four television commercials in Eastman Color, to be produced-directed by Charles L. Turner. Sponsored by S & H Green Stamps, the series will have Arlene Francis as hostess.

Japan Seeks
(Continued from page 1)
for the product will be broadened emotionally.

Tamura said that one of the reasons Japanese films have not enjoyed business during the past is that English subtitlers have been used instead of dubbing the films into English.

It costs about $20,000 to dub Japanese film into English, and many cases we never earn that inve and lose money on the venture.

Commenting on the festival plan, Tamura said he is working on the proposal with the Motion Picture Export Association. He said the wh festival idea is subject to approval by Tokyo, but if it is approved, screenings of five especially selected films would commence on Oct. 21 at the Museum of Modern Art here.

Japanese Producers
Halt Sales to TV
The principal motion picture producers in Japan have reached agreement in a plan whereby they will sell their output of old product to commerial television, it was disclosed here by Yoshihiko Tamura, former manager of Daiji Motion Picture of Tokyo.

Tamura said that Japanese television is starting to make a serious drive in motion picture business through the sale of its films to Japan. Therefore, the producers have resolved to halt the sales of tv films, effective on Sept. 1, to television.

The Daiji executive said that Japanese public is buying television receivers at the rate of 10,000 sets per month.

FCC to Push Research
On UHF Television
WASHINGTON, Sept. 4 - The Federal Communications Commission has asked key groups in the television industry to meet September 9 to discuss a “crash” research and development program for the UHF television band.

Among the organizations asked to attend are the National Association of Radio and Television Broadcasters and the Radio Electronics Television Manufacturers Association.

An accelerated research program on the UHF field was part of the FCC’s June 25 decision involving the eventual switch of all television broadcasting to the UHF band.

L. A. Judgments Signed
LOS ANGELES, Sept. 4 - Judicial nominations of Los Angeles bar counsel Leonard L. Eisen and three percentage actions brought by b beneficiaries have been signed by U. S. Judge Peirson M. Hall in Federal Court here. The actions by Panama Canal Retirement Fund and the Universal Fund against the former operator of the Boulevard Theatre in Belvedere Gardens, Cal., resulted in judgments aggregating $2,899.35, including costs.
Motion Picture Daily

Publicity Man

(Continued from page 1) tough with good material and they're the most adept at other

angles." The Omaha, Neb., World-Herald, a newspaper that seriously consid-

ers tv-radio a major competitor and is therefore seeking new angles, except

for items about local personalities in tv-radio and occasional "program" stories, the World-

Herald gives no space in its col-

umn of other radio programs. Motion pictures get "average" coverage during the weekend and an occasional section on Sunday. The World-Herald has obtained fits to a new tv station which isn’t starting operation yet, but mo-}

n

tion picture people are optimistic of attaining advantage because, even in the newspaper with the best radio, it has never unburied its policy competition toward the air wave.

Favored in Tennessee

A check of four major newspapers in Tennessee showed that motion pic-

tures were ahead in that state in the number of stories, reports and other

coverage. The Nashville Banner and the Nuecesan charge one-half to two-

ths of the full ad rates to run daily radio logs as a result of a movie

producers’ protest two years ago. The towns dropped their advertising

and printed their own paper for a while but were forced to accept rates and return to the news.

The Chattanooga Times accents feature picture promotion in its pages

for tv-radio. The tv-radio logs are honored by local companies, which appear interspersed with ads, nul

k and gasoline ads. The Knoxville Journal runs a mo-


column and a daily listing of local interest bits. The daily te-

le column is paid for by a local

ion Curtain’ Sales

(Continued from page 1) in he meets with the SIMPP mem-

ship at the Beverly Hills Hotel

Arnell has engaged in pre-meeting

dinances with Jack Lamon, Euro-

pean observer for the Independent

Producers Export Corp., who is here and will make a report on Con-

rent Continental market develop-

ments at tomorrow’s meeting.

The SIMPP president said he be-

came a result of recent confer-

ences with State Department officials Washington that the latter is in favor of American motion pictures selling to Iron Curtain nations.

Arnell said afterward that the Is-

rab is confronting the independent shuer that he is concluded that the most important among them is

altering for expanding the exhibi-

tion of their product in foreign places. He says this in the foreign market, which continues to grow and is ready more product, especially that of independent producers who release many local importers.

Holiday Takes

(Continued from page 1)

20,000 admissions. The preceding Labor Day box office attraction at the Roxy was "People Will Talk" in 1951.

The Paramount Theatre reported that United Artists’ "The Ambassa-

dor’s Daughter" has an opening-

week gross of $45,000 while Paramount’s "War and Peace" at the Capitol Theatre chalked up $65,000 for the three-day weekend and gives theatre officials an optimistic second week gross of $121,000.

"Moby Dick" in Ninth Week

The ninth week of "Moby Dick" at the Criterion Theatre is due to register a thrice $45,000 and a high $12,000 at the Sutton Theatre, where the Warner Brothers film is also play-

ing. Republic’s "Lobster" at the May-

fair Theatre is also doing healthy business as $19,000 is forecast for an opening week’s gross.

"Avalanche" at Loew’s State chalked up $17,500 for the Labor Day weekend with a $27,500 week gross expected. "Autumn Leaves" is expected to take in $18-

,000 in its fourth week at the Astor The-

atre with $18,000 seen for the second week of "The Burning Hills" at the Victoria Theatre.

Los Angeles Film Business

Big Over Holiday Period

LOS ANGELES, Sept. 4—Motion Picture business for Colleen’s "The Solid Gold Cadillac" and Para-

mount’s "War and Peace" was re-

ported by the film companies as "ter-

rible." Columbia said that its production grossed more than $13,000 during the three day Labor Day holiday weekend at the Beverly Hills Thea-

tre and realized $40,500 for the one-

week run. Six days of the engagement thus far, Paramount said that "War and Peace" is duplicating in the sec-

ond week at the Hollywood Para-

mount Theatre the record breaking first-week gross of $35,000.

Technicolor in Italy

(Continued from page 1)

ian combine for the development and printing of color film. Kay Harrison is managing director of the company and Herbert T. Kalms is executive vice-president.

On the board of direc-

tors are Kalms, Sir Percy Thomas Stuart, Prof., Giuseppe Ferri, Pasquale Ciammetti, Kay Harrison, Comm. Sal-

vatore Periachi, Marj Arte Frazido, and Dr. Silvio Bartolozzi.

Philadelphia Revises

(Continued from page 1)

owner himself and a one-time presi-

dent of United Artists. He explained that the change in the old film code was due to the fact that in the past four years the film manufacturers have been producing a new type safety film that is not flamable, and this type has been in use in Phila-

delphia’s film houses.

U. K. Market

(Continued from page 1) prepared to gamble on British product, even when confronted with a shortage of product from their own producers.

S. U. S. exhibitors could do them-

selves some good by playing British product as, in those, enthusiasm would become conditioned to see British films, would recognize British film actors, and help producers ex-

pand their markets." Boulted added that television in the U. S. has been a major factor in helping foreign product, particularly British films, re-

ceive greater acceptance. However, he said that he wasn’t impressed with American tv’s handling of films as "I didn’t know what was going on in the picture and I could not understand the dialogue. It was a poor film show."

Queried by Schwartz

Boulted said that most British pro-

ducers recognize the value of the American market, but feel that they are "never getting enough out of the U. S. market as British films are con-

fined mainly to art houses." He said that it is his hope that within a short time, the language difficulties could be resolved. Fred Schwartz, president of DCA, interjected at this point that he sees "private’s Prog-

ress" as having about 2,500 U. S. bookings. Schwartz said that the average "art house circuit consists now of between 400 to 500 theatres.

Commenting on co-production ar-

rangements with American producers, Boulted said that he can see them as he "does not want to com-

promise in production as comprom-

ises may eliminate some qualities which our films may possess." The British producer added that the utilization of American stars in British films "sometimes brings forth bastard product which neither pleases British or American audiences."

Will Produce Three

Boulted said that within the next 12 months, his company will produce three films, "Brothers in Law," "Lucky Jim," and "The Vengeance of Private Peokey."
REVIEWS
THAT GUARANTEE
A 
RUN
FOR YOUR MONEY!

Widmark has never
given a better
performance! Mighty
time mystery thriller!"
— N.Y. Daily News

"Down in Mexico
some talented moviemakers
have put their skilful
hands together to make
a neat thriller!"
— N.Y. Times

"Boxoffices
will hum merrily!"
— M.P. Daily

"A real thriller! Tingling
melodrama! Keeps
an exciting pace throughout!"
— N.Y. Post

"Suspense-thriller
that should encounter
a good reception,
generally!"
— Variety

"Tingling bundle of film
excitement! Nerve-starter!"
— N.Y. World-Tel. & Sun

"Exhibitors will be
highly pleased with
the merchandise on view!"
— M.P. Herald

"A first rate thriller!
Taut action . . .
excellent production!"
— Hollywood Reporter

THE MOST STARTLING
JUNGLE ADVENTURE
EVER LIVED BY MAN . . .
"Spine-titillating suspense!
Will prove to be
a seat filler and
audience pleaser
in all of its playdates!"

— Boxoffice

RICHARD
WIDMARK
TREVOR
Howard
JANE
GREER

RUN FOR THE SUN

with

Directed by
PETER VAN EYK • ROY BOULTING
Based on
Richard Connell’s “The Most Dangerous Game” • DUDLEY NICHOLS and ROY BOULTING
Produced by
HARRY TATELMAN • ROBERT WATERFIELD

Screeneplay by

In
TECHNICOLOR®
A RUSSELL Production
First Post-1948 Sale

**United Artists Is Selling 39 Feature Films to WRCA-TV**

By LESTER DINOFF

United Artists Corp., and WRCA-TV, New York, have concluded a deal whereby the owned-and-operated station of the National Broadcasting Co., acquired a package of 30 feature motion pictures, 13 in color, for presentation on television by mid-September, 1956, it was announced here yesterday by William N. Davidson, station manager for WRCA-TV.

All of the 32 features are of post-1948 vintage, a vast majority of them being produced in 1935 and 1945. Under the terms of the agreement, in which UA receives about $1,000,- 000, it was said, WRCA-TV secures 10 runs per picture over a three-year period. Also, all of the 13 color films will be presented in color during that station's color programming.

Credit Card Committee Meets on Research Unit

The Indianapolis survey sub-committee of the Motion Picture Association of America, headed by William C. Gehring, 20th Century-Fox vice-president, met here yesterday to further its plans to launch a credit card program in Indianapolis-Marion County theatres.

The meeting, which was held in the offices of Charles Reagan of Loew's, Inc., was to select a research organization which would conduct a survey among the public in that territory to find out their reaction to the plan.

**REVIEW:**

**LUST FOR LIFE**

MGM—Metrocolor

This picture truly is out of the ordinary. It qualifies as a work of art which should not, however, be relegated to the art houses. It speaks esthetically and even thrillingly to all kinds of people; and it is the sort of which most will say on leaving the theatre—"wasn't that a beautiful picture!"

Here is the result of careful planning plus artistic technicians plus direction plus CinemaScope plus Metrocolor. Each scene is able to stand alone and sometimes is so much a triumph of artistry that it could stand still and as an enlargement be framed and rival the paintings. The Metrocolor along with lighting and type casting which itself is rare

**Coast View**

See U.A.'s Deal As Precedent For New Films

**Could Set Pattern for Post-1948 Sales to TV**

By WILLIAM R. WEAVER

HOLLYWOOD, Sept. 5 — United Artists' sale of 30 post-1948 features to television may turn out, designedly or by coincidence, to be a "trial balloon" with respect to all features produced after August 1, 1948, the cut-off date.

Although no major companies have openly advocated selling post-1948 features to television, it is now confirmed by the Association of Motion Picture Producers executive that "the subject is under discussion."

At the same time, the Screen Ac-(Continued on page 9)

**Golden Laurel Goes To 'Divided Heart'**

**Special to THE DAILY**

EDINBURGH, Sept. 5—"The Divided Heart," Great Britain's film entrant, has been selected as the 1956 recipient of the Golden Laurel Award, presented annually by David O. Selnick to the motion picture making the greatest contribution to international good will and understanding. This represents the third time in seven years that a British film has won the award.

The Right Honorable Walter El-(Continued on page 5)

**SBA May Meet Sept. 17 On Industry Loans**

From THE DAILY Bureau

WASHINGTON, Sept. 5 — The Loan Policy Board of the Small Business Administration today tentatively set September 17 as the date of its next meeting. The board is expected at that time to consider the industry's application for a change in the rules to allow loans to be made to small exhibitors. A. Julian Brylawski, TOA representative, who filed the TOA brief with the SBA, consulted again today with Administration officials.
Federal Admission Tax Collections to June 30 Only Slightly Below Last Year

From THE DAILY BUREAU

WASHINGTON, Sept. 5—Federal general admission tax collections in the year ended June 30 were just a sliver behind collections in the previous year, according to the Internal Revenue Service.

The Service reported collections in the 1956 fiscal year as amounting to $104,018,000, compared with $106,086,000 in the 1955 fiscal year. General admission tax collections include taxes paid on legitimate theatres, sports events and other spectator entertainment, as well as to motion picture theatres.

Collections in the quarter ending June 30 amounted to $23,060,000, slightly ahead of the $23,521,000 for the like 1955 period, the Service reported.

This will be the last period of individual quarter collections comparable to a corresponding quarter in the previous year. That's because the recently-enacted admissions tax cut will reduce receipts in the July-September quarter, throwing off comparisons.

UA Opens Florida Exchange Sept. 10

(Continued from page 1)

United Artists’ corp. thirty-third domestic exchange branch will be formally opened in Jacksonville, Fla., on Sept. 10, according to Tmilliam J. Heineman, vice-president in charge of distribution.

Heineman and James R. Fedle, general sales manager, will preside over the official ceremonies, which will be attended by regional theatre owners and circuit officials, including Byron Adams, who will be manager of the new branch.

Adams will leave UA’s Atlanta, Ga., exchange, where he was manager for five years. He will be succeeded by William Haines, formerly of the Dallas, Tex., office.

With the activation of the Jacksonville branch, the Southern district will comprise five exchanges. The others are located in Atlanta, Dallas, Charlotte, N. C., and New Orleans, La.

17 French Films Set For U.S. Distribution

Seventeen French motion picture productions are set for distribution in the U.S., according to the French Film Office.

United Motion Picture Organizations is releasing “Ribbi,” “Les Grandes Manoeuvres,” “Don Juan” and “Marianne de ma jeunesse” by Kingsley International, “The Proud and the Beautiful,” “The Doctors” and “We Are All Murderers” by Columbia Pictures, “The Story of a Tramp,” “Times Films” by Zana” and “The Respectful Prostitute.”


Pa. Allied Committee

PITTSBURGH, Sept. 5—Harry Hendel, general chairman of the 34th annual Allied Motion Picture Theatre Owners of Western Pennsylvania convention to be held in Hotel Roosevelt Oct. 1 and 2, has announced his committee.

They include Danny Castelli, Morris M. Finkle, Dave Badburg, Elmer Haskey, Norman Mervis, Steve Rodnok, Bert Starn, Ernie Stern and Ernie Warren. Important industry leaders have been invited to attend and speak at the convention.

MOTION PICTURE DAILY

Building Code Hearings Set

Special to THE DAILY

ALBANY, Sept. 5—Proposed revisions to the New York code which apply to places of public assembly in New York State, will be discussed at public hearings before the Boards of Standards and Appeals, Department of Labor, in New York City Saturday and Sunday, (week of Sept. 17. All sessions will start at 10 A.M., the first bein scheduled for New York Sept. 17.

Theatres Affected

Copies of the code, whose provisions affect motion picture theatres, may be obtained from the Board of Standards and Appeals, 1 No. Pearl St., Albany, or at 27 Broadway, New York City.

The code, which is revised code, while in mimeographed form runs 53 pages long, would replace the present code in effect since May 1, 1949. It is described as “simplified and less restrictive” than the present law in effect, although meeting sound standards in every respect.

The code would not apply to New York City, nor to theatres which have a building code enacted by the legislative body of such city.

Last Hearing Sept. 20

The three-man Board of Standards and Appeals hopes to whip the code into final shape within 60 days after the last hearing, on Sept. 20. TI round-tables are not expected to be as prolonged or complex as the which took place, over a period months, in 1952-53. That proposal was revised code did not come to fruition. The new one is certainly under way according to Board members.

The presumption is that it will take effect May 1, 1957.

Todd, Jr. to Committee

Mike Todd, Jr., has been elected unanimous and the National Junior Committee for the Will Rogers Memorial Hospital and Research Laboratory.

He will assist in the special feature arrangements of his father picture, “Around the World in 80 Days,” which will have a benefit performance sponsored by the National Junior Committee Oct. 18 at the new one here for the Will Rogers Hospital.

Loew’s Demand

Directors of Loew’s, Inc., yesterday declared a regular quarterly dividend of 25 cents per share on the outstanding common stock, payable Sept. 25 to shareholders of record on Sept. 17, 1956.

PERSONAL MENTION

SAMUEL GOLDWYN, Jr., is in New York from Hollywood.

Erie Johnston, president of the Motion Picture Association of America, is in New York from New Hampshire.


Mervin Houser, RKO publicity director, will return to the Hollywood studio on Monday following a vacation in Northern California.

E. S. Gregg, president of Westrex Corp., has returned to New York from the Coast.

Oscar A. Morgan, Paramount short subject sales manager, has left here for a vacation at the Thousand Islands.

Robert Alborn, producer, will arrive in New York by plane today en route to Venice.

Elizabeth Iris Ganak, of Belmont, Mass., has become engaged to Charles T. Rosen, of International Latex Corp., son of Samuel Rosen, executive vice-president of Stanley Warner Corp.

Mullin and Lydon Heard At Boston Campo Meet

BOSTON, Sept. 5 — William Kunin of Warner Brothers, area exchange chairman for the council of Motion Picture Organizations commission, called a meeting this morning for all district and branch managers for the kick-off of the 1956-57 COMPO dues drive.

Martin J. Mullin, president of New England Theatres, and Frank Lydon, executive secretary of Allied Theatres of New England, both exchange members of the tax committee, told of the past work of COMPO in the fight for tax reductions and stressed the need for further funds.


Kunis has called a second meeting for Monday morning at the M-G-M screening room for all film salesman, who will be given a briefing on curtailing their territory for exhibitor dues.
Sol Schwartz Chairman
For 'Pioneers' Dinner

Sol A. Schwartz, president of RKO Theatres Corp., has been named chairman of the 1956 annual dinner of the Motion Picture Pioneers, it was announced by Jack Cohn, president, who heads the industry veterans group. Robert J. O'Donnell, general manager of Interstate Circuit, Inc., of Texas, will receive the organization's tenth annual "Pioneer of the Year" award at the affair, to be held Nov. 30 at the Waldorf-Astoria Hotel.

Special Toronto Show
For 'War and Peace'

TORONTO, Sept. 5.—The University Theatre here was recently the scene of a special showing of Paramount's "War and Peace" to a group of Canadian opinion-makers, preliminary to the Dominion premiere of the Ponti-De Laurentis production Oct. 5 at the Imperial theatre here. The Canadian board of Canadian cabinet ministers, city council members, radio and tv commentators and patrons of the arts were Alexander Tolstoy, sole surviving offspring of Leo Tolstoy, who wrote the novel, and Arthur L. Mayer, special promotion consultant to Paramount on the picture. TV appearances, luncheons and other functions culminated in a showing of the picture, which was well received.

"Oklahoma!" in London

"Oklahoma!" opened in London in what was termed one of the greatest entertainment and social events in the history of the city's West End, according to Robert S. Wolff, RKO Radio Pictures managing director for the United Kingdom. Diplomatic figures, film notables and other prominent citizens swarmed to the gala European premiere of the Rogers and Hammerstein production at the Odeon Theatre in Leicester Square.

The picture had been heavily promoted weeks before the premiere. It was featured on tv-radio and by a "surrey with a fringe" touring London shopping centers.

Plan 2 Films on Mexico

MEXICO CITY, Sept. 5 — Color production of two films, one dealing with the fall of the Aztecs and the other a biography of Mexico's 19th century president, Santa Ana, will be undertaken at a total cost of $4,000,000 by Francisco Z. Clemente, president, Warner Pictures Productions. Clemente announces that he is negotiating with Raoul Walsh to direct both pictures.

Taplinger Reassures
British: No ABPC Sale

LONDON, Sept. 5 — Warner Brothers Pictures, Inc., has no intentions at present of selling its holdings in Associated British Pictures Corp., according to Robert Taplinger, vice-president in charge of advertising and public relations for Warner Bros., who arrived here from France following conferences there with Jack Warner, president, of the production-distribution company, and Serge Semenenko, company director.

Taplinger will return to Paris from here for more talks with Warner, who is scheduled to return to New York next week. Semenenko, first vice-president of the First National Bank of Boston, is due to return to the U.S. in early October. Taplinger is planning to return to New York shortly.

Soviet Buys Eight
More Italian Films

By ARCEO SANTUCCI

ROME, Sept. 5—Eight new Italian films will be released in the Soviet Union this year to augment the 20 features which were purchased in 1954. According to Alexander N. Davidov, head of production for the State Department for Motion Pictures in the Soviet Union, said that there is a great appreciation in Moscow and Leningrad for the already announced new Italian pictures.

"The only requisite we look for in buying features from foreign countries," Davidov said, "is that they be entertaining and artistic. We do not pretend to impose on our audiences a certain preference—we try to give them as large a choice as possible. For this reason we imported Italian features with a social background, comedies and musicals," he said.

'Killers' Reissue to
Open at Palace

"The Killers," a Universal-International crime-suspense feature of 1946, with Burt Lancaster and Ava Gardner starring, will open at the Palace Theatre in New York Sept. 14. The film will have an extended run, re- move much of the old Judy Garland stage engagement late in September. Eight acts of vaudeville will be included on the program. At a later date Universal plans subsequent release of the film in combination with "The Sleeping City" (1950), a suspense drama starring Richard Conte.

Fox Is Ready With 12 for Rest of Year

A program of 12 major attractions tailored to meet the requirements of the fall-winter exhibition season between September and December, has been set by 20th Century-Fox, bringing to 31 the total number of releases, scheduled by the company which will release this year. The dozen films, of which nine are in CinemaScope and three in RegalScope, a new medium compatible with CinemaScope, are part of a multi-million-dollar project set by the company to assure a continuous flow to theaters of important and diversified films.

Preceded in national release by two of the year's biggest grossers, "The King and I" and "Bus Stop," the 12-pictureroaster will feature such outstanding films as "Anastasia" and "Love Me Tender" with Elvis Presley.

"Last Wagon" in September

September releases include "The Last Wagon" and "The Best Things in Life Are Free," October brings into release "Between Heaven and Hell," "Stagecoach to Fury" and "Teenage Rebel." November will bring the aforementioned "Anastasia" and "Love Me Tender" and also "The Outlaws Are in Town." December brings the new CinemaScope version of "Jesse James," "Three Brave Men," "Do Re Mi," and "The Black Whip."

Two of David O. Selznick's better known attractions of the past, "Rebecca" (1940), starring Sir Laurence Olivier and Joan Fontaine, and "The Third Man" (1949), starring Orson Welles, Joseph Cotten and Alida Valli, also will be released in October.

Record Contest Plugs
'Best Things in Life'

A national disc jockey contest plugging "The Best Things in Life Are Free" was launched over the Labor Day weekend by Twentieth Century-Fox Film Corp., it was announced. Radio listeners are being asked to select, in short letters, which recording of the film's title song they enjoyed the most. Weekly and grand prizes of U. S. Savings Bonds, cash, record albums and tickets are being offered as part of the pre-selling campaign. The contests will be run and judged by individual disc jockeys in key cities.

Radiant Screen Sales Up

CHICAGO, Sept. 5.—According to H. E. Eiker, president of Radiant Manufacturing Company, the company's sales volume on projection screens for theaters, homes, churches and industry will run an estimated 25 per cent ahead of 1955 sales.

. of Drive-ins

cord Set at Watertown

ohn and William Sirica and Fred Carmo reported all-time grosses at their Watertown Drive-in, Watertown, Conn., with a secondengagement of Paramount's "Proud and Profane."

rland Unit Operating

he new Lake Drive-In Theatre,erville, Md., was opened to the last week, with many theatre a present on opening night to tell their best wishes to the owners, Monroe Steen, Ted Barnes, and Ruby. Plans for the new theatre the RCA equipment were made by Ted and Elmer Brient of Clington.

icago Theatre Opposed

ight Chicago community association, representing about 2,000 pers, have joined to fight the con-

ique Idea in Hartford

et Philbrook of the Meadows ve, Hartford, took a full-length audi of "Audie Murphy, Walk Proud Land!," 24-sheet pasted it beaverboard, and erected the user novel bit of promotion atop his way marquee.

bany Palace to be
vention Site

pecific to THE DAILY
LBANY, Sept. 5.—Fabian's Palace been rented for the Democratic convention next Monday, t. 10. It is the first time in recent r, that a local theatre has been site of such a gathering. The 6,000-seat playhouse was hired with the accommodations would be comfortable and acoustics would better than at the state Armory. He annual meeting of New York rail Railroad stockholders was at the Palace some weeks ago.

an Testimonial on
ast to Corwin

From THE DAILY Bureau
OLLWOOD, Sept. 5.—A tes-
uinal luncheon honoring Sherrill Corwin on the occasion of the 23d versary of his Orpheum Theatre Los Angeles will be arranged by ds of Corwin. It will be held the Statler Hotel, Sept. 20. As of by, more than 750 reservations been received.

in the arrangements committee for testimonial are Edwin F. Zabel, r, Lester, William Forman, Harry pear, Marco Wolff, Syd Lehman, et Cummings, O. N. Sere, Fred nymph and Jack Gross.
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UA Sells 39

Lust for Life

CONTINUED FROM PAGE 1

perception, gives to the picture the chiaroscuro found in the old Dutch masters, the warm lushevness associated with traditional painting, and on occasion the brightness of color found in the Dutch impressionist, Van Gogh.

The story itself (about Van Gogh) has been translated by Norman Corwin from Irving Stone's novel with able compression and acuity. Its dialogue never is halting nor trite or stilted and its emphases all are correct. It follows logically the man's career through its gropings with expression, its numerous wrong turns, its breakthrough and culmination.

It tells too of his early and continuing torments and breakdowns and ultimate insanity. Kirk Douglas gives to the role not only startling resemblance but verisimilitude. His crude and bursting energy, his impatience with inability at social procedures, his consequent isolation and torturous loneliness, his inept gratitude and repulsive responses, his reticent pattern for alienating all who would be his friends, his inhuman concentration on painting, his despair and desperation and a rage which he finally turns on himself, all this is literally Van Gogh.

Although as indicated here, this is one man show, able and quietly convincing acting support comes from James Donald, as Van Gogh's brother and his financial and moral bulwark to the end; from Anthony Quinn, as the renowned painter and lover and brailer, Paul Gaugin; from Niall MacGinnis, postman and loyal friend in the village where Van Gogh does great work; and from many other perfectly cast and able performers and character actors.

The story enters Van Gogh's life as hedistors and flunks a missionary career in the Belgian mines. Art may be the answer to his explosiveness, and he studies in Holland academically. A mistress who also is a model during this period never is an abiding interest; and he is alone again. In his home town, the natives resent him and he embarrasses his relatives. Only in Paris, exposed to the impressionists, does he find his métier. There and in the south of France, he paints in his new style, his only.

He also quarrels with Gaugin, his only friend, slashes off his own ear, and has himself committed. Emerging and painting in convalescence near Paris, he does his best work; but then feels again that desperate rage and this time shoots himself.

The picture is a credit to the technicians and performing talent, to director Vincent Minnelli, producer John Houseman and associate Jud Kinberg who dared to avoid contrivances of cliche romance and instead related a tale with reasonable honesty. They have made entertainment.

What is essentially a tragedy is the way through vibrant and almost gay. Ending in death, it is wholly about life. A document, it shimmers with implicit and expectant drama.

Running time, 122 minutes. Adult classification. For September release.

FLOYD E. STONE

Golden Laurel

DeLaurentiis

(Continued from page 1)

Columbo said, "Anthony Perkins, the young star who performed opposite Gary Cooper in 'The Friendly Persuasion,' and three soon-to-be-announced top-ranking American stars, will be featured in the cast.

Rene Clement, leading French film director, was named as director of the picture.

Dr. Ralph J. Bunche, Under Secretary, United Nations; Gardner Cowles, president, Cowles Magazines, Inc.; William O. Douglas, Supreme Court Justice; Otto Harbach, librettist and lyricist; Rene D'Harnoncourt, director of the Museum of Modern Art, New York; Mrs. Franklin D. Roosevelt, and Herbert Bayard Swope.

U. A.'s Deal

(Continued from page 1)

ors Guild, which spear-headed the guild-union drive which eventually in establishing the cut-off date, told the Daily, "The production, to no special conditions have been negotiated covering the 39-picture package being sold to tv by UA, and that no listing of any kind comprising the package has been received. UA's Hollywood office likewise said it does not have such a list in its possession.

AMPP Members Silent

The fact that AMPP members have subject "under discussion" need not necessarily mean there is disposition to follow UA lead, neither need it mean the contrary. Such a discussion would take place in due course following any sale of post-1948 pictures in volume. Individual members of AMPP are not talking.

The fact that UA has not consulted SAG in the matter is not necessarily an indication that the cut-off date is to be ignored, a SAG executive. The question is, does UA does not produce films, is not a signatory to the SAG contract binding all producers, and could not be acted against directly if it did violate the date. SAG can proceed, however, against each individual producer whose picture is in the package sold by UA to TV, and will do so unless such producer notifies the SAG (and inferentially with all production guilds and unions) for payment of terms satisfactory to the latter.

Complete List Unavailable

Lacking a complete list of UA's 39 films, the SAG executive could not discuss all 39 specifically.

Meet Sept. 17

(Continued from page 1)

sub-committee of the MPAA sales managers group, are expected to meet prior to Sept. 17 to finalize their program needs and requirements, it was stated.

Presented Last Spring

The proposal that the industry have an outside group launch a study so that it could perhaps increase its operational efficiency was initially presented to the board of directors of the MPAA last spring and was taken under consideration. The proposal, it was reported then, had come from within the industry and was based on revamping of long-prevailing procedures, practices, policies currently in effect in dealing with distribution and exhibition. It was then said that the MPAA directors "looked with favor" on the business management survey.

Golden Laurel

List presented the top award to Sir Michael Balcon of Ealing Studios to climax the major film festival held in Edinburgh. Screenings of four continuing films were shown to an audience comprising of leading film figures, government officials, members of the diplomatic corps, and a record turnout of the world press. The other three films were "Maddalena" (Italy); "Umberto D" (Italy) and "The Last Ten Days" (Germany).

Golden Laurel medals were awarded to Marta Tornar, who stars in "Maddalena"; Albin Soszka, who plays Hitler in "The Last Ten Days," and Charles Crichton, director of "The Divided Heart." Finalists and award winners were selected and judged by the Golden Laurel Jury composed of:
Monaco Now a Jacobs Client

Prince Rainer III of Monaco has announced the appointment of the Arthur P. Jacobs Co. as public relations counselor for the Principality of Monaco. Jacobs will coordinate all public relations activities for the principality, including the forthcoming visit to the United States of the prince and Princess Grace, who will arrive here on Tuesday aboard the "United States."

Buena Vista (Chicago) Moves

The Chicago staff of Buena Vista Film Distribution Co. late this month will move into larger and modernized quarters at 1307 South Wabash Ave.

'Giant' Disks to Be Issued

Sixteen individual sides of songs from George Stevens' production of "Giant" will be issued nationally by most of the major record companies within the next seven days, according to Victor Blau, vice-president of Music Publishers Holding Corp., Inc.

'Joan' to Be Named Oct. 21

The winner in Otto Preminger's global search for a newcomer to play the title role in the filmed version of George Bernard Shaw's "Saint Joan" will be named on Oct. 21. In making the announcement, Preminger added that production of the United Artists release will start in London on Jan. 2.

Atlanta Benefit for Greeks

A special Labor Day midnight showing of "Abdullah's Haran" was given at the Rialto Theatre, Atlanta, for the benefit of victims of the San- torini earthquake. Sponsored by the Rialto Theatre, 20th Century-Fox and the Hellenic Orthodox Church of the Annunciation, the stars of the picture are Gregory Ratoff and Kay Kendall in a bright comedy satire. All proceeds from the showing will go to the 20,000 people made homeless by the "quake," volcanic eruption and tidal wave which recently struck the tiny island off the coast of Greece.

Jayne Mansfield for TV Show

Jayne Mansfield, star of Broadway's "Will Success Spoilock Hunter?" has been added to the all-star line-up of the two Sunday night shows which the Pittsburgh Variety Club will sponsor for its charter on Sunday of Labor Day. Previously set are Hal March, Dick Shawn, Betty Anne Grove and the Navy acts featured recently on the Ed Sullivan tv show.

House Prob

(Continued from page 1) Sept. 13 and 14, Sept. 17 through and Sept. 24 through 26. The hearings are a presumption an investigation started here by the subcommittee, headed by Rep. Emanuel Celler (D., N.Y.), officials the anti-trust division Federal Communications Commission testified at the earlier hearings.

Celler said the hearings would inevitably shift into such problems as the relation between foreign networks and their satellite, the relation between foreign networks and tv film producers and distributors, the extent and amount of conflict between networks and talent, relations between the networks and FCC, and the problems of tv sta owners.

Witnesses will include, he said, government officials, the presidents of tv networks, tv film producers, station owners.

Witnesses From Many Fields

Witnesses at the Sept. 13 hour will be: Ralph M. Coln, vice-president and general manager of Sextet John L. Stin, president of Television Program Service, Harold Hackett, president of Official Film, Michael M. Sillerman, executive vice-president of Television Program of America.

Friday's witnesses will be the anti-trust chief Victor Hansen, John Johnston, chairman of the industry coordinating committee.

Arnall Tells SIMPP

(Continued from page 1) so well that it is now up to independent producers to step up tv production output to provide additional films to benefit and profit, concerned, president Ellis Arnall members and staff at a closed meeting here at the Beverly Hills Hotel today.

Arnall addressed the members following a detailed report by J. Lamont, SIMPP foreign sales rep, who has been successful in distribution deals in every European country during the past year, who will return shortly to carry that work.

Lamont Enthusiastic

Lamont described the Europe marketing situation which enabled him to make transactions which, he said, not only are satisfactory as contracts, contain conditions and guarantees, but also pave the way for future satisfactory trade with foreign distributors.

Arnall assigned Lamont and SIMPP executive secretary Marvin Fars to spend the next two weeks lining up suitable films with the types of material specially suitable for production in relationship to foreign distribution requirements.

The board meeting after the general meeting was finished, redrew all SIMPP officers and all members of the executive committee.

Arnall left for Atlanta tonight.

REVIEWS:

Rebecca

David O. Selznick—20th Century-Fox (Re-issue)

In this new age of psychoanalysis, Twentieth-Century-Fox's re-issue of "Rebecca" should hold a brand new fascination for the theatre audience, which is probably much more conscious of psychology and personality complexes than at the time this picture was originally released 16 years ago. The company has prepared new prints and a complete new advertising campaign for this pre-war classic.

The theme is far from dated. It is the endless story of personalities in conflict, both within themselves and against others, and against the powerful, omnipresent influence of the personality that never appears on the scene—"Rebecca."

The characterization in the film is outstanding, even by today's techniques. It was hailed in the review which appeared in the Mar. 29, 1940 issue of Motion Picture Daily. "As skillfully as a sculptor in the hands of a great surgeon," said reviewer Walter Selden, "this picture lays bare the tissues and exposes the working of its characters' minds and emotions. They are developed with much more depth and sympathy than most of today's pictures which trend toward more superficial characterization.

"It is, first and foremost," said the earlier review, "a craftsman's picture, and one long to be remembered for its adroit blending of the component arts of the motion picture—writing, directing, acting and production value expressed in mounting and background."

"Its thesis is a wound, its action the triumph of a marriage over that mood. The picture spins its tale of a man, the girl he marries after the death of his faithful first wife, and their home, all overshadowed by the mocking spirit of 'Rebecca,' the woman he had married first.

"While never seen, never heard, Rebecca's spirit dominates the story as it does the characters, and for its highly successful creation, credit must be given Alfred Hitchcock, director. The cast of this David O. Selznick production makes evident its understanding of the spirit of the novel, with Laurence Olivier and Joan Fontaine, in her first starring role, as the mentally tortured principals, and Judith Anderson, George Sanders and Reginald Denny also rendering outstanding performances."

Running time, 130 minutes. Adult classification. October release.

Strange Intruder

Edmund Purdom, Ida Lupino and Ann Harding, excellent in top role performances directed expertly by the skillful Irving Rapper, supply strong player support for an unique story by Helen Fowler converted from her novel to screenplay form by David Evans and Warren Douglas. It is a story of post-war acts and experiences of a veteran whose mind has been affected, presumably temporarily, by the torture and death of his closest comrade in Korea, and it is not like any other post-war story of easy recall. By and large, the picture, produced by Linbshley Parsons with John Burrows as associate producer, promises to give good account of itself commercially.

Purdom and Donald Murphy are fellow-prisoners of the enemy in Korea at the start of the picture, and when bombed out the latter dies, while Purdom goes to the hospital for treatment of physical and mental injury. Later on, released from treatment for a weekend, Purdom goes to Murphy's family under distorted compulsion to kill the dead man's minor children so that a man with whom their mother has had an affair cannot have them. Purdom fancies he hears the dead man's voice, instructing him, and prepares to drown the children, but is distracted at the crucial moment by a visit of the wife's former lover, now a blackmailer, whom he attempts to kill instead as a preferable means of keeping the children from him. He fails, but is injured in the fight in such a way that it appears probable, when he sets off for the hospital and further corrective treatment, that he'll recover fully and rejoin the family in a warmer relationship.


William R. Weaver
Complaint Remains Unanswered
Disproportionate Newspaper Space Protected By Pittsburgh Exhibitors

Theatre operators in Pittsburgh protested to local newspapers that they felt tv-radio was getting far too much publicity in their pages, but they have received no response to date, they said.

Paramount Has 22 Ready or Shooting

With 22 features completed or in various stages of production and preparation, Paramount spokesmen announce the company's product position as the best in many years. The new films, all in VistaVision and 14 also in Technicolor, include many that are set for, or awaiting, release. "War and Peace" has already opened and is doing top business at the New York Capitol and Hollywood Paramount theatres. "The Vagabond King," a September release which is now playing in many key theatres throughout the country.

Pittsburgh V. C. Hospital To Be Unveiled Sunday
Special to THE DAILY

PITTSBURGH, Sept. 6.—Tent Number One, Variety Club of Pittsburgh, will dedicate the new million-dollar Bosley Foundling and Maternity Hospital on Sunday, completing its largest charity project. Funds for the new hospital were donated by the Pittsburgh exhibitors (Continued on page 6)

Adults Only' Policy For 'Bad Seed' Promotion

"Recommended for adults only" tags will punctuate advertising for "The Bad Seed" opening at the Astor theatre next Wednesday, the theatre management announced yesterday. "We feel that this picture should be seen only by mature persons with a measure of worldly experience," the management said. As a Broadway play, "The Bad Seed" was called "too sensational ever to be made into a motion picture."

To Repeat Popular '52 Presidential 'Poll'
Via Favorite-Candidates' Popcorn Boxes
Special to THE DAILY

NASHVILLE, Sept. 6—A repeat of the Presidential Popcorn Poll which attracted nationwide attention four years ago is announced by Jim Blevins, president of Blevins Popcorn Company of this city.

Over 20,000,000 ballots were cast four years ago and the "Popcorn Poll" proved more accurate than any other in predicting the outcome of the Presidential race. Major wire services plus local and national radio and television commentators showed a continuing interest in the "poll" result. These stories gave publicity to both local theatres and to the industry. The Associated Press has already asked for information concerning the 1956 poll, Blevins said.

In 1952 the popcorn boxes carried a picture of the Democratic and Republican candidates. This year, reflecting the increased interest in Vice-Presidential nominees, patrons may select boxes or bags which list both members of the ticket.

Anticipating a "heavy vote," over 50,000,000 "ballots" are ready for distribution, according to Blevins.
PERSONAL MENTION

BARNEY BALABAN, president of Fox Paramount Pictures, and his wife Balaban will leave here today aboard the "Liberte" for a two-week vacation trip in Europe.

JAMIE CARROLL, Latin American representative for SuperScope, has arrived in Hollywood from Buenos Aires.

JAMES MAGER, vice-president of Eastman Kodak, will leave New York for Europe today aboard the "Liberte."

ANDRE DE TOOTI, producer-director, has arrived in London from Copenhagen, and will leave here shortly for Hollywood.

CHARLES TOECHON, office manager for United Artists in Atlanta, has left there for Jacksonville.

EDITH HEAD, Paramount studio’s chief costume designer, will return to New York from Europe today via BOAC, and will leave here on Sunday for the Coast.

HENRY GLOVER, president of Allied Artists Southern Exchanges, is visiting in Atlanta from New Orleans.

MRS. EDWARD G. ROBINSON will leave here today for Europe aboard the "Liberte."

DEBORAH KEAR will leave here on Monday for Trinidad via BOAC.

TOMMY LAM, of Lam Amusement Co., Rome, Ga., has left there with Mrs. Lam for a short vacation in Florida.

CLAYDE SAMPLER, of Capital City Supply Co., Atlanta, is hospitalized there for surgery.

DOUG BISHERS, booker for Georgia Theatres, is in New York from Atlanta.

JOE MIKLOS, manager of the Stanley Warner Embassy Theatre, New Britain, Conn., has retained his city tennis crown in the annual tournament sponsored by the New Britain Municipal Recreation Department.

CHARLES F. VETTER, Jr., Almag- lated Productions vice-president, has returned to New York following a trip to the British Isles.

Compotes Mutuality Of Business, Theatres

The 67th in the series of Council of Motion Picture Organization’s advertisements in "Editor & Publisher," which will appear today, describes a caption contest business promotion project sponsored by Boston banks, merchants and theatres, and suggests that newspapers undertake similar campaigns in other towns and cities. Under the caption, "Why Not Do This In Your Town?" the ad says:

"The close relationship of movie theatre owners with other business men in their neighborhoods has recently been given further emphasis by a project in Boston.

"Bankers and banks of Boston's Massachussetts Avenue district have joined with four theatres in the neighborhood in a campaign to stimulate business.

"An eight-week effort aimed at bringing shoppers to the area with street decorations and theatre trailers, Mayor John B. Hynes and other civic leaders, will launch the campaign in an outdoor public meeting. Costs will be shared by participating businesses.

"Movies, merchants, theatre—your town has them, too. Wouldn't it be smart for your paper to organize them in a campaign like the one in Boston?"

Muto Leaves Washington To be Fox Producer

FROM THE DAILY BUREAU

WASHINGTON, Sept. 6.—Anthony Muto, Washington Motion Picture News head and Twentieth Century-Fox's representative here, will report to Fox's Hollywood studio next month to begin work as a feature length semi-documentary film.

Muto's transfer was made at the request of Fox production head Buddy Adler. As yet no one has been appointed to replace Muto, who is due in Hollywood October 15.

Muto has been Movietone's Washington chief since 1935 and has had extensive contacts with Washington officials here as part of his job as Fox's representative. Prior to 1938 he spent five years with the Will Hays office here.

Wolfson Adds TV Band

WASHINGTON, Sept. 5.—The Federal Communications Commission has granted a Jacksonville, Fla., television channel to the Florida-Georgia Television Co., Inc.

Mitchell Wolfson, a vice-president and director of the company, owns five percent of its stock. Wolfson-Meyer Corp., owns an additional 10 percent of the stock. Wolfson, owner of the theatres, is the father of Wolfson, a co-owner, already owns station WTJV in Miami.

Adx Tie-In Cookbooks With Two New Films

An adman in Knoxville, Tenn., has come up with one of the season’s most enterprising ideas of dual motion picture and book promotion. He’s succeeded in tying up "Knoxville Journal Cookbooks" with publicity for "Away All Boats" and "Bus Stop" in the newspaper.

The one for "Away All Boats" reads: "When he has to leave you for a year or a day will he be thinking about all the delicious meals you dished up for him—or will he be glad to get away from home and get a good meal? Make him remember "Home Sweet Home" when he is away by pressing his meal with the Knox-

ville Journal Cookbooks. Get Your Knoxville Journal Cookbooks Today!"

Next to a publicity still of a passion- ey Marilyn Monroe are these words: "Bus Stop"—Even the most beautiful woman in the world will have to wait on the bus, if your hus-

band is rushing home for a delicious meal, prepared from the recipes chosen from the 24 wonderful Knoxville Journal Cookbooks—fascinating to use!"

MRF’s Christmas Cards Go to 5,000 Members

FROM THE DAILY BUREAU

HOLLYWOOD, Calif.—Photo- reproducations of the five winning original paintings for this year's Motion Picture Relief Fund Christmas Cards have been mailed to 5,000 members of the industry, it was announced today by George Bagnall, president of the Fund.

The five cards provide a wide va-

riety of sentiments for the buyer's choice, with the fun of different "Standing-In" and "The Chimney" to the religious spirit of "The Stained Glass Window" and "Holy Family." One for the Christmas Cards have been an annual event for more than fifteen years. Last year 109,000 cards were sold, and this year the goal is a quarter of a million cards. All pro-

ceeds from the sale of the cards benefit the Motion Picture Relief Fund for the care of the Industry's own.

Washington 'Art' House Closings Following 25 Years

FROM THE DAILY BUREAU

WASHINGTON, Sept. 7.—The Little Theatre, which introduced "art pictures" to Washington in the late 1930's, will close its doors at the end of business tomorrow.

Vincent Filco, manager of the Trans-Lux, which took over the Little last November, said the Little’s business has been "very good for a while and we want to warrant keeping it open. He added there were no plans he knew of for the theatre's future.

Samuelson

(Continued from page 1)

area but currently serves about theatres. He is attempting to sell service but other local books are buyers already are engaged in a scramble to sign the accounts.

He is president and general a-

ager of A.I.T.O., of Eastern Pennsyl-

nia which had its membership national Allied terminated by the film board of directors at its monthly meeting last month, reasons for the action were given on the occasion of a previous program of organization from membership in many a city called a few years ago it was understood the son then was for nonpayment of du-

Headed Allied States

In addition to being president the Eastern Pennsylvania organi-

sation, Samuelson was president of national Allied States in 1934-1935, a vice-president in 1932-33, a mem-

ber of the executive committee, and was chairman of Allied national Caravan Committee in 1934-35. He was also organizer of the M.P.T.O. of New Jersey, while the president Allied T.O. New Jersey, and was president of organization from 1930 through 1934, during which time he also associated with the Hildinger Circle of Trenton, N. J. He organized Allied M. P. Theatre Service in 1941.

Active in independent exhibitor organization work for years, Samuelson was widely known for years for fiery speeches at exhibitor conventions and for his wise exhibition in numerous hearings litigation involving distributors.

Oscar Morgan Week

Paramount has set the week of September 14-20 for a special tribute Oscar Morgan Week, for which an expert witness and short subjects sales managers’ 42 with the company. The week will be known "Oscar Morgan Week," will be marked by intensified efforts by the field sales force on behalf of Paramount’s "Salute to George Wan-" sales drive.

NEW YORK THEATRE

RADIO CITY MUSIC HALL—Rockefeller Center, BING CROSBY—GELLY—SINATRA at "HIGH SOCIETY"-

Radio City Music Hall A No-M-I Picture and SPECTACULAR STAGE PRESENTATION

FRIDAY, SEPTEMBER 7, 1028
Herald Institute

Aim Product at Youth, Cut Down Violence, Institute Panelists Say

PRODUCT should be aimed at the less emphasis on violence, specific efforts should be made to search out more unique stories, more pictures should be made of the so-called family type and they should be appropriate. In addition there are not enough stars of sufficient box office appeal. These are the opinions expressed in the first section of a report by the HCAI Institute of Industry Opinion, published in this week's issue of Motion Picture Herald. The Institute is concerned with expressions from the industry on concrete suggestions for improving box office attendance. Further conclusions are to be published in subsequent sections.

Ten Ingredients Graded

Panel members were asked to grade in the order of importance 10 suggested product ingredients. After the first list above the over-all average listed comedy-drama, very expensive production, musicals, melodramas and violent action in the order of descending importance, with very little relative weight given to the last three and an almost negligible vote for the last. The questionnaire to panel members listed the requirements for product as: a greater number of expensively produced, powerful attractions, even though the terms for these must necessarily be high; greater feminine appeal both in stories and in stars; appeal to the age-group between 15 and 25; more pictures which are comprised mostly of violent action; less concentration on violent action; family type pictures made on modest budgets; big musical specials; comedy-dramas; melodramas; pictures that are unique in some special way. The panel members left no doubt on their position on the present lack of stars of sufficient box office appeal and on the need for developing new ones.

Search for Stars Favorled

More than 80 per cent of exhibitor members who answered the question of whether or not there are enough stars to attract the regular audiences in the age groups which constitute the best potential audience area said there were not and almost 80 per cent said they would be willing to cooperate in a national box office search to discover new personalities for the screen. There were no significant differences in the result in the returns from exhibition in different sized towns.

The production panel members felt the same way although a much higher proportion did not answer the question. In distribution the returns were unanimous on both questions.

File Suit on TV Use Of Song in Film

The Jerry Vogel Music Co., Inc., filed suit yesterday in New York Fed. eral Court against AB-Paramount Theatres, RKO Teleradio, Inc., and Sunset Securities Co., alleging an infringement of rights to a song used in the film "Louie Belle," owned by Sunset and exhibited on tv by the other co-defendants. Vogel said that the song, "The Ace in the Hole," sung in the picture, was licensed to the original producer, Benedict Bagueus, Inc., under terms and conditions excluding tv exhibitions. The picture was since acquired by Sunset and was shown on New York tv in March and June, 1956, without permission of the music company, he charged.

Ohio Sets Hearing Date For New Building Code

A public hearing has been set for Sept. 27 by the Ohio State Department of Industrial Relations in the course of writing a new building code for the state, particularly regarding fires, fire extinguishers and other safety items of interest to theatre opera-

UA Opens New Orleans Convention Sept. 11

A three-day convention of United Artists' southern district will open in the New Orleans Roosevelt Hotel on Tuesday, Sept. 11. James R. Vele, UA general sales manager, and Wil-

Vagabond! Here Wednesday

"The Vagabond King," Paramount's new VistaVision Technicolor version of the Rustold Friml musical, will open here next Wednesday at the Paramount Theatre.

Set against the colorful background of 15th Century France, "The Vaga-

bond King" tells the tale of Francois Villon, young poet-philosopher, who led his rugged band of Parisian fol-

lowers against the Duke of Burgundy and saved the throne of King Louis XI. With Grete Wrigley as "Ketty Grayson is seen as Lady Catherine, the object of his affections. Walter Hampden portrays King Louis.

Tushinsky in German Deal

Joseph Tushinsky, president of Superscope, Inc., yesterday concluded a deal with Eichberg Films, of Munich, Germany, to convert that company's newest color production, "Der Meineidbauer," into the Super-

scope 335 anamorphic widescreen dimen-

sion. Edgar G. Ulmer, head of the Superscope European organization, consummated the negotiations.

The processing will be done at the Technicolor laboratories in London.

'Miss Information' to Gries

Tom Gries, producer-director, yester-

day exercised his 30-day option and purchased outright from Howard E-

Cook all Grete Wrigley's rights to "Miss In-

formation," which Gries plans as both a tv series and a theatrical production. An action comedy, "Miss Information," concerns the adventures and amours of a female racetrack tout.

Paramount Klegers Starting

The Paramount VistaVision Bowling League will start its new season on Monday, Robert McKeown, chairman of the company's bowling committee, announced yesterday. The klegers, all employees of Paramount Pictures, will do their weekly bowling this year at Phil's Sixth Avenue Recreation Al-

s. The bowling committee arranges under the aegis of the Paramount Pic-

tures Club, employee's social organiza-

tion, of which Charles Hickey is presi-

dent. Club activities are subsidized by the company.

Buy Akeley Camera Control

The American Optical Co., South-

bridge, Mass., has purchased assets of the J. W. Fecker Co. of Pittsburgh and has gained control of the Akeley Camera Company of New York, a divi-

sion of Fecker, according to E. W. Schumacher, American president. American Optical and Akeley worked together for 15 years on the 100 ft. wide-screen process. Fecker produces optical equipment for telescopes, rifle sights and similar devices.
The Future Is in Exhibition!

The Greatest influx of reservations in the history of T. O. A. assures you, Mr. Exhibitor, of a "COATS OFF" working convention at

New York's Fabulous Coliseum

September 20-24

Spotlighted among such feature-packed attractions as committee assignments on:

- Film Problems
- Real Estate, Taxes and Insurance
- Small Theatre Owners' Problems including film practices
- Advertising and Public Relations

Will Be

T. O. A.'s First Foreign Film Fair
A preview of outstanding international productions soon to be in release at a

Special Presentation
in the auditorium of the
Museum of Modern Art
8:30 P.M. on the evenings of September 12, 13 and 17, 18, 19, 20

Register Now!

Men $50.00
Ladies $25.00

Write—Wire—Phone

Theatre Owners of America International Convention and Trade Show
1501 Broadway, New York 36, N. Y.
Motion Picture Daily Feature Reviews

Gun Brothers United Artists

There is no death of action in "Gun Brothers," as in any good Western, what raises this Buster Crabbe entry above average is the good characterization and credible motivation written into an old theme—that of brothers meeting after many years to find they are on opposite sides of the law.

The western hero Crabbe musters out of the Army in 1877 and is the Laramie stage to find his brother Neville Brand, who is osplanning a profitable cattle ranch but is actually running a profitsold-up gang. Crabbe hardly makes the acquaintance of pretty on singer Ann Robinson before the stage is stopped by Brand's ked riders, Crabbe is knocked out and Brand recognizes him in time to keep his men from molesting or robbing him.

The scriptwriters Gerald Drayson Adams and Richard Schayer and Directors Ken Salkow did an excellent job of establishing the strong bond between brothers early enough so that when Crabbe finds out the truth, Brand holds off his men at gunpoint to let him escape, the audience accept this peculiar softness as a passionless robber, killer and non-disposer (trades Miss Robinson to an Indian, kills another). Then, when the sheriff's posse descends on the hideout, informed by a jealous an girl, and wipes out the crew, Brand struggles against believing her when he turns him in, finally listens to the "eye-witness" account of an air survivor who was shot by Crabbe while trying to abduct Miss Robinson.

Returning another gang, Brand trails Crabbe for almost a year, finds married to Miss Robinson, partner in a fur trapping business and it to become a father. As the brothers confront one another, mother's is about being one's brother's keeper return to Brand and he changes mind again. The new gang, however, is understandably naffed at getting the furs after all, and turns against the two brothers. The are ends in the classic manner, with clearingsmoke disclosing the bad men littering the landscape and Brand dying in his brother's morning time, 79 minutes. General classification. Release in September.

GUS DALLAS

‘Port Afrique’
David E. Rose—Columbia Pictures

TRANSLATING this exotic mystery film from book to screen the producer's skill to make a routine murder plot more attractive than their story material allows. A North African setting and Pier Angeli in electric gowns appears to be its most obvious selling points. Neither nor characters will seem new to anyone who's seen a Mediterranean drama before, but scriptwriters Frank Partos and John Cresswell see most of the time in keeping action and dialogue interesting. Di- er Rudolph Mate carefully guides a practiced cast, including Phil the, Dennis Price and Eugene Deckers, between stock situations. The story deals with the homecoming of typical wounded war hero to Port Afrique, Morocco. He finds his business ruined by an in-partner, Price, and his beautiful wife lying dead at their villa, ap- nately a suicide. Carey's best friend, police chief Deckers, says so, the rest of the cast reluctantly agree. It seems his wife was running with other men while he was away and they want to keep him learning this, but Carey isn't fooled, especially after a few attempts is own life. Everything turns out well as Deckers, who really knew e it was murder, helps trap the killer. Pier Angeli helps Carey get the ugliness as the girl-without-a-passport forced to sign airope operated by a lustful beachcomber, James Hayter.

In R. Sloan produced. This formula story has proved successful at offices and the colorful Port Afrique settings add to eye-appeal.

Running time: 92 minutes. General classification. Release date, October. G.D.

Billy Graham to Appear In Film on Oklahoma

"Showdown," a story of early Oklahoma, will be produced by Billy Graham's World Wide Films company and the film will be used as part of the Oklahoma Centennial, or their statehood's Semi-Centennial next year, it has been announced by Dick Ross, president of World Wide Films.

Ross, who will also direct, has left for Oklahoma City to scout locations for the picture, which will be made from a story written by Curtis Ken-

Graham will appear in the picture, but only at the end, when he will deliver a short message.

Chaplin Completes Films For European Release

By HENRY KAHN

PARIS, Sept. 6—Charles Chaplin's "A King in New York" is completed and Chaplin has been cutting the film. In France, the press, adding that it will not be ready for exhibition before Easter 1957. Declaring his belief that "this is the best picture I have made," he refused to discuss his nest since he said the details were not yet complet-
ed. He added, however, that he hoped to remake his 1928 picture, "The Cir-
cus," sometime in the future. It is unlikely that "A King in New York" will be shown in the United States be-
cause of Mr. Chaplin's departure for Europe on a permanent basis.
B.B.C. Opposes U.S. TV-Films

(Continued from page 1)

low the same pattern set in the first couple of years in the United States, when people who had just bought television sets stayed home from the theatres.

Effect More Gradual

The troughs would not immediately be as sharp as they were reported, and it would more likely be stretched out over a longer period. This is because the purchasing power of the average European is not as high as that of the average American, he said, and the cost of television sets will be comparatively higher abroad than it was here.

Another mitigating factor might exist in countries where television is government controlled, Golden declared. In those countries, he said, the government could "turn television on and off when it wanted to." There is a strong likelihood, he said, in countries such as France and Italy, the government may prohibit television in certain hours of the evening, "The film people and the exhibitors are closer to the government in those countries than they are here," he declared. "It would give the government more influence on the government."

Sees Progress Widespread

Golden pointed to the fact that many new channels will begin operation in France and Italy this year and in 1957, and said theatre attendance would probably begin to drop in those areas. There have been some television testing developments in the Scandinavian countries, Golden said, as well as in the Soviet Union and its satellite countries.

News Space

(Continued from page 1)

radio dail in the Sun-Telegraph during the same period, but the air waves received over 9,000 more lines of free publicity, the exhibitors said. The Pittsburgh Post-Gazette, however, seemed to favor motion picture pictures, in that tv-radio was given only 224 lines more than films received. The newspaper owners suggested that this was probably because the Post-Gazette had no Sunday edition. These studies have shown that the weekend amusement pages usually give the most excessive space to tv-radio.

Not Playing It Smart

"I feel these newspapers aren't playing it smart at all," said a spokesman for theatre owners, "They're in business to sell ads, yet tv is taking ads away from them. And it keeps people at home, while movies are constantly bringing the money out as potential customers for other businesses."

He added that protests to all three newspapers had brought no results.

Ohio County Proposes Ticket, Soft Drink Tax

COLUMBUS, O., Sept. 6—Drives as well as conventional theatres located outside corporate limits of cities, towns or villages would be subject to a county admissions tax is proposals made at a special committee meeting on taxes by the Ohio Legislative Service Commission here become law. The committee also heard proposals for a one-cent tax on each soft drink, which it is estimated would raise from $12 to $14 million per year in Ohio. A call to fight the proposed taxes was sounded by Robert Wise, president the Independent Theatre Owners of Ohio, who urged all Ohio theatremen to contact their senators and representatives in the Ohio legislature.

Variety Club

(Continued from page 1)

raised in most part by a series of telephones organized by the Catherine Variety, Fund, Inc., the fund-raising branch of Tent One, headed by George E. Ely, assistant chief banker of the Variety International.

Participating in the telephones, aired over KDKA-TV, were names like Bing Crosby, Walt Frazer and his Big Payoff cast, Ted Lewis and a host of area entertainers.

Thousands of contributions received from the telephones were augmented by large gifts from the Philip Murray Foundation, the United Stockholders, whose president David J. McDonald, is a member of Tent One. Completely modern in every respect, the new four-story structure is a memorial to Tent One and the late Philip Murray. It is entirely self-contained with nurseries, operating rooms, living quarters for mothers and staff, laundry, chapel, dining rooms and special facilities for the care of mothers and infants.

Bill Burns 'Eemicc'

Participating in the dedication program will be George W. Ely; Bishop Diocese; David J. McDonald; Bay Scott, chief banker of Tent One; John H. Rowley, chief banker, Variety Clubs International; John H. Harris, founder of Variety and International Dough Guy; Jack Beresin of the Variety Clubs International; George C. Hower, executive director of Variety International; and newscaster Bill Burns, who will enounce the event.

Catholic Film Commitee Meets in K.C. Sept.

The Committee for the Foundation of the Catholic Film Foundation meet Sept. 12, at the President in Kansas City. This is the second meeting of the committee chaired by Monsignor Leo J. McCormick, tory.

The purposes for establishing a Foundation are to finance the production and preservation of films of religious and Catholic motion pictures, and the present system of distributing Catholic films and audio-visual material to the 77,000 Catholic parishes in the United States and Canada.

Representing the film industry, the large committee added to the Foundation are Pat O'Brien, David Day and Gene Lockhart.
NEW YORK, U. S. A., MONDAY, SEPTEMBER 10, 1956

TEN CENTS

D I R E C T O R I A L

Industry Talent or Pinanski Plan

By Sherwin Kane

VERY important segment of the industry remains anxious to see something started as soon as possible on the exploration and possible development of the idea offered by Abe Pinanski for revitalizing the financial structure of the industry to make it more attractive to investors. Pinanski, a member of COMPO's governing authority, suggested that industry organization invite fiscal experts familiar with the industry to consider the proposal.

Quite a few eminent members of nation's financial community already are associated with the industry as officers or members of boards of various of the companies. For example, Serge Semenenko, fellow Bostonian of Pinanski's, chairman of the board of Warner Bros, and a major stockholder in the company. Also, Semenenko's associate in Warners, Charles Allen.

Paramount are Stan ton Grif fith, member of the investment firm of Griffith, Noyes & Co.; Edwin P. Law, corporation lawyer closely allied with New York's financial community, and others such as John G. Noyes, Maurice Newton, and Conger Dye yer. In 20th Century-Fox, is Bert Lehman of the well known investment firm, Lehman Bros. In Columbia, Donald Stralem and Abe Seider; Warners' Sam Schneider; Day's Floyd Odulum.

...and so with other companies where he is to be found one or more financial specialists of uncommon ability. Nor should Pinanski himself be overlooked, for as a member of the board of John Hancock Mutual Life Insurance Co., and of the executive investment committees of the Moline (Mass.) Trust Co., among other posts, this member of COMPO's governing authority knows his way around the world of finance.

Obviously, there is no lack of qualified men in the industry capable of carrying the Pinanski idea. And, as Pinanski suggested, COMPO is the logical body to bring them together for purpose.

Two Papers Own TV-Radio Stations

News Space in Washington, D.C.

Papers Weighted in Favor of TV

By J. A. OTTEN

WASHINGTON, Sept. 9.—As in most other cities surveyed so far, newspapers in the Nation's Capital give a disproportionately large amount of free promotional space to radio and television, as compared to that given to motion picture theatres.

A survey of the three Washington newspapers over a recent 10-day period showed that while motion picture theatres took about four times as much advertising space as radio and television—some 4,068 column inches against 994—the papers gave almost twice as much free space to radio and tv as to motion pictures—some 1,150 column inches against only 1,605.

To state it slightly differently, advertising by theatres took up anywhere from two to four times the amount of free space provided the motion picture industry—depending (Continued on page 6)

RKO Will Use National in Minneapolis

RKO Radio Pictures, Inc., will discontinue distribution of its films through its own physical system in Minneapolis, Milwaukee and St. Louis on Sept. 14, according to the office of Walter Branson, worldwide general sales manager of RKO.

Inspecting and shipping of films would be taken over by the National Film Service Co. on that date, although RKO stressed the fact that the present exchange offices in those cities continue in operation, with the same service and efficiencies as before.

Joel Levy, Loew's Buyer, Retires After 27 Years

Joel Levy of Loew's Theatres is retiring after 27 years of film buying and booking for out-of-town houses, according to the company. Levy joined Loew's in August 1929 after eight years with the Wilter & Vincent circuit where he was manager. (Continued on page 6)

Brothers Warner Stock Transactions Told SEC

From THE DAILY BUREAU

WASHINGTON, Sept. 9.—Some details of the July stock transactions involved in the change of control of Warner Brothers Pictures have been revealed in a report to the Securities and Exchange Commission.

The report showed that Jack L. Warner, who remained to head the company, bought 500,000 shares and sold 600,000 shares at a lower price on July 10, when control of the company passed to the Trust. (Continued on page 2)

New Line-up

Weaver Quits NBC, Sarnoff Promotes W

Sarnoff Voices Regret In Accepting Resignation

Sylvester L. "Pat" Weaver, Jr., storv pater of the television and radio industry, resigned Friday from NBC, where he had been chairman of the board for the past year.

Although there had been rumors of an upheaval at NBC for several days, the announcement came suddenly late Friday afternoon when Robert W. Sarnoff, president, sent a memo to all NBC employees in which he said that "with personal regret" he had to announce that Weaver had submitted his resignation effective immediately, and that it had been accepted by the board of directors.

The announcement concluded, "I know that all of you join me in expressing our deep appreciation for Mr. Weaver's contributions to the NBC organization."

Appeal Wis. Trust Suit To U.S. Supreme Court

From THE DAILY BUREAU

WASHINGTON, Sept. 9.—The Supreme Court has been asked to sustain a Wisconsin exhibitor's anti-trust suit against major distributors and their theatre circuits formerly controlled by 20th Century-Fox.

The case involves a determination of the statute of limitations for anti-trust suits under Wisconsin law. The general issue has lost much of its importance since Congress recently passed a law setting up a uniform Federal time limit on these suits, supplanting the various state laws which had previously governed.

Sheldon M. Greens, who operated a theatre in Wausau, Wisconsin, in the early 1940s, brought suit in 1951 (Continued on page 2)
Weaver Resigns NBC Post

(Continued from page 1)

lemping to Pat our best wishes for the future.

The resignation was made known only a few minutes after NBC had announced a reorganization of top executive posts with four promotions of men within the company to executive vice-presidencies to head programs and sales, production facilities and spot sales, administration and personnel, and corporate relations.

Result of Internal Study

As a result of an internals studies he made since becoming president of the company nine months ago, Saroff said, the following top management changes and promotions have been made:

Thomas A. McAvory, formerly executive vice-president of the tv network, to the new post of executive vice-president, tv programs and sales.

Charles R. Denmy to executive vice-president, operations. He will be in charge of tv and radio network production facilities and sales.

M. Clifford to executive vice-president, administration, to be in charge of the various administrative and personnel departments.

Warner Stock

(Continued from page 1)

pany passed to the group headed by himself and Serge Semenenko. The report did not indicate from whom Warner bought the 500,000 shares but presumably they were from his brothers Albert and Harry M. Warner, and members of their families. At the end of the transactions, Jack Warner retained 198,490 shares in his own name and 13,400 shares in a trust account, for a total holding of 212,309 shares.

The report also showed that Al- bert Warner had increased his holdings in his own name and 26,000 shares held in trust account, leaving himself with 21,700 shares in his own name and through trust accounts. The report contained no listing for Harry M. Warner.

Morgan Funeral Today

WASHINGTON, Sept. 6—Funeral services will be held tomorrow for Joseph P. Morgan, one of the country's pioneer theatre operators, who died here at the age of 76.

In 1907 Morgan opened one of the first motion picture theatres in the United States, the Vic Theatre, in Chicago. Since then he has opened other theatres, and became associated with the late Harry M. Chandall in the Chandall circuit.

charge of a newly created group consisting of station relations, Washington office and planning.

By organizing NBC activities into four major groups, each headed by an executive vice-president, Saroff said, the company's management would be permitted to "concentrate its time and thought on major activities and on plans for the future."

Plan Shark-Leather Tie-in

An unusual promotional campaign on both the national and local level has been prepared for "The SH.," production of Samuel Goldwyn, Jr. Keyed to appeal to the consumer interest in the value of shark leather, participants will include 20 of the nation's leading manufacturers of shark leather products. and will see 460 major stores throughout the country in local theatre engagement of the production.

Finish Rock, Rock, Rockin' and Tootin'

Principal photography of the grand production, "Rock, Rock, Rockin' and Tootin'," has been completed, it is announced by Max J. Rosenberg, head of Vanguard. Distribution of America will release picture in mid-November.

Few 'Giant' in Paperback

A new paperback edition of Edna Ferber's novel, "Giant," in color cover and title page illustrated from scenes of the George Stevens production for Warner Bros., has been issued by Pocket Books.

RKO to Use National

(Continued from page 1)

locales would continue to function as before in all other services.

"Personnel on the office staffs involved have all been taken care of," RKO said. They will continue to do the work they are doing, they said, with the difference that some of them will now be in the employ of the service company.

This shift to central handling of films will mark the first large-scale move among major film corporations to farm out physical distribution. A few companies have already made use of such service companies in scattered instances, a RKO has used them in Chicago, New Haven and Omaha. Results, they said, were satisfactory enough to bring about this more extensive change-over in the mid-west.

Tender 627,000 Shares

Warner Bros. Pictures, Inc., announces that as a result of its invitation to stockholders to tender stock of the corporation, approximately 627,000 shares of stock have been tendered for approximately $8,900,000. All stock validly tendered was purchased. Payment for stock tendered will be mailed next week.

Only 8½ hours Fly UNITED DC-7s nonstop to LOS ANGELES.

two flights daily!

UNITED AIRLINES

For full details, write United Booking Department, 400 Park Avenue, New York 22, N. Y.; or call your travel agent, or call Chicago 1-2000, Los Angeles 3-8750.
Kalmus Award
To Dr. Hanson

Dr. Wesley T. Hanson, Jr., head of the Motion Picture Division of the Eastman Kodak Company, has been selected as the first recipient of the Motion Picture and Television Engineers’ Herbert T. Kalmus Gold Medal Award. Presentation of the award will be made Oct. 9 during the society’s 80th convention at the Ambassador Hotel, Los Angeles.

Dr. Hanson was selected for his contribution to the ideas and concepts on which the production of Eastman Color Negative, Color Interference and Color Print Films are based, including the use of color couplers and the analysis of photographic characteristics and color requirements for use in professional color motion picture photography.

A fellow of the SMpte, Dr. Hanson joined Eastman Kodak in 1934 after receiving his Ph.D. in chemistry in the University of California.

Named by 6-Man Committee

Dr. Hanson was nominated as recipient of the Kalmus Award by a committee under the chairmanship of Deane R. White of Du Pont. Other members of the committee are Dr. C. Daily, Paramount Pictures; H. H. Anscomb, Eastman Kodak; E. N. Precision Laboratories; William Kelley, Motion Picture Research Council, and Cyril J. Staud, Eastman tick.

ead Sets Supervisors

The creation of three new theatre operations supervisory positions has been announced by Walter Read, Jr., president of Walter Reade Theatres, a move, designed to effect greater administrative efficiency, will go into effect immediately.

Dorso, presently manager of the Community Centre, Kingston, N. Y., 4 head the Northern district, including all theaters in the vicinity of New York City. Springs and Hudson, N. Y. The central division, composed of Morgan, Plainfield, Perham Amboy and Boldbridge, N. J., will be under the direction of Paul B. Rein, presently city manager of Asbury Park, N. J., will supervise the Jersey towns of Asbury Park, del Bank, Eatontown, Long Branch and Freehold.

Top Bracket Tie-up Available in National Contest on FAME Money Maker Poll

By WALTER BROOKS

Today’s Daily carries a color insert of the fine spread which will appear at the end of this week in the September 17th issue of “Life” magazine, to launch the Lustre-Creme $35,000 Sweepstakes as an audience promotion with the benefit of cooperative advertising. The insert will be explanatory in all the details of interest to theatre operators, movie fans and the public.

However, this is of major importance to top-bracket circuit executives and management groups, who will see in it the opportunity for tieups along their own Main Streets, with thousands of local dealers, all interested in a promotion for mutual advantage. There is nothing to buy, no box-tops or purchases are necessary. It is a sweepstakes for substantial prizes, with $20,000 cash, to the top winner, and plenty of runners-up provided for, as well.

We commend the contents of this advertising insert to your personal attention, for anybody is eligible to win, except the employees of the Colgate-Palmolive Company, their advertising agencies, and Ogilvy Publishing Company. The top screen actress of the year will be determined by the 25th Annual FAME Poll, to be announced in MOTION PICTURE HERALD in December.

Forecast Uncertain for SBA Loans to Theatres

From THE DAILY Bureau

WASHINGTON, Sept. 9.—Small Business Administration officials of the Treasury department are1 said to be keeping an eye on the loan policy of the SBA in connection with the recent loan money tie-ups in the theatre industry. A survey is being made of the board’s loan policy and the agency is not expected to make money available to theatre owners just now.

Pressure Extremely High

They admitted, however, that the Board has never been under as much pressure to switch as it is now, with the recent recommendation of the Senate Small Business Committee that theatres be made eligible for loans and with the drive being put on by the Theatre Owners of America.

A number of problems have already been put on the Board’s agenda for its meeting tentatively set for Sept. 17. SBA officials have prepared a detailed factual survey of the problem and of the arguments pro and con, and will put it before the Board at that time. They said that the Board would reach a decision one way or the other on the subject at that time, unless it should decide it needed additional information and study. They also said that all three members of the Board had already been made aware of the Senate committee’s views.

Lehman Dies in K. C.

KANSAS CITY, Sept. 9.—Lawrence Lehman, a prominent Kansas City theatreman, 56, whose name indelibly was linked with vaudeville entertainment, died Friday in a hospital here, following an illness of two months. Lehman, who retired in 1953 as manager of the RKO Missouri Theatre, became ill shortly after he and his wife returned to Kansas City following a European trip.

Outlook for Tax Reduction Appears Good

From THE DAILY Bureau

WASHINGTON, Sept. 9.—If party platforms mean anything, some special tax relief should be coming in the next year or two for small business. Both the Republican and Democratic party platforms pledge this action. The Democrats flatly promised tax cuts for small business, while the G.O.P. promised to “work towards” such tax cuts.

Proprietors Not Included

The special White House Cabinet Committee on Small Business recently recommended, among other things, that the corporate tax rate be dropped from 30 per cent to 20 per cent on the first $25,000 of annual profits. One catch about the relief contained in this proposal is that many small businesses in the motion picture industry and other fields operate as individual proprietorships or partnerships, and not corporations. Thus a drop in the corporate tax rate would not necessarily help them.

Just how fast any new Administration or Congress moves toward general tax relief is hard to say, especially since there are more on party platforms, on the size of the Federal budget surplus. Barraging a depression, neither party is likely to push tax cuts that would put the country back in the red.

See $700,000,000 Surplus

The Administration, in its recent mid-year budget review, predicted the surpluses next year and the following next June 30 would be about $700,000,000. While this is somewhat better than the $400,000,000 predicted last January for the current fiscal year, it is still not large enough to permit too much tax cutting. However, some Democrats think Secretary Humphrey is still estimating low on the revenue side, and that if spending does not increase further, the 1957 surplus will be considerably larger than $700,000,000.

Even a $700,000,000 surplus, of course, will permit some small business or excise tax relief, even if it did not permit general corporate or individual income tax cuts.

Hearing Scheduled

Several Congressional committees will be busy this fall studying tax problems, with an eye to action next year. The House Ways and Means subcommittee headed by Rep. Ford (D., N. Y.) has already announced hearings starting Nov. 26 on excise tax rate changes. Another subcommittee headed by Rep. Mills (D., Ark.) will hold hearings and conduct staff work on broader tax questions, and the Senate Finance Committee has directed the Congressional tax staff to study business proposals for tax changes.
This ad in full color will appear in LIFE September 17th, and subsequently in ROMANCES, TRUE STORY, TRUE EXPERIENCE, TRUE LOVE STORIES, PHOTOPLAY, TRULY.

Greatest Movie Season Ever

Name your favorite-and you may win Lustre-Creme $35,000

No skill required! Nothing to buy! No jingles! No sentences to complete!

PIER ANGELL, co-starring in M-G-M's "Somebody Up There Likes Me" and a Technicolor picture. Poster and lobby card.

VIVIAN BLAIRE, co-starring in "Public Enemy Number One" and Metrocolor picture. Poster and lobby card.

CYO CHARISSE, co-starring in M-G-M's "Silk Stockings" and Metrocolor picture. Poster and lobby card.


DORIS DAY, co-starring in "Julie" and a RKO Production for M-G-M. Poster and lobby card.

ANN MILLER, co-starring in M-G-M's "The Opposite Sex" in CinemaScope and Technicolor. Poster and lobby card.

SHEREE NORTH, co-starring in "The Best Things in Life Are Free" and a Universal International Picture in Technicolor. Poster and lobby card.

MAUREEN O'HARA, co-starring in "Everything But the Truth" and a Universal International Picture in Eastman Color. Poster and lobby card.

DEBRA PAGET, co-starring in Cecil B. DeMille's Production of "The Ten Commandments" and a Paramount Picture. Poster and lobby card.

ELEANOR PARKER, co-starring in M-G-M's "The Painted Veil" and a Technicolor picture. Poster and lobby card.

JANE POWELL, co-starring in "The Girl Most Likely" and a Warner Bros. picture. Poster and lobby card.

DEBBIE REYNOLDS, co-starring in "Tammy" and a Universal International Picture in Technicolor in CinemaScope. Poster and lobby card.

GINGER ROGERS, co-starring in "The Fastest Traveling Saleslady" and an RKO Radio Picture. Poster and lobby card.

JANE RUSSELL, co-starring in "The Revolt of Mamie Stover" and a 20th Century Fox Production in CinemaScope. Poster and lobby card.

ELIZABETH TAYLOR, co-starring in M-G-M's "Raintree County" and an M-G-M Camera 65 Picture. Poster and lobby card.

NATALIE WOOD, co-starring in "A Cry in the Night" and a Jaguar Production presented by Warner Bros. Poster and lobby card.

DANNA WINTER, co-starring in "The Sixth of June" and a 20th Century Fox Production in CinemaScope. Poster and lobby card.

If your favorite is a star, not pictured, send in her name on entry form.

*What are the ANNUAL FAME POLLS?
The FAME POLL was originated 25 years ago by the Quigley Publishing Company, a leading publisher of newspapers and magazines relating to the motion picture world.

Each year, FAME magazine conducts a poll among theatre owners and managers from coast-to-coast to determine the top Hollywood box office stars.

Last year Grace Kelly was Top Screen Actress of the Year in the Fame Poll. Who will get the honor this year? Will it be the star whose name you send in on the entry form on the next page? If so, you may win $20,000. See details on opposite page.

FREE! Special full color poster of this ad for lobby Motion Picture Herald.
a Great Big Cash Prize in the
Movie-Star Sweepstakes!

Here's all you do to enter: Study the faces of the Lustre-Creme Girls pictured here. Decide which one of these stars (or another of your own choice) you would like to see win the Twenty-Fifth Annual FAME POLL.

Send in her name on the entry form at lower right.

Choose the actress you would like to see win the 25th Annual FAME Poll as the "Top Screen Actress of the Year." Simply write the star's name, and your name and address, on the Sweepstakes Entry Blank in the lower right hand corner. Nothing to buy ... nothing to pay for... and you may win the first prize of $20,000 — or one of the many other cash prizes.

Send in as many entries as you want—but use a different entry blank every time. (Ask for extra entry blanks wherever you buy Lustre-Creme, or send in your entry on a postcard, or use a plain piece of paper—mailing each entry form separately.)

Each of the stars shown here uses Lustre-Creme, Hollywood's favorite shampoo. And there's a good reason why 4 out of 5 Hollywood movie stars prefer it. Because Lustre-Creme never dries—it beautifies. It's blessed with lanolin—always leaves your hair star-bright, satin-soft, a joy to manage. Use it once—and Hollywood's favorite Lustre-Creme Shampoo will be your favorite, too!

Hollywood's Favorite
Lustre-Creme Shampoo

Never dries. It Beautifies!

(See listings in proper time and station.)

Mail to: LUSTRE-CREME, SWEETSTAKES, P. O. Box 9, New York 46, N. Y.

I would like to see Movie Star.

(name in star's name clearly)

be named the "Top Screen Actress of the Year" in the 25th Annual FAME Poll.

My Name: ____________________________

Address: ________________________________

City_________________P.O. Zone________State________

(prize in star's name clearly)

LUSTRE-CREME $35,000 MOVIE-STAR SWEETSTAKES

Display available on request to "Managers' Round Table", 270 Sixth Avenue, New York 20, N. Y.
Loew’s ‘Memo’
Weighs Film, TV News Space

“It’s unfortunate, though necessary, that paid space vs. free space has to be injected into the issue” of newspaper attention paid to tv-radio compared with motion-picture, says the lead article in the current issue of Loew’s Theatres Movie Memo, which is published bi-weekly as a service to editors, columnists and commentators.

Ernest Emerling, vice-president of Loew’s Theatres, observes that the essay was “inspired by your Motion Picture Daily stories” on the subject, but to which was added the line, “and inspired by the recent National Theatres’ Western newspaper space survey report and the admonition of Elmer C. Rhodes, N. T. president, to his theatre managers to call the attention of their local newspaper publishers and editors to what was taking place in their columns.

Inconsistencies Cited

Loew’s Movie Memo takes note of some inconsistencies in the situation: “We are aware that some movie editors are forced to fight for space as hard as publicists do to crash that space. M. E.'s in some cases have been conditioned to believe that there’s no longer news in pictures and picture people. They’re mighty wrong; new faces, new producers, world-wide production, and continuing technical developments have brought movies to an all-time high in public interest. Paradoxically, these same editors will rip the front page apart when a blonde import is butted into a swimming pool, a player becomes embroiled with John Law, or when an ingenue-type gets a pair of gloves tossed in her pretty posy by an established actress.”

Points to ‘Premium’

“It’s unfortunate, though necessary, that paid space vs. free space has to be injected into the issue. Actually in 90 per cent of the newspapers there is no such thing as ‘free space.’ Amusements pay a high premium for their space. Not that the money to support the editorial end of the department must come from somewhere. However, the attitude that a theatre or film company should approach a paper with a paid ad in one hand and a blurb or piece of art in the other, should have been changed about the time high-button shoes went out of style,” the article observes.

on the paper—while the radio and tv industries get anything from two to seven times as much free promotional space as they accounted for in paid advertising.

For whatever it’s worth, two of the local papers—the Star and the Post-Times Herald—own local radio and tv stations.

Breakdown, Paper by Paper
Here are the figures for the individual papers:

The Post-Times Herald gave the motion picture industry about 672 column inches of promotional material over the 10 days, during which it carried 1,473 column inches of film advertising. During the same period, it gave radio and tv 1,123 column inches of promotional space in return for only 498 inches of advertising.

The Star gave the film industry 714 inches of free space, while carrying 1,441 inches of advertising, but gave radio and tv a whopping 1,473 inches of free space in return for only 211 inches of advertising.

The tabloid News, over a nine-day period (no Sunday edition), gave the film industry 279 inches of promotional space, and had 1,124 inches of advertising. At the same time, it gave the radio and tv industries 555 inches of promotional space in return for only 284 inches of advertising.

Servicing Companies Included

The figures are all the more impressive when it is noted that the totals for radio-tv advertising in all three cases include advertising on the radio-tv pages by companies engaged in servicing tv sets. On the other hand, the Post figures for promotional film material would have been slightly higher if Louella Parsons, whose column the Post carries usually, had not been on vacation during this period, with the result that the column did not appear.

The totals include special film and radio-tv spots put out by both the Post and Star on Sundays. They also include the daily radio-tv log listings in all three papers. For both the Post and Star, the only day on which the free space sector of pictures exceeded the advertising was on Sunday in the special sections. However, on the same days the amount of free space in the regular radio-tv sections exceeded the advertising even more markedly than usual.

National Theatres president Elmer C. Rhodes originally pointed out the disproportionate amount of free space given by newspapers to radio and television in connection with his company’s survey of Western newspapers.

Since then, surveys of papers in other cities have underlined the situation. Rhodes has instructed National Theatres managers to visit newspaper publishers and editors in their territories and call the situation to their attention.

Mexico City’s Papers
Keep Breaks Even

By LUIS B. CELIS

MEXICO CITY, Sept. 9.—All local daily newspapers, the majors, El Universal, Excelsior, Novedades, The News (English-language tabloid), La Prensa (tabloid); and El Nacional (Government organ) and El Popular (leftist), as well as El Universal Grafico (tabloid) and Las Ultimas Noticias, without Sunday editions, and the evening edition of Ultimas, are about even—an average of a page to both tv and motion picture theatres, week days, and about twice that much Sundays.

This attention to tv, however, has developed rapidly since 1950, when it began in Mexico. Six years ago, it was mostly film news with a limited attention to tv. Each of the daily publications named has at least one film-theatre columnist and a staff writer covering tv-radio.

Fox to Make Authentic Jesse James Story

A new CinemaScope version of Jesse James,” 1939 film which starred Tyrone Power, is being prepared by 20th Century-Fox. This time around it will star Robert Wagner and Jeffrey Hunter as the notorious outlaw brother.

The film, which will be titled, “The True Story of Jesse James,” Herbert Swope Jr. will produce and Nicholas Ray will direct. Considerable research is being done by the James’ boys for authenticity of locale, Missouri, Missouri, Missouri, Missouri, Missouri, Missouri, Missouri, Missouri.

Meet Eisenhower on World Good Will

From THE DAILY Iowan

WASHINGTON, Sept. 9.—Y. Frank Freeman and George Murphy will represent the industry at a meeting with President Eisenhower on Tuesday to discuss plans for promoting international understanding.

Freeman and Murphy will be two of 40 committee members, all representing various phases of American life, who will meet with the President. Secretary of the Interior, Secretary of Agriculture, other Government officials. Following the meeting the committee chairmen will form their committees, which will then enlist the cooperation of the various groups they represent in working projects which will provide contacts between Americans and peoples throughout the world.

Freeman is chairman of the motion picture industry and Murphy is the chairman of the talent groups for entertainment community.
You can see the difference...

WITH THE NEW NATIONAL TRADE-MARK
11 mm H. I. PROJECTOR CARBON
• 10% More Light • Up to 25% Slower Burning

There is a noticeable difference in 10% more light. One of the circles above is as white as the paper it's printed on and is exactly 10% brighter than the other circle. You can see the difference, just as your customers can see the difference on your screen when you change to the new "National" 11mm x 20" High Intensity Carbon.

The past few months have seen constant improvement in the line of "National" Carbons. New "Suprex" 7mm and 8mm Carbons, a new 10mm High Intensity Carbon and now a tremendously improved 11mm High Intensity Carbon to bring you still more light on the screen at minimum cost.

Prove to yourself that the oldest and most extensive arc-carbon research and development program does pay off for you—in quality and in savings.

THE PICTURE IS LIGHT...
GIVE IT ALL YOU CAN WITH "NATIONAL" CARBONS

The terms "National" and "Suprex" are trade-marks of Union Carbide and Carbon Corporation.

NATIONAL CARBON COMPANY • A Division of Union Carbide and Carbon Corporation • 30 East 42nd Street, New York 17, N. Y.
SALES OFFICES: Atlanta, Chicago, Dallas, Kansas City, Los Angeles, New York, Pittsburgh, San Francisco • IN CANADA: Union Carbide Canada Limited, Toronto
"Second to newspapers were TRAILERS, with 43 percent of those questioned stating this as a factor motivating attendance. This fact was more predominant in the small towns, due no doubt to limited newspaper coverage."**

*From statistics compiled by theatre managers for National Theatres' Research Department interviewing persons (whose age brackets ranged from 16 to 20 years) away from the theatre in order to secure opinions from non-theatre goers as well as from regular movie patrons.*

TRAILERS BUILD BOXOFFICE
potlighting the News

M Package
Station KTTV, Los Angeles, in recently leased 725 feature from Metro-Goldwyn-Mayer, for which it has obtained a national advertiser and sponsor 52 films in the package fee of $780,000. Under the terms of a one-year contract, the Paley-Fallopian Company will KTTV $15,000 a week to sponsor different MGM each Fri in prime time. The pictures from the MGM party thus will offer healthy new competition for network producers specially packaged for tele-

Ready, Set . . .
An indication that CBS soon be putting its Ampex videorecorders into use came last in the form of a modest announcement from ORRadio Indus-Inc., of Opelika, Ala., that it will be placed a "size order for ORRadio's newly opened Videotape. Delivery is said to be made within the week.

Negotiator
Joseph Ross, a senior partner the law firm of Pacht, Ross, and Bernhard, has been appointed negotiator for the Writers of America, west, in connection with the sale of subsidiary in members' TV properties. He is the partner of Ross for the Westward of America, east, is Rich-

Dilemma
British Broadcasting Cor-
est is finding out once again it isn't all beer and skittles a government operation. The BBC is finding out that the government is tight with its belt and trying to keep its hands off the public

In Our View

THERE is cause for elation, and approval, in the view of this observer, in the plan, already in effect, of Lever Brothers Company to introduce measures designed to improve the technical standards of television commercial films. The company, one of the nation's largest advertisers, and one of those with the largest stake in television as a prime advertising medium, held an initial meeting in New York last week.

To that session were invited film production officials of six Lever Brothers' advertising agencies and interested network people. Sample one-minute commercial films submitted by 22 cooperating film production firms were examined, studied, discussed. To George J. Zachary, Lever program manager, and Richard E. Dube, his assistant, a nod for an important, provocative step forward in television. Their concentration at this point is on the technical aspects of the production of commercials and that is as well, since the physical production is of obvious basic importance. The sessions will stress particularly photographic quality, lighting, set backgrounds and transmission standards, among other matters of like import.

But as this viewer has said before, and probably will again, the best brains in the advertising agency field, and in all of network television operation, should and must be devoted constantly to the matter of the commercial message on the television medium. There is no possibility of overstating the importance of the selling message, since it carries, from the standpoint of the advertiser, the burden of what he is paying for, and for the network and television generally, the potential of making or breaking the public's feeling for the medium.

—Charles S. Aaronson
TELEVISION IN BRITAIN

LONDON: The Government has rejected the request of the Independent Television Authority for the grant of £750,000, provided for, under certain circumstances, in the Television Act, 1954. The Postmaster General, in reply to a question in the House of Commons, said that he had informed the ITA "that because of the general economic situation and the need for economy in Government expenditure no grant can be made under Section 11 of the Television Act to the authority in the current financial year.

ITA is required under the Act to satisfy itself that "the programmes maintain a proper balance in their subject matter and a high general standard of quality." The Authority is enjoined also under the Act to arrange for the inclusion in the programmes of subjects of particular classes which in their opinion are necessary for securing a proper balance in the subject matter of the programmes and cannot, or as suitably, be provided by programme contractors." It was in that connection that provision was made in the Act for the grant of £750,000.

Obviously, the programme contractors, depending exclusively for their revenue on advertisements, are concerned with mass audiences only and ITA—despite the expressed intention of the Act of Parliament—makes no attempt to disguise that its programmes are one-sided. The more serious programmes which would "balance" the light entertainment do not attract large audiences. The advertisers are not going to pay for advertisements to come on the screen when a serious (and, therefore, relatively unpopular) programme is likely to have scared off the audience.

ATV (Associated Television) announce a completely new rate structure which enables advertisers to book into specific time segments and so reach the audience of their choice. This means that they can now plan TV spots to suit the type of programme appearing in the time segment of their choice and so pinpoint their audiences.

The new rates are based on an expected total of 1,000,000 London area commercial television homes by next Christmas, and around 600,000 in the Midlands.

FULL TREATMENT FOR "PORTER FESTIVAL"

HOLLYWOOD: Robert Alton will give "The Cole Porter Festival" the Ziegfeld Follies treatment for his television debut as a producer. The 90-minute musical tribute to the famous composer will herald "Ford Star Jubilee's" second season in a live color-cast from CBS Television City in Hollywood.

Having staged the score of two Broadway and film musicals, Mr. Alton viewed the "festival" as a presentation which demands elaborate sets, and great speed and pace for the more than 20 Cole Porter song hits and special production numbers, which will be introduced by the performers themselves, rather than an emcee. Four weeks' rehearsal time have been allotted for this show, and in order to achieve the comparable quality of an important Broadway musical, the producer pointed out.

The Harmonic camera system provided several choruses of "Night and Day" as "coincidental" background music during the lunch conversation, when Mr. A called attention to that number by the one which newcomer George Chakiris will sing and dance. (Girls, now under contract to Pl, mount, will perform himself an al- citing, new personality among topline stars of the production! include Gordon McCrea, Shirley Jones, Dolores Gray, Sally Forrest, George Sanders, Howard D. Prince and Louis Armstrong.

David Crichton is another face to watch in this "spectacular," said Mr. Alton, whose in-Broadway musical shows bring screen stardom to scores of people. Another highlight in show will be the first American production of a Cole Porter song called "Two Little Babes in the Wood to be sung by Shirley Jones and Dolores Gray. David Rose will direct the orchestra for the "Jubil" offering.

The Show-Makers

FILM COSTS SLASHED

Guaranteed RAPIDPROW process reduces time and labor costs above fast-track rates. Fastest turn-around now—RAPIDPROW protects new films. Add hundreds of openings to any film. Cut costs drastically. For further details contact your nearest DeLux studios. —and precious hundreds for smaller ac- quires, fast, for VALUABLE informative booklet. ON FILM CARE.

"The Film Doctors"

Rapid Film Technique, Inc.
32-72 W. 27th Street, Long Island City J., N. Y. Phone ST. 4-8681

MOTION PICTURE DAY

Monday, September 10, 1956

Passing in Review

A THUMB-FLIP through the week: Back last Thursday, August 30, the LUX Video Theatre emerged with an utterly delightful, gentle little item, called "The Wayward Saint," in which Liam Redmond, as the Irish priest who really begins to believe he is one (Saint, that is), gets his comeuppance. Such varied notions. He really didn't mean it. Redmond obviously loved the role, and the audience did likewise by him.

Then moving across a Labor Day weekend of the washup of summer shows, mostly worth mentioning, many repeats, and the continuing splendid transplantation of baseball into the nation's living room, came a thing or two worth mentioning for varied reasons. Ed Sullivan and Steve Allen, for example, seem to be waging rather a draw in their friendly comedy war. And on the same night, the "Daisy Bickerstaff" show which Woodward got themselves knee-deep in a dramatic item about the rather loose author who comes back to his small town home, and moves in the direction of the young assistant of his sister, the town librarian. Before the thumb went down, the viewer got himself thoroughly bored in talk and more talk, which seemed to be trying altogether too hard to get somewhere, with the slightest success. "The Girl in Chapter One," it was called. Alcea generally does far better.

The $64,000 Challenge continues to maintain a fair level of excitement and suspense, incidentally. Then, Tuesday evening, September 4, the Armstrong Circle Theatre did a splendid job of a re-creation of the terrible borough of Humberstone, 1865. Called "Lost," $2,000,000,000 was the cost of the programme, "Diary of Diane," the program, with a varied and varied approach (an elderly Italian couple in Winsted, Conn., the Weather Bureau in Washington, scenes of sea and sky under tormented conditions) made the dread disaster come alive. It was effectively done, a credit to all concerned. So it was a week of yes and no—and maybe, but for Summer, not bad.—C.S.A.

Irwin, representing Gilbert, he concluded negotiations. Program begin in the Fall with Harry S. her producing.

In "The Car," "Baron Longstreet has signs of Screen Gems, Inc. to produc and write for the television s new comedy series titled "J and Me." The series will volve about a fictional beauty erator in a small town.

With Howard Duff and Lupino in the title roles, A Adams and Eve, a new come series will debut at early January on the CBS-TV network it is announced.

"Charley's Aunt," the Brand Thomas play, has been scheduled for an animated cartoon series to be produced as part of the Captain Kangaroo show, as well as for general TV syndication. He also is doing the voices on the new Chesterfield Cigarette animated cartoon commercial.

Rocky Graziano will co-star in a new half-hour television film to be produced by Theatrical Enterprises, based on files of juvenile delinquency cases of State and Federal government agencies, according David Sardou, producer of T. E. Starting date will be announced.

Paul Gilbert has been signed as the lead for the new Screen Gems series, Shore Leave. Fred Briskin, acting for Screen Gems, and Lou
"We're Asking You Nicely"—The Bert and Harry "Soft Sell" Is a New Ad Approach

SOLVE TO: BERT PIEL, SITTING AT A CHAIR GAZING RAPTUROUSLY AT A GLASS OF PIEL'S BEER TAPED UP IN FRONT OF HIM. "MAGNIFICENT MUSIC COMES UP. BERT (WITH FULL EMOTION): "A price glass of Piel's light beer am I opening for "An Amber Paradox"

VINCENT CANBY

NCE LAST DECEMBER the life and times of the upper East Coast�evie have been considerably brightened by the selling adventures of one of the nation's most unorthodox and appealing hucksters, Harry Piel. He's the star of "I'm the Piel on "28," a fast-talking, excitable brother Bert ('Caver in stature') Harry, calm and serene in the midst of chaos, and Bert, even to sudden anger and just as sudden remorse, are the phalanxes of Madison Avenue's new soft-sell approach, a cultural change that has a long time in coming, and inevitable, ever since the way was opened 18 years ago by such dissimilar radio salesmen as Arthur Godfrey and the inimitable Bertilt Butler.

The phenomenal popular success of Harry and Bert (conceived by Graham, then at Young & Rub) first realized on the drawernet, then on CBS, and now on ABC. But most of Y & R's art department; calculated by Bob Elliott and Ray scanning, and animated by UPA) the subject of a lot of ghost-art (sound-searching) along Madison Avenue these days. "Soft-sell is fine," says one memober of the fraternity, "but how can you go with it?" Says other: "Take some of those New York ads, real slick soft-sell—say dogs playing cards, or dogs sort of things—you don't know at the hell they're selling . . . you's still another: "I'm all for it, hard-sell will never disappear. That important thing is that TV advertisers must entertain, they have to, or we're dead." There also has been some ugly bek that although Harry and Bert are swell ("John Crosby writes 'we'll sell letters'!"), they aren't selling beer.

To this, Stephen Schmidt, director of advertising at the Piel's brewery, says in effect: "Nonsense!" We're extremely happy with a campaign," he said the other day. "It's definitely doing a job." en explaining further—and wing that Brooklyn's Bushwick (Piel's headquarters) really sold, so far from Manhattan's Union Avenue, he said: "Of course, the waters have been muddied up." That was to say, he went that because of the many fac- at work since Bert and

Harry's first appearance it was difficult to ascertain just who had done what to sales. "We changed our label . . . prices have increased . . . Who can tell?" He also reported as a sort of afterthought that Harry and Bert receive about 50 fan letters a month at the brewery, which is more than some fish-and-blood stars receive.

One of the odd things about the Harry and Bert is campaign is that it has spread the Piel name across the country, by means of the following notices of such syndicated columnists as Mr. Crosby, even though Piel's Beer itself is regiona-al with distribution limited to a northeastern six-state territory. Mr. Schmidt said, however, it was unlikely the company would seek to exploit this far-flung fame. "We have all we can do to serv ice our present markets," he said. "Any expansion in the beer market involves tremendous expenses. Either you have to transport the beer to those markets from present breweries, and freight costs are terrific, or you have to open up new breweries in those markets. Neither of these alternatives is presently contemplated."

To Ed Graham, the man whose brain Harry and Bert were conceived, the talk is not selling beer seems rather like the env of fraternity brothers who do not always love the success of their brothers.

Recently, in the course of the constructive newsessions of a recording regard for Bob and Ray doing the sound track for coming Harry and Bert announcement of a Piel's contest—prizes to include the title to an island in the Bahamas and an all-expense-paid New Year's Eve trip to Paris, the latter causing Bert to chuckle (lightheartedly), Ed Graham took time off to talk about his gold-plated cartoon Frankensteins. At the age of 27, Mr. Graham already has reached a point of success secure enough to allow him to refer to Y & R's Jack Sidebotham ("Nobody ever mentions the big part he played in this thing") as a "boy wonder." Mr. Sidebotham is 28.

"Let's face it," said Mr. Graham, "when you're selling a good brand of cigarettes or beer or soap-products in which the differences between the top brands often are slight, you can't keep pushing the fact that brand A has an ounce of ammonia less sugar than brand B. Who really cares? To capture public attention, you have to take another approach."

In the case of Piel's Beer, the approach has been to create "identifiable friends," a pair of not-so-odd fellows who appeal to the heart rather than the head. The public won't grow tired of them—Harry and Bert can go on forever, said Mr. Graham. Conjuring up the presence of another Peele (Norman Vincent), he added, sincerely, "You don't grow tired of Good Friends."

As Good Friends, rather than as TV Stars—the best of whom sometimes have professional lives of their own. Afield with Bert and Harry and Bert already have appeared in 36 TV spots. The future schedule calls for approximately 24 more each year. The spots include Harry and Bert Composing The Piel's Jingle, Harry and Bert at The Range, Harry and Bert Inventing The Piel Label. If they go on long enough, there might even be The Brides of Bert and Bert and/or The Sons of Harry and Bert.

Mr. Graham, who began by write-

ing the first Harry and Bert epi-sodes while he was at Y & R, is now president of an incorporated, profitable friendship known as Gouling, Elliott and Graham, a TV-radio commercial production company. Messrs. Gouling and Elliott, along with their personal manager, Johnny Moses, are vice-presidents of the new firm whose principal concern at the moment is Piel Beer, though they did produce the Philco radio spots for the ABC convention coverage.

Concerning future enterprises, Mr. Graham said various contracts were in the process of negotiation, adding that Bob and Ray have scores of characters, developed on their various radio shows, who could be adapted to this new style

of huckstering. "Calvin Hooligan, for example, a sort of bumbling hero in search of respect." Not mentioned, but certainly another good bet is Mary Magone, the indomitable lady from Putney, Vt., who once—on a dare—swam the grapefruit-infested waterway from the Battery to Congo Island. Also not mentioned was the idea that Bob and Ray, tops as radio personalities and who somehow never made the big switch to TV with comparable success, had perhaps found their true métier in this cartoon technique.

Gouling, Elliott and Graham is a going concern. Says a confident Johnny Moses ("I brought the boys down from Boston six years ago"), clearly the businessman of the operation: "Our office has only been open since July 15 and already we have a huge business. We offer commercial packaging service. Bob and Ray won't be in all our product—after all, there's so much more the boys have time for. Eventually, we'd even like to own our own studios. . . ."

Soft-sell, with hard dividends.

JOHN O'HARA'S FLAMING PORTRAIT OF THE JAZZ AGE AND THE GUYS AND GALS WHO MADE IT ROCK AND ROLL!

The De Sylva, Brown and Henderson Story from 20th Century-Fox starring

GORDON MacRAE
ERNEST BORGnine
DAN DAILEY
SHeree NORTH

with
TOMMY NOONAN
Phyllis Avery • Larry Keating

PRODUCED BY
HENRY EPHRON
DIREcTED BY
MICHAEL CURTIZ
SCREENPLAY BY
WILLIAM BOWERS and
PHOEBE EPHRON

COLOR by DE LUXE

CinemaScope

There's nothing better than The Best for Columbus Day—backed by 20th's biggest promotion campaign!
NTA Network Will Begin Operations With 102 Stations in Mid-October

The NTA Film Network, which will begin operations in mid-October, will be composed of 102 television stations coast-to-coast covering 82 per cent of the television homes in the U.S., it was announced yesterday by Ely A. Landau, president of National Telefilm Associates, Inc., the network's parent company.

The network, which will initially show first-run feature films, will feed its programming to member stations owned by such organizations as the "New York Daily News," "Chicago Tribune," "Los Angeles Times," Crowell Collier Publishing Co., the Meredith Publishing Co., and the Taft family interests besides others prominent in the field of mass communication.

Landau said the NTA network was established "to fill an urgent need of tv stations for an additional major source of quality programming and national advertising income." The NTA head said the network's 112 stations will reach nearly 31,000,000 of the tv homes in the U.S. and of the country's 48,000,000 families, 79 per cent reside in areas covered by the network.

The time periods available to advertisers at the outset of the net-

Amusement Taxes in 12 of Nation's Cities
Total $17,444,000 for Year, Survey Shows

By J. A. OTTEN

WASHINGTON, Sept. 10—Twelve of the nation's largest cities collected $17,444,000 from special taxes on sales or gross receipts of amusement enterprises in the year ending June 30, 1955, the United States Census Bureau reported.

The bureau did not indicate which taxes covered motion picture theatres and which other places of amusement. Nor did it include receipts where theatres are covered by general sales taxes rather than special amusement taxes.

The Bureau's figures were included in a survey of the finances of the 41 largest cities. It showed the following 12 cities as having collected these amounts from special taxes on sales or gross receipts of amusement places during the 1955 fiscal year: New York, $9,921,000; Philadelphia, $2,683,000; Chicago, $1,054,000; Pittsburgh, $1,030,000; Seattle, $333,000; Cleveland, $406,000; New Orleans, $308,000; Cincinnati, $250,000; St. Louis, $177,000; San Diego, $92,000; Columbus, $68,000; and Washington, D.C., $5,000.

$500,000 Deal
Studio Films Buys Warner Pathe Assets
Non-Theatrical Operations To Continue; Frye Is Head

Studio Films, Inc., producer of live and filmed tv shows, tv commercials and distributor of theatrical films, has acquired Warner News operations other than the now discontinued Pathe Newsreel from Warner Bros. for a reported $300,000 purchase price, it was announced yesterday.

Benjamin Frye, executive vice-president of Studio Films, will become president of the new company, which will be known as Pathe Pic-

Abilene Operators Hit 'Dated' Ad Methods

Special to THE DAILY

ABILENE, Tex., Sept. 10—Sharp criticism of advertising methods used by major distributors was voiced by theatre operators here, in an open letter to industry leaders.

The letter accused producers and distributors of "not changing their advertising methods in twenty years, to the detriment of public interest"

Cohen Seeks Color TV Equipment in Europe

Max A. Cohen, president of Cinema Circuit, Inc., will leave here to-morrow for Europe, where he plans to acquire newly-designed large screen, color television equipment which he plans to install in the 14 theatres operated by his company.
Neelan Returns to Scene of His Glory

Marshall Neelan, formerly a noted director and actor in silent film days, has been given the role of an aged senator in Elia Kazan's "A Face in the Crowd."

The picture is in production at Cold Medal Studio, formerly the old Biograph plant in the Bronx where Neilan worked in the early film days under D. W. Griffith, and where he directed many of his silent film successes.

Dallas WOMPI Begins Attendance Campaign

Special to THE DAILY

DALLAS, Sept. 10—The Women of Motion Pictures Industry of Dallas has launched a campaign to generate greater interest in theatre attendance.

"Enjoy the Best—Attend the Movie. Women will be appearing on first class mail posted by exhibitors and distributors of Dallas as a part of the campaign. Local merchants and branches of other organizations have agreed to use the slogan on their mail if furnished with the stamping or printing facilities, WOMPI reported.

"The idea is being financed by local theatre circuits and exchange centers," said Maxine Adams, campaign committee chairman of WOMPI, "with no profit involved anywhere. All money will be turned back into this particular phase of our campaign or used for getting subsequent ideas underway. Other promotions are in the offing, she said.

C & C Super Corp. Closes

TV Deal with Latex

Walter S. Mack, president of C & C Super Corporation, has announced that the Corporation's television subsidiary, headed by Matthew M. Fox, has signed a contract with the International Latex Corporation in which it will deliver television spots in 100 leading markets in the United States only, for which it will receive a guaranteed minimum of $4,000,000 a year for five years or a total of $20,000,000 in cash.

At the same time Fox announced that leasing of the C & C film library recently purchased from RKO has already brought additional contracts totaling $6,000,000 in cash.

Fox stated that the $20,000,000 contract with Latex constituted a minimum guarantee to C & C and that C & C will in addition share in International Latex' gross receipts from sales of its product over this same five-year period based on various percentages of sales.

Fox's announcement implements a statement made in July by A. W. Spanel, Latex Corporation board chairman, in which Spanel outlined his company's plans for a television ad campaign.

Prudential Trust Suit Against Majors, Century

Eight major motion picture distributors and their subsidiaries and Century Circuit, Inc., and its subsidiaries were named defendants in a $1,500,000 anti-trust suit in New York Federal Court yesterday by Prudential Theatres, Inc., operators of the Smithtown Theatre in Smithtown, Suffolk County.

The suit charges the defendant distributors discriminated against the Smithtown by giving "unreasonably favorable terms and clearances in the exhibition of feature films in the Long Island circuit and the Smithtown by resulting in loss of business." The plaintiffs' suit accused the defendants of having engaged in a "strategy of discrimination to the injury of the franchise holders, the Japanese people," and that the defendants "are not acting in the best interests of the franchise holders or the Japanese people, but in the best interests of their movie application in branches of the industry, under the new management.

Included in the purchase is the Pathe News film library of approximately 30,000,000 feet, which Frasier said is available to tv distribution.

Dr. Laurence Tipton, who was educational director of Warner News will continue as an officer of the new company and as educational director and sales executive for News Magazine of the Screen and other educational programs being planned.

Financing of the deal is by Stud films.

Pathe Asset

(Continued from page 1)
Censor Ratings Required

South Australia has framed regulations compelling censorship ratings to be shown on motion picture advertisements. Regulations state that in every film advertisement in a newspaper, periodical, handbill, leaflet, placard or poster the Commonwealth censor’s classification must be shown. This is already being done voluntarily by distributors and exhibitors.

Hartford Theatre Reopens

The State Theatre, downtown Hartford, Conn., motion picture-vaudeville house, owned and operated by the Harris Brothers (Ted, Martin and Sam), has reopened, following its traditional summer shutting. The 4200-seat theatre is the only remaining combination stage show-motion picture house in Connecticut on a regular policy.

Cousteau to Meet Press

A press reception will be held here tomorrow at the French Consulate General, 934 Fifth Avenue, for Capt. Jacques Yves Cousteau, who anchored his research ship in the 24,600-foot Romanche Trench to photograph the greatest depth ever reached. Captain Cousteau’s “The Silent World” was grand prize winner at the recent Cannes Film Festival.

Big ‘W&P’ 3rd Week Seen

Paramount’s “War and Peace,” which played to exceptionally high business in its first two weeks at the Capitol Theatre here and at the Paramount Theatre in Hollywood, is expecting comparable grosses for the third week at each house. A third week take of $90,000 is predicted for the Capitol; $31,000 for the Paramount. The film in its first five days of the third week at the Capitol garnered $75,000, the company reports.

Canadian Imports Up

OTTAWA, Sept. 10.—The Canadian government has reported imports of films in the first five months of this year increased to $5,050,000 in contrast to $4,562,000 in the corresponding period of last year.
Eighty million Americans have read or read about this startling story of real people in a very unreal world—and now they can see it... with Louis Hayward as the author, Morey Bernstein, and Teresa Wright as his hypnotic subject, Ruth Simmons, who dramatically broke the time barrier.

This is no ordinary best-seller—men and women who hadn't read a book in years rushed to buy it—190,000 copies were sold before the ink was dry. News magazines like Life, Time, Look gave it big-space featuring.
Sensational Best-Seller of 1956! At Exploitation Attraction In NY at Paramount Now... at the Old Publicity and Controversy!

Newspapers and other periodicals serialized it. TV panels argued it. All America talked about it and is still fired with curiosity. That's why Paramount is rushing it to you because it means crowds at the boxoffice now!

Pros, Cons of 'Bridey' to Be Told

The Truth About 'Bridey'

Hypnotism, reincarnation and Bridey Murphy are still hot subjects in Los Angeles. Newsweek recently started some sensation with an exclusive publication of two shows which were given a 32-year-old Bridey of a 25-year-old hypnotherapist.

Researchers, parapsychologists, and students of the Laguna Colony co-operated in experiments, and one was able to comment quickly—after 'Bridey' on plot development.

University parapsychology department, considers self-hypnosis (easily learned by any normal person) a major therapeutic tool in personality adjustment.
The Three Outlaws

Associated Film Releasing Corp.

Orrville Hampton's oft-used western has transplanted three of the American frontier's best-known outlaws into a rather unique setting, and, moreover, dispatched a fourth shady character into the fray for fame and fortune. That unlawful hombres will be ultimately apprehended and, in turn, killed is a foregone conclusion from the opening sequence. How the Hampton story proceeds to handle this premise, however, is what makes entertainment.

The West's "most wanted" outlaws Neville Brand, Alan Hale and Robert Christopher—take the loot from their latest escapade (a train robbery) and flee across the border, obstensibly to live as normal citizens on a newly-acquired ranch, the while deposing the local sheriff and acquiring a local bandit leader (Rodolfo Hoyos) makes up his mind, however, that the newcomers aren't all they pretend to be, and he plays a hand in their defeat, swiftly and surely, unknowningly aided and abetted by private detective Bruce Bennett. At fadeout, the three outlaws and Hoyos hit the dust.

Special effects were handled this time by Neville Field and Sig- nauld Neufeld, produced with the attraction reflecting their experienced handling all the way down the line. The Super-Scope 235 process enhances the outdoor photography.

Running time, 74 minutes. General classification. For August release.

A.M.W.

Plans Finalized for Mexican-Italian Film

Special to THE DAILY

MEXICO CITY, Sept. 10 — The first co-production picture between Italy and Mexico under the pact made here last spring will start in Mexico early next year, according to an announcement by Alfonso Cinaudo, director of the official organization of producers, players, writers, technicians and manual work- ers. Victor Junco made preparations for the film during his recent visit to Rome.

The first co-production picture with France, under the reciprocal pact, "The Garden of Death," is now in French laboratories.

Columbus '56 Business

Found Up to Last Year's

Special to THE DAILY

COLUMBUS, O., Sept. 10—Sum- merine business in the four down- town first-run houses here compared favor- ably with that done in the same pe- riod in 1955, a survey revealed. Eight holdover films played two or more weeks during 1955, matching the number recorded a year ago:

"Trapeze," "The King and I" and "Moby Dick" played three weeks and two week-runs were recorded by "The hearse," "The Great Gloomlette Chase," "The Eddy Duchin Story," "High Society" and "Bus Stop."

Newark delivered the principal ad- dress.

Between 50 and 60 salesmen at- tended the Philadelphia exchange area meeting, held in the modern ex- change screening room. Charles Za- graus of RKO, area chairman, was the only speaker.

Cooperation Pledged

James Henedel of United Artists, Pittsburgh area chairman, reported that every film salesman in the area has been sold one ticket to "The Magnificent Seven" and attended the Pittsburgh meeting, which was held in the RKO screening room.

One of the main features of the meeting was the promise of 100 percent cooperation by the Allied Thea- tre Owners of Western Pennsylvania, which was given by Henry Handel, executive secretary, and Morris Fin- kel, a director of National Allied.

Both of them addressed the meeting. Other speakers were Bert M. Stearns of the Stearn, Hanna Theatre Service; Ernest Riesel of the Associate Drive- in Theatres, and Hendel, who presided.

Mullin, Lydon Heard

Martin J. Mullin, president of New England Theatres, and Frank Lydon, executive secretary of the Allied Thea- tre Owners of New England, were the prin- cipal speakers at the Boston meeting of salesmen, held in the M-G-M screening room. William Kunmins of Warner Bros., area chairman, who presided, stated that 45 salesmen were present.

Forty persons, of whom more than half were salesmen, attended the Cleveland meeting, which was held in the Fox screening room in that city. Jack Miller of Loew's, area chairman, was the only speaker.

Abilen Group

"Riesel Story"

(Continued from page 1)

in motion pictures, and to the profits of the theatre owners.

"We firmly believe this condition has been brought about by producers and distributors, not deliberately, but through careless indifference to the way in which their films are sold. I personally am going to actually sell the tickets to the public," the letter said.

Citing the development and in- fluence of the sports section in news- papers, the Abilen theatre owners urged that money used for "fancy advertising brochures" be turned to- ward sponsoring daily movie sections in newspapers. The letter estimated that $1000 per theatre is spent an- nually mailing needless, advertising matter to 18,200 theatres in the U.S.

The theatreman signing the letter declares that co-operating with major dis- tributors in establishing an experi- mental sponsored movie section in the "Abilen Reporter News."

Cohen Seeks Color

(Continued from page 1)

New York, Connecticut and Florida as a pilot test of combined tv and motion picture programmes.

He also plans to acquire the American theatre distribution and televi- sion rights to a number of foreign feature films while abroad.

Cohen said the use of live color to American theatre screens, in combination with regular film fare, "provides the answer to a growing box office decline. The tv shows we have in mind for programming are musical and special events," he said.

Milgram Buys Theatre

PHILADELPHIA, Sept. 10 — The Park Theatre, key neighborhood house operated by David Milgram Theatres by the Katner Brothers for a reported $150,000.

Six Films Named

In TOA Foreign Fair

A series of preview showings of out- standing foreign films, to be sponsored by representatives of the TOA International Convention and Trade Show tomorrow.

The special foreign film fair will be presented in the auditorium of the Museum of Modern Art on the eve-nings of Sept. 12-13, 17-20 at 8:30. Films to be shown are, in order of presentation reported by the TOA committee.

Orson Welles' "Confidential Report"; "We Are All Murderers" (French); "The Magnificent Seven" (Japan). "Vittoria" (Italian); "Beach for the Sky" (British) and "The Devil's General" (German).

Kreisler Seeks

(Continued from page 1)

him a list of more than 60 films have been carefully selected in accordance with suggestions of the Department. Among the product 80 colour films produced by leading independent producers, directors and stars in Europe that the producers and the years in which they were made were not disclosed Kreisler.

Will Seek Polish Product

As part of the exchange program, Kreisler plans to arrange for the lease in the U.S. of a group of two pictures made in Poland and other Eastern European studies.

Kreisler will visit Moscow, Va- saw, Prague, Budapest, Bucha, Munich, Vienna, Madrid, Paris, London. He expects to spend at least a week in each of the Iron Curtain countries during his nine-week tour.

NTA Network

(Continued from page 1)

work's operations will be one or two hours of telecasting, week, was said. After the first news of the program being broadcast to half-hour programs per week to supplied to network stations for 1957-58 season.

By the 1959-60 season, it is expec- ted the network will be on the air 10 or more hours of film program- ming per week, supplemented by telecasting of outstanding sports fea- tures and other special events.

Among the top stations in the NTA Film Network are WGN, Chica- go, WPIX, New York; KFJJ-TV, Dal- Ft. Worth; KTVB, Denver; KTJ, Los Angeles and WFBM-TV, Dallas.
THE MOST AMAZING THING HAPPENED
AT THE GUILD THEATRE, NEW YORK
NOW SHOWING THE BOULTING BROTHERS' HILARIOUS PRODUCTION
PRIVATE'S PROGRESS

Public and Critics both agree
'THIS IS THE FUNNIEST MOVIE OF THE YEAR!'
—Zinsser, N. Y. Herald Tribune

A hilarious, satirical comedy! A howling delight!
—Zunser, Cue Magazine

A Full Bag Of British Comic Characters! Delightful...Very funny...Satire to finest heights...Beautiful and lithely made...A fresh breeze!
—Wisten, N. Y. Post

Highly Comical! As weird and wonderful a troop as ever went to war!
—Cameron, N. Y. News

"A Blessed Relief! Get Post-Haste To The Guild!"
—Crowther, N. Y. Times

"A Merry Chase of Military Matters! A Gale of High Glee...Sharp Satire...Only Larceny and Solid Laughter...The Idea Is Simply To Keep An Audience Laughing!"
—Cook, N. Y. World-Telegram & Sun

"High Hilarity! First Class Comedy! Enjoyable Relief!"
—McCarten, The New Yorker

"A must! More sophisticated and clever than 'No Time For Sergeants' and what's more, infinitely funnier!"
—Gilbert, N. Y. Mirror

"A delightful spoof...Chuckling tongue-in-cheek humor...One hilarious incident after another!"
—Pelswick, N. Y. Journal-American

D.C.A. RELEASE GENERAL RELEASE SEPT. 15TH
"This is DREW PEARSON speaking: In front of me are cans of celluloid dynamite. They contain a motion picture called 'The Boss.' Certain powerful interests, whose names would amaze you, have tried to prevent you from seeing this picture. They were afraid to let you know its shocking story. I helped expose the story upon which 'The Boss' is based. I know this corruption did take place. 'The Boss' is the uncut, uncensored version of a story that rocked this nation to its very foundations. I predict this picture will create the year's biggest screen sensation."

JOHN PAYNE, THE BOSS co-starring WILLIAM BISHOP, GLORIA McGHEE, and also starring DOE AVEDON

with ROY ROBERTS, RHYS WILLIAMS, OIL LAMB. Story and Screenplay by BEN L. PERRY. Directed by BYRON HASKIN. Associate Producer WALTER SELTZER

Produced by FRANK N. SELTZER. A Seltzer Films-Window Production, Inc. Presentation
'Knows His Book'
Goldenson Lauded by Standard & Poor's for 'Dynamic' AB-PT Leadership

Leonard Goldenson, American Broadcasting-Paramount Theatres' president, is praised as a "dynamic" executive heading one of the most profit-minded management in American business," by C. A. Schneu, president of the well known financial service, Standard & Poor's Corp., in his current letter to subscribers. The letter refers to one of the Standard & Poor's Business Portraits of representative financial figures held with AB-PT management.

No Difficulties Seen In Anglo-American Talk

From THE DAILY

WASHINGTON, Sept. 11—Motion Picture Association officials expect this month's talks here on a new Anglo-American film agreement to go off smoothly.

The talks will get under way Monday, Sept. 24, and according to present plans, a new agreement will be signed and sealed Tuesday Sept. 25.

Officials said they expected "no serious problems" to come up.

So far there's been no indication (Continued on page 6)

NBC, in Closed Circuit, Extols Color Television

NBC, through the medium of a closed-circuit color-television broadcast last evening, paid tribute to color video as a medium of the present and the future. Emanating from the Ziegfeld Theatre here, starting at 6:10 P.M., the 50-minute program (Continued on page 7)

UA To Meet with Musicians This Week on Royalties for Post-'48 Films on TV

Attorneys for United Artists Corp. and the American Federation of Musicians will meet this week for preliminary discussions concerning musicians and the film company's royalty agreements for the post-1948 feature pictures which the film company is selling to television, it was learned yesterday.

An official of UA said Seymour Peyer, vice-president and general counsel, will confer with AFM as to whether or not the musicians will receive more than their five per cent royalty on each of the 39 features in the UA television package.

It was said that UA is also planning to sit down shortly with officials of the Screen Actors Guild, Screen Directors Guild, and Screen Writers Guild, in Hollywood concerning their sale of post-'48 product.

Domestic Record

UA's Grosses For Week Hit $2,403,000

See World-Wide Earnings At $65,000,000 in '56

United Artists' domestic gross billings for the week ending Sept. 8 totaled $2,400,000, which was the biggest single week's domestic earnings in the company's 37-year history, Robert S. Benjamin, chairman of the board, said in an announcement yesterday. This figure exceeded by approximately $500,000 the previous high for a comparative seven-day period, he declared.

Benjamin also announced that UA's world-wide gross earnings for the 1956 (Continued on page 2)

Film Library of Loew's Leased to KTVR, Denver

The Loew's, Inc., film library, which has been sold in 12 markets thus far, has also been acquired by KTVR, Denver, on a seven-year lease basis under an agreement in which the film company will receive one million dollars from the television outlet over a five-year period, it was announced here yesterday by Charles C. (Bud) Barry, (Continued on page 6)

Report Mixed Reaction to 'Jet Pilot' 'Sneak' Special to THE DAILY

MINNEAPOLIS, Sept. 11—Audience reaction was reported mixed at a sneak preview of Howard Hughes' 'Jet Pilot,' held at the RKO Orpheum Theatre here last weekend.

Officials at both the theatre and the RKO Radio exchange said that the (Continued on page 6)
PERSONAL MENTION

DARRYL F. ZANUCK, 20th Century-Fox vice-president in charge of production, will return to New York from Europe today via BOAC.

Max A. Cohen, president of Cinema Circuit, will be given a bon voyage party by friends aboard the "Queen Elizabeth" before his departure for Europe today.

BARRY GREENBERG, Warner Brothers International supervisor for Australasia, India-Burma, Pakistan, Indonesia, Singapore and Thailand, has arrived in New York from Sydney.

Mrs. Charles Barry, wife of the LOCP's, Inc., vice-president in charge of television operations, returned to New York yesterday from Europe.

MORGAN HUDGENS, M-G-M studio publicist, has just arrived in New York following a European assignment. He is expected to return to the Coast from here on Friday.


Barbara Bel Geddes will return to New York from London today via BOAC.

Nat Williams, president of Interstate Enterprises, Thomaville, Ga., is recovering from a heart attack.

WASHINGTON OFFICIALS SEE ‘WAR & PEACE’ AT MPAA

WASHINGTON, D. C., Sept. 11—Several high ranking federal government officials attended a special screening of “War and Peace” Monday night at Motion Picture Association headquarters. Miss Alexander Tolstoi, daughter of Leo Tolstoi, on whose novel the picture is based, addressed the group.

Eva Benson, secretary of agriculture; Fred Scobist, secretary of interior, and Wilber Brucker, secretary of the army, and their wives attended the preview. Also present were justices Sherman Minton, Tom Clark and Hugo Black, U. S. Supreme Court.

COLUMBIA DIVIDEND

Columbia Pictures has announced that the board of directors at a meeting Tuesday declared a regular quarterly dividend of one share of the common stock presently outstanding, and voting trust certificates for common stock payable Oct. 30, 1956, to stockholders of record Oct. 1, 1956.

U. A. GROSSES

(Continued from page 1)

period ending Sept. 8 were $80,000,000 above the comparative period for 1955. Last year the studio's worldwide gross of $55,000,000 for 12 months, the highest annual earnings in the company's history.

Expects $65,000,000

With more than three months left for the remainder of the year, Benjamins indicated that UA will achieve $65,000,000 in grosses for the year, a prediction he considered to be in the company's year-end report.

EISENHOWER PLEA

(Continued from page 1)

will then attempt to work out in their own way all the method requested by the President.

Today's meeting was led by a White House advisor, Gabriel Hauge. In addition to the President, the meeting was addressed by President Nixon, Secretary of State Dulles, White House assistant Sherman Adams and U. S. Information Service director Theodore Streibert.

See Canadian Exhibitors Opposing 'Pay TV'

Special to THE DAILY

OTTAWA, Sept. 11—Opposition to the Famous Players Canadian Corp.'s request for immediate permission to launch subscription television in Canada is expected to be registered by movie picture theatre owners, it was learned.

Famous Players, which has the rights to Telenetron in Canada, will apply for permission with the Canadian Broadcasting Corp. on Sept. 21 for launching the tv service. It is understood that the Theatre Owners Association of Quebec is one exhibitor group which is planning to oppose the application. The TOAA has been in contact, it was said, with U. S. exhibition associations which have opposed pay-as-you-see tv in the U. S.

Sub-titled film succeeds

in Many Drive-In Units

"Dabobique," a French film which has been highly successful in art theatres in this country, is also being booked at drive-in theatres, according to Richard Davis, president of United Motion Picture Organization, which is distributing the film in this country.

The first outdoor showing of the sub-titled film was given last March in the South. Over 200 successful performances have been given, Davis said, and he encouraged New England drive-ins to also book the picture. One hundred drive-ins in the northeastern area will be showing the film, he said.

ALDRICH TO GOVERNMENT;

Sponsor Venetian Entries

Robert Aldrich, whose new film, "Attack," won the "best foreign film" award at the Italian Writers Union at the Venice Festival, declared at a press conference at the United Artists home office yesterday, that he felt the American entries at the festival, which he attended, should be government-sponsored. This would assure "an equitable treatment for all films each year," he said.

Declaring that he found the Venice festival "beautifully organized," he singled out for praise the new administration which includes a new selection committee, and said he felt the festival would grow in importance as the years pass.

Criticizes Defense Department

Aldrich distributed to the press a statement to be released today by the American Veterans Committee, leading veterans' organization, criticizing the Department of Defense's refusal to allow Aldrich to use the filming of "Attack." The Defense Department has refused cooperation on the grounds that the story is basically considered to be suitable for leadership during combat. Aldrich was not allowed the use of available army equipment and film clips usually distributed by the Department for the making of war films.

Would Sell Red Packet

To Television: Kreisler

The Iron Curtain film product, especially the cartoon and puppetoon subjects, which International Film Associates Corp. expects to acquire for the distribution this fall, will likely be sold for television release," according to Bernard Kreisler, International Film Associates Corp. head, who is leaving here for Europe at the weekend.

Kreisler said that his organization has the world film rights to three films—one American, one French and one Italian—and that he hopes to exchange these rights for the American rights to the Iron Curtain cartoon and puppetoon subjects.

He said that the three films are "Against the Repose American; "High Time," Italian, and "Paris Affair." French.

Commenting on the 20 American feature films which he proposes to sell to the Iron Curtain countries during his seven week trip, Kreisler said that while he can not reveal the titles, he can say that the package was produced between 1945 and 1950, two of them were made in France, two in England, the rest in America, and that some of the films are in current television distribution and some are still being shown in theatres.

.. of Drive-in...
The Theatre Owners of America's Ladies Committee, which is setting up fashion tours, shopping sprees and other entertainment for the 1956 convention of the exhibitor group, met here at the Hotel Pierre to finalize plans. Attending the luncheon were (front, left to right) Mrs. Thelma Mundo, Mrs. Doris Fabian, Miss Mary Becker and Mrs. Florence Miller. Standing to the rear are Abe J. Platt, convention co-ordinator, Mrs. Harriet Rade, Phil Harling, director of convention finances, Mrs. Claire Harding, Mrs. Helen Yellin, Mrs. Helene Rosen, Claude Mundo, assistant to the TOA president, and Joseph G. Alterman, assistant secretary of TOA. Other members of the TOA Ladies Committee are Mrs. Jeanne Alterman, Mrs. Norma Fabian Jacobson and Mrs. Hilda Levy.

Actress William Holden will receive the Theatre Owners of America's "Star of the Year Award" for 1956, which is made "for outstanding service to the motion picture industry, the community and the country at large," it was announced yesterday.

A special committee consisting of Elmer C. Rhoden, J. J. O'Leary, Arthur H. Lockwood and R. J. O'Donnell named Holden in a unanimous vote. The award has been given only twice before—to Danny Kaye in 1954 and James Stewart in 1956.

Presentation of the award will be made by TOA's president Myron N. Blank at the President's Banquet at the Waldorf Astoria, Grand Ballroom, Sept. 24—the climax of the TOA International Convention.

Praised by Blank

In announcing the choice of Hold- en, Blank said: "We exhibitors owe Bill Holden a deep debt of gratitude for his cooperation and his many memorable performances on our screens. Bill symbolizes the artistry, integrity and glamour of all the people who have helped to build this into the great industry it is today, and it is with warm personal pleasure that we take this occasion to honor him."

This is the third award for the star, who recently entered the ranks of independent producers with his first film, "Toward the Unknown," a Technicolor Production soon to be released by Warner Bros. In 1933 he won the Academy Award for the best actor of the year, and in 1954 was voted one of the ten best Money-Making Stars in the Motion Picture Herald-Fame poll.

Mr. and Mrs. Perrod, Mrs. Hurel, Mr. and Mrs. Ferber, Mr. Guitel, Mr. and Mrs. Courreges, Henri Well, Mr. Gillett, and Mrs. Affre.
POEM TO "THE OPPOSITE SEX"

THE PUBLIC WILL BE LAUGHING WRECKS, AND YOU'LL DEPOSIT BIG, FAT CHECKS—SO GET A LOAD OF "THE OPPOSITE SEX"
"Welcome to the high society of M-G-M hits!"

M-G-M's LOW-DOWN ON DAMES—WITH MUSIC!

In CinemaScope and METROCOLOR

JUNE ALLYSON
JOAN COLLINS
DOLORES GRAY
ANN SHERIDAN
ANN MILLER

in "THE OPPOSITE SEX"

Co-starring

LESLIE NIELSEN
JEFF RICHARDS
AGNES MOOREHEAD
CHARLOTTE GREENWOOD
JOAN BLONDELL
SAM LEVENE

And GUEST STARS:

HARRY JAMES • ART MOONEY
DICK SHAWN • JIM BACKUS

with BILL GOODWIN

Screen Play by FAY and MICHAEL KANIN
Adapted From a Play by CLARE BOOTHE
New Songs: Music by NICHOLAS BRODSZKY
Lyrics by SAMMY CAHN
Directed by DAVID MILLER
Produced by JOE PASTERNAK

*(Available in Magnetic Stereophonic, Perspecta Stereophonic or 1-Channel Sound)*
One Man’s TV Views
By Pinky Herman

Pennant-winners are still to be decided (or rather—the National League race is still almost dead-locked while the Yanks are IN) yet NBC has already set up its College Football Game of the Week sked. This Sunday (7:30-8:00 P.M.) Fred Waring’s Pennsylvanians, sports-caster Lindsey Nelson, vet coach Arvino Alonzo Stagg and the U.S. Military Academy Glee Club will salute the coming gridiron season. Sponsored by General Tire & Rubber Company and placed thru the D’Arcy Advertising Co. . . . Susan Oliver, who CBStarred last week on Studio One’s “Day Before Battle,” will appear on Dr. Bruno Furst’s WABD program Sunday (7:00-7:30 P.M.). Susan, who recently completed a course in memory training at the Doctor’s School of Memory and Concentration, will recite, in and out of sequence, the Pulitzer prizes winners from 1918 to the present and the New York Drama Critics’ Circle Awards from 1936 to the present. . . . Talented Sandra Deele earning the plaudits of the town’s press for her great performance in the “Peter Pan” role these past few weeks at the St. Louis Municipal Opera. . . . For the past decade telecaster of the Washington Senators baseball games, Bob Wolff has been signed to describe all Madison Square Garden activities TVia WPIN.

Howcrome Broadway producers, ever on the prowl for new stars (secretly seeking from radio or tv another Paul Douglas or Frank Lovejoy) seem to overlook the personable, talented and handsome Tony Marvin, who not only consistently delivers a believably commershills, but can read lines, ad-lib successfully with the Redhead himself, possesses a rich baritone singing voice which he knows how to use and (what’s most important) year after year garners enough votes in the national tv editors’ polls to land among the winners. HMmmm? . . . Bolek has signed to sponsor the ABCoverage (radio and tv) of the national elections which will start about 8:00 P.M., Tuesday, November 6 . . . Russ Case, has been doing such a grand job as conductor and arranger on the “Frankie Laine CBSeries,” (substituting for Arthur Godfrey) that he’s been signed by Vik Records. Frankie also introduced another great talent in Groove Records’ star-ling Ann Gilbert, who guest-starred last week unitate on the program and as a result is mulling three different offers.

Frank Bunetta, who produced DuMont’s top-rated shows including those starring Jackie Gleason and Bishop Sheen, has returned to Gotham from Hollywood and will take over as director of “NBCasar’s Hour” which returns to the air Saturday. . . . A radio series, “College Quiz Bowl,” after more than three years on NBC, bowed off the air last March. Emceed by Allen Ludden and featuring weekly contests between different colleges and universities, this entertaining and enlightening program, written and produced by Don Reid, is a natural for tv. . . About 10 years ago, this scribbler printed a paragraph (in another trade journal) to the effect that the genial gentleman of music, Eddie Lane, had decided to lay down the baton to accept a position as assistant manager of the Hotel McAlpin in Gotham and that Tin Pan Alley thus had lost a true friend and champion. So we’re now happy—in fact elated—to report that Lane has returned to the music business and is our pilot of another fine band currently summer-replacing Guy Lombardo’s Orchestra at the Hotel Roosevelt.

Frank Bunetta

Emceed by Lawrence Welk and featuring his orchestra plus professional and semi-professional talent, a new TVariety program, “Top Tunes and New Faces,” will ABBCommence Monday, Oct. 8 in the 9:30-10:00 P.M. slot to be sponsored by Dodge-Plymouth and originating in Hollywood.

Jet Pilot Sneak
(Continued from page 1)

screening was hastily arranged at the request of Jules Furthman, who collaborated on the screenplay of the Howard Hughes production, and head film cutter Jim Wilkinson, who flew in with the film and special equipment needed to handle the print and a separate sound track. It is understood the Minncaples screening was one of several which have been held or are scheduled for the six-year-old Hughes film starring John Wayne and Janet Leigh, now the property of the new RKo Radio owners. Audience reaction cards were passed out at the theatre but are returnable by mail directly to the studio. One Minneapolis exhibitor who saw the picture said that he considered that despite the long lapse between production and showing, the film has “distinct possibilities.”

Mentions Palsy Fund

“Later, we visited Goldenson’s office. On his desk were two collection cans for his branch of the Cerebral Palsy, and both were heavy with coins. Goldenson founded the Fund in 1930, and in five years under his leadership, it grew to one of the largest health funds in the U.S.”

ABC-Paramount is an unusual operation. We believed at the time if merger that the tail eventually would wag the dog, that ABC in the box run would produce more profit than the theatre operation. This is the trend. Our opinion was confirmed that the future of this company hinges largely on the success of the TV network. The network has made marked progress in the past year, as the stock is an interesting speculation on continued improvement in this direction.

No Difficulties
(Continued from page 1)

that either side will seriously demand any major change in the agreement, was indicated. Some demands may be made, for bargaining purposes, but changes are not looked for by officials here.

MPPA’s British manager, Faye AI’-port, is scheduled to arrive here Fri.-day, Sept. 21, for week-end strategy talks with MPPA president Eric Jolston and his assistants, Griffith John-son and Ralph Hetzel.

On Monday evening, Sept. 2, Jolston will give a high-level dinner for the British negotiators. Ellis Arnn, president of the Society of Independent Motion Picture Producers, is expected to be on hand to represent SIMPP in the talks.

“Oklahoma!” Run
(Continued from page 1)

President in charge of sales for Majestic Theatre Corporation, which distribute the film.

He also said that at the end of business last Sunday the picture had grossed a total of $1,073,257 at the Rivoli. “Oklahoma!” will be followed at the theatre by Mike Todd’s “Around the World in 80 Days,” the second picture to be produced in the Toddl-AO system.

Goldenson
(Continued from page 1)

A financial community showed a Veterans of Wall Street said the couldn’t remember when it had been possible to get that many promises people of Wall Street to a kind of business meeting on a Friday night in summer, in New York! “Leonard H. Goldenson, ABC’s dynamic president, answered all of them categorically, answered by Bob H. O’Brien, financial vice-president Sidney M. Markley, vice-president and Herbert Hahn, stockholder in the most pro- minished management businesses. I have never met a president who knows his book any better than Goldenson.

Twin Cities Exhibitors
May Form Organization

Special to THE DAILY

MINNEAPOLIS, Sept. 11.—Twin Cities independent exhibitors who have been meeting informally at least once a week and plan更大 the gathering into an organization of Minneap-

ols-St. Paul theatre owners, is learned.

It is feared, the new organization would supplement, rather than com-

pete with North Central Allied on the municipal level. It would tackle such current problems as multiple book-

ing of the same films in the metro-

politan areas and would cooperate in business promotion and film explo-

ration projects here.

Loew’s Deal

(Continued from page 1)

Loew’s vice-president in charge of television operations.

Barry also reported that in a separ-

ate transaction, Loew’s signed an agreement to purchase a 25 per cent capital stock interest in KTTV, the Denver station currently owned jointly by Gotham Broadcasting and Founders Corp.

Loew’s already has a 25 per cent stock interest in KTTV, Los Angeles, and is negotiating for acquisition of stock interests in other tv stations in the U. S. The studio plans a large scale exploitation campaign in connection with the inauguration of its M-G-M feature film programming which is scheduled to premiere in mid-October.

Other stations in the U. S. which have acquired the Loew’s film backlog of 725 feature films thus are KTTV, Los Angeles; KING, Seattle; a Portland, Ore., station; WFBG, Philadel-

phia; WHIC, New Haven; WBNF, Binghamton; WFBG, Altoona; WCBS-

TV, New York, plus two CBS-TV affiliates in Hartford and St. Louis: WBNX, Chicago, and WXIN, Milwaukee.

Jet Pilot Sneak

(Continued from page 1)

scredning was hastily arranged at the request of Jules Furthman, who colaborated on the screenplay of the Howard Hughes produzione, and head film cutter Jim Wilkinson, who flew in with the film and special equipment needed to handle the print and a separate sound track. It is understood the Minncaples screening was one of several which have been held or are scheduled for the six-year-old Hughes film starring John Wayne and Janet Leigh, now the property of the new RKo Radio owners. Audience reaction cards were passed out at the theatre but are returnable by mail directly to the studio. One Minneapolis exhibitor who saw the picture said that he considered that despite the long lapse between production and showing, the film has “distinct possibilities.”
National Pre-Selling

"The merry world of De Sylva, Brown and Henderson will come bouncing back to life again in the Best Things in Life Are Free" reports "Life" in the Sept. 10 issue. His musical film is a tale of the '20s, the era of flappers and coonskin coats which Scott Fitzgerald wrote so filially.

These well-known song writers note "Button Up Your Overcoat" Black Bottom," "Sonny Boy," "The Birth of the Blues," "Life is Just A Bowl of Cherries," etc. All are in the flapper and dozen more. Dan Dailey and Anne Boring and Gordon MacRae lay De Sylva, Henderson and Brown and Sheree North plays herself.

"Lust for Life," reports Marshall Cott in the September issue of "Cosmopolitan," is a sumptuous screen biography of the tragic and tormented Dutch artist, Vincent van Gogh, with Kirk Douglas remarkably good both before and after he cut it off his ear.

"The Opposite Sex," the new MGM musical comedy is advertised on the back cover of the September issue of "Collier's." "The Opposite Sex," the new MGM musical comedy is advertised on the back cover of the September issue of "Collier's." "Lust for Life," reports Marshall Cott in the September issue of "Cosmopolitan," is a sumptuous screen biography of the tragic and tormented Dutch artist, Vincent van Gogh, with Kirk Douglas remarkably good both before and after he cut it off his ear.

"Spam," reports Ed Miller in the current issue of "Teenage," describes the plight of a small-town brarian (Bette Davis) who finds herself under attack when she refuses as a matter of principle, to remove a controversial book from the shelves of the public library.

Louis Berg in a pictorial story which appeared in the Sept. 9 issue of "This Week," shows how a couple of old timers dance the Charleston, Jack Ball, and the Tango. They are Barbara Stanwyck and James Agey, stars of "These Wilder Years." They show the boy-boxers how they got rhythm when they dance together during the takes of their first film as co-stars.

Barbara Goldsmith devotes considerable space to her review of "Tea and Sympathy" in the October issue of "Woman's Home Companion.

Barbara says "that it is a touching dual film. Among the best movies of the fall season, it stars Deborah Kerr and John Kerr in the roles they originated on Broadway. This story, which ended audiences with its forthright and touching theme of woman's endurance, comes alive through the precise acting of its stars."

Kim Novak was profiled in the Sept. 9 issue of "American Weekly" and the "Eddy Duchin Story" is mentioned prominently.

WALTER HAAS

Review:
The Power and the Prize
MGM—CinemaScope (black-and-white)

HOLLYWOOD, Sept. 11

American big business, which took quite a beating in MGM's "Executive Suite" and in TV's "Patterns," to name the top two of recent vintage, takes another in this similarly constituted story filmed fastidiously in black-and-white CinemaScope. This time ABB is placed in the intergalactic industry and is contrasted unfavorably with British Big Business, which doesn't come off entirely spotless either.

Like the predecessors mentioned, the picture consists almost exclusively of dialogue, plus only such action as has to do with the moving of the players from place to place, a circumstance that probably won't bother adult theatregoers (for whom the picture clearly was designed) who find rewarding interest in either the cold story of corporate conflict or the warm love story that runs along with it. By and large the new film if a comparison of two pictures wearing the same trademark may be permitted, stacks up, trade-wise, as a finely made "Executive Suite No. 2."

Robert Taylor's is the top name for billing, with Charles Coburn, Sir Cedric Hardwicke and Mary Astor furnishing excellent support, as always, and with Burl Ives and Elisabeth Mueller supplying performances that will make their names more meaningful next time they appear. Production is by Nicholas Nayfack, and Henry Koster directed from a screenplay based on a book by Howard Swiggett.

Taylor portrays in formal fashion the vice-chairman of a big corporation whose founder and head man, played with convincing force by Ives, instead passing the top job over to Taylor when he is no longer able to carry on. Taylor has rigged an engagement for Taylor to marry his niece, which is alright with him until sent to London to wrap up a $40,000,000 deal with a hard-up British company headed by Hardwicke, he meets Miss Mueller, a war widow in charge of an organization devoted to finding work for displaced persons. They fall in love and become engaged to marry after he breaks off with his employer's niece. Handicapped by a reviving conscience, Taylor fails to go through with the $40,000,000 deal as instructed, and when he gets home his boss, angered by this and by false reports he has heard of Miss Mueller's character and past, demands his resignation. He declines to give it, finally, and with the aid of Coburn, the corporation's ranking stockholder, he bests Ives in a board of directors' meeting, forcing the latter to yield his post.

Ives can give up folksinging in favor of acting, if he'd rather be an actor, on the basis of his performance here as the predatory capitalist, and Miss Mueller takes a long step toward stardom in her role as the wartime refugee.


William R. Weaver

Suit Against Fox

A $250,000 plagiarism damage suit was filed in Federal court here yesterday against Twentieth Century-Fox, Frank Tashlin and Albert A. Beich by Kathleen Kendall and Herbert Faber. The suit asks for an injunction and for damages for alleged infringement of the plaintiff's common law property called "My Hero," which they claim was incorporated into the 20th-Fox film, "The Lieutenant Wore Skirts."

Clara Beranger Dies

HOLLYWOOD, Sept. 11—Funeral services will be held Thursday afternoon at Pierce Brothers Chapel, Inglewood, for Clara Beranger, 70, who died last night of a coronary ailment. The deceased, widow of the late William C. DeMille, had written more than 60 screenplays, including several for Paramount, and had NBC Closed Circuit

(Continued from page 1)

gram was picked up by 130 stations across the country for an audience of distributors, advertising and station executives and news reporters.

The selected audience heard Robert Samoff, president of NBC; Frank Folson, president of Radio Corporation of America; and Andrew Heiskell, publisher of "Life Magazine," outline the rapid strides made by RCA color television up to the present time as well as the advances considered inevitable in the future.

This portion of the program occupied approximately 30 of the 90 minutes of the program, which was given over to entertainment by Dinah Shore and Vaughn Monroe.

Manning Clagett
Taylor Mills

New Canopy Adorns
MPAA Wash. Office

From THE DAILY BUREAU

WASHINGTON, Sept. 11—Another new canopy, with "Motion Picture Association" in larger letters than ever, now hangs over the entrance to MPAA headquarters here. The old one, damaged by the elements over the years, was taken down about a month ago.

Clagett-Mills

(Continued from page 1)

association in a consultative capacity. Taylor Mills, a member of MPAA's New York executive staff, will succeed Clagett there. These changes were announced today by MPAA president Eric John-

motion. The changes are effective at once.

In his new job, Clagett will be charged with finding out about and dealing with proposals affecting the industry in various state and local legislatures. He's been doing considerable work in this field in the last few years, as an aide to Bryson. In announcing the switch, Johnson applauded Bryson for his "brilliant job over the years in handling legislation dealing with the motion picture industry, first in California and later in Washington. The whole record is impressive, and in no area more so than in the field of censorship."

Teamwork Praised

"Working as a team in recent times," Johnston continued, "Jack Bryson and Tim Clagett have spearheaded high successful efforts to cut down censorship, so that active state censorship remains today only in four states—New York, Maryland, Virginia and Kansas. We're confident that these four are on the way out, so that the screen finally will enjoy the freedom guaranteed by the first amendment to the U.S. Constitution."

"It is particularly pleasing to note," Johnston said, "that the film industry is working closely together with us as a consultant, while turning over active direction of the State Legislative Department to Clagett. With Clagett leaving New York, we are fortunate that we had on the staff a man of Mills' experience and competence to replace him."

Manning Clagett
Taylor Mills

C.B.
DEALERS' SAMPLE BOOKS leaving San Francisco aboard United's 300-mph DC-6A "Big Lift" Cargoliners arrive in Chicago in just 7 hours! Cost for 100-lb. shipment—$18.80*

AND YOU GET THESE UNITED "EXTRAS"—Space dependability made possible by Reserved Air Freight... On-time dependability, by weather-mapping radar... Faster, safer handling, by pre-loaded aluminum pallets... Day and night cargo service, by United's frequent Mainliner and Cargoliner schedules.

Examples of United's low Air Freight rates

<table>
<thead>
<tr>
<th>Route</th>
<th>Rate per 100 pounds</th>
</tr>
</thead>
<tbody>
<tr>
<td>CHICAGO to CLEVELAND</td>
<td>$4.78</td>
</tr>
<tr>
<td>NEW YORK to DETROIT</td>
<td>$5.90</td>
</tr>
<tr>
<td>DENVER to OMAHA</td>
<td>$6.42</td>
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<tr>
<td>SEATTLE to LOS ANGELES</td>
<td>$9.80</td>
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<tr>
<td>PHILADELPHIA to PORTLAND</td>
<td>$24.15</td>
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<tr>
<td>SAN FRANCISCO to BOSTON</td>
<td>$27.00</td>
</tr>
</tbody>
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*These are the rates for many commodities. They are often lower for larger shipments. Rates shown are for information only, are subject to change, and do not include the 3% federal tax on domestic shipments.

SHIP FAST...SHIP SURE...SHIP
CinemaScope To Mark 3d Anniversary Sunday; World Installations to Date Total 36,197

CinemaScope will celebrate its third anniversary this Sunday, and the date, according to 20th Century-Fox, will find 36,197 wide-screen installations in 41 nations.

CinemaScope according to the company’s latest installation charts, is currently installed in 16,584 indoor and outdoor theatres in the U.S. and in 19,609 foreign theatres. It is also in armed service and non-theatrical units.

England leads the foreign countries in number of installations as of Sept. 7 with 3,225 theatres using the system. Italy follows with 3,011 installations, then Germany with 2,531 and France with 1,438.

The chart also reveals that one-track optical sound is more in use than magnetic in both local and foreign theatres. In the U.S. and Canada 12,790 use optical while 14,472 have it in foreign situations.

Film Fair of TOA Opened

Representatives of the six foreign film distributors who have product entered in the Theatre Owners of America Film Fair, which opened last night at the Museum of Modern Art here, will attend the TOA convention and trade show to meet with exhibitors seeking to acquire the pictures.

According to a TOA official, the

(Continued on page 6)

Rank Says Tax Forcing Closing of 79 Theatres

From THE DAILY Bureau

LONDON, Sept. 12.—J. Arthur Rank, chairman of Rank Organisation, Ltd., in the company’s annual report, released today, declared that the “excessive entertainment tax” is forcing him “to close over the next few months 79 theatres” and that “within the next year hundreds of other theatres will close in this country.”

Rank, pointing out that the economic state con

(Continued on page 6)

Oklahoma,’ ‘King and I,’ ‘Guys and Dolls’

Expect London ‘Battle of Musicals’ When Three Play Simultaneously

By PETER BURNUP

LONDON, Sept. 12.—With the opening of “Oklahoma!” at J. Arthur Rank’s Leicester Square Odeon what has come to be known generally in this city as the “Battle of Mighty Musicals” has been effectively sparked off.

The Rodgers-Hammerstein film got under way in sparkling and spectacular fashion. Despite a heavy downpour of rain, Leicester Square was packed throughout the evening with an excited crowd watching the celebrities and the not-so-celebrated entering the theatre. The film had an ovation at the end.

This week 20th-Fox is to introduce

“The King and I” at the Carlton, Haymarket.

Meanwhile, Sam Goldwyn is flexing his muscles in his suite at Claridge’s and facing up to a remarkable series of press and television occasions making ready for the presentation at the Leicester Square Empire of his “Guys

(Continued on page 6)
**personal mention**

Robert S. Taflinger, vice-president in charge of advertising and public relations for Warner Brothers, and head of the public relations agency bearing his name, will return to New York from Europe over the weekend.

Waldermar Tobsch, publicity manager in Brazil for Loew's International, has been awarded first prize in the company's worldwide competition for the most original promotion campaign for "Interrupted Melody."

Roger H. Lewis, United Artists national director of advertising-publicity, will return to New York today from Hollywood.

Walter Siezik will leave New York by plane today for Europe.

William F. Bronner, producer, will leave Hollywood on Saturday for New York.

Pat Deegan, producer, will leave the Coast by plane today for New York.

**Boston Campaign**

(Earned from page 1)

E. Kurtzmann, northeast division manager for Loew's Theatre, who with his staff, has been preparing newspaper campaigns and other publicity.

The four theatres taking part—Fenway, Uplson, Strand and Loew's State—will show special trailers and set up front decorations, in addition to using newspaper ads. Other businesspeople participating in the combined effort include bank officials, parking lot owners, restaurant owners and other merchants in the sector.

Kurtzmann said the Oct. 1 date was selected to take immediate advantage of two recent developments; the theatre tax admissions cut and the acquisition of a new parking lot with a capacity of 1,000 cars in the center of the area. Both events have been made known to the public through special promotional stunts.

**All-Paramount Dividend**


**Audience Awards Balloting**

(Continued from page 1)

The committee also decided to cut the nominations in each of the five categories from 20 to 10. This also, it was explained, was in response to opinions expressed by exhibitors that last year's ballot was too long. Because of confusion which resulted from last year's three nominating ballots, it was decided to have but one nominating ballot this year. All film distributors will be asked to cast their votes on the contention those pictures released during the operating year, Oct. 1-Sept. 30, which they deem most worthy and in the same procedure in naming as contemplers the performances of their leading actors and actresses and the contenders in the male and female new personalities division.

The pictures and personalities chosen by the companies will be listed on one nominating ballot, which will be distributed to 65,000 theatres, the exchanges of National Screen Service. From this ballot exhibitors will be asked to nominate the 10 best pictures, the 10 best performances by an actor, 10 best performances by an actress, and 20 promising new personalities, divided between the sexes. These nominations will go on the ballot to be used in the public voting in theatres Dec. 25-Jan. 3. All ballots must be cast in ballot boxes installed in theatre lobbies.

Announcement Around Jan. 15

Winners of the public voting will be announced at a function to be held on or about Jan. 15. The nature of this function, it was announced, will be determined by the new national chairman of the Audience Awards campaign, yet to be selected.

The committee also decided that this year no player will be listed more than once in the best performance classification on the public ballot. Last year's ballots nominees who were nominated for their performances in different pictures should be able to be nominated for their performances in more than one picture, should be asked to be chosen which performance he wishes listed.

**Work Out Details for New Catholic Film Unit**

KANSAS CITY, Sept. 12—Final details for the organization of a Catholic Film Foundation were worked out here yesterday by fourteen men representing various sections of the country.

The foundation hopes to raise 3 million dollars nationally not only to finance motion pictures and film strips for parochial schools but also to produce films and religious themes for general distribution. A charter of incorporation as a non-profit foundation probably will be sought either in New York or California.

**Reopen Cleveland House**

CLEVELAND, Sept. 12—The reopened 1800-seat Lyceum Theatre, recently acquired by S. P. Correll and Leonard Mishkind, will re-open Thursday with a double feature policy and a new admission scale of 60¢ top, which is ten cents higher than the top scale under the previous management. This is in line with a growing local tendency to boost admissions in the neighborhood a nickel to either side of a nickel. "Look Out for My 2¢," A. Arstein, former manager of the Broad- way Theatre, will manage the Lyceum.

**Television, Script Clinics**

A television-writing workshop a script-writing clinic will open the New School for Social Research in New York for the first time before Sept. 21. Colbert Williams, writer and critic, will direct the vision-writing workshop, and I Bette Schreiber, writer and critic, will head the script-writing clinic.

**Dimitri Tiomkin to Tour**

Dimitri Tiomkin, who composed and conducted the music for Willy Wyler's "Friendly Persuasion," leaves Hollywood on Oct. 6 for New York, Chicago and other key cities of behalf of the film. Tiomkin said he was re-offer New Film Striping.

Reeves Soundcraft Corp., opens of magnetic striping on non-motion pictorial film, which a film product, Twin-Track Strip, for professional motion recording use. Frank B. Roy Jr., executive vice-president of Soundcraft, said the new product will enable film producers to use one magnetic film product for original coring and also for editing.

**Fox Pushing 'Cool It Baby'**

Five recordings of "Cool It, Baby" rock 'n' roll ballad from 20th Century Fox's "Teenage Rebel," have been cabled and are being sent to jockeys throughout the nation today— Dallas, St. Louis, Chicago, Los Angeles, and for the CinemaScope film. Juke operators are also being contacted programming the song during the next eight weeks.

**Big U-I Drive for "Moment**

Twenty-two women's magazines and newspapers of a combined circulation of 15,000,000 will be used to advertise International during October and November to advertise "Unguarded Moment," according to an announcement by David A. Lip U-I vice-president. The film is scheduled for November release.

**News Roundup**
CBS Buys Station WGH in Hartford

Columbia Broadcasting System, Inc., will become the owner of WGH-TV, Channel 18, Hartford, Conn., on Sept. 16. J. L. Van Volkenburg, president of CBS Television, announced yesterday.

Harvey J. Strattons will become general manager of the new station, and call letters will be changed to WHCT, effective with the change in ownership.

For the sale of the station to CBS, Inc. by General-Times Television Corp., was negotiated by John Poor, vice-president of RKO General Teleradio, Inc., and Herbert Akerberg, vice-president in charge of station relations, CBS Television.

WHCT is the second UHF station purchased by CBS, Inc. Station WXXIX, Milwaukee, Wisconsin, was acquired on Oct. 22, 1954.

The UHF television stations owned by CBS are: WCBS-TV, New York; WBBM-TV, Chicago, and KNXT, Los Angeles.

The affiliate television outlet of CBS is one of the three stations which will have the Loew's, Inc., film library available for programming this Fall. The other stations are WCBS-TV, New York, and an affiliate in St. Louis.

Coast Union Dispute

Brings Parley Here

Officials of the National Broadcasting Co. and the National Association of Broadcasting Employes and Technicians will confer here today on the issue of union recognition which yesterday prevented the national telecasting of two network programs from Hollywood before pickets were withdrawn in the mid-afternoon.

The picketing stemmed from a demand by National Association of Broadcast Employees and Technicians that the company accept the NABET as the bargaining agent for two clerks employed by the network.

New 16mm Catalogue

Association Films, Inc., has published its 1956-57 edition of "Selected Motion Pictures," a 56-page, illustrated catalogue of 16mm free and rental films for schools, churches, industries and other community organizations. The company makes available through regional film exchanges more than 1,000 sound films, of which approximately 200 may be borrowed for group showings at no charge except postage. Wide range of subjects is covered in the films—from air travel to vocational guidance.

Crescent Official Dies

NASHVILLE, Sept. 12.—C. Russell McCown, 58, in charge operations of Crescent Amusement Co., died suddenly today en route to Fontana Village, near Chatanooga for a vacation.

With Crescent since 1921, first as theatre manager, McCown was prior to that an independent operator at Lebanon, Cornersville, Fayetteville, and Pittsburgh.

Olympia Theatres Close To Protest City Tax

Special to THE DAILY

OLYMPIA, Wash., Sept. 12—Three motion picture theatres here have closed down in protest against the municipal five per cent admissions tax which has been in effect since World War II.

A theatre marquee which faces the offices of the Mayor of Olympia reads: "Our city is again, Nov. 13th, Year, Tax Discrimination Continues in Olympia."

Sees Films Being Made At Deepest Ocean Depths

Successful motion pictures will someday be made at the deepest areas of the world's oceans, but the moment it is perfectly feasible to make motion pictures of events at 25,000-foot depths, according to Capt. Jacques Cousteau, known as the "father of cinema," who has Columbia Pictures release, "The Silent World."

Speaking at a reception at the French consulate yesterday, Cousteau said his film is a record of his 50 years' experience as a marine explorer. The experience was very handy, he said, in making the film, because he was familiar enough with marine habitats to be able to locate exactly the fish and locales he wished to record "almost by appointment."

Cinerama in Venezuela

Cinerama's first opening in South America takes place tonight at the Teatro del Este in Caracas, Venezuela, an event that will include the heads of the Venezuelan government, the diplomatic corps and heads of the Stanley Warner Company which negotiated the production of the film. Mr. Cousteau and M. Isaac Krance and Lester Isaac represent the company's management. It will be the 26th engagement of "This is Cinerama" since its premiere almost four years ago.

German Trade Fair

The "Fotokina," a photographic and cinematograph exhibition, will be held for the fifth time in Cologne, Germany, Sept. 29 to Oct. 7. It is a trade fair designed to present to dealers and others everything within the wide range of photographic and cinematographic apparatus and accessories recently developed. Photo contests, topical displays and a 60-year survey of the history of motion pictures, will be among the features.

Peter Purcell, 58

PARIS, Sept. 12—Peter Patrick Purcell, 58, of Paramount's Eastern division executive staff in charge of technical and traffic manager, died here yesterday. His wife and a daughter survive.

On the Go

Co-Production

Makes Dudley Globe-Hopper

By WILLIAM R. WEAVER

HOLLYWOOD, Sept. 12—Producers Carl Dudley has returned here after filming to London and Paris for a company by his chief film editor, Norman Suffern, to put some finishing touches on his editing of his "Big Search" negative at the Technicolor, I. C. Laboratory there.

He'll probably take off shortly for Cuba, where his "Fever Tree" has finished shooting, to see whether the rough-cut of that production needs anything in the way of re-takes.

Must Be Ubiquitous

Not that he thinks it will need any, but because an independent producer like Carl Dudley has to have contacts everywhere. He has to have "Big Search" negative at the Technicolor, I. C. Laboratory there.

The Dudley reason for filming his pictures abroad, which is not a hard and fast policy, but happens to predominate at the moment, is because he gets a different kind of stories, and atmosphere by going to the site of the subject than by "faking" it in Hollywood, and usually (not always) you can get it for less money, although sometimes there are additional costs that nullify this secondary reason.

Three Dudley pictures now in completed form, except for scoring and minor editing are "Fever Tree," filmed in Cuba, with Richard Goldstone as producer, Laslo Benedek as director, and with John Casmuettes, Sara Shame and Raymond Burr as principals; "The Big Search," shot in Tanganyika, and "Congo Giant," produced in the Congo country, with Thompson starrd atop a large native cast directed by Arnold Belgard.

No Distraction Deals Yet

He has committed none of these for distribution so far, in keeping with his policy of using his own financing and making no release deals prior to bringing his pictures to the previewing stage.
More about "THE BAD"

ESPECIALLY FOR SHOWMEN WHO HAVE NOT

You can't find a theatre man who doesn't know that THE BAD SEED has given the new show-season a very healthy start. There are very few successes as big in the entire Warner history. We of Warners want here to express our indebtedness to the showmen whose recognition of the merchandising techniques behind this picture and whose hard work have contributed so much to its success and its 100% holdover record.

While business is tremendous everywhere, maximum business was obtained in those engagements which followed closest the pattern of advertising, promotion and publicity established in the initial engagements in Miami (thank you, Harry Botwick, District Manager of Florida State Theatres)

We ask the showmen who are yet to play THE BAD SEED to be sure to check the Warner fieldmen for the exact sequence of the advertis
Why "The Bad Seed" is recommended for Adults only:

We believe motion pictures are for everybody. However, the theme of "The Bad Seed" is so special (it has never before been attempted on the screen)—its intimate probings so sensational (they will shock some)—this motion picture may not be suitable for younger people without worldly experience.

As unusual, and unusually gripping entertainment, "The Bad Seed" is being seen by a wide audience—but we believe it is best that only adults attend.

Talk all you want about the man and the woman . . . but please don't tell about the girl!

A hidden shame out in the open—and the most terrifying rock-bottom a woman ever hit for love!

NOTE: There will be a brief catch-your-breath intermission at each showing. "NO ONE WILL BE SEATED LAST 15 MINUTES!"

REGARDING THE ADVERTISING:

1. the Quiz Heralds
2. the tape disc-jockey interview saturation
3. the publicity policy
4. the cross-plug trailers
5. the special screening technique
6. all the ideas for special news-shots for newspapers, and the radio and TV ideas too numerous to list.

AND DON'T FORGET TO START THE TRAILER EARLY AND CROSS-PLUG IT AT EVERY AVAILABLE THEATRE. BOSTON CROSS-PLUGGED IT IN MORE NEW ENGLAND THEATRES THAN EVER BEFORE AND BOSTON TOPPED EVERY GROSS IN 17 YEARS!
U. K. ‘Battle’ (Continued from page 1) and Dolls.” Never at one time has London had such an embarrassment of Hollywood riches set before it. Experienced observers wonder whether the Metropolitan market in these days of declining box-office can absorb such a galaxy of cinema offerings at one time. Other crystal gazers, looking into the future, speculate whether these extravagantly made exhibits will indeed succeed in their real purpose: namely, to drive the folks out of their arm-chairs and away from the tv set on a long term basis.

Sam Goldwyn has no doubts in the matter. Says he: “I’ve seen both ‘Oh! Lahodna’ and ‘The King and I’. They are both great films. They will both make a lot of money. So will ‘Guys and Dolls’.”

“Guys,” Policy Deferred Charles Goldsmith, Metro’s managing director, says that “decisions on the booking policy to be adopted in regard to ‘Guys and Dolls’ will not be taken until after the picture premiers.”

Unanimously it is to be observed among independent exhibitors over 20th-Fox’s already reported release plans for “The King and I.” Following bit-by-bit testing of 5,000 theatre members, CEA has called for an early meeting of the joint CEA-KRS committee to discuss the 20th-Fox plan. The directors claim the company should not have disturbed the established booking pattern prior to further consultation with CEA.

20th-Fox’s James Pattinson is unperturbed. He says his plans “falls in line with the notions of all progressive thinkers in the trade.”

TOA Film Fair (Continued from page 1) representatives of Theatrical & Video Corp., Kingsley International Films, Columbia Pictures, API Productions, J. Arthur Rank and Richard Gordon will be in attendance at all six screenings.

The TOA executive said his organization expects to have the “SRO” sign hanging at the Museum’s screening room, which seats 408. He said that some 5,000 invitations to the Film Fair were sent to TOA members, exhibitors, distributors and the press and that the acceptance number, more than the screening room can hold.

The TOA screenings began last night with “The Tuscaloosa Ten.” The Executive Report was presented. Tonight’s screening will be Kingsley’s French release of “We Are All Murderers.” On Sept. 17, Columbia’s Japanese production of “Magnificent Seven” will be presented. On Sept. 18, API will screen their Italian release, “Zittoloni.” On Sept. 19, Rank’s British production of “Reach for the Sky” will be presented. On Sept. 20, the attraction will be Gordon’s German release of “The Devil’s General.” It was pointed out that each of the above six films is available for immediate distribution to theatres.

REVIEW:

Beyond a Reasonable Doubt

RKO Radio

RKO RAYTO Pictures and producer Bert Freedlof have come through with a neat suspense item in “Beyond a Reasonable Doubt.” Fine acting performances from Duna Andrews and Joan Fontaine and sterling character work from Sidney Blackmer, Philip B. Conklin, bắt, speed master and Arthur Franz, plus the usual values inherent in the work of director Fritz Lang, lend this film a shiny gloss and a workmanlike look that augur well for boxoffice potentials.

The story has Andrews, a writer, engaged to Miss Fontaine, daughter of a powerful newspaper publisher, Blackmer, who has long been a foe of capital punishment and its exponents, positively ambitious district attorney Philip Bournen, who has a long record of convictions based upon circumstantial evidence. Andrews and Blackmer plan to foil Bournen and his “beyond a reasonable doubt” theories by planting evidence leading to Andrews as the murderer of a stripsteper whose body has recently been found. The idea is to get the writer accused and convicted of the crime solely on circumstantial evidence. At the last moment Blackmer is to come forward with documented proof of Andrews’ innocence, thus freeing him and embarrassing Bournen and his theories.

Only hitch is, Blackmer gets himself killed in an auto accident right after the court has convicted Andrews, and before he can introduce proof of the latter’s innocence.

Some novel suspense values have been built up with this script by director Lang and his colleagues, and a surprise twist at the end gives an aura of greater than average boxoffice appeal. The production is solid, the pace neat, the dialogue of Douglas Morrow, who wrote story and screenplay, is crisp and economical, and the idea, while far-fetched, is presented with an aura of credibility.

Running time, 80 minutes. General classification. For September release.

Lawrence J. Quirk

Rank Says FCC Head (Continued from page 1) speech before the Radio and Television Executives Society here yesterday. He noted that other services subject to government regulation have a five-year license or renewal period and said he could see no reason why broadcasting licenses should be treated differently.

The FCC chairman reaffirmed his opposition to any greatly expanded government control over broadcasting operations or program content. Proposals for more rigid Federal regulation of broadcasting, he said, should be looked upon with a high degree of skepticism.

McConnaughey did, however, caution broadcasting executives against becoming careless in their own control of program content. Noting recent criticism of poor taste and immorality on radio and television, he said he was confident the industry was taking steps to prevent repetition of this, and that if it did take such steps, “the spectre of Federal regulation of broadcasting will never seriously haunt you.”

Criticalizing the excessive number of recent Congressional investigations of the FCC, McConnaughey reported that during the past session of Congress the Commission spent a total of 7,425 man hours of work preparing for, attending, and following up on Congressional hearings. “Efficiency in government operations should not permit duplication in Congressional investigations,” he said, “because only the public suffers when an agency of government is required to spend thousands of man hours answering duplicate questions.”

Para. Asked (Continued from page 1) company officials were not in attendance at the same meeting, the last out of many possible legal implications. Balaban & Katz is in a legal bind and is not expected back in New York before Sept. 24. Hence, his report to Sheehan probably will not be made until the date for the subsequent meeting.

Sheehan’s letter, conciliatory in tonnage, is in part:

"You have raised our idea, as you seem fearful, that this preliminary conference shall deal with the specific policies and practices of any particular company.

"Certainly it is not our purpose to pursue measures that might on the shaky side of the law, sin the exhibitors would be implicated as well as the company companies. If as result of the conference the group can gain a clearer understanding of the problems, then we specially generated a measure of confidence in a desire to cooperate for the common good, there should be no left to the separate meetings as you suggested.

"Deere’s ‘Pot-and-Kettle’" You, in effect charge exhibitors with the blindness to the problems of the producers and distributors and quarrel with, if that continues, any company can come of a conference like this pot-and-kettle business we all must practice a degree of tolerance and I certainly agree with you that no o a break through spent money in an investigation about the perplexities of the oth. One of Allied’s reasons for proposing this meeting was to overcome this industry isolationism. Indeed, our recent board meeting in Louisville, n, it was proposed by one of the directors and approved by the box office in the follow-up correspondence with the heads of the film companies should advocate that the scope of the meeting be enlarged to include distributor problems as well as exhibitor problems. In my judgment, it would be equitably to the conference if the representatives of the exhibitors willfully to reject the problems of the producer-distributors as it would for the representatives of the public to come to the meeting harboring a client grudges and voicing complaints against exhibitor leaders for alleged charges brought against them. Action of the courts and force of law

Says Whole Industry Would Gain "For the foregoing reasons we very much hope that you will reconsider your decision not to participate in general top-level conference such as Allied has proposed. In our opinion it would give the entire industry a great deal of action of the courts and force of law in government operations should permit duplication in Congressional investigations," he said, "because only the public suffers when an agency of government is required to spend thousands of man hours answering duplicate questions.”
The above picture, taken shortly after the actual birth of a baby, announces a mighty exciting and important event.

It's the birth of a healthy, sound, spirited new television network—the NTA Film Network.

As with most parents, it represents the fulfillment of a long-cherished dream. But unlike most new arrivals, this one already has an objective in life. In fact, it has two:

1. To provide better entertainment for the public...
2. And to offer a significant new marketplace for the advertiser.

Actually, its whole reason for being is a happy marriage between the two! You'll be hearing a good deal more about the NTA Film Network from now on. But meanwhile, wouldn't you agree that...

When the public gains... and the advertiser gains... and the station gains... the birth of the NTA Film Network is a decidedly blessed event for everyone?

4 good reasons for the 4 dimension network

1. **102 Stations Covering 82% of U.S. TV Homes.** They offer access to the nation's top markets... where 28,173,100 families live... in 28,145,500 TV homes... with about $114 billion dollars in buying power. To say the least, it's a vast market, with vast opportunities for the national advertiser.

2. **At a Fantastically Low Cost Per Thousand.** If appalled by the high cost of TV advertising, the NTA Film Network is the answer. It offers enormous audiences at a remarkably low cost per thousand. Thanks to top talent far below the cost of the average TV show and no staggering coaxial cable costs.

3. **With the Greatest Flexibility in TV Network History.** No costly "must-buys"... buy what you want... when you want... where you want it. One contract for everything—time and program... no worry about time differentials. You get the prestige of network plus the flexibility of spot purchase.

4. **And Guaranteed Clearance of Time and Programming.** No waits or debates about station clearances. You can get the availabilities you want and need now... without standing in line. Whatever your present TV situation, look to the NTA Film Network—The Four Dimension TV Network!

For the full story, call, wire or write

NTA FILM NETWORK

a subsidiary of National Telefilm Associates, Inc.
60 West 55th Street, New York, N.Y. • Phone: Plaza 7-2100
HERE'S WHY SO MANY FILM DISTRIBUTORS SPECIFY AMERICAN AIRFREIGHT

When you specify American Airfreight to leading cities throughout the United States, Mexico and Canada, you're following the lead of experienced shippers. American means more dependable service because American leads all other airlines in:

**COVERAGE**—direct one-carrier service to 25 of the top 30 retail markets...all 23 leading industrial states!

**CAPACITY**—space where and when it's needed most with a combined lift potential of over one half million pounds daily!

**FREQUENCY**—faster forwarding with 1000 departures daily from seventy-seven leading cities!

**DEPENDABILITY**—better handling with the largest, most experienced personnel force...most modern facilities!

**AIRFREIGHT COSTS LESS THAN YOU THINK!**

For example, you can ship 100 lbs. of film from Los Angeles to Chicago for only $13.30...to New York only $18.40.

AMERICAN AIRLINES AIRFREIGHT—carries more cargo than any other airline in the world
To Win Investor Confidence

Film Securities Specialist Prescribes Industry Research

BY SHERWIN KANE

The development of industry research might provide one answer to increased investor confidence in the motion picture industry, Gerald M. Loeb, partner in E. F. Hutton & Co., brokerage firm, and a specialist in amusement securities, believes.

 Asked to comment on the recent suggestion of Samuel Pinanski, president of American Theatres Corp., Boston, and a member of the governing body of COMPO, that an industry federal authority be established to explore means of increasing investor confidence in the industry. Loeb referred to the rewarding possibilities of research, at

(Continued on page 5)

MMPTA to Elect New Officers September 26

The membership of the Metropolitan Motion Picture Theatre Association will hold a biennial election of officers at the exhibitor organization's meeting at the Hotel St. Moritz here Sept. 26, it was reported yesterday, Emanuel Frisch, MMPTA president, (Continued on page 4)

British Exhibitors Vote Films for Television

From THE DAILY REPORTER

LONDON, Sept. 13 - The CEA and Council by a majority of four today rejected the proposal to deal with the British Broadcasting Corp. for the control of feature films for television. The Council passed a resolution (Continued on page 5)
PERSONAL MENTION

RICHARD A. HARPER, M-G-M television executive, has returned to New York from the Coast.

EDWARD L. KINGSLEY, head of Kingsley International Pictures, will return to New York by plane this week with Kingsley following a five-week stay in Europe.

ROBERT ALDRICH, producer, returned to Hollywood yesterday from New York.

FRIEDRICH GROSCH, representative in Germany for the Motion Picture Export Association, will return to New York today.

IRENE CORBALLY KUHN, writer, radio commentator, and foreign correspondent, has left New York for Europe.

PHILLIS TERRY, British actress, will arrive in New York from London tomorrow via BOAC.

DAVE GRENSTEIN has been elected vice-president of Wartime Radio and Television in charge of sales of government and industrial products.

WAYNE MOURS has left New York for Europe via B.O.A.C.

JOHNSTON TO TESTIFY

WASHINGTON, Sept. 13.—Motion Picture Association president Eric Johnston is scheduled to testify before a House Ways and Means subcommittee which is holding hearings later this month on foreign trade problems.

Johnston, who has been a leading advocate of free trade and investment, is slated to appear Sept. 26.

'Bad Seed' Opens Big

Warner Brothers reports that "The Bad Seed," produced and directed by Mervyn LeRoy, grossed $7,827, for its opening day at the Astor Theatre here. This take, said WB, exceeded that of the company's previous big-grossing pictures there, "East of Eden" and "Rebel Without a Cause."

GA. RADIO PERMIT SOUGHT

ATLANTA, Sept. 13.—The Federal Communications Commission has received an application for a new radio station in Dublin, Ga., from S. J. Carwell, Thomson, Ga., who seeks a permit for 250 watts on 1220 kilocycles, unlimited time.

Requirements for Drive-ins Eased in Revised N.Y. Code

ALBANY, Sept. 13.—Requirements for the construction and maintenance of drive-in theatres are revised in revised Driving Code No. 36, on which the Board of Standards and Appeals will hold hearings next week in New York, Albany, Rochester and Buffalo.

The requirement that the screen be of "incombustible material" is eliminated as unnecessary. The revised code also calls for the screen's supporting structure to be of "incombustible materials, or of heavy timber construction protected by a liberal coating of incombustible materials."

Retained is the regulation that the screen and its supporting structure be designed to withstand a wind pressure of at least 25 pounds per square foot.

Ventilation Required

The revised code states that where cellulose acetate or safety film is used exclusively in an outdoor theatre, and the projection booth is separated from other occupied structures, ventilation shall be provided to exhaust a minimum 15 cubic feet of air per minute for each arc lamp housing and provide at least 8 air changes per hour for the projection room. Open doorways and windows may be used to furnish such ventilation.

Sprinklers are not required. The standard fire precautions, including checking and their use by attendants, remain the same. Seats for spectators shall be provided only in areas where cars may not be driven.

New Sanitation Provision

A new section has been inserted on "sanitary facilities." It provides that "clean and adequate toilet rooms," properly designated for both sexes, shall be set up. Such rooms must be maintained in "proper repair and sanitary condition."

Public Assemblies Code 36 does not apply to New York City or to other cities having a bureau of buildings charged with enforcement of a code enacted by their legislative body.

Guild Films Acquires Lantz Cartoons for TV

Guild Films this week acquired 179 Walter Lantz cartoon films for its television-program library, it was announced by R. B. Kaufman, president of Guild Films.

The acquisition brings the company's program library total to 1,500 films ranging in all categories from musicals to all-star westerns.

Marketing of the Walter Lantz shorts, says Kaufman, will follow the pattern used in the sale of the Looney Tunes cartoons, which, it is said, will have a stage sales record of about $500,000.

New Museum Series to Aid Film Transfer Fund

A new six-program film series for alternate Thursday evenings will begin Oct. 4, the Museum of Modern Art announced. The showings will consist of recent acquisitions of the famous film library's collection, including "Twentieth Century" (1934) with Carole Lombard and John Barrymore and "Seven Heaven" (1927) starring Janet Gaynor and Charles Farrell.

Proceeds from the programs will go toward the transfer of the most important works in the art library's film collection from perishable nitrate stock to safety film.

'Giant' Premiere Aid Muscular Dystrophy Unit

Proceeds from the world premiere of George Stevens' "Giant" at the Roxy Theatre Oct. 10 will go to the Muscular Dystrophy Association of America, Inc., Warner Brothers Pictures announced.

Receipts from the benefit performance will be used to support the research programs of the muscular dystrophy association and to help establish clinics for the association's chapters.

Library Has Exhibit

An exhibition of theatrical history from 1673 to 1956 will highlight the celebration of the 25th anniversary of the founding of the New York Public Library's Theatre Collection.

A pictorial and literary record of the entire entertainment industry including drama, motion pictures, magic and tv, will be shown in the main lobby of the Fifth Avenue building. Miss Lillian Gish and Miss Cornelia Otis Skinner have been invited to participate in opening ceremonies Sept. 27.

'Bus Stop' $1,785,968

Twentieth Century-Fox's "Bus Stop" has grossed $1,785,968 in 83 first domestic and Canadian engagements, and "is to do also very well in small town situations and holdovers," the company announced yesterday. The picture, in the same number of playdates, is running $390,000 ahead of "The Man in the Gray Flannel Suit.

Three Playdates for 'Attack'

United Artists has scheduled the key playdates for the Associates at Aldrich drama of World War "Attack", which will have its premiere in New York at the Astor Theatre on Wednesday. The next of the film will open at the Rivo Theatre, St. Paul, on Sept. 21 at the Cinema Theatre in Minneapolis, and the 27th at the Viking Theatre, Philadelpia.

Harold to be Animated

David Piel, film and tv producer of Philadelphia, will animate Crook Johnson's "Harold and the Purg Crayos" as the first in a planned series. The film will be done in cel for wide-screen viewing and will be released early in 1957. Norman Rov will be narrating. Distribution deals are still under consideration.

Baltimore Bow for Unknown

Civic officials of Baltimore, meeting there with Air Force leaders, completed plans for the world premiere of Warner Brothers' "Toward Unknown," a Technicolor production which will be shown for the first time at the Stanley Theatre in the city on Sept. 25. William Holden star of the film, will be presented citation as a feature of the opening ceremonies.

Australian TV News

Movietone News will supply a newsreel service to the Australia Broadcasting Company, Amalgamated Televisions of Sydney and General Television Corporation of Melbourne, it is announced by Sid Albright, 20th Century-Fox managing director.

Jacksonville Branch for Kay

Kay Film Exchanges, Atlanta, has opened a branch in Jacksonville, FL. It has been announced by Joe Katz, president.

NEW YORK THEATRES

RADIO CITY MUSIC HALL—Rockefeller Center

CROSBY - KELLY & SINATRA in "HIGH SOCIETY" in ViewVision and Color at 4:30 and 7:30. "HIGH SOCIETY" is presented by Columbia Artists Motion Pictures, Inc. in ViewVision and Color also at 1:15, 4:30 and 7:30. "THE CLERK OF THE PARISH" presented by David Lewis and Matthew Monro and "SINGING IN THE RAIN" at the Capitol Theatre.

ALBERT IVO and his orchestra present "JUDY" at the Hippodrome Theatre. "SINGING IN THE RAIN" at the Paramount Theatre.


VICTOR MANSFIELD and "STAGE AND STORY" at the Roxy Theatre. "SINGING IN THE RAIN" at the Ziegfeld Theatre.

SPECTACULAR and "SPECTACULAR" presented by the Paramount Theatres Corporation, Inc., at Loew's State Theatre and the Roxy Theatre.

SPECTACULAR and "SPECTACULAR" presented by the Paramount Theatres Corporation, Inc., at Loew's State Theatre and the Roxy Theatre.
HOT NAMES?

The Hottest Box-Office Combination on the Screen!

BURT LANCASTER
AVA GARDNER

MARK HELLINGER presents
Ernest Hemingway's

The KILLERS

with EDMOND O'BRIEN • ALBERT DEKKER • SAM LEVENE
Screenplay by ANTHONY VEILLER • From the story by ERNEST HEMINGWAY
Produced by MARK HELLINGER
Directed by ROBERT SIODMAK

2nd GREAT HIT!

EXCITEMENT RIPS THE NIGHT!

THE SLEEPING CITY

STARRING RICHARD CONTE • COLEEN GRAY
and ALEX NICOL • Directed by GEORGE SHERMAN • Story and Screenplay by JO ESINGER • Produced by LEONARD GOLSTEIN
A Universal-International Re-Release
Landlord Sues On Theatre’s Trust Claim

From THE DAILY BUREAU

WASHINGTON, Sept. 13.—The Supreme Court of Pennsylvania agreed to rule that a non-operating percentage lease landlord has the right to sue for damages under the anti-trust laws when he feels he is injured by an illegal business conspiracy involving his tenant.

The request came from the Melrose Realty Co. of Philadelphia. It is appealing from decisions of the Philadelphia District Court and the Third Court of Appeals holding that such a landlord cannot bring Clayton Act damages suits because he is not a “person injured in his business or property” within the meaning of the Clayton Act.

Owls Warner Theatre

Melrose owns what used to be the Yorktown and is now the Warner Theatre in northern Philadelphia. It leased the theatre to Warners for a fixed minimum plus a percentage of the gross receipts. Sometime later, the distributors were sued by the Glen-Rose Theatre, a competitor of the Warner and agreed to give the Glen-Rose day and date booking with the Warner.

Melrose claims his was an illegal conspiracy that reduced the Warner’s receipts and thus reduced Melrose’s rental receipts. It sued the major distributors, Warner theatre, and the Glen-Rose, but the lower courts threw out the suit on the ground that non-operating percentage lease landlords had no status to sue for damages under the Clayton Act. The courts never determined whether or not there had been an illegal conspiracy.

Calls Arrangement Common

In appealing to the high court, Melrose argued that this type of lease arrangement is common in the motion picture industry and that the lower courts’ decision in this case conflicts with rulings of other courts in other cases.

In one of two other new cases, the court has been asked to overturn a lower court’s decision dismissing a stockholder suit against Warner Brothers Pictures Corp.

The suit was brought by Edward S. Bire, who challenged a contract negotiated between Warner Brothers and United States Pictures, Inc., owned by Milton Sperling, Harry Warner’s son-in-law. A California court found there had been no bad faith or fraud in the deal.

Jesse L. Lasky Appealing

In the second new case, Besie and Jesse L. Lasky are fighting an Internal Revenue Service ruling that they owe an additional $450,000 in 1945 taxes, the result of earnings minus ordinary income rather than capital gains the money they received from

** REVIEW

The Gamma People

**Columbia-Warwick

Mix the fantastic ingredients of gamma rays and their ability to transform human beings into intellectual geniuses or morons with the devilish-care attitudes of an American reporter and a British photographer and you have this fiction story meant to stir the audience’s imagination. It is far-fetched, but it holds interest as it develops various elements of suspense.

Paul Douglas is cast as the reporter seeking to free himself from a tiny state in Europe which has Leslie Phillips, the photographer, and himself as prisoner. Of Eva Bartok plays the heroine of the story which tones down romance to increase suspense.

Fantasyland in this Warwick Film Production released by Columbia is the small State of Gudavia, invisible on the European map but quite real to Douglas and Phillips, who stumble on it during their travels. One minute they are riding in a Salzburg-bound train and the next minute the train halts, minus engine and other cars, in the capital of Gudavia.

There, cast in prison as spies but later released, Douglas and Phillips meet a dogmatic scientist (Walter Rigid) who is head of the state and uses gamma rays to turn children into geniuses. At times, however, the process has failed, resulting in the creation of robot-like morons, who serve as the scientist’s henchmen.

Miss Bartok, one of the scientist’s workers, wants to destroy the regime and calls upon Douglas and Phillips for help. All three manage to destroy the gamma ray equipment and flee the scientist’s castle before it burns to the ground. They leave Gudavia the next day as the people celebrate their freedom from “The Gamma People.”

John Gilling directed and John Gossage produced the screenplay based on an original novel by Louis Pollock. Mood music composed and directed by George Melachrino enhances the film’s appeal.


20th-Fox to Sign Up British Independents

M.M.P.T.A.

(Continued from page 1)

was said to be not available as a candidate for reelection.

Among other matters on the agenda of the MMPTA meeting, it was said, were discussions concerning the elimination of the five per cent New York City tax on admissions and the local exhibitors’ campaign to have that impost removed.

MPEA Managers

(Continued from page 1)

plans to produce 30 pictures in 1957, plus ten to be made here. He said that the announcement of the signing of two top independent British producers was to be expected by the end of the month. Adler flies back to Hollywood Saturday.

United Artists for their contract with Warner Brothers Pictures for part of the earnings and profits of “Sergeant York.” The case involves a legal dispute as to whether the tax court has the right to reconsider an initial decision.

Wausau Case Considered

In still another development, attorneys for major distributors told the court that Wisconsin courts and the Seventh Circuit Court of Appeals were right in applying a two-year time limit to an anti-trust suit by Sheldon M. Grengs, Wausau exhibitor. He has appealed to the high court, arguing that under Wisconsin law a six-year time limit should have been held.

The distributors argued that not only is the two-year time limit right, but the significance of the entire matter is “greatly diminished” by the recent enactment of a uniform Federal four year time limit on private anti-trust suits.

Scetovision

(Continued from page 1)

the latest and hands in motion picture screens. “The equipment would be sold outright to the theatre, I would be leased under long-term agreements,” he said.

Ruskin said that his company’s process “is a new. It was developed 25 years ago by a Swiss engineer-chemist Hans Keller. It was originally planned as a case in conjunction with closed-circuit television, but it could also be used in motion pictures, especially with special effects film processes such as Cinemascope, Todd-AO and Cineplex.”

Ruskin conducted yesterday demonstration of the Scetovision process, which included a 16mm film and the initial equipment. The eight-and-one-half minute film was highly lighted by 17 aromas—fresh cut and other flowers, wood shavings, mown hay and grass, salamis, cheddar cheese, citrus lemons, oranges, bananas, and a child eating peaches, the citrus odor being in the mouth of a child, the chocolate and coffee, the smell of circus, and the incense smell of churches.

In explaining how the Scetovision process worked, Ruskin said that “the audio beep is put on the print of the film which dictates the length of the aroma for a specific number of frames. When the smell of the stuff emitter is set from a special tube attached to the back of the theatre seats and envelopes a viewer an amount around the theatre, he will smell it only; if you are standing or walking in the aisle of the theatre you can’t smell it.”

“Since the odors are chemically mixed and are put in small canisters the Scetovision aroma dispenser is there. There is no overlapping of aromas and each aroma is dissipated before a new one is ejected.

‘High Society’

(Continued from page 1)

Sept. 27, another M-G-M film, “Tea and Sympathy,” will supplant the current top choice, “It’s a Mad, Mad, Mad, Mad World.”

“The House of the Moon,” will play the house before the end of this year, this film to follow “Friendly Persuasion,” which is slated to succeed “Tea and Sympathy.”

New Screen at 58th St.

The newest development in motion picture screens, the Vicra-Lite Lunet Circular Screen, is being installed at the Shubin Street Theatre and will be ready Sept. 19 when “The Kim and I” in CinemaScope 55 opens.
Motion Picture Daily

Industry Research Prescribed

(Continued from page 1)

"As an adviser to many people in entertainment world," said Cer-
M. Loeb of E. F. Hutton & Co., "has always surprised me to have-
tion picture stars in particular me a power of attorney to buy
thing I want for them 'except mos
picture shares.' I have often wi-
dered.

Many film company executives
large amounts of stock in their
companies. But don't them seem
feel the same way as far as quoted
shres are concerned.

U' Will Meet

(Continued from page 1) "company has not changed its
cns about the industry and the
blems affecting itself and its
cers. We have repealed our will-
gess to meet with our customers
individual basis on Universal issues.
"Mrilton Racknill, president
Universal, issued this statement
day last year when both Allied
Theatre Owners of America
ight a roundtable conference be-
en exhibition leaders and the
pany presidents and their sales
als.

A meeting such as proposed by
ional Allied again is one of great
ralization and it would do no
the Universal executive stated.

Third Reply Sent

The Universal reply to National Al-
1 is the third which the exhibitor
up has received, according to a
of the producer-distributor locu-
cs here. Paramount has indicated
iness to meet "on an indi-
" and Ste Broidy, pres-
t of Allied Artists, re-
e with this stand, it was
orted. Broidy's reply to Shor was
t to have been given in Au-

United Artists' sales executives dir Shor has been told of con-
y's willingness to meet with them,
"on an individual basis." William
omann, vice-president in charge
ision, announced this in
ation Picture Daily last Aug. 2.
he other motion picture con-
eries were found to be still "con-
ing" Shor's letter calling for an
ustry roundtable discussion. Twen-
Century-Fox, Loew's Inc., RKO
 Pictures, Columbia Pictures, pub-
 pictures, Warner others reported that
is likewise under discussion between the pres-
ent and his sales executives.

Irish Exhibitors Vote

(Continued from page 1) but present negotiations with the
CEC race to this that the CEC could
here to its present policy," namely,
boycott any producer trading with
ition and under no circumstances
ay any film screened on tele-
the same time suggesting that the
ustry has, perhaps, neglected this
phase of its development.

Loeb points out that investors so-
called "growth stocks, stocks that
crease their earnings, dividends,
their financial strength, their market
. Some do it from within," he
pointed out, "some from without,
both ways, some either way. The
motion picture industry has suf-
from without, so to speak, be-
cause attendance has fallen off due
to television. However, with few
ceptions, the industry has not grown
from within to offset these losses.

Cites Specific Case

"Growing from within means
developing new products or new ways of
winning sales from others," he con-
"I don't know whether it is
t or not, but I was told that a
certain motion picture company with a
gross revenue of over $150 million
for many years, in one year sup-
posedly, spent less than $85,000
or research.

"In industrial fields research ex-
penditures will run up to some fancy
percentages of gross revenues at
imes even as high as seven to 10 per-
cent. Now research in the motion
picture field would include Cinerama,
Cinemascope and VistaVision, which
ince they have been introduced ago,
research included 'talking pictures,'
introduced by Warners, and of
course, color pictures. However,
there is another kind of research out-
side of technical research.

Sees Many Fields Fertile

"This might involve new types of
pictures, new stories, new
writes. It certainly involves new
methods of exhibition and new
theatres forms."

Loeb mentioned a theatre front
which he saw while on his recent
annual visit to Hollywood, asserting
it was so inviting it could easily "sell"
passersby who had no previous
itation of visiting the theatre.

"Merchandising companies," he
said, "spend fortunes on store design
to increase sales and pull in more
omers. Movie theatre fronts are
just as important. Movie theatre
oters are important, too, because
hen you get someone in the theatre
ou want to please him and have
him come back.

Wants It Intellectually Directed

"I am a stock broker and I don't
know the answer to what research
can bring to the industry, but intel-
ligence behind the intellectual
ngs, the story, the characters, the
ings, is the thing. I am sure I can get
the movie business an increasing percentage of
the entertainment dollar."

Loeb regards the future of motion
ictures favorably. He believes the
trend is toward fewer working hours,
daily and weekly, and that the motion
picture theatre is sure to get
share of the increased spending for
ertainment as the public's lei-
sure time increases. However, he is
less satisfied with other aspects of
the industry today.

The whole industry is backing to
television, for example, runs counter to
what might be expected of an
ustry created and sustained by
"general entertainment," he said. He
called it "living off of old fat."

"It contributes nothing to the ad-
ancement of the industry. In fact,
it contributes more to the competitor
of the motion picture industry that
has the old films," Loeb observed.

Suggests Remakes

Asked what the alternative to such
sales is, Loeb suggested remaking the
old films. "Cecil DeMille didn't sell
his 'Ten Commandments' to television.
He remade it, thereby creating something
for and contributing something
to the industry."

However, he thinks the production
policy of the larger studios in making
fewer and better pictures is sound.
Many types of pictures that
longer are being made by such stud-
ios can be seen on television without
charge. The public won't pay for
the same thing at theatres.

But the producer's aim, Loeb said,
"should be for quality, not simply an
expensive production."

"I don't believe that 'spectaculars'
in the movies or on tv are good just
because they are big or cost a lot.
Some of the most boring hours on
 television have resulted from some
of the most expensive spectaculars. We
and can all think of titles of some
early 'spectaculars' that would now
be considered products made for
modest budgets.

Considers Quality Most Vital

"The producer should strive for
quality films, which means quality in
story, direction, photography and act-
ing, and not grinding out pictures to
meet a big quota."

"The industry would mean more
pictures produced than Hollywood
is making now, and fewer pictures
than the exhibitors want made. Re-
search comes into it because some of
the additional films will be experi-
mental."

Loeb said he feels that, since the-
tre divorcement was decreed for the
industry, exhibition has not been
carrying its fair share of the industry's
load."

Decrees Bad Projection

This impression was confirmed on
his recent coast-to-coast tour, he said,
during which he encountered several
gloriously bad examples of projection
of fine, new films in the large screen
houses on 35 mm, of low sound,
production and amplification in theatres,
of poor housekeeping and unattractive
fronts and advertising.

"Bad exhibition," he remarked, "is
with 16-cm-D films. There is still
interest in and a market for stereo-
copic films, but the public won't buy
until theatres are capable and ac-
c omnised to projecting them per-
fecdy."

Day, September 14, 1956

REVIEW:

Yang Kwei Fei
Dai-Ei-Bueno Vista

A pictorially handsome but other-
wise somewhat ponderous film is
"Yang Kwei Fei," ("Most Noble
Lady") a Dai-Produced in Eastman
Color distributed by Buena Vista Film
Distribution Co., Inc. The feudal cus-
toms and colorful splendor of the
Eighteenth Century, this time China, is
expected to please itself in rich-hued
Eastman Color, and the photography
of Koh-kai Sugiyama and sets of Hiroshi
Mizutani are wondrous in the effects
achieved. The plot, however, is old-
fashioned to American audiences, and it
proceeds with a funereal slowness.

The acting of Machiko Ky, who
has been seen here in previous Dai-
pic productions, and Masayuki Mori, is
creditable. The simple story tells of a
poor kitchen maid who rises to be-
come the favorite of the Emperor.
Her personal sincerity and innocence
in a court rife with intrigue, and the
rapacity, of those who, have risen with
her in the emperor's favor, conspire
to effect her undoing, and she is
finally killed by the Emperor's sub-
ers. He mourns her many years
and finally, as an old man, joins her
in death.

Kenji Mizoguchi's direction keeps
pace with the slowness of the screen-
play of To Chin, Masato Karawa-
guchi, Yoshikoda Yoda and Masashige
Narisawa. There is some interesting
oriental music by Fumio Hayakasa,
Masachi Nagato and Run Run Shaw
productions. Running time, 90 minutes.
General classification. For September release.
L. J. Q.

To Distribute "Giovanni"

Festival Productions, Inc., a new
producing and distribution organi-
ization, has announced it will act as
distributing agents in the United States
and Western Hemisphere for Harmony
Films, Ltd. The first release will be
"Don Giovanni" released in Eastman
Color, according to Capt. E. B. Max-
well, president of Festival.

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New York 17, N. Y., tel. MU 7-6900
**People**

James A. Mulvey, president of Samuel Goldwyn Productions, is serving as chairman of the motion picture division for the Visiting Nurse Service of New York 1950 fund raising campaign. The drive, opening Oct. 8, is seeking $430,000 in support of the free home nursing care provided by this 63-year-old agency in Manhattan, Bronx and Queens.

Otto Preminger has named the Les- lic Frewin Organization, Ltd., of London as special publicity representative in England and the Continent for his forthcoming production of "Saint Joan." The film will go before the cameras in England next December for United Artists release.

William J. Figuerola, head of the IKO studios insurance department since 1953, has been named assistant to Raymond A. Klune, IKO executive manager of studio operations. Prior to coming to IKO in 1931, Figuerola was purchasing agent for General Service Studio, associating himself with that concern in 1945.

Arthur J. Costigan has been elected vice-president of the radio marine department, RCA Communications, Inc.

**Ralph Cohn**

(Continued from page 1)

Celler (D., N. Y.), committee chairman, by refusing to rephrase criticism of tv network policies, made to the FCC at an earlier hearing by Cohn, into formal charges for the record of this meeting.

Cohn said that he would prefer that his earlier remarks be considered "sug-
gestions" rather than official charges. He said also that perhaps the FCC was partly at fault for any monopolistic development by not licensing more tv stations to facilitate competition, or by not decreasing the option time permitted the networks for the prime evening hours.

Most of the testimony concerned itself with furnishing the judiciary com-
mittee with background information on how the tv film producers operate and explaining their relationships with the tv networks.

Present at the hearing with Cohn were John L. Sinn, president of Ziv Television Programs; Harold H. Hackett, president of Official Films, and Michael M. Silberman, executive vice-president of Television Programs of America.

The investigation will continue this morning in the Federal Courthouse. Victor Hansen, assistant attorney gen-
eral of the anti-trust division of the Department of Justice, is scheduled as the first witness. The hearings will continue until Sept. 26.

**Steiger No. 1**

(Continued from page 1)

television where he created the famous role of "Marty." Although he made his film debut some years ago, it was "On the Waterfront" in 1954 which actually started his Holly-

The "Stars of Tomorrow" poll, which has been conducted since 1941, has been remarkably successful in pin-
pointing future stars, considering the ephemeral quality of stardom. Some of the top names chosen in previous polls are: Rita Hayworth, Van Hel-
lin, Jane Wyman, Alain Lall, Donna Reed, Wendell O'Connor, Anne Baxter, Van Johnson, Gene Kelly, June Alls-
yson, Jeanne Crain, Yvonne De-

**TV Film Talent**

(Continued from page 1)

Picture Producers Association was represented at Wednesday's meeting could not be verified immediately, but its members will have voice in whatever determinations are arrived at ultimately.

Organizations expected to be ap-
proached by producers for uniform participation terms under which post-
date date features can be sold to television in manner acceptable to all par-
ties interested are Screen Actors Guild, Screen Directors Guild and the Screen Writers Guild, probably in that order, with the American Federation of Musicians and the IATSE possi-
ibly dealt with on somewhat dif-
frent basis.

Guild officials canvassed today said no concrete proposals have been made to them, and no specific date is stated for beginning negotiations.

Consensus was that negotiations would find the path to a final agree-
ment long and tortuous, but that an agreement will be reached eventually.

**Anglo-Italian Talks Slated**

By PETER BURNUP

LONDON, Sept. 11 (By Air).—HPPA president John Davis, Harry Havelock-Allen and Sir Francis C. French will leave for Rome next day for talks with A.N.I.C.A. While it is hoped, may lead to an Italian agreement to line with recently negotiated by M.P.E.A.

The talks are expected to result around the present agreement in which the Italian debting tax on tv films is conditioned on a relative to the extent of exhibit Italians films here. Sir Henry R. describes the talks as "very in-

Want U. K. Distribution

It is understood that the BBC propose increasing their tax by £3,300 ($2,100) per film to £3,300 ($90) but are disposed substantially to re-
place the tax if they can achieve a distribution of their pictures is guaranteed here.

Advises from unofficial tl sources suggest that ANICA is io-
posing a virtual ban on the show-

in Britain films in Italy unless an acceptable quid pro quo is ac-
cepted by the Italian government here.

The well-known enomous infl-

oxygen in this country and that of his colleagues will be de-

in full if they are to reach ac-

dred relief in most of their 10 counterparts.

**'Oklahoma' Opens in New Boston Theatre**

BOSTON, Sept. 13.—Todd "Oklahoma!" wrote its box office to a 9:10 pm audience of the press and indus-

Avenue last evening at the newly-remodeled Saxon Theatre with representation from every circuit and exchanges-

and many independent major John B. Hynes was present to the audience from the stage-managing director Samuel Richter.

He congratulated his head office, William Sack for his expression of fidence in Boston.

"Oklahoma!" was presented to the audience of the press and indust-

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DITORIAL

third Anniversary
of CinemaScope

By Sherwin Kane

ITH more than 37,000 CinemaScope installations worldwide as the 20th Century-Fox wide screen unique passes its third anniversary, medium is firmly established in the trade and the screen audience. And it continues to grow— and develop. The development plans include ambitious new productions in advanced technique of CinemaScope 55, some of which, in time, will be released as well as photographed in 55mm.

This is the type of progress that its from research and experimentation within the industry. It is a race of activity which in the opinion of investment circles perpetuates the industry's reputation for creative drive, for development and expansion which attract and hold the interest and confidence of investors.

Such was the thought advanced by Paul M. Loeb, prominent amusement securities specialist, in an interview published in MOTION PICTURE DAILY on Friday. It was cited an example of how the industry could continue to profit by setting its own research program or by setting increased research activities on part of individual companies. He feels that it would be a step forward the realization of a program that restores investor confidence in the industry along the lines recently urged by Samuel Finzi.

There are indeed other outstanding examples of fortunate results that can be seen from research and experimentation by other producer-distributors and exhibitors. But on this third anniversary of CinemaScope it is fitting to single it out along with those other foresight made it possible, for special commendation.

It stands as proof of the value of research and in addition to its own contributions to industry wellbeing, success will surely serve to inspire others to encourage other creative endeavors.

TV 'Control' Said Parallel To Film Cos.

Hansen Cites U. S. Vs. Para. Suit 'Similarity'

A "striking similarity" between the TV industry structure and the pattern which caused the involvement of motion picture producers and distribution interests was cited by Victor R. Hansen, assistant attorney general in charge of the anti-trust division of the Justice Department, before the House Judiciary Committee here Friday, which is holding hearings on the broadcasting.

Hansen compared the film companies' "monopoly power over theatre control" with the TV networks' "dominance" based on present station control.

"The court found in The U.S. vs. Paramount Pictures et al," Hansen said (Continued on page 2)

Hit Lack of Exhibitor Interest in Film Fair

The seeming lack of interest on the part of both exhibitors and metropolitan film critics in the foreign film trade fair sponsored by Theatre Owners of America on the basis of attendance at the initial showings at the Museum of Modern Art here last week is cause for keen disappointment and some resentment on the part of those who sponsored the fair and contributed time and labor to it.

One estimate was that fewer than 25 exhibitors and only two or three (Continued on page 2)

Robbins, Thompson, Levy in Producing Unit

William B. Levy, Harold Robbins, and Walter Thompson have announced formation of a new organization to produce feature motion pictures in New York. The firm is called Virgo Productions, Inc., and it is stated that the first production will be "Never Leave Me," with a screenplay (Continued on page 2)
Committee Against 'Pay-TV' Will Study Ways To Fight Launching of the Medium in Canada

The campaign of opposition to subscription television will be furthered next week when the leaders of the Committee Against Pay-As-You-See Tele- vision will sit down to discuss plans for fighting the medium's launching in Canada by Famous Players Canadian Corp., which has the Dominion rights to Telemeter.

Famous Players willfile an application with and appear before the Canadian Broadcasting Corp. or government agency, on Friday to seek approval for the immediate start of Telemeter.

The committee, co-chaired by Alfred Starr and Trueeman Rembusch, will discuss the Canadian situation and possibly offer Dominion theatremen, who are opposing toll-television, assistance. It was learned that Starr and Rembusch may also follow the lead of the Committee Against Pay-As-You-See tv to Ottawa, where the hearing will take place, to oppose the FPC application.

Film Fair

(Continued from page 1)

metropolitan critics attended the first two screenings. The balance of the audience was non-professional, it was said.

Those close to the project feel that since it was undertaken to help exhibitors relieve the product shortage about which exhibitors have been complaining for so long, exhibitor attendance, at least, should be better than it has been. The hope is expressed that with out-of-town exhibitors arriving in New York this week to attend the TOA convention, attendance will pick up at the last four showings starting tonight and ending Thursday night.

Disappointment was expressed over the failure of New York newspaper and magazine critics to show. It was pointed out that even those who habitually express a preference in print, at least, for foreign films were not in attendance at either last week's screenings.

Idea a Good One, Says Mayer

Arthur Mayer, foreign film importer and distributor, and one of those who helped with arrangements for the showings, was one who expressed hope that attendance would improve as TOA delegations arrived in New York.

"The idea is a good one," he said, "and these showings could be made important. Only pictures of exception-al standards should be selected and the film fair held only when a good selection of such pictures is available, not merely at convention time. Moreover, it is something the Motion Picture Export Association could profitably do, as well as some other indus- try organizations, in addition to TOA."

Evelle and Velde have just completed a three-day meeting of the Southern District in New Orleans.

Johnston to Receive Promotional Data

The advertising and publicity direc-tor's committee of the Motion Picture Association of America, following its completion of sub-committee reports, will this week present to Eric Johnston, president, a combined report on ways and means of bolstering the box office.

Johnston, who will receive the report from Jerry Pickman, vice-president of Paramount Pictures, and chair-man of the advertising-publicity group, will study the data before presenting it to the MPAA board.

Most Committee Work Completed

The committee's report has been held up for a number of weeks by the sub-committee studying a proposal dealing with contracts. The sub-committee's chairman, Alfred Tamarin of United Artists, has asked the company lawyers to study all aspects of this proposal. Other sub-committees of the advertising and publicity directors group had completed work on their specific assignments in early and midsummer and had handed in their reports to Pickman.

Each sub-committee was studying different ideas to revitalize the box office, including merchandising, field operation, radio, radio-television, syndication, and an industry survey.

UA Sales Meet Begins

in Detroit Area Today

DETROIT, Sept. 16.—A three-day sales meeting of the United Artists central district will get under way here tomorrow at the Sheraton-Cadil-lace hotel with UA's general sales man-ager James R. Velde and Milton E. Cohen, eastern and southern division manager, presiding.

It will be the third of a series of district conferences set for September to spark United Artists' regional sales plans for the fall and winter.

Velde and Cohen have just completed a three-day meeting of the Southern District in New Orleans.

New Production Unit

(Continued from page 1)

by Robbins and Leonard Kantor, be developed by AIP. Also, activity in the formation and operation of Virgo is S. R. Kunkle, film attorney, and Max Spivak, also an attorney, will be secretary of the firm.

Levy is president of the new group, Thompson, vice-president in charge of production; and Robbins, executive vice-president. Also active in the formation and operation of Virgo and also known as "monopolistic tendencies" on the part of the tv networks.

Representatives from the film producers testify on Thursday. At the session they expressed their remarks as "suggestions" rather than formal complaints.

The sub-committee will meet again this morning.

TV 'Control'

(Continued from page 1)

said, 'the five major film companies in 1945 had interests in over 17 per cent of the theatres in the country. The company was found in the 92 cities with populations over 100,000 at least 70 per cent of all its first-run theatres are affiliated with one or more of the five majors.

TV networks' control over the motion picture stations "dwarfs the major power over theatres condemned in 'Paramount,'" he said.

If our investigation does find any-thing illegal in tv network practices, Hansen said, "the department will immediately bring suit. That is the only course of action."

Hansen also said that the Justice Department had received strong complaints from producers, whom he did not identify, against "monopolistic tendencies" on the part of the tv networks.

Representatives from the film producers testified on Thursday. At the session they expressed their remarks as "suggestions" rather than formal complaints.

The sub-committee will meet again this morning.
The Opposite Sex

CONTINUED FROM PAGE 1

Kanin) has quite a number of assets of which the 1939 film could not boast. For one thing it is in CinemaScope and Metrocolor, both of which serve to enhance the dazzling gowns the actresses wear and the lavish decor in which they parade them—from plush New York penthouses and nightclubs to a fancy ranch for divorcees in Reno. “The Opposite Sex,” indeed, is as much a fashion show as it is a musical. The songs are not always integrated too well into the general flow of the story, but several of them have been given the kind of extravagant production values that always add to a film’s boxoffice potential.

The cast of the film is star-studded, too, containing such popular and capable personalities as June Allyson, Joanne Collins, Dolores Gray, Ann Sheridan, Ann Miller, Agnes Moorehead, Charlotte Greenwood, and Joan Blondell. Dressed to the hilt, most of them play their parts with great relish.

There remains only one more important change from the Booth original to consider, and that is that the men in the lives of the ladies actually appear on the screen this time whereas they were kept offstage before. Leslie Nielsen and Jeff Richards are the most prominent, and guest appearances are made in musical numbers by Harry James, Art Mooney, Dick Shawn and Jim Backus.

Like its predecessor, “The Opposite Sex” doesn’t have much plot, what there is being concerned with the efforts of the leading ladies to keep their husbands or boy friends out of the clutches of other women. This is what they gossip about, bicker about and sometimes have a hair-pulling row about. Major attention is centered on Miss Allyson, as a comparatively decent and sympathetic character among the surrounding “cats,” who loses her husband, played by Nielsen, due to the trickery of Miss Collins. To get him back the former has to learn to employ the ballyhoo tactics of her colleagues—which she does to amusing effect.

The predominance of Miss Allyson extends also to the musical numbers in the film, most of which fall her way. If a mere male may be permitted an objection, this one wishes Miss Gray or Miss Miller had been given at least one opportunity to sing and dance, respectively, which they usually do with distinction.

However, that probably won’t bother the ladies in the audience. And “The Opposite Sex” is intended to be strictly their show.


RICHARD GERTNER

Set 150 Oct. Openings

For ‘War and Peace’

In addition to six theatres in the East and Midwest which will open “War and Peace” this month, 150 others are now making ready for October openings of the Paramount release.

Paramount estimates that the combined circulation and listening audience figure for all publicity media featuring “War and Peace” is greater than the population figure for the entire United States.

SMPTE’s Sarnoff Award

To Shelby Posthumously

The David Sarnoff Gold Medal for 1956 has been awarded by the Society of Motion Picture and Television Engineers to the late Robert E. Shelby, who was widely known as chief engineer of the National Broadcasting Company until his death in December last year. Presentation of the posthumous award will be made to Mrs. Shelby by 0ct. 9 during the Society’s 80th convention at the Ambassador Hotel in Los Angeles.

The Sarnoff award was established in 1951 “to give recognition to recent technical contributions to the art of television and to encourage the development of new techniques, new methods, and new equipment which hold promise for the continued improvement of television.”

Final Pre-Meet Slated

On Convention Today

A final planning meeting of the executives staging the point conventions and trade shows of Theatre Owners of America, Theatre Equipment and Supply Manufacturers Association, Theatre Equipment Dealers Association, and Popcorn & Concession Associations, will take place here today.

The joint conventions will open on Thursday at the New York City Coliseum, Hotel Statler and Waldorf Astoria Hotel, where social and business functions will be held. TOA, meanwhile, has announced that as of last week, over 300 paid registrations have been received from its membership.

The exhibitor group also stated that the Cinema Owners Association of Israel has delegated Yehuda Wardman, a theatre owner in Tel-Aviv, as that country’s official delegate to the TOA international meeting.

Windsors on TV Sept. 28

The Duke and Duchess of Windsor will make their first appearance on live television on the evening of Sept. 28, when Edward R. Murrow visits them at their Waldorf Towers apartment as a feature of his “Person to Person” program on the Columbia network.

Five in October from UA

“Attack!” and “The Box” head the roster of five releases set for October by William J. Heimeman, United Artists vice-president in charge of distribution. Other films set for the month include “Man From Del Rio,” “Flight to Hong Kong” and “Running Target.”

‘Lust for Life’ Opens Today

The world premiere of M-G-M’s “Lust for Life,” starring Kirk Douglas in the role of Vincent van Gogh, takes place this evening at the Plaza Theatre. The entire proceeds of the premiere will go to the Student Fellowship Program of the Metropolitan Museum of Art.

Albany Paper Again Reviews

Industry leaders in Albany, N. Y., have welcomed the reappearance in the “The Knickerbocker News” of local reviews. Despite a friendly attitude toward motion pictures, the Connell daily had not regularly printed comments on bills at Fabian’s Palace and Stanley Warner’s Strand, for a year and a half. A sweep of 100 words or less was run, instead, the day after shows opened at the two houses. Ormonde Plater is the new critic.

DeMille School Opened; Producer Lauds Films

Special to THE DAILY

LONG BEACH, Calif., Sept. 16—Speaking here Friday at the dedicatory exercises attended by more than 5,000 at Cecil B. DeMille Junior High School, erected at Long Beach on 24 acres at a cost of $1,750,000, DeMille said in part:

“I know full well that the naming of this school is not recognition of any personal merits of mine so much as it is recognition that motion pictures have come of age as an industry, an art, and educational force in American life and throughout the world.

“Motion pictures have become the greatest and most effective means of communicating thought from one mind to another, and that is what makes them so powerful and educational. They speak a universal language. They can tell the world its own history, and they can tell the human heart its own secrets.”
Red Carpet* Service on United Air Lines...

luxury travel
at its best!

Air travel’s warmest welcome mat is a red carpet!

It introduces you to United’s brilliant Red Carpet Service—special nonstop flights coast to coast and between fifteen U. S. cities (including Honolulu) on DC-7 Mainliners!

This is travel with a new flair! You sense it in the accommodations, the people you meet, the attention paid you. A cloud-soft, reclining seat is reserved for you when you buy your ticket. Your meal is the creation of a master chef who tops it off in the continental manner with French pastry. There are games, soft music, travel favors, other “extras”—all at no extra fare!

You’ll want to make reservations soon for Red Carpet Service (with us, or with an Authorized Travel Agent).


*“Red Carpet” is a service mark used and owned by United Air Lines, Inc.
Spotlighting the News

Racing Voters

- Something considerably better than $2,000,000 in television time already been signed for by the Democratic and Republican parties in the campaign just now getting under way. The Senate Rules committee on Privileges and Elections was looking into the whole area of election campaign finance and witnesses representative of the major networks and the NARTB disclosed facts and figures as indicative of the fact that political leaders are well aware of television (and radio) forms of the most valued methods of winning prospective voters. It was a surprise to no one when Harold F. Bronson, NARTB president, indicated the likelihood that 1956 expenditures in the TV direction will far exceed those of 1952, last presidential election year.

Additions

- Station K-SIX, Corpus Christi, has, as is scheduled to join the CBS television network as an intercon- nected-primary affiliate, effective about September 30, operating on 11. President of K-SIX Television, Inc., is Vann M. Kenaney. Joining under the extended net plan, as a non-interconnection station, was WAGM-TV of Joyce, Idaho, Me.

Screening Movies

- New York's WRCA-TV is moving also in the direction of more pictures, having started last month First Feature, feature film presentations, Monday through Friday, 8:55 to 10 A.M., with Herb Sidon as host. The new program has its place on the station with others of like kind as Evening Theatre, Cowboy Theatre, Continuous Performance, Eleventh Hour Theatre. This latest is for Mon., Wed. and after the kids take off for school.

We Film Use

- Fore on the use and continuing need of the motion picture as a source program is the series of an announcement from David F. McGann, president of Artists Productions, for about $1,000,000. Mr. McGann pointed out that the library acquisition takes place beside such as the BKO films, those of 20th Century-Fox, Selznick and the NTA package. Some of yesterday's fine films are included in the Warner library, and such little entertainers as Pop-eye and Bugs Bunny.

ABC Meeting

- The American Broadcasting Company's executive echelon dipped deeply into problems operational at a two-day meeting in New York early last week. Robert E. Kintner, president of ABC, opened the meeting, and one of the speakers addressing the executive phalanx was Leonard Goldenson, president of American Broadcasting-Paramount Theatres. Harold L. Morgan, vice-president and controller, presided at the sessions. In addition to home office executives, present were station heads from New York, Detroit, Chicago, Los Angeles and San Francisco.

Publicity Barrage

- A heavily concentrated publicity and exploitation program has been started by Screen Gems' publicity and exploitation departments. The purpose of the strong upbeat schedule is to insure a complete saturation of publicity for the Screen Gems' television programs for the coming season. The emphasis of the campaign is being placed on Ford Theatre, which starts its fifth season by moving to ABC-TV October 3.

College Studio

- Pace College in New York is completing construction of a studio for the study of radio and television production. According to Irving Sethel, assistant professor of marketing and television, the studio will be right royally equipped, including provision for production of live and "canned" radio and TV programs on a "closed" circuit. It will be utilized by students as part of a specialized course in radio and television to be offered by the college this fall.

NARTB Convention

- The convention committee for the 1957 annual convention of the National Association of Radio and Television Broadcasters has made preliminary plans for staging and programming the event, which will be held April 7-11 at the Conrad Hilton Hotel, Chicago. Under the format voted by the committee recently, radio and television broadcasters each will have an additional half-day for discussion of matters relating solely to their own media. This means the inauguration of concurrent radio and television meetings during part of the convention.

Question Period

- The Television Code presentation at the 1956 Regional Conferences of the National Association of Radio and Television Broadcasters will feature an informal question and discussion period, according to the agenda released by Edward H. Bronson, NARTB director of television code affairs. The code portion of the program, which is scheduled for the first afternoon of each of the eight two-day conferences, will lead off with brief messages from Mr. Bronson and a member of the Code Review Board, who will explain recent interpretations and amendments to the Code and the extensive monitoring services. This will be followed by an open discussion of the code and its present administration. As an added feature, there will be shown (Continued on page 6, col. 4)

In Our View

WITH the beginning of another, new season of entertainment, in all media, and especially in television, it is of more interest than ever to assay the increasingly important place assumed in the scheme of television programming, by the existing motion picture. It was quite inevitable the television medium would eventually turn to that great, almost unlimited supply of entertainment to fill that practically insatiable maw of the electronic marvel.

It was equally inevitable that while the theatrical motion picture, as such, would hold out against the blandishments of television for some time, it could not hold out forever. Here was a ready-made source of product, for the most part of tried and proved entertainment value, and of far too great value to be overlooked in the hectic and endless battle of programming, which still is and always will be, the prime problem of television. Either through the utilization of existing motion pictures by television or through the use of motion pictures made for television exclusively, it is a fact that the medium of the motion picture is the basic source of television material.

Without for a moment minimizing the vital part played by live telecasts, of sports, news events and plays of all sorts in programming, it is nonetheless the fact that for the vast majority of television stations throughout the country, the strip of film is the only practicable mainstay of day-to-day programming.

As for the theatrical motion picture, this observer has said before, and repeats, that in its ability to offer large-scale, big screen full color entertainment in comfortable, out-of-the-house situations, it makes certain that its place in the modern entertainment spectrum is secure. There is room for both types.

—Charles S. Aaronson
As the new season opens with a rush, if the conscientious viewer or re-viewer were to do his job completely, he would have to gain the attributes of a three-headed animal with all essential sensory and other perceptions at least in triplicate—and then operate each independently of the others. That presenting certain difficulties, the dial was turned this past week, thus: September 7, on the Undersurface show, over CBS-TV, “The Brown Leather Case” offered smart performances and an even smarter twist, in a Lawrence Kimble teleplay, in the de Mau- passant genre.

Schlitz Playhouse of Stars, same evening, same network, had an amusing play but press agent. Fred Shevin, about this case Jack Carson, and his Hollywood problems. It was a neat bit of spoofing, done in good style, lightly entertaining. Saturday, September 8, television did right well by the tennis matches at Forest Hills, and come evening, that bright, starry-futured miss, Jeanie Carson, opened her new series of situation comedies, Hey, Jeanie, aided by old-timer Allen Jenkins and Jane Dulo in particular. As a Scottish immigrant, Miss Carson, despite an occasional accidental loss of her burr, pleased well and happily in an amusing little comedy. Looks like a good following will develop for this CBS-TV spot. ABC-TV gave good on-the-spot coverage to the Miss America Pageant in Atlantic City the same evening, and NBC-TV brought back the old stand-by, Your Hit Parade, with the same stars, the same pleasant voices and the same polished production numbers for good viewing.

Sunday, September 9, afternoon saw tennis and pro football handled well by NBC and CBS, respectively, and ABC-TV bringing back Medical Horizons, with calm, dispatchaneous TV reporting, this time of premature infant care in hospitals. Elvis Presley wrought his “magic” touch on the Sullivan show, and made this reviewer wonder—but not too much. Monday evening, James Cagney, a real trooper, proved once again that a fine actor can lift any material out of the ordinary, doing “Soldier from the Wars Returning” on the Robert Montgomery program with feeling and skill. Tuesday “Antigone” was essayed on the Kaiser Aluminum Hour, with results considerably less than satisfying, since this ancient translates but badly into the modern terms of television, despite such as Claude Rains and Marisa Pavan. The U.S. Steel Hour, Wednesday, September 12, did extremely well with “We Must Kill Toni,” a delightful bit adapted by Leslie Duncan from a British play.

The Show-Makers

Robert Ryan stars in “You Only Run Once” when Dick Powell’s Zanuck-Firstie debuts on the CBS Television Network Friday, October 5. Appearing with him are Cloris Leachman and John Hoyt. An original teleplay by John McGreevy, it was produced by Hal Hudson and directed by Felix Feist.

Everett Sloane, Audrey Totter, Warner Anderson, and Judith Evelyn star in “The Carsten Case” on Climax! Thursday, September 20 on CBS-TV. Climax is sponsored by the Chrysler Corporation through McCann-Erickson, Inc. Bill Lundigan and Mary Costa are host and hostess.


Julie Andrews has been signed by CBS-TV to star in the Rodgers & Hammerstein 90-minute musical production of “Cinderella.” It is announced by Hubbell Robinson, Jr., executive vice-president in charge of network programs. This is the first original production for television of the famed musical authors.

Eddie Cantor has been signed to play the starring role in the comedy-drama, “Seldman and Son” on CBS-TV’s Playhouse 90, it is announced by Marni Manulis, producer of the new hour-long-one-half Thursday series. The part will not require him to sing or dance, Vincent Donehue will direct.

Jack Palance, Keenan Wynn, Kim Hunter, Max Baer, Maxie Rosenberg and Ed Wynn will star in “Requiem for a Heavyweight” Thursday, October 11, the second program in CBS-TV’s Playhouse 90 series.

Producer Sam Gallu began his production on the first one of 39 Navy Log episodes to be seen on ABC-TV during the 1956-57 season, starting Wednesday, October 17. Presenting a personalized picture of the operations and history of the U.S. Navy from the viewpoint of the seamen concerned, the series is produced in authentic settings by Gallu Productions, Inc., in cooperation with the Navy Department.

“HEY, JEANNIE!” It’s Jeanie Carson, and the salutation is the title of her new show, her producer Charles Isaacs. Miss Carson, according to the 1956 poll by Fame magazine, is “the most promising new female personality.”

Marge and Gower Champion have been signed by J & M Productions to star in a new TV series, the Marge and Gower Champion Show, to alternate with live and filmed episodes.

Eddie Bracken has been signed by Screen Gems to star in “The Man Who Kept His Promise” for Ford Theatre over ABC-TV this Fall. Lou Breslow will produce from a screenplay by Jack Harvey. Lew Ayres will be in “Measure for Measure” in the same series, with Joseph Hoffman as producer.

Celeste Holm and Cyril Ritchard have been signed for appearances in the original, “Jack and the Beanstalk,” on NBC-TV Producers Showcase, November 12. Book and lyrics for the ambitious 90-minute musical are by Helen Deutsch.

Eva Gabor has been assigned by Screen Gems to the top feminine role in “The Steel Bracelet,” in the new series, The 77thBengal Lancers to be on NBC-TV this Fall. Phil Carey and Warren Stevens star.

at each meeting scenes which he had been deleted from film, and shorts. This is intended to demonstrate the need for staff editing of all film product for violations, Mr. Bronson said.

Educational TV

The Metropolitan Educational Television Association, Inc., announced plans to construct N.Y.’s first educational television center. The center, to be located in the Carnegie Endowment International Center, will be the United Nations build, will produce programs for role in New York and to educational television stations throughout the country. META has received foundation grants adequate for the initial construction and operating costs. The center will consist of a full-equipped television studio, supporting facilities for the production and recording of programs, according to Dr. Carroll V. Nason, chairman of the board of trustees of META. Once such program format is developed, he said, transmitting facilities may be added to the center give Greater New York a full-time educational television station.

“Roundup”

“Football Roundup” will make its debut on the CBS Televison Network Saturday, October 6, it will be on the air every Saturday through November 24, it is announced by Bill McPhail, CBS sports director. “Football Roundup” will be the first studio sports show in the history of television to be on the air for 3½ hours. The broadcast time will be from 2:30 to 6:00 P.M. on CBS, Mr. McPhail, the program represents the most complete coverage of the college football scene ever undertaken in television. The program endeavors to bring something of interest to a nationwide football and sports audience: predictions, pictures, films, stats, running reports and announcements of results by experts.

WGN-TV Joins Code

Effective November 15, WGN-TV has announced it will subscribe to the Television Code of the National Association of Radio and Television Broadcasters. According to Ward L. Quan, executive officer of WGN, Inc., station is already functioning according to the codes’ standards.

Tuesday, September 17, 1956 Television Today—Editorial Direct: Charles S. Areoman; Eastern Ed: Pinky Herman, Vincent Canby; Western: William R. Weaver, Samuel J. Berns; Washington: J. A. Otten; London: Peter Burnup; Photo Editor: FloyJ
NBC RADIO turns over the resources of its entire network including

**MONITOR**
The New NBC Radio Service

and

**THE SENSATIONAL NEW MORNING SPECTACULAR**

**BANDSTAND**
to sell America the entertainment news of 20th Century-Fox's

**The Best Things in Life Are Free**

Cinemascope color by de luxe
delivering national coverage at the local level
WB TV Films Score Abroad

(Picture on Page 2)

Warner Brothers' television programs, which were edited for theatrical release abroad, are doing excellent business in the European market, especially in England and France, according to Robert S. Taplinger, Warner vice-president in charge of advertising and public relations.

Taplinger has returned here following a six-week trip to Europe, where he set up two new offices for his public relations firm and conferred with Jack L. Warner, president, and Serge Semenenko, director of Warner Bros.

The Warner executive, who assumed his new duties at the company yesterday, said his public relations firm will be merged with another organization outside the industry "sometime"

(Continued on page 2)

SBA Meets; Mum on Loans to Theatres

WASHINGTON, Sept. 17. - The Loan Policy Board of the Small Business Administration met today to decide whether to make motion picture theatres eligible for loans, but made no announcement of its decision.

SBA officials declared that although the board had reached a decision it would not be made public for several days. But no one could say, either, whether the members of the board - (Continued on page 8)

Gronich Reports Here:

German Producers Study Means To Improve Foreign Markets

The West German Producers Association is considering a number of promotional plans whereby German films would attain a wider interest and recognition both in the foreign market and at home, according to Friedrich Gronich, West German representative for the Motion Picture Export Association.

Gronich, who arrived in New York from Frankfurt at the weekend, said he is here to await the birth of his first child, due very shortly.

The MPEA executive declared that American and German films are enjoying fine business in that market and the primary interest of German producers is to develop broader foreign markets. They are highly export-conscious and feel that by utilizing Cinemascope and color, their pictures would have much more interest abroad.

Gronich said the German exhibition industry is also making efforts to improve itself. "A German Council of Motion Picture Organizations, using (Continued on page 8)
MOTION PICTURE DAILY

Personal Mention

JACK L. WARNER, president of Warner Brothers Pictures, has arrived in New York from Europe. He will leave here at the weekend for the coast.

MYRON N. BLANK, president of The- atre Owners of America, and Mrs. Blank have arrived in New York from Des Moines.

JEROME PICKMAN, Paramount advertising-publicity vice-president, is in Hollywood from New York.

DAVID A. LIPTON, Universal Pictures vice-president, has arrived in New York from the Coast.

MITCHELL WOLSON, president of Warner Brothers Pictures, has arrived in New York from Miami Beach.

ALFRED STAHL, managing partner in the Bijon Amusement Co., of Nashville, Tenn., will arrive in New York today.

E. D. MARTIN, president of Martin Theatres, has arrived in New York from Columbus, Ohio.

Sieg Horowitz, formerly Universal-International sales manager in Phila- delphia, has been named branch man-ager in that city for Distributors Corp. of America.

First-Runs in Charlotte Begin Double Features

CHARLOTTE, N.C., Sept. 17.—The shortage of motion pictures has forced two first-run theatres into running double features here, thereby setting a local precedent. The Imperial and Combatant Theatres have shown two pictures on the same program.

“We have shown and will be showing more,” said an executive of the circuit. As an example of the shortage, one of the pictures shown on an Imperial double bill was “Distant Drums,” a reissue which was given its first-run showing here only about three years ago.

Jack Warner Luncheon

Jack L. Warner, president of Warner Bros., will be host at a luncheon at 21 Club here tomorrow for members of the Press. Robert S. Taplin- ger, who is assuming his new post as vice-president of Warners in charge of advertising-publicity immediatley, will attend.

Robert Taplinger

W.B. TV Films

(Continued from page 1)

This week,” Taplinger said he made an agreement with F. J. Lyons of Lon- don to act as his British representative and is working on an agreement with a French public relations concern.

“Business for Warner Brothers pictures in Europe has been great,” Taplinger said, pointing out that films like “The Searchers” have been having long runs there. Taplinger also said European newspapers have been devoting more space to motion pictures than U. S. newspapers. “In England, newspapers give more space to films because there is more public and also many American stars are there,” he said.

Reps., Dems. Take Stand On Ohio Censorship

COLUMBUS, O., Sept. 17.—“Effect- ive regulation of the distribution of films” in Ohio was pledged in the state platform of the Democratic party at the state convention held here.

The Republican party platform pointed to the adoption of more string-ent laws regulating showing of “ob- scene” films passed at the last session of the Legislature.

“It would appear that the Repub- licans are satisfied with the status quo with respect to censorship,” said Robert Wile, secretary of the Inde- pendent Theatre Owners of Ohio, “but the Democrats want to regulate dis- tribution of films.”

See $57,000 for ‘Seed’

With a gross of $45,671 reported for its first five days, Warner Broth- ers’ “The Bad Seed,” produced and directed by Mervyn LeRoy, is keeping pace with its big opening day busi- ness at the Astor Theatre.

The theatre management estimated an intake of $57,000 at the box office at the conclusion of the first week’s run tonight.

Goodheart Heads Sales

For NBC TV Network

William R. (Billy) Goodheart, Jr., has been placed in charge of sales for the NBC Television Network, it was announced by Thomas A. Mc- A vitality, executive vice-president, Tele- vision Network programs and sales. McA vitality indicated Goodheart would be proposed for election as vice-presi- dent at the next meeting of the NBC board of directors on Oct. 5.

At the same time, McA vitality an- nounced that additional appointments intended to broaden and further strengthen the growing sales organ- ization of the NBC Television Net- work. The new appointments are: Michael H. Dunn, vice-president, Television Program Sales; Walter D. Scott, vice-president, Television Sales Director; Carl M. Stanton, vice-president, Sales, Business Affairs.

Thomas B. McPadden has been pro- moted to vice-president in charge of NBC television stations and reissue spot sales, it was announced yesterday by Charles R. Denny, executive vice- president, operations, for the National Broadcasting Co. McPadden, who will be assisted in charge of WRCA and WRC-TV, NBC-owned stations in New York, since April of this year. He now succeeds Denny, who recently was named to his present post.

Velve Drive

(Continued from page 1)

pre-Chicago vice-president. The drive will run in four individual laps, to be capped by a final stretch period. The first three laps are of eight weeks duration. The fourth lap runs for five weeks, and the stretch drive lasts for 13 weeks.

With a prize fund of $50,000 in cash prizes will be awarded to the 33 competing branches in the U. S. and Canadian territories. Exchanges will be aligned in these branches to pass out equal Networking poten- tial. Prizes will go to the first three winners in each division for each of the four laps and grand prizes will be awarded to the three winners in the overall standings at the conclusion of the drive.

Canadian Toll-TV

(Continued from page 1)

to present written and oral evidence before the Fowler Royal Commission on Broadcasting and Telecasting here Sept. 21 in support of subscription television in Canada. Other United States television interests, have been invited to present their views.

It is understood here that opposition to subscription television may also be heard, but only the commis- sion may cross examine at this hearing.

Hearings Postponed

On N. Y. Theatre Code

Postponement of public hearings— the new draft of the state’s regu- lations for “persons meeting in place of public assembly” was granted to Metropolitan Motion Picture Thea- tre Association yesterday by the Board of Standards and Appeals. The hear- ings were scheduled for yesterday, b John Phillips, executive secretary of the MMPTA, appeared before Boa Chairman Rear Admiral William Maxwell and urged postponement.

The motion picture group, Phillips said, did not receive their draft of the revised core regulations until after the Labor Day holidays and consequently have not had time to study the new draft. The code. No new date was set, b Phillips asked for “about two weeks.”

Entries, Prizes, Receive For Variety Golf Fete

Entries in the 1950 Amusement Indus- try’s Golf Tournament, sponsored by the New York Variety Club, are to be open until Sept. 26 at Venc- hills Country Club, Tuckaboo, and coming in rapidly, according to Charles Alicate, head of the commit- tee in charge of the event.

Among the companies which have entered previous years are: Warner Bros., Inc.; National Screen Service; Lewis Brothers; Coca-Cola Company; He- shay Chocolate Co.; Tri-King Ente- prise, Inc.; Astor Pictures; Randolf Amendment; Paramount Pictures; Columbia Pictures, and many others.

New York Theaters

RADIO CITY MUSIC HALL—Rockefeller Center

BING CROSBY • GRACE KELLY • SIMPSON • "HIGH SOCIETY"

In VistaVision and Color

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619 W. 54th St., New York 19

Judson 6-0387

Tuesday, September 18, 19

MOTION PICTURE DAILY

Martin Quigley, Editor-in-Chief and Publisher; Sherman Kane, Editor; James D. Irving, Managing Editor; Richard Gertner, News Editor; Floyd E. Story

Assistant Editor; Herbert V. Peck, Advertising Manager; Gus H. Faust, Production Manager; Hollywood Bureau, Doug Brandon; Washington, D.C., Bureau, E. S. Martin; London Bureau, A. Bee. St., Leicester Square, W., 1; Hope Williams Bu- nough, Editor; William B. Foy, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published during weekdays, Saturdays, Sundays, legal holidays and Sundays. © Copyright 1950 by Quigley Publishing Company, Inc., 237 South Avenue, Rockefeller Center, New York City. Telephone, City 2-7210. Cable address “Quigleybox, New York.” Mardi (April 18, 1950) of Motion Picture Daily was named “Best Theatres and Better Refreshments Merchandising,” each published 2 times a year as a section of Motion Picture Daily, Motion Picture Almanac; Television Almanac, Famous. Entered as second class matter Sept. 21, 1938, at the Post Office at New York N.Y., under the acts of March 3,1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.
PEOPLE

Walter Branson, RKO Radio vice-president in charge of worldwide distribution, has announced the appointment of Simon Israel as RKO manager for Holland. Israel has been the manager since last December, but he succeeded Luis L. Lioni, who resigned.

Mary Peabody, of the Capitol theatre, Fredericton, N. B., the first woman in the Province of New Brunswick to receive a projectionist's license, has been presented an Award Achievement by the Women of a Motion Picture Industry chapter in Toronto.

Jack Sanson, manager of the Stamp Warner Strand Theatre, Hartford, and Mrs. Sanson are celebrating their 50th wedding anniversary.

Sam George, formerly manager of a Paramount Theatre, Athens, has been placed in charge of publicity at the Roxy Theatre, the Cinemac in that city.

Rita Cummings, formerly publicity rector for UPA Pictures, Burbank, is joined Terrytoons, a division of BS Television Film Sales, as publicity director in New York.

Fox's Central-Canadian Division Opens Meeting

CHICAGO, Sept. 17.—A two-day meeting of 20th-Century-Fox's Central-Canadian sales division was opened here today under the chairmanship of C. Glenn Norris, Central-Canadian division manager, at the ambassador Hotel. It is to implement plans for the second half of the company's "Wondershownship" (October to December) and to make the ultimate handling of releases thorough the end of the year.


Report on Premium Plans

(Continued from page 1)

mittee was formed following the TOA National Showmanship Conference in Chicago in late July, he said. A premium plan stamp is to be launched shortly on the West Coast by Stanley Warner Theatres and Fox West Coast Theatres. In this plan, chains, groceries, department stores, gasoline stations, etc., would issue stamps which could be traded at the local theatre. The West Coast plan is being undertaken by 12 theatres in conjunction with the Prudential Premium Corporation, with both parties hoping that if it works out successfully, it will be done on a national basis.

Already underway in Florida is a variation of the stamp plan. The Wometco Circuit, in conjunction with Food Fair super markets, is currently giving out stamps in seven of its theatres—not for admission but to be redeemed at the grocery stores. Patrons are given one stamp for each 10 cents of the admission price. Stamps are not given on weekends—only Monday through Thursday.

Out of Chicago, the company's new plan in the charge of Wometco theatres where trading stamps are being issued, four said they did not feel that issuance of trading stamps increased their attendance. They felt that the attraction is still the thing that brings them in. They also said the number of stamps given with each admission is not enough of an inducement.

One Wometco manager said the stamps were creating enough interest in his neighborhood to bring them to his theatre but he felt that he also had to have a good picture playing to make them turn out.

Meanwhile, Blank meeting with Mitchell Wolfson, Jr., chairman of the TOA finance committee, and Walter Beade, Jr., executive chairman of the TOA convention is formulating final convention plans and items to be discussed on the agenda of the five-day meeting.

Committeemen from all parts of the country have been pouring into New York helping to launch the meeting. Today, the nominating committee, which will select a slate of officers to govern TOA during 1956-57, will meet under the chairmanship of Al- bert W. H. Mitcham, Jr., executive vice-president of the committee, headed by Wolfson, will convene on convention and organizational finances.

W & P' Still Big

Paramount's "War and Peace" racked up grosses over the weekend which exceed the previous three-day business by 10 per cent at both the New York Capitol Theatre and the Hollywood Paramount Theatre. In New York weekend business was $45,000; in Los Angeles, $15,000. The film will open at a third theatre tomorrow—the Stanley in Philadelphia.

LANDSDBERG RITES SET

HOLLYWOOD, Sept. 17.—A Rosary service will be held tomorrow evening at Callahan Mortuary, to be followed Wednesday morning by a requiem mass at San Gabriel Mission, Alhambra, for Klaus Landsberg, 42, vice-president and general manager of Paramount Television Productions, Inc., who died at his Hollywood home Sunday of cancer. Besides his position with Paramount, he was the general manager of the independent television station KTLA in Los Angeles. He also was a producer, a director and a writer.

Loew's Official Dies

Leon J. Sternberger, an executive of Loew's International Corporation, died Saturday of a heart ailment at his home here. He was 61 years old.

\**... NEWS ROUNDUP...**

Form Democratic Arts Unit

Formation of the Committee for the Arts of the Democratic National Committee, composed of leading personalities in New York, Hollywood and elsewhere in the nation, was announced yesterday in Hollywood by Paul Ziffren, California national committee man of the Democratic party. Dorc Schary, and book publisher Cass Canfield were named co-chairmen of the Arts Committee. Vice-chairmen are Alan Jay Lerner and Herman Wouk. Screen writer Allan Rivkin is secretary and William Gordon treasurer.

Conn. Shopping Promotion

Harry F. Shaw, division manager, and Lou Brown, ad-publicity manager, Loew's Poli-New England Theatres, are actively participating in a "There's More Downtown" promotion for downtown New Haven, Conn., location of two Loew theaters. The committee, of which Shaw and Brown are members, is offering $800 in prizes for best 25-word letters on the topic, "Why I Like to Shop in Downtown New Haven."

STAMP COLLECTORS TO MEET

Cinema Stamp Collectors will celebrate its tenth anniversary by holding an open meeting and club sale Sept. 26 at the Sheraton-Astor Hotel, New York. Over 50 lots of stamps and sets have been contributed by the members and will be offered for bidding.

TO OPEN NEW YORK STUDIOS

New York's Mayor Robert F. Wagner will officially welcome Production Center, Inc., to the city at a reception Sept. 25 at 4 P.M. The affair will take place at the new motion picture studios on West 26th Street.

SERVICE UNITS TO SEE 'ATTACK'

Representatives of the Army and Air Force Motion Picture Service will watch a screening of "Attack" in Washington, D.C., today to determine whether they will show the picture at Army and Air Force post theaters. The Defense Department has been criticized because of its refusal to cooperate in the production of the picture. Without federal changes which the producer has refused to make, Farley Aids ' Giant'

The Honorable James A. Farley, former postmaster general of the United States, will head the special benefit committee for the world premiere of George Stevens' "Giant" Oct. 10 at the Roxy Theatre, the proceeds of which will go to Muscular Dystrophy Association of America. Farley is national chairman of the Association.
BORN—a dynamic new TV network—NTA
This picture, taken shortly after the actual birth of a baby, announces a mighty exciting and important event to everyone interested in television.

It's the birth of a healthy, sound, spirited new television network—known as the NTA Film Network.

As with most parents, it represents the fulfillment of a long-cherished dream. But unlike most new arrivals, this one already has an objective in life which can be stated very simply:

To provide better entertainment for the public...and to offer a significant new marketplace for the advertiser.

Actually, its whole reason for being is a happy marriage between the two! You'll be hearing a good deal more about the NTA Film Network from now on. But meanwhile, wouldn't you agree that...

When the public gains...and the advertiser gains...and the station gains...the birth of the NTA Film Network is a decidedly blessed event for everyone?

4 good reasons for the 4 dimension network

1. 102 Stations Covering 82% of U.S. TV Homes. They offer access to the nation's top markets...where 38,173,100 families live...in 28,143,-500 TV homes...with about $14 billion dollars in buying power. To say the least...it's a vast market...with vast sales opportunities for the national advertiser.

2. At a Fantastically Low Cost Per Thousand. To those appalled by the high cost of TV advertising, the NTA Film Network is the answer. It offers enormous audiences at a remarkably low cost per thousand. Thanks to top talent at a fraction of the cost of the average TV show. Thanks to no staggering coaxial cable costs.

3. With the Greatest Flexibility in TV Network History. No costly "must-buys". Now you can buy what you want...when you want...where you want it. One contract covers everything—time and program...with no worry about time differentials. You get the prestige of network plus the flexibility of spot purchase.

4. And Guaranteed Clearance of Time and Programming. No waits...no debates about station clearances. You can get the availabilities you want and need now...without standing in line. Whatever your present TV situation...look to the NTA Film Network—The Four Dimension TV Network!

For the full story, call, wire or write:

NTA FILM NETWORK

a subsidiary of National Telefilm Associates, Inc.
60 West 55th Street, New York, N.Y. • Phone: PLaza 7-2100
St. George and the dragon

...Continuous show—entire week

Battle the wicked dragon... save the lady fair! That's what we'd all like to do—and can—on the wide, wide-screen where everything's close-up and adventure's real and earnest. Product of modern Motion Picture Film Department
EASTMAN KODAK COMPANY, Rochester 4, N.Y.
Branches at strategic centers. Inquiries invited.
Motion picture technology, wide-screen movies came about through the close cooperation of industry and such groups as the Eastman Technical Service for Motion Picture Film.

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

Midwest Division
130 E. Randolph Drive
Chicago 1, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, Calif.
Canadians
(Continued from page 1)

J. R. Nairn, advertising director of Famous Players, was quoted as saying, "we have discussed the credit idea and are interested but have no definite plans at present. I have not heard of its use by movie houses but do know something of this kind is operated by live theatres in New York, where it is applied on the more expensive seats."

DeMille to Be Guest
Cecil B. DeMille will be a guest at the annual meeting of managers, executives, and partners in Famous Players' eastern division to take place at the General Brock Hotel, Niagara Falls, Oct. 22-24. Arrangements have been completed for special screenings of "War and Peace" and DeMille's "The Ten Commandments."

DeMille will be accompanied by his executive assistant, Art Arthur, a one-time Toronto newspaperman. President of Famous Players John J. Fitzgibbons will be present while Morris Stein, Eastern Division manager, will preside at the meetings.

BMI and Nets
(Continued from page 1)
ASCAP songwriters was being deliberately "smothered or rejected" by tv network interests desiring to enlarge the scope of BMI. The networks accomplished this, testified by directing broadcasters to "watch the labels of the new records" and to plug those songs composed under BMI auspices and pass over the works of ASCAP songwriters.

Haverlin, appearing as a witness in the afternoon session of the hearing, denied this, citing the results of a spot sampling of radio and tv music programs made during one week in each quarter of 1955. "The sampling shows that 72.7 per cent of the music played was ASCAP," he said, "and 16.1 per cent by BMI writers."

Steve Allen, songwriter and tv personality, and Richard Adler, another songwriter, told reporters at a press conference after the hearing that they had definitely heard from personnel of local radio stations that there were instructions at the local level to plug BMI-tagged records at the expense of ASCAP songs.

Carl Haverlin will continue testimony when the hearing resumes today. Billy Rose, producer and songwriter who was to have appeared yesterday, will be called as a witness today.

Services for Doyle
(Continued from page 1)
Funeral services will be held this morning for James F. Doyle, head of the United Artists mail department, who died on Friday at the Lutheran Hospital in Brooklyn at the age of 47. Doyle joined the company in 1927 and served with it continuously for almost 30 years. Services will be held at the Resurrection Ascension Church in Rego Park.

Germans
(Continued from page 1)

The German motion picture industry is sending a representative to the U.S. to survey the domestic market and ascertain its possibilities. German product, Frederick Groe West German representative for Motion Picture Export Association, said here yesterday, Gronich said head of the German distribution society, Horst Von Hartlieb, arrive in the U.S. in late September and go immediately to Hollywood as a trade mission—to stimulate and re-examine advertising and publicity methods at theatre level. He also said the German COPO will shortly publish a guide to theatre exploitation.

SBA Meets
(Continued from page 1)
SBA Administrator Wendell Barfoot, Secretary of Commerce Weeks, Secretary of the Treasury Hanchin had attended the meetings themself or had sent deputies.

The board met to consider the quest of the Theatre Owners of America that SBA revise its loan policy to make small theatres in need of renovation eligible for loans.

TOA estimated that the aver loan for such a theatre would exceed $25,000 and with this mon the small theatres would be able to modernize and put in such needed items as new screens and air conditioning.

Bids for 'El Cid'
(Continued from page 1)
Milton Grossman disclosed at a Beverly Hills Hotel press-lunchon held Under cooperation arrangements provided by the Spanish government, production cost will be unlimited. Grossman said, due to Spain's interest in having its nationality's big play filmed in a faultless manner, Quinn will enact the title role, with an American actress and made in a foreign feminine star, in other principal roles. The film will be shot in English.
Technirama Is Readied

Technirama, a new large-screen system developed by Technicolor to be sold to producers as a product of the Technicolor Companies, will be announced yesterday by Dr. Herbert T. Kalmus, president and general manager of the company.

The new system employs standard 35mm negative which moves horizontally through the camera exposing eight perforation frames. After allowing for a standard optical sound track, the whole of the remaining negative area within the frame is utilized. (Continued on page 4)

Expect 1,000 Exhibitors

TOA Delegates Begin Registration Today

Ways to Boost Box Office, Film Problems And Trade Practices on Meeting Agenda

By LESTER DINOFF

Showmanship and its utilization in bolstering and revitalizing the theatre box office coupled with film problems and trade practices, will highlight the agenda for some 1,000 exhibition delegates from all parts of the U.S. and abroad who will commence registration today for the 1956 Theatre Owners of America International Convention and Trade Show being held at the New York City Coliseum.

TOA is set for tomorrow, but during the past few days, various committees of the national exhibition group have been meeting.

Yesterday's activities of TOA centered on meetings of two committees—the finance committee, which met in the afternoon under the chairmanship of Mitchell Wolfson of Florida; and the nominating committee, which met in the morning under the chairmanship of Ernest Stellings, president of Stewart-Erect Theatres of Charlotte, N.C.

The official opening of the ninth annual convention of TOA is set for tomorrow, but during the past few days, various committees of the national exhibition group have been meeting.

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Ernest Stellings

Golden West to Start Production on 'Stalin'

Edward A. Golden will leave here for the Coast today to complete production preparations for "Joseph Stalin." Hugh Gray will write the screenplay to be based on actual events in Stalin's life. A distribution deal has been discussed with a major company but has not been closed yet.

Golden's right to exclusive use of the title was affirmed recently by the Title Registration Bureau of the Motion Picture Association after it had been contested by 20th Century-Fox. (Continued on page 5)

Interest in Foreign Films Is Termed a 'Renaissance'

The current "renaissance" of interest in foreign films should be no surprise to American exhibitors, who began showing foreign product as long ago as 1912. Frederick Goldman told the TOA Foreign Film Festival last night prior to a screening of the Italian film "Vittellino," Goldman, who introduced the picture to the audience, is director of the Exceptional Films Society in Philadelphia and international vice-president of the American Federation of Film Societies.
Alfred E. Daff, executive vice-president of Universal Pictures, will return to New York from Europe today, marking completion of a round-the-world trip. At the same time, Edward Moda, vice-president in charge of production, will arrive in New York from the Coast.

Fayette W. Allport, European manager of the Motion Picture Association of America, arrived in New York from London yesterday via BOAC.

Charles Roosberg, supervisor of sales for Paramount’s “War and Peace,” and Morris Lepko, his assistant, will return to New York to-morrow from Atlanta.

Lawrence R. Kent, 20th Century-Fox representative on the Gaumont British board of directors, and Ann Leach, formerly an employee of Fay-
ette Allport in the London office of Motion Picture Association of America, were married recently in London.

Carlton Hunt, a partner in General Film Laboratories of California, visited his parents in Wildwood, N. J., on route to New York.

Russell Holman, Paramount Eastern production manager, and Alan Ackerman, story editor, will return to New York today from Washington.

William F. Kelley, technical director of the Motion Picture Research Council, will leave Hollywood by plane today for New York.

Anne Bauchens Praised
By DeMille, Freeman

HOLLYWOOD, Sept. 18 — More than 100 members of the press and the professions attended the awards luncheon today at the Paramount studio in honor of Anne Bauchens, winner of the American Cinema Editors’ first annual award for “outstanding contribution to the film industry over a period of years.”

Cecil B. DeMille, whose films Miss Bauchens has edited for the past 40 years; Y. Frank Freeman, Paramount vice-president; William Laurie, New York president of A. C. E., were the speakers who paid tribute to the guest of honor.

Allied Officers Meet
On Annual Convention

Plan for the convention of Allied States Association in Dallas in November were discussed at “a meeting of old friends” held here yesterday, according to a report received by Allied Allied board chairman and general counsel. Myers met with Allied president Ruth Shor, treasurer Irving Dol-
lenger, secretary Henry H. Gordon, and past Allied president Wilbur Snaper.

The Allied board chairman said the gathering of officers was a routine business meeting and one set for Cincinnati in February, and other association affairs. Shor said Allied will sit down with officials of Theatrical Supply Manufacturers Association to discuss “our 1958 convention in Miami.”

Four Sessions Slated
For NT Convention

LOS ANGELES, Sept. 18—Na-
tional Theatres’ 3-day convention, set to open Oct. 1, at the Arizona Manor Hotel here, will be opened with a session in four theatres chairmen, blending all conclusions in-
to overall policy findings.

Denver’s Robert Selig will chair a session dealing with research, expense control, stage shows, manpower development, and personnel training. Los Angeles’ N. Spencer Leve will conduct a session on prices, giveaways, public relations, parking and pre-Christmas ideas.

San Francisco’s William H. Thed-
ford will have charge of a meeting on special weeks, coupon equipment, sur-
face awards, concession sales, money promotions, and new advertising ap-
proaches. Kansas City’s Richard P. Holman will chair a session on sum-
mer prices, children’s shows, credit systems, screen advertising, opera-
tional irregularities, and marginal theatres.

Dividends Stay Same

WASHINGTON, Sept. 18—Publicly
reported cash dividends paid out by industry companies in August, 1956, equalled the amount paid in the same month last year, the Commod-
ity Department reported today. In both cases the figure was $174,000.

August marked the first month since March of this year, however, when a sum of dividends did not top those paid in the comparable month of the previous year.

UA Opening Two

“Bandido” and “The Beast of Hol-
low Mountains,” two United Artists re-
sults, are planned for UA’s premier show at Loew’s Metropoli-
tan Theatre in Brooklyn on Sept. 26, it is announced by UA.

New Jersey Allied
Directors to Meet

The board of directors of Allied Theatre Owners of New Jersey will meet here today to discuss a varied agenda based on national and local exhibition problems, according to a report received.

The head of the regional unit of Allied said he expects the directors will also discuss the forthcoming con-
vention of the national association set for Dallas in November.

Foreign Managers Will Hear Progress Report

Preliminary progress reports on con-
ditions in Argentina and the Philip-
pines will be presented at the Motion
Picture Export Association of the United States, at a meeting to be held today.

MPEA president Eric Johnston will preside. A report will be read on the prog-
ress made by MEPAE president Irving A. Mass on his Philippines task, and also on that made by vice-
 president Robert Corkery, on his Argentine survey. Also at the MPEA man-
gistrates and Johnston will also discuss the Anglo-American talks which open in Washington next week.

Five Fox Films Slated
For Broadway Openings

Twentieth-Century-Fox will open five major CinemaScope productions on Broadway during the next two months, it was announced by Alex Harrison, general sales manager of the company. The five films are part of an overall 31-picture national release program set for the year, he said.

Included are: “The Last Wagon,” opening Friday at the Globe; “The Best Things in Life Are Free,” Sept. 28 at the Vic; “Victoria,” opening Wednesday, the end of October at the Mayfair; “Love Me Tender,” Nov. 15 at the Paramount; and “Between Heaven and Hell,” which is tentatively set for Oct. 11 at the State.

Predict Drop
In Canadian Tax Receipt

By M. L. Schwartz

OTTAWA, Sept. 18.—Net get-
ner revenue from amusement and ac-
ting taxes in all ten provinces in Canada is now estimated as likely to drop to $18,450,000 during the 1-
7 fiscal year ended March 31 in try, to $22,757,000 in the 1958 fiscal year, though three provinces expected to show an increase for 1-
7 over the previous year, according to a preliminary report by a Cana
Government source here.

Holding Own Against TV

Considering the rapid spread of vision private enterpris-
eums are more than holding their
throughout Canada this year.

By provinces, such revenue in 1-
7 exceeded the 1956-57 figure, in-
brackets being for 1955-56: Ont $7,620,000 (85,600,000); Que $1,675,000 ($5,110,000); British
lumina $957,000 ($480,000); N.b. $1,450,000 ($1,420,000); N.
$585,000 ($1,100,000); Scot $660,000 ($585,000); Brunswick, $370,000 ($425,000); Newfound-
$1,200,000 ($1,050,000), and Saskatchewan, $ 000 ($700,000).

$215,000 Loss in Manitoba

In Manitoba it is pointed out the amusement tax was reduced raising the exemptions and the scale of rates. The resultant of revenue to the province is expec
to be $215,000 per year.

Three to Roll in England

Anagolomized Productions, Inc., place three features before the c
ers in England next month, acco
to an announcement by Richard Cod
on and Charles F. Veeter, Jr. It
include “Kill Me Tomorrow,” “Man’s Secret,” and “West of Sw

Showplace of the East
FOR YOUR SCREENINGS

• Three Channel interlock projection
• 16, 17, 19 & 21 mm tapa interlock
• 16 mm interlock projection

CUTTING & STORAGE ROOMS

MOVIELAB

619 W. 54th St., New York 1, N. Y.
Judson 6-0367

Wednesday, September 19, 1958

Motion Picture Daily

110

Movement

"LUST FOR LIFE"
PENDENETRATION SPANS THE NATION!

Not within memory such ticket-selling coverage.

LIFE: Special exclusive material from Holland location. Full page in color. Two and one-half pages black and white.

LOOK: Article with four pages of color and black and white.

TIME: Kodachromes of 3 of the 4 van Goghs in Russian Museum—along with editorial review.

SAT. EVE. POST: Pete Martin story on Kirk Douglas to come.

GOOD HOUSEKEEPING: Feature review with art.

WOMAN'S HOME COMPANION: Color still in special color layout.

REDBOOK: Picture of the month.

THIS WEEK: Kirk Douglas cover and inside story with stills. Douglas as van Gogh included in story on special make-up.

SEVENTEEN: Two pages, including feature article and full page portrait of Kirk Douglas as van Gogh in full color. Additionally, Picture of the Month announcement to come.

AMERICAN: Three color stills published with review.

HOLIDAY: Special editorial review.

AMERICAN WEEKLY: Special article by Irving Stone with color and black and white illustrations.

CORONET: Movie of month with leadoff on Kirk Douglas.

PARENTS': Two column cut and review.

VOUGE: Included in "People Are Talking About" feature.

MADEMOISELLE: Two pages of fashions, posed in front of van Gogh paintings.

CHARM: Special review.

WISDOM: Article on van Gogh by Thomas Craven, with stills.

SATURDAY REVIEW: Glowing editorial review.

CUE: Kirk Douglas (as van Gogh) featured on cover with article and illustrations inside.

277,231,500 READER IMPRESSIONS!

That's the colossal number of times people are being reached by the following coverage, including a page ad in fan magazines and the famed M-G-M columns in top national magazines.

SMASHING ALL RECORDS!

Lisboa, N. Y. World Premiere breaking every record in its house history. Great reviews by every critic in town!
Technirama

(Continued from page 1)

according to the Technicolor announcement, an anamorphic or CinemaScope-type Technicolor release print made from Technirama negatives allows for maximum use of the available positive frame.

When Paramount first announced the system, it was said that anamorphic prints could be made but the company has not shown a print of VistaVision.

The Technicolor announcement said the new system is "unique in its depth of focus, screen illumination, definition and equal distribution of color without distortion." Release prints are compatible with any standard large screen installation, the company said.

Details of methods by which the system will be made available to producers were not disclosed but the announcement indicated that Technicolor would control the quality of all productions filmed in Technirama.

Technirama Cost

(Continued from page 1)

to a regular vertical-feeding 35mm positive for projection.

The 35mm positive film produced in that way can be provided in any aspect ratio from anamorphic 2.55:1 down to 1.66:1.

Release prints will be sold at the prevailing price for all other Technicolor release prints. (Negatives will be higher, due to the double amount of footage.)

The announcement heralding Technirama stated that Universal-International’s "Night Passage" would be the first production to be filmed in the new process.

UA Preparing Data On Post-1948 Films

United Artists is compiling "facts and figures" about the post-1948 film product which it is contemplating selling to television, it was reported yesterday.

The company, which has a package of 30 films ready for sale to tv outlets, said it is investigating each picture separately. The company is seeking to find out just how many musicians were employed in each film, how many actors, the salaries which were paid, etc., so that negotiations could be held with representatives of guilds and unions which would secure royalty rights on all television film sales.

'W & P' Today in Phila.

Paramount's "War and Peace" will open at Philadelphia's Pageant Theatre, which becomes the third theatre in the country to play it. The film currently is in its fifth week at New York's Capitol, and will enter its fifth week at the Hollywood Paramount Friday.

Ascap Plea

(Continued from page 1)

have been suggested that ASCAP be left to the only music group, Finkenstein said. ASCAP would object to a rival organization, so it was not as a tool of a network but a network that ASCAP has charged it with being.

Earlier in this session of the hearings, Billy Rose, showman and organized the Congress that "by their own admission, a trade publication, BMI saw 74 per cent of the songs on 'The Parade' are published by their group. Rose told the committee that "most certainly" felt that "that in power in one set of hands isn't as good for American music."

Writers Guild Sues NB

In 'Unfair Labor' Case

A law suit seeking damages in excess of $1,000,000 from the Nathe Broadcasting Co. Inc. was filed today by the Writers Guild of America, East, Inc., in the United States District Court for the Southern District of New York.

The action followed by four of the filing of a formal unfair labor practice charge against NBC by the National Labor Relations Board that the network and television motion picture writers.

Both the law suit and the NLRB complaint are based on Guild charge that NBC paid to enroll a number of Guild members in another union without their knowledge or consent.

Writers involved are among the more than 70 employed on news and special programs produced by NBC for NBC under terms of a contract which names the Guild as the sole and exclusive collective bargaining agent.

Stellings Favors

(Continued from page 1)

problems has already taken place will take place again," he said. Stellings, commenting on conditions in North and South Carolina, who his circuit operated needed 100 the condition was "Both problems are inter-related a could be solved. They are the lack sufficient good motion picture picture and the lack of an orderly distribution program," Stellings said.

Willing Realignment

An extensive realignment of executive personnel has been made by the board of directors of Wailing Pictures, Chicago, it is announced today by Vice-President, I. S. Thompson is now exec-utive vice-president; James A. Kello is vice-president and general manager and Jack A. Bleistein is vice-pres-ident of sales.

One Man's TVViews

By Pinky Herman

PAGING Horatio Alger, Jr. William N. Davidson, who started as a messenger boy at NBC in 1938 has just been named general manager of WRCA and WRCA-TV by Veep Thomas B. McFadden. Well, when one stops to consider, there aren't many college graduates who would even consider the position of "messenger," and that's one of the unusual features of Davidson's character. When he applied for a job at NBC in July of 1938, the sheepskin under his arm attested to the fact that he'd just completed a four-year course of study at Colgate University. . . . NBCCommencing Monday, October 1, Ernie Kovacs will share with Steve Allen the "Tonight" time segment, taking over the Tuesday and Monday portion of the week. Barry Sherr will direct. Meanwhile, Perry Cross, who formerly was producer of the Kovacs programs, is the new NBC program supervisor and will work with Max Lieberman on the new "Stanley" situation NBCcomedy tv' er which bows in Monday in the 8:30-9:00 P.M. slot . . . Decoy Bill Bradley, who took over Peter Potter's Monday thru Friday (9:30-12:30 noon) KLACTivities in Hollywood some eight weeks ago has been doing a grand job, not only retaining F.P.'s audience but adding new listeners.

A telegram from Jackie Gleason asks if we'd like to join him and a few friends (last time we joined Jackie at a similar event the few friends totalled several hundred strong) at a party at Toots Shor's next Thursday tossed by Bobo Watch Co., Old Gold Cigarettes and CBS TV. We make it a point never to miss a Gleason party. . . . Had a chat with Bill Berns, WRCA and WRCA-TV news and special events editor, yesterday and were amazed at the at-the-minute and detailed knowledge that gentleman possesses on the international television situation. But then we subsequently learned that Berns had personally visited numerous tv centers on his round-the-world trips and even now teaches the subject at Columbia University. . . . Matthew B. McBride, general sales manager for Video Pictures, responsible for an eloquent series of film commercials, featuring skating champ Barbara Ann Scott, now rolling at the West Coast Sound Studios on W. 57th St. Fix the new Departure Division of General Motors thru D. P. Broders Agency.

Announcer Joe Given, who has been turning out enticing emcee jobs these past few weeks on the stage of the Roxy Theatre, is being eyed by tv AND film execs. The tall, handsome ex-CG is without doubt one of the most talented of the younger crop of announcers and we're betting that Given is headed for the top. . . . Peter Elgar has appointed Philip Frank a partner and vice-president of Peter Elgar Productions. Frank switched from George Blake Enterprises where for the past three years he was deep in charge of sales. . . . Mitch Hamilburg is making the rounds of Hollywood producers with Chic Farmer's script of "The Mabel Wayne Story," and knowing the dearful La Wayne and the fine compositions she's written, we think such a picture is a cinch for box-office success. . . . John Lupton, star of 20th Century-Fox telefilm series "Broken Arrow," is headed East this week and after making several p.a.'s in key cities en route, will arrive at Broadway Canyon Monday in time to help launch the telefilm series TV's the ABCChannels.

Farley Granger has been CBSigned to co-star with Eddie Cantor in a "Playhouse 90" Telefilm, "Sizemore and Son" which will be seen early this Fall. . . ABC-TV's "Navy Log" series, which is skedded to start Wednesday for American Tobacco will be co-sponsored by U.S. Rubber Co. Incidentally, this net's Wednesday night and Friday shows are completely sold out. Arthur Godfrey's programs (Wednesnite 8:00-9:00 P.M.) will be in color CBSstarting next week.

Wednesday, September 19, 19
**Schneider**

(Continued from page 1)

Varners in 1923 in the accounting department. Progressing through various executive posts, he became associated to the company in November, 1944. Last July, when control of the company passed to a syndicate headed by Eugene G. Menkeno with Jack L. Warner as president, it was announced specifically that Schneider would remain as treasurer. Hence yesterday's announcement was a surprise.

**Ask Clarification**

(Continued from page 1)

perations, at a two-hour public hearing before the State Board of Standards and Appeals today. The request was officially described as having considerable merit.

J. Dewey Lederer, Schine director of construction maintenance and the only speaker with theatre connections, cited numerous provisions which, if applied to present television, would be effective. Among those he mentioned were changed requirements for aisles, exit doors, and emergency lighting. Describing standards surpassed in other fields, he said that the company is currently building, with Board representatives in 1950 at theatres, including the Paramount and the two in the Times Square district of New York and many Schine houses, Lederer argued they were too severe. Charles N. Morgan, board engineer and author of the revised code, commented, "Present lighting standards in motion picture theatres are adequate for safety."

**Golden to Coast**

(Continued from page 1)

which had filed a title employing Sta- nek's name on behalf of Darrell Zau- nek. The ruling was based on the principle that a historical title cannot be pre-empted except when the subse- quent title could be distinguished from the first. This condition had not been met by 20th-Fox, the bureau held.

**New Equipment of RCA**

Will Aid TV Reception

PITTSBURGH, Sept. 18.—A new technique, which is said to effectively silence the alternating light-and-dark noise and improve the effect of co-channel television, is being tested in television sets in many areas lying between stations broadcasting on the one tv channel, has been announced by the Radio Corporation of America.

The development was described to professional group of the Institute of Radio Engineers by W. L. Behrend, the technical staff of RCA's David Dickson Research Center at Princeton, N. J. He said that test equipment employing the new technique has been a successful operation during the past two months at Channel 4 stations of the National Broadcasting Co.—WRCA-TV in New York, and WRC-TV in Washington, D. C.

**REVIEW:**

The Brave One

RKO Radio-CinemaScope

An interesting variation on the well-worn theme of a boy and his love for an animal is offered in "The Brave One," which the King Brothers produced on a lavish budget in CinemaScope and Technicolor for RKO release. Starring the likable child actor, Michel Ray, seen last year in "The Divided Heart," this Mexican-backgrounded tale of a child and the bull he has nurtured and loved from its birth, finds him must sacrifice to the bull ring and the inevitable death awaiting it, is touching and true. While the sentiment is over-emphasized at times, and there are such far-fetched elements as the attempted intervention of the President of Mexico himself in the boy's behalf to save the bull, this is a solid bet for family audiences, who will find its message inspirational and its emotions authentic.

Especially eloquent is the final scene in the bull ring, when the bull proves himself truly a brave one and by his valor and persistent refusal to let the matador tire him, wins the rare "indulto" from the crowd. An "indulto" is the crowd's request that the bull be allowed to live.

The boy, who had trapped all the way to the presidential palace to get a letter from the chief executive testifying to his ownership and thus saving the bull, is in despair when he arrives too late, for his pet is already in the arena. His sorrow turns slowly to joy as the bull demon- strates his rigidity to the Alarban. As two-hour scenes of the ranch where boy and bull grow together are likewise interesting, and there are breathtaking views of the unique Mexican countryside. The production values are high; the color and CinemaScope have been employed to tell effect by noted photographer Jack Cardiff; Harry Franklin's screenplay based on a story by Robert Rich has been ably directed by Irving Rapper; and the King Brothers, Maurice and Frank, whose productions grow steadily more ambitious, should have no reason to regret the large budget expenditure here. Exhibitors will find that it pleases all types of audience.

Running time, 100 minutes. General classification. For September release. Lawrence J. Quirk

**Tickets on Sale Monday**

For 'Around the World'

Tickets will go on sale Monday at the Rivoli Theatre here for Michael Todd's production of "Around the World in 80 Days," which will have its world premiere at the house Oct. 17.

David Niven, Cantinflas, Shirley MacLaine and Robert Newton are the cast of 45 stars in the Todd-AO film, which will play evening performances and three matinees a week at the Rivoli.

**Best Things' Preview**

Twentieth Century-Fox's Cine-

**Goldwyn, Jr.**

(Continued from page 1)

stars Victor Mature and two "new peo-

ple," Karen Steele and James Olson —a pair which received highly favorable praise from sneak preview audiences, Goldwyn said.

The holiday openings will be pre-

**M. P. DAILY picture**

SAMUEL GOLDWYN, JR.

Recounts Meeting

"The tie-in came about through lucky coincidence," Goldwyn said. "We spent so much time shooting on the Isle of Pines, or Cuba, that we got a wire from the shark leather manufacturers asking if we expected to finish the picture. The Isle of Pines is the largest commercial shark-hunting area in the world, and it seems we’d be using their fishermen so long we had depleted the supply of shark skin." The two industries got together at that point, Goldwyn said, to boost each other's product.

**Pa. Allied To Study**

State's Admission Taxes

PITTSBURGH, Sept. 18.— Ways and means of amending the Pennsylvania Enabling Act, which permits cities, boroughs and townships to assess 10 per cent admission taxes to theatres, will be among the major topics to be discussed during the two-day convention of the Allied Motion Picture Theatre Operators of Western Pennsylvania in Hotel Roosevelt, Oct 1-2.

A key speaker will be Robert S. Coyne, special counsel of COMPO.

**David Wilson**

LAKE CHARLES, La., Sept. 18.—Funeral services were held here for David Wilson, 56, veteran Lake Charles radio and television executive, who died of a heart attack. He was general manager of the Calcasieu Broadcasting Co. and was active in management of KPLC radio and KPLC-TV until this summer.

**WOMPI Meeting Set**

ATLANTA, Sept. 18.—The third national convention of the Associa-

**Open Fox East Sales Local Meet Tomorrow**

Merchandising programs for 12 pictures being released by 20th Century-Fox through the end of 1956 and the implementation of plans for the second half of the company's "World Show- manship" drive will form the agenda of a two-day meeting starting here tomorrow of the company's Eastern sales division.

Called by Martin Moskowitz, Eastern division manager, the conference will be attended by district managers Abe Dickstein, Atlantic, and Al Levy, Northeast, and managers of the company's eight Eastern Division exchanges.

Bracing managers present will be Alex Arnswalder, New York; Sam E. Diamond, Philadelphia; Nat Rosen, Pittsburgh; Ira Silberman, Washington; Clayton G. Fontage, Albany; Weldon Waters, Boston; Charles B. Kosco, Buffalo; and Shepard Bloom, New Haven.

**New Radiant Plant**

CHICAGO, Sept. 18.— An $1,800,000 plant and office building will be built on a 13-acre site by Marshall Manufacturing Corp., manufacturer of projection screens for both theatre and home use, it is an- nounced by the company.
the pretty teacher...

...and the boy who couldn't wait to be a man!

...now—after school—in the deserted halls, they faced each other!

43,000,000 WOMEN ARE BEING PRE-SOLD ON "THE UNGUARDED"

25 Woman Appeal publications!...another example of Universal
The UNGUARDED MOMENT

...“taut, absorbing drama... bristles with excitement... explosive climax... a sure-fire Box-office contender”

...FILM DAILY

ESTHER WILLIAMS • GEORGE NADER

THE UNGUARDED MOMENT

TECHNICOLOR®

Co-starring the exciting new personality JOHN SAXON with EDWARD ANDREWS • LES TREMAYNE

Directed by HARRY KELLER • Screenplay by HERB MEADOW and LARRY MARCUS • Produced by GORDON KAY • A UNIVERSAL-INTERNATIONAL PICTURE

“MEMENTO” Through a National Magazine Ad Campaign in powerful pre-selling in the Big Profitable Woman’s Market!
Wadsworth Heads Council

The Hollywood A.F.L. Film Council at a meeting yesterday elected Henry C. Wadsworth as president. He succeeds George Flaherty, who takes over the vice-presidency.

Academy Governors to Meet

The board of governors of the Academy of Motion Picture Arts and Sciences will meet in Hollywood tonight.

U-I To Re-Release 'Killers'

"The Killers," Universal-International re-release now playing at the Joy Theatre in New Orleans and the Iko Palace in New York, will be paired with "The Sleepy City," another Mark Hellinger production, for a regular November re-release by the company.

Unknown' Here Sept. 27


Start Ill. Fund Drive

Jack Kirsch, president of Allied Theatres of Illinois, and this year's amusement division chairman of the 1956 Community Fund Campaign, has announced that organization of committees has been completed and activity will start immediately. Dave Wallerstein, general manager of Ral- ban & Katz Corp., will assist Kirsch as co-chairman.

Seven' to Columbia

Columbia Pictures has acquired the American distribution rights to the prize-winning Japanese film, "The Magnificent Seven," in association with Joshua Logan, film and stage director. Logan, who saw the film in Japan, and recommended that Columbia secure it, will receive a percentage of the grosses to be derived from exhibition of the film here.

Make 1st Films-to-TV Deal with Japanese

The Atlantic Television Corp. has sold 15 of the motion pictures in its "Million Dollar Package" to the Japanese government's station in Tokyo, the Nippon Hoso Kyokai, in what is said by David A. Bader, ATC president, to be the first tv deal in Japan for feature films made with an American company.

The deal was closed through the facilities of International Radio and Television Programs, headed by Adrienne Moore Douglass.

Atlantic has previously made another "first" deal for its features in the overseas market by selling 65 pictures to TCM, Sydney, Australia, several weeks ago.

Hollywood Starts Nine; Completes Ten Films

HOLLYWOOD, Sept. 18—The production chart carried a total of 49 pictures this week—one "picture" less than last week. Nine new pictures were started and ten others were completed. Started were: "Rhythm and Blues" and "The Admirable Crichton," London Films (Columbia); "Pawnee," Gross-Krasne Prods., Eastman Color (Independent); "Do Re Mi," CinemaScope, and "Pany at Rock River," Regal Films (20th Century-Fox); "Trooper Hook," Field Prods., and "Man on a Motorcycle," Jana Film Enterprises Prods. (United Artists); "Man Afraid" (Universal-International); "Mebville Goodwin, U.S.A." (Warner Bros.).

TOA Registration Beginning

(Continued from page 1)

NAMES. That was the business yesterday as TOA's nominating committee met in the Sherry Netherland. In array at their labors are Richard M. Kennedy, of Birmingham, Ala.; Edwin Gage, Oakhurst, N. J.; Bob Livingston, Lincoln, Neb.; Mitchell Wolfson, Miami; E. D. Martin, Columbus, Ga.; and Albert M. Pickus, right, their chairman.

TOA's budget committee report and recommendations for action. Then any intention opening tomorrow will be marked by internationai greetings which will be extended by exhibition officials from France, England, Israel, Italy and Mexico. Slated to speak for France is Thierry Defeleon, delegate general of the National Federation of French Cinemas and a director of the International Film Group. Defeleon heads a 38 member delegation from France to the meeting.

Several Nations Represented

Representing Great Britain will be Theodore Hinge, treasurer of CEIA. The General British Film Production Association will have Major Daniel Angel as its representative at the convention. Yeruham Wartilson will represent Israel. Italo Gemini will represent Italy and Mexico will be represented by Lio. Roberto C. Gervantes.

Other TOA activities yesterday included the shaving of headquarters from 1501 Broadway to Room 606 at the Coliseum for the duration.

A review which is both sincere and discerning on "The Bad Seed" appears in the Sept. 17 issue of "Life" The reviewer says, "It is the story of a sweet little girl who has murder in her eyes. She is absolutely mesmerizing..."

Fatty McCannorm, who played it ghastly well in her first Broadway play, has been invited to appear in the upcoming "B" picture to the long-running "The Bad Seed," has this uncommon part in the film. Photos of this new chit star dominate the lead page of its review.


A striking page ad on "Thee and the Sympathy" appears up front in the September 22 issue of "Saturday Evening Post."

Ed Miller reports in the September issue of "Seveneent" that Spence Tracy and Robert Wagner play two brothers who make terrific climaxes up the face of a great, icebound mountain in the Alps in search of wrecked passenger plane.

Louis Berg, "This Week" movi editor, visited Marlon Brando on location in Japan for "Theehouse of the August Moon."

Berg says the key to Marlon Brando's character is that he can bear to lose at anything. To prove his point, Berg wrote an article for the Sept. 16 issue of "This Week," which is illustrated with photos showing Brando diligently competing with the Japanese crew of "Theehouse of the" games of the Tokyo rope trick and Indian wrestling during lunch hour.

"The Ambassador's Daughter," reports Florence Sower in the current issue of "Rdebook," is a frothy, lively comedy about pleasant people. It has some amusing dialogue and some lovely color shots of Paris club fashion show and a lot of beautiful clothes.

WALTER HAAS
TOA Directors Reaffirm Faith in Arbitration

Stellings Is Elected New Head of TOA

Ernest Stellings, president of Stewart-Everett Theatres, Charlotte, N. C., has been elected president of Theatre Owners of America, succeeding Myron N. Blank, it was announced here yesterday following a combined meeting of the TOA board of directors and executive committee.

Stellings, who acted as an assistant to the TOA president during the past year, will serve a term of one year. Blank will succeed E. D. Martin as chairman of the board of directors of TOA.

The selection of Stellings as head of TOA by the nominating committee, which was composed of chairman Albert M. Pickus, Robert R. Lingston, Edwin Gagar, Mitchell Wolfson, E. D. Martin, R. M. Kennedy (Continued on page 10)

Pinanski Announces EFFG Will Be ‘Inactive’; To Return Subscriptions Totaling $350,000 in Cash, Pledges

By LESTER DINOFF

(Pictures on Page 7)

DuMont Will Produce Chromatic Color Tube

Allen B. Du Mont Laboratories, Inc., and Chromatic Television Laboratories, Inc., have reached an agreement whereby Du Mont will undertake immediately a program aimed to get the Chromatic single-gun color tube and the color television set using the Chromatron into production. The announcement was made jointly by David T. Schultz, president of Du Mont, and Paul Rubbourn, chairman (Continued on page 13)

Review:

WRITTEN ON THE WIND

U-I—Technicolor

Here is mature melodrama, raised to high drama by a quartet of superb acting performances, well told, beautifully photographed, adroitly edited and directed and produced with smooth competence. With the marquee names of Rock Hudson, Lauren Bacall, Robert Stack and Dorothy Malone, its intrinsic worth as solid dramatic entertainment, and the ticket-promoting talk that it is bound to generate, this major U-I effort is certain to cast box office news and records.

Capping the overall excellence of the production is a performance by Miss Malone which marks her as a mature actress and which could nominally (Continued on page 12)
PERSONAL MENTION

LYA LOPERT, president of Lopert Films, returned to New York yesterday from Europe.

EDWARD JOSEPH HINCE, past president and now honorary treasurer of Chicago Exhibitors' Exchange of Great Britain and Ireland, will arrive in New York today from London via B.O.A.C.

MILTON E. COHEN, United Artists Eastern and Southern division manager, will return to New York today from Detroit.

CONSTANCE CUMMINGS is scheduled to return to New York today from London via B.O.A.C.

ADOLPH WEITHEIMER, executive vice-president of Ralston-Purina Manufacturing Co., Chicago, has left New York for Germany and other countries on the Continent.

JEROME EVANS, in charge of promotion for Universal Pictures, has been reappointed as an instructor in marketing at the Bernard Baruch School of Business Administration, College of the City of New York.

GILBERT KANOUL, for many years drama and film critic of the "Balti
dmore Evening Sun," has severed his connection with the newspaper.

SOLD "S," producer, will arrive in New York from the Coast tomorrow and will leave here three days later for Europe.

RICHARD THOMPSON, director, will arrive in New York from the Coast tomorrow and will leave here later the same day for Europe.

CLARE CATALANO, director of the story and adaptation department for L.E. Releasing Corp., has resigned that post.

RICHARD HARRISON, British actor, has returned to London from New York.

Fete Europeans Today

European exhibitors here for the Theatre Owners of America convention will be feted by the Motion Picture Association of America at a cocktail reception at 5 P.M. today in the Hotel Waldorf-Astoria.

EDITORIAL

An Important Trade Convention

By Sherwin Kane

For the next several days New York will be the theatre and equipment capital of the world, with hundreds of leading exhibitors from every section of the country here to attend the annual convention of Theatre Owners of America, the equipment trade shown at these conventions conferences. It will be a valuable opportunity to see, to listen and to learn.

In the four days of meetings and exhibits, convention planners wisely have included enough discussion subjects and business promotion ideas to make this one of the most practical and constructive exhibitor gatherings ever held.

The theatre owner who comes here with the intention of absorbing information and new ideas concerning the operation of his business and the stimulation of patronage for his theatres should not be disappointed.

In addition to the general sessions, visiting exhibitors with special problems will have an opportunity to discuss them with responsible home office executives. Virtually every distribution official whose duties permit him to be in New York during the convention will be at home to each and every exhibitor who wishes to see him.

Every indication in advance of the convention opening points to a record attendance. That is sincerely to be hoped for because it has so much of value to offer.

TOA, TESMA, TEDA and PCA officers and convention committee men are to be congratulated for their sound planning of an outstandingly constructive industry gathering.

SAG Moves Against 2 To Net Re-Run Fees

HOLLYWOOD, Sept. 19—Screen Actors Guild executive secretary John L. Dales today announced that the guild will sue for court judgment against the motion picture producers who are delinquent in payments of re-run fees due actors.

Dales said the first steps in this direction were taken today when Ronald Reed TV Productions and Hal Roach Studios were presented with formal demands for arbitration of SAG claims for residual payments, estimated at $100,000 due to SAG actors in "My Little Margie" and other tv series.

Dales said such demand for arbitration is a prelude to procedure, agreed to in basic contracts, leading up to the point of necessary, in Superior Court for judgment.

Jerry Lewis Will Head Coast Charities Drive

HOLLYWOOD, Sept. 19—Permanent Charities Committee president Larry Weingarten today announced the appointment of Jerry Lewis as chairman of the PCC drive which opens next month.

Lewis succeeds Walter Pidgeon, chairman of last year's campaign, which raised $1,614,410 for distribution among 17 charities here.

Lewis said, "Last year more than 22,000 persons gave to our industry's charities. . . . During the past 15 years more than $18,000,000 has been collected in this way."
New Orleans Heralds Fall With 'Go To Movies Week'

Special to THE DAILY

NEW ORLEANS, Sept. 19—Local theatres are kicking off the Fall season this week with a "Go To The Movies Week" promotion, to run through Saturday. The campaign is similar to other special promotional efforts conducted recently, or about to be conducted, on the local and chain circuit throughout the cities, as Dallas, Atlanta and Boston.

New Orleans' Mayor DeLesseps S. Morrison has issued a proclamation last week concerning the observance in which he paid tribute to "the advanced techniques devised by the motion picture industry and the diversity of subjects for exhibition which have led this form of entertainment to offer unprecedented interest to the American family."

Eight-Page 'Special'


The first inside page was headed "Motion Picture Industry's Growth Phenomenal" and featured a story by Jere Wales, Sunday Editor of the "New Orleans Item," tracing the history of the medium.

Variety Clubs Featured

Other pages consisted of columns and preview information on the above pictures, numerous advance story pictures from Hollywood and London; a story on drive-in theatres; a look at the in-town and suburban independent theatres headed "Independent Theatres Extend Welcome": a story called "Oscar Bids in the Offing": a feature on Variety Clubs International with emphasis on local T.E. 45.

In addition, all of New Orleans' first-run theatres and many of the suburban and drive-in theatres joined with the "Item" in participating in the observance with extra-space advertising.

UA and Fields Join To Make 'Anniversary Week'

"Anniversary Waltz," the long-run Broadway play, will be made into a film early in 1957, it is announced by Arthur B. Krim, president of United Artists and Fields Productions, Inc., which will make the picture. The filmed version of the Joseph Fields play will be the first of a series of motion pictures to be made by Fields Productions in association with United Artists.

Fields will produce and write. Fields Productions is headed by Ralph Fields, president, and George J. Schaefer, vice-president.

INDEPENDENT PRODUCTION--Who, When and Why

This week's issue of Motion Picture Herald, dated September 22, will carry a complete story on the growth and flowering of the independent producer in Hollywood. Written by William R. Weaver, Quigley Publications' Hollywood editor, the story reports on and lists 165 independent producers and 300 of their planned productions.
To the Experimental Rocket Pilots, who climb aloft into the unseen, the unconquered and the unknown, and who are probing not only outer space but also the outer limits of man himself—this picture is dedicated.

Here is

William Holden
as Linc Bond, Rocket Pilot, U.S.A., in

Toward the Unknown

From Warner Bros. in Warner Color

First Engagements: Tuesday, Baltimore
Never
for sure
up there
-- but
always
for sure
... Connie!

UNKNOWN

("THE BAD SEED")

DIRECTED BY MERVYN LE ROY  PRESENTED BY WARNER BROS.

BUFFALO -- THURSDAY, NEW YORK
TOA Convention Program Day-by-Day

New York City Coliseum
THURSDAY
3:30 A.M. to 6:00 P.M.—Registration at Coliseum.
9:00 A.M.—Fellowship Breakfast of Coliseum Cafeteria.
10:00 A.M.—Official Opening of International Convention.
   Welcome Address — Sam Rosen, and Walter Reade, Jr.
   Keynote Address — S. H. Fabian.
   International Greetings — T. H. Delafon, France; Daniel Angel, England; Edward Hinge, England; Yeruham Wardimon, Israel; Italo Gemini, Italy; and Roberto C. Cervantes, Mexico.
   Nominating Committee Report — Albert M. Pickus.
   Report from the board of directors and executive committee meeting — E. D. Martin.
   Convention Announcements.
12:00 Noon—Official Opening of Trade Show.
12:30 P.M.—Luncheon — John H. Rowley, Toastmaster.
   Hosts:
   Nehi Corporation.
   Motion Picture Advertising Service—United Film Service.
   Myron Blank
   E. D. Martin
   Alfred Starr
   President
   Board Chairman
2:00 P.M.—Committee Assignments — Coliseum.
   Film Practices and Problems — France Room—Sidney Cohen, Nathan Greer, Herman M. Levy, Counsel; Small Theatre Owners’ Problems, including film problems—Albert M. Pickus, Roy Cooper, Real Estate, Taxes and Insurance—Philip Harling, Morton Thalhimer, LaMar Sarra; Specialized Foreign Films—Sheldon Gunsberg, Walter Morris; Advertising and Publicity—Norris Hadaway and Abe Platt.
7:00-8:30 P.M.—Get Together Cocktail Party—Hotel Statler TESA, TEDA, PCA, TOA.
   Cocktail Party for Foreign Delegates at Waldorf Astoria — M.P.E.A.
11:30 P.M.—Special Cinerama Screening “Seven Wonders of the World!”
FRIDAY
10:00 A.M.—Burton I. Jones, Chairman of the Morning Session.
   SHOWMANSHIP DAY — Coliseum.
12:30 P.M.—Luncheon — Sam Pinanski, Toastmaster; Leon and H. Goldenson, Speaker.
   Hosts:
   Alexander Film Co.
   National Theatre Supply
   Radio Corporation of America
   Manley Inc.
   La Vezzi Machine Works
   Roy Cooper, Chairman of the Afternoon Session
   Advertising Seminar — Norris Hadaway.
   Committee Assignment Reports.
   Trade Show Visitation
   Evening Free — Open House in Suppliers Suites in the Hotel Statler.
SATURDAY
10:00 A.M.—M. A. Lightman, Sr., Chairman of the Morning Session.
   Equipment Showmanship Forum in cooperation with TESA.
   Joseph Zaro, Edwin Gage and Don Hyndman — TOA panel members.
   Afternoon Free.
7:30 P.M.—Pepsi Cola Circus Party — Grand Ballroom, Waldorf Astoria.
SUNDAY
2:00 P.M.—Board of Directors session if required.
MONDAY
10:00 A.M.—R. M. Kennedy, Chairman of the Morning Session.
   Concession Forum in cooperation with PCA — Sylvan Myers, J. O. Hoover, Albert Florscheimer and Bert Nathan.
12:30 P.M.—Luncheon — Alfred Starr, Toastmaster, at Coliseum.
   Address by Ogden Reid, II, president and editor of “Herald Tribune.”
   Walter Reade, Jr.
   Albert Pickus
   Herman M. Levy
   Conv. Exec. Chmn.
   Vice-president
   General Counsel
   Rosenfield, Chairman of the Afternoon Session.
   Drive-In Forum — Horace Denning, Moderator.
7:30 P.M.—President’s Banquet — Cocktail Party, Waldorf Astoria.
   Host: Coca Cola Company.
   Star-of-the-Year — William Holden.
The Directors Meet, Discuss, Elect

The Theatre Owners of America, traditionally, in the fall, is the meeting of the board. Discussing the election of officers, the convention agenda and the issues to be decided, here are the directors. Today, and through Monday, the California directors meet, traditionally, in the Theatre Owners of America annual show.

E. D. MARTIN calls the morning session to order. With him, Albert Pickus, Mitchell Wolfson, Herman Levy, Alfred Starr, Myron Blank.

M. C. Tune of Shelbyville, Tenn. 
Joseph Rosenfield of Spokane, with Ernest Stellings, Sam Rosen.

New president Ernest Stellings of Charlotte, N. C.

Sidney Morkley, below.

It's Ray Cooper at the left. Robert J. O'Donnell inclines an ear, below.

New England's Arthur Lockwood with Sam Pinanski, right, and Dallas's John Rowley discernible.

Left: Walter Reade, Jr., Edwin "Pete" Gage, Ed Fabian, Phil Horling, Sam Rosen.

Above: Art Adamson, Carl Anderson, Doc Cook, Tom Bloomer; and peering in, Myra Stroud.
FOR THE THIRD STRAIGHT YEAR...

RANDOLPH
IN THE GREATEST PICTURE OF HIS

7th CAVAL

with BARBARA HALE · JAY C. FLIPPEN · FRANK FAYLE
Screen Play by PETER PACKER · A SCOTT-BROWN PRODUCTION · HARRY JOE BROW
SCOTT

A REER —

RY

TECHNICOLOR

ANETTE NOLAN
Directed by
SEPH H. LEWIS

FROM Columbia
New Outdoor-Indoor Theatre

Prudential Theatres has under construction a new outdoor-indoor theatre on the Sunrise Highway at Bayview Ave., Amityville, Long Island. It is designed for a maximum capacity of 2,000 cars for the drive-in section and 1,500 patrons for the indoor theatre. The main entrance will contain a cafeteria and concession area and a restaurant on the upper deck with a view of the outdoor screen. There will also be the CB radio and viewing terrace immediately in front of the concession building. The enclosed theatre will be a stadium type and will be open the year round for matinee and evening performances. The architect is Drey Ebersohn.

Opposes Conn. Drive-In

The Monroe, Conn., Police Commission has registered disapproval over Philip Cuccia's plans to build a drive-in theatre in adjacent Trumbull, Conn. The commission, writing to State Police Commission at Hartford, asserted that a drive-in theatre would create excessive traffic hazards on area roads. The State Police Commission has authority to approve or reject drive-in theatre projects in Connecticut.

New Uses for Drive-Ins

Drive-in facilities are being used in the Toledo, O., area for purposes other than entertainment. Recently the Miracle Mile Drive-In, operated by the Federal Corporation, was the scene of a political gathering of about 600 cars with admission by donation of $10 per car to meet Mike DiSalle, Democratic aspirant to the governorship of Ohio. Strictly on the entertainment side of the program was presentation of a feature film and an array of vaudeville acts. And on a recent Sunday afternoon, the Jesse James Drive-In, headed by Jack Armstrong, was turned over to the Second Church of Christ, Scientist of Toledo for a free lecture on Christian Science.

TOA Is Still for Arbitration

(Continued from page 1)

with the Council of Motion Picture Organizations.

One resolution on arbitration reads: "Be it resolved that the board of directors and executive committee reaffirm their belief in the principles of arbitration and conciliation for the motion picture industry and authorize the president of Theatre Owners of America to appoint a committee to negotiate an arbitration and conciliation system as recommended by the Senate Small Business Sub-Committee. That they agree with the committee that many of the problems and disputes between exhibitor and distributor could be settled within the industry and that an arbitration system dealing with clearances, rights, competitive bidding, forced sales and contract violations would be a major step towards a more stable and prosperus industry and would lead towards increased production of good motion pictures."

U.K.-U.S. Compared

The second resolution read: "It is the feeling of the board of directors and executive committee that the release of American-made films are at a record low and that interest in British and other foreign product is at a record high. Consequently, the screen of members of Theatre Owners of America are more open than ever before in the industry history for suitable and playable British and other foreign films."

Levy said the resolution adopted towards COMPO, in effect, said that TOA expressed its gratitude towards COMPO for its work in behalf of the tax campaign and it also urged TOA members to continue active support to COMPO.

Will Meet Again Saturday

The TOA general counsel said that the board and executive committee will convene again on Saturday afternoon in New York to discuss matters which have not been touched upon thus far.

Pinanski, in talking about EFFCO, the TOA-sponsored investment vehicle, emphatically declared it would not be abandoned. The matter of dissolving is up to the board," Pinanski said that "we are inactivating EFFCO because we cannot make the promises made at the vehicle's inception. We have not changed our attitude towards the basic need for such a group. There still is a basic need for more product and a need within the industry for a financial organization which would loan money to both producer and exhibitor alike."

To Urge Further Study

Pinanski said he will propose at the executive committee and membership meeting of COMPO, which will take place in New York City, a further study of such a group be undertaken. "I will crusade against the unsound economics which prevail in our industry," he said.

Angel, the producer of the British production, "Reach for the Sky," an entry in the TOA Film Fair, said British producers are mindful of the U.S. market and interested in making broader inroads. He said motion picture business in the past six months "has never been better. Television's impact has only been on bad films." He also said he believes motion picture advertising could "become more adult."

First Visit of Hinge

Hinge said that this is his first U.S. trip and he has been in the motion picture industry since 1913. The CEA official said he is conferring with TOA officials as to "what could be done to widen the U.S. market for British product." He expressed a hope that his talks with TOA on this matter would be "fruitful." Asked how TOA could be of assistance in broadening the market for British product, Hinge replied "by booking them."

"Four Networks Needed,"

DuMont Tells Hearing

Dr. Alan B. DuMont, president of DuMont Laboratories, yesterday told members of the Congressional subcommittee seeking evidence of a possible "monopoly," in the tv networks here that "at least four strong networks are needed to provide healthy competition."

His own network failed, he said, because it did not have a network of radio stations around the country which could build tv transmitters when tv reached their area, as the big network did. Some owners of local tv stations around the country who have appeared before the committee this week also blamed the failure of small stations on the Federal Communications Commission which they claimed moved too slowly to correct troubled situations which were reported to it.

Robert E. Kientz, president of the American Broadcasting Co., is scheduled to testify today at the hearings in U.S. District Court.

Suit Charges Republic

Company Assets Wasted

A stockholders' action against the directors of Republic Pictures Corp. was filed yesterday in New York Federal District Court. The suit, by Yates, president of Republic, and 18 other directors with "wasting company assets."

The suit charged that Yates used company funds, "with the disapproval of the stockholders," to produce 21 pictures since 1942 starring Actress Vera Ralston, who is also Mrs. Yates. Of these 21 pictures, the action alleged that 19 were financially failures. The action also charged that Yates also caused the company accounting system to be altered so as to conceal the fact that he was personally benefiting from these pictures.

The suit, filed by Rose L. Steinberg on behalf of the stockholders of the company, asked that the individual directors jointly account to the company for profits derived and lost sustained. The court was also asked to appoint a receiver to manage company affairs pending the outcome of the suit.

Yates to Resign to Reap Public Company for comment were unsuccessful yesterday.

Nathan Greer, Roy Cooper, Sam Rosen, J. J. Rosenfield and R. Koegler.


25 on Executive Committee


TOA's representatives to the Council of Motion Picture Organizations are Samuel Pinanski and Pat McGee. All past presidents of TOA voted life membership on the executive committee.

Helped Form E. F. in 1939

Stellings, an exhibitor since 1919 joined in the formation of the Everett Theatre Corp. in 1933. He was elected vice-president of Stellings-Gossett Theatres in 1953 and 1954 became president of Stewa Everett Theatres.
Quality Ahead, Says Warner

(Continued from page 1)

Hable in the new management," one added he was organizing of his "advisory responsibilities as head of public company whose owners want to know about every you make."

"We have the company is invested in the spirit of enthusiasm that augurs for the new management and its policies. The latter include approximately 20 feature releases for the 12 weeks which began Sept. 1, all of which Warner, will be made with due regard today's market, which wants entertainment exclusively.

"Public Has Not Tired" my superior product has a life," he said, "but you can gross with one picture of that type as you could with three typical of 25 years ago. The public is not tired of pictures, but it will not pay inferior ones." Warner pointed out that the industry in a period of transition and change depends on decisions and is now being taken.

"We must fight for our futures and it is essential that we create a climate of excitement and interest. Enthusiasm is needed. That's what attracts the public."

Points to Product

Recite a list of Warner projects shooting, in preparation or released, that will keep the studio and sales department busy for many years to come, and told of the plans such completed product as 4," which has world premiere at the Roxy here Oct. 10, and "Street of St. Louis," which Warner will have a simultaneous premiere in St. Louis, New York and Los Angeles. The 30th anniversary Charles Lindbergh trans-Atlantic flight.

Add why Warners had sold its list of old films to television, the company head replied that a situation existed which it could not control and, since "everyone else was selling, we did, too. If you hold on to something too long," he added, "eventually you have nothing. Moreover," he said, "we differentiated between the old and the new. Just what the impact on new pictures will be, I can't say, but we are replacing those old films with new pictures of superior quality."

Industry Leaders Attend

Seated with Warner at the head table were Stanley P. Friedman, vice-president, Martin Quigley, Jack Warner, Roy Haines, William T. Orr, Ben Kalhenson and Inez Rohl. Other company executives in the gathering of some 75 persons included Robert Perkins, Wolfe Cohen, Herman Starr, Roy Haines, Robert Toplinger, Norman Moray, Bernard Goodman, T. J. Martin, Harry Mayer, Gilbert Goldin, Jerry Gold and Charles Steinberg.

Warner Favors

(Continued from page 1)

on the subject of a meeting such that requested by Allied States officials with all company presidents parallels that announced earlier by Paramount Pictures and United Artists. Other companies are known to hold similar views concerning such meetings, most having been advised by their counsel that joint sessions with competitors present could have antitrust implications.

Charges Exaggeration

In reply to other questions, Kalhenson said he considered trade reports of reductions of Warner sales personnel as "exaggerated."

"We are gearing our personnel to the most efficient operating basis," he said. "That means some reductions but I feel that we may have been overstated in some situations anyhow."

He denied that the company is closing any of its exchanges but observed that if circumstances required such a move, "I wouldn't hesitate to do it."

Recently, an error was made by a station which has caused some confusion. It erroneously included the above features in its list of forthcoming attractions. To clarify this and future misunderstandings, we wish to state that no station, and no organization but we and we alone, control these pictures. They will not be available to TV until at least Sept. 15, 1957.
Everybody who is ANYBODY in the industry will be there—

**ENTRIES AND PRIZES POURING IN**

for the

**AMUSEMENT INDUSTRY GOLF TOURNAMENT AND FUN-FEST**

**WEDNESDAY, SEPT. 26th**
at the

**VERNON HILLS COUNTRY CLUB**
Tuckahoe, N. Y.

Sponsored by
New York Variety Club

**Make Your Reservation NOW!**

**EVERYBODY WINS A PRIZE! AND WHAT PRIZES**

We promise you one of the finest times you’ve ever had.

**SIGN UP NOW** and join the gang at the industry’s greatest annual get-together.

**Count Me In!**

- Golf-Lunch-Dinner $20.00
- Lunch & Dinner $15.00
- Dinner $10.00

Here’s my entry for the Amusement Industry’s Golf Tournament to be held Wednesday, September 26th of the Vernon Hills Country Club, Tuckahoe, New York.

Name ............................................................................................

Firm .............................................................................................

Address ..........................................................................................

The Committee

Fill in and mail to Marvin Kirsch, Treasurer, Golf Tournament, 1501 Broadway, New York 36, N. Y.

**Written on the Wind**

CONTINUED FROM PAGE 1

nate her for whatever honors there are or may be. Second to it by because it happens to be in the same picture is one by Rock Hudson, which shows him to have talent far beyond the teen age persona appeal for which he has previously been noted.

The story, from a novel by Robert Wilder, is adult and the treatment on the screen is adult, with no concessions to sentimentalism. In one hands and with other treatment it could even be banal. It is the story of the son and daughter of an oil tycoon, spoiled, weak and heedless, weak and too rich to find themselves or to overcome their weakness.

As told on the screen, it is clearcut and direct with the psychological overtones neither too subtle nor too blatant.

Hudson is the son, an alcoholic playboy, whose only anchor is his lifelong friend upon whom he is almost wholly dependent and whose strength lies subconsciously jealous. Miss Malone is his sister just as spoiled, who has a nymphomanical yen for Stack. Since this is returned, she turns with abandon to any handy male.

Hudson meets reforms himself briefly, and marries Miss Ban secretary in his father’s New York office who is at first respected, is loved by Stack. The marriage is successful for a year but then, poor along by Miss Malone’s witchery, founders with a resounding crash. In finale in which Hudson in a drunken attempt to kill Stack shoots him, and Miss Malone, the solo witness, reforms to the extent of testifying acquit Stack of murder, is logical, tense and dramatic instead of melodramatic as it might easily have been.

An index of the picture’s power lies in the audience reaction at a view in RKO’s 86th Street Theatre in Manhattan’s Yorkville district. Tough audience cheered the cast names at first, then jeered the drama as they developed but in the last half hour of the picture were quietly absorbed, overcome by the power of the performance.

Contributing greatly to the production is the color photography of its effective use of lighting and brooding angle shots. Direction was Douglas Sirk, who here surpasses the work he did on “Magnificent Obsession” for the same company, and the producer was Albert Zugsmith. Running time, 99 minutes. Adult classification. Release, early 1957.

JAMES D.

**The Grand Maneuver**

*United Motion Picture Organization*

Rene Clair’s sensitive talent in directing actors in character studies is even more impressive in color than in his previous black-and-white. This production is rich in delicate characterization and will transmit in depth of feeling to the audience. Unfortunately, it also runs a bit too long. The story dailies in getting underway, and, from the audience’s point of view, may move too slowly.

But this seems to be the only flaw. Rene Clair’s name should certainly attract art theatre patrons to his first color picture. The stars are as very well known here—Michele Morgan and Gerald Philipe. The end cast turns in skillful performances.

The film is in Eastman color. The pastel hues give an air of fantasy to the settings, in a provincial French town just after the first world war. It is in this town that Philipe, a handsome officer of dragons enjoys a justified reputation of having had affairs with many young women in the area.

He accepts a bet that he can become the lover of any woman town, chosen by luck, within 30 days. Michele Morgan portrays a Parisian divorcee, newly arrived in town, whom chance selects for target. The situations that develop will not be unfamiliar; the woman cold rebuff of his initial advances, her softening; her departure when she learns of his reputation, his realization that he has sincerely fallen in love, her return to him when she thinks he’s been killed in a duel and the final break-up when she learns of the bet.

But they are handled freshly by actors and directors, who turn the color of real life into the story by mixing in the everyday comedy and trivia that make up reality. The picture ends as Miss Morgan disavows to forgive him and the handsome officer rides off, unhappily wondering who has been the real victim of the intended plot.


GUS DALY
Publicity Unit Set for ‘Ten Commandments’

The first six members of a special field publicity force that eventually will cover the entire country on behalf of Cecil B. DeMille’s ‘The Ten Commandments’ were announced in New York yesterday by Samuel J. Friedman, who is in charge of announcement publicity on the picture under Maxwell Hamilton, worldwide promotion coordinator. The six chosen are: E. G. Fitzgibbon, Chicago; Edward F. Bellev, Cleveland; Robert Cooper, Philadelphia; Myron Eichler, Washington; Charles Handel, Boston; and Stanley Seiden, Los Angeles. Additional field men will be put on the picture ten weeks in advance of openings in other cities.

John W. Nicholson
New Alberta Censor

HAMILTON, Ont., Sept. 19—John W. Nicholson, 33, of Edmonton, is the third member of the Alberta Board of Censors, whose chairman is Col. P. J. A. Fleming. The other member is Miss Mary Nicholson. Nicholson, a former member of the RCMP with which he served three years, was with the wartime Prices and Trade Board and the Provincial Department of Public Works. When appointed a censor he was reviewing inspection reports for the Alberta Liquor Control Board.
MOTION PICTURE HERALD
Foremost business weekly of the American motion picture industry . . . intensively national, extensively international in scope and circulation.

Better Theatres — original and most authoritative publication devoted to the physical theatre, issued monthly as a section of the Herald.

Better Refreshment Merchandising — monthly section of the Herald devoted to theatre vending, originating in a refreshment news department installed in the Herald in 1930.

MOTION PICTURE DAILY
Providing the industry with immediate spot news coverage, fully — and accurately — with a typographical scheme for easy finding, easy reading.

International MOTION PICTURE ALMANAC
Who’s-Who and statistical annual of the motion picture industry, widely used within the industry, by the press and by research organizations in the U. S. and abroad.

International TELEVISION ALMANAC
Statistical annual of the television and radio industry — a complete reference book on its companies, activities and personalities.

FAME
Annual audit of personalities of motion pictures and television in the U. S. and Great Britain, presenting the monthly and annual motion picture Box Office Champions.
TESMA-TEDA PROGRAM:

TRADE SHOW open daily from today, 12 noon to 6 p.m., except noon to 3 p.m. on Monday.

'ODAY — Tesma directors' meeting, Suite 1601A, Hotel Statler, 9:30 a.m. Tesma directors' meeting, Room 267, first mezzanine, Coliseum, 2:30 p.m. . . . All-industry Party, Grand Ballroom, Hotel Statler, 6:30 p.m.

'TIDAY — Tesma membership meeting, France Room, second mezzanine, Coliseum, 9:30 a.m.; Tesma Membership meeting, Teda Room, second mezzanine, Coliseum.

SATURDAY — Equipment Showmanship Forum, fourth floor auditorium, Coliseum, 9:30 a.m., Don Hyndman, moderator, . . . Pepsi-Cola Party, Grand Ballroom, Hotel Waldorf-Astoria, 7:30 p.m.

SUNDAY — Trade Show only.

MONDAY — National Carbon Company Cocktail Party, 7 p.m., and Presidents' Banquet sponsored by Coca-Cola Company, 8 p.m., Grand Ballroom, Hotel Waldorf-Astoria.

PCA PROGRAM:

TRADE SHOW at Coliseum open from noon to 6 p.m., daily from today through Sunday and from noon to 3 p.m. Monday. Panel meetings in program below refer to Theatre Concessions Segment discussions only, under the direction of Dave C. Evans, Gold Medal Products Company, Cincinnati.

'TODAY — Panel meeting on indoor theatres, Keystone Room, Hotet Statler, 9:30 a.m. . . . PCA-TOA-Tesma-Teda "House of Friendship" party, Grand Ballroom, Hotel Statler, 6:30 p.m.

'TIDAY — Panel meeting on drive-in theatres, Keystone Room, Hotel Statler, 9:30 a.m. Open evening.

SATURDAY — Panel meeting on drive-in theatres, Keystone Room, Hotel Statler, 9:30 a.m. . . . Pepsi-Cola party Grand Ballroom of the Hotel Waldorf-Astoria, at 7:30 p.m.

SUNDAY — Only event (except for ladies' program) is Trade Show.

'MONDAY — Combined PCA-TOA Summary Session on theatre vending problems, 4th Floor Auditorium, Coliseum, 9:30 a.m. . . . PCA-TOA-Tesma Teda Presidents' Banquet, Grand Ballroom Hotel Waldorf-Astoria, in evening, sponsored by the Coca-Cola Company.

LADIES PROGRAM:

'TODAY — Luncheon-fashion show, Hotel Delmonico.


SUNDAY — Boat cruise around Manhattan.

SATURDAY — Pepsi-Cola breakfast and fashion show, B. Altman store.

MONDAY — Sightseeing bus tour of New York City.

VICRA-LITE

See how it's done

You can't make the pic better...but you can make it click better

How? Squeeze more of the entertainment value — for more of your patrons — out of every product you show. Give the side-seat patrons a break — don't let your "half-there" screen rob them of half the emotion. Fill more seats. Find out fast about the

VICRA-LITE SCREEN

LENTICULAR SCREEN

"the screen of factual precision"

See your theatre supply dealer; write today for factual booklet, containing sample swatch

L. E. CARPENTER & COMPANY

VICRA-LITE SCREEN DIVISION — Empire State Building, New York 1, N.Y.

The NEW Robin "STEDYFIER" Selenium Rectifiers

Manufactured in Japan by

SANSHE ELECTRIC MFG. CO., LTD.

"Stedyfier" selenium rectifiers are the result of 20 years of experience in designing and manufacturing for motion picture purposes. "Stedyfier" rectifiers are built to give many years of economical and trouble-free operation. Various models have been sold to over half of the leading theatres in Japan. 19,000 projectionists have proven their unsurpassed quality, 234 units have been procured by the agency of American Security Forces for theatres operated by the U.S. Military in the Far East.

REMOTE CONTROL UNIT

Remote Control Unit solves space problem in projection booth. It serves for remote switching of power as well as adjustment of voltage and current of the rectifier located outside of booth.


We invite all TOA-TEDA delegates to visit our booth at the N. Y. Coliseum during the TESMA Trade Show to see this fine equipment on display.

Direct Factory Representatives & U.S. Distributors

J. E. ROBIN, INC., 267 Rhode Island Ave., East Orange, N. J.

TO OUR P.C.A. PRESIDENT BERT NATHAN FOR A JOB WELL DONE

Compliments of BEN NEWMAN ASSOCIATES representing

HARRY P. RITCHIE NUT CO., LOS ANGELES, CAL.

See us at the Coliseum Booths

409-411-413
Universal proudly announces the December 25th availability of...

**Written on the Wind**

**TECHNICOLOR®**

**STARRING**

ROCK HUDSON • LAUREN BACAL • ROBERT STACK • DOROTHY MALON

Directed by Douglas Sirk  Screenplay by George Zuckerman  Produced by Albert Zugmä
TOA Urged to Develop New Sources of Product

Si Fabian, In Keynote Address, Declares Stanley Warner Is Ready to Invest in Making ‘Number’ Top Quality Pictures

By SHERWIN KANE

Declaring that the primary exhibition problem of the day is product supply, Si H. Fabian, president of Stanley Warner Theatres and Cinemas, told the annual convention of Theatre Owners of America at its opening session at the New York Coliseum yesterday that “given an opportunity” his company stands ready to “invest sufficient money, time and energy to make a number of top quality pictures” to help relieve the product shortage.

In delivering the keynote address to the convention, Fabian also said that new and improved sales and merchandising approaches by producers are needed if the maximum grossing possibilities of their present-day releases are to be realized.

His keynote also touched on the sale of film backlogs to television, and Fabian advanced the thought that “it may not be doing itself permanent good by the use of the film libraries.” He recalled that motion pictures had restricted the significance of the legitimate theatre and had

TOO Urged to Develop New Sources of Product

By LESTER DINOFF

The Theatre Owners of America committee on small theatre owner problems will recommend to the convention that it form a committee to all on each individual sales manager the convention to discuss concerns affecting small theatre situation,” Albert M. Pickus and Roy Cooper, co-chairmen, stated here yesterday following a meeting of their group at the New York City Coliseum. The committee headed by the two exhibition leaders was one of five groups which met during yesterday’s afternoon business session. Other committees were concerned with film ethics and problems, real estate, and insurance, specialized foreign films and advertising and publicity.

The Pickus-Cooper meeting was the (Continued on page 6)

UA Schedules 48 for Year

By JAMES D. IVERS

United Artists will release 48 picture between September 1, 1956, and September 1, 1957. All of the 48 are under finished, distributing, should go into positive production within the next 30 days.

A positive release schedule that far into the future, with its surrounding advantages in the way of planning advertising and merchandising and in being assurance of a product flow to

E lectorial

Disjointed Presentation

By Martin Quigley

DEEP CONCERN and speculation continues in the industry as to why many pictures that are judged by well-qualified and experienced showmen to have the ingredients of successful attractions fail—and often dismally—at the box office.

The condition is new only in the sense that it is more critical because of the prevailing economics in the business.

Much constructive thought and effort recently has been given to plans and devices to increase attendance, to develop and expand the theatre-going habit and to better the reputation of motion picture entertainment.

While all this has been going on the theatres continue mechanically

(Continued on page 8)
Debate Ideas For Boosting Attendance

By WALTER BROOKS

A dozen or so active showmen had at least three dozen ideas to discuss pro and con at yesterday's TOA advertising and publicity committee meeting at the Century Club. They argued them out in preparation for the main showmanship event to follow today.

Bruce Young, from Pine Bluff, Arkansas, was out in front with several good ideas, which he presented forcefully. He is bringing back the women—with an appeal for decency—and he plans to attack the low new selling approach aimed directly at them. He says his greatest problems are tv and baby-sitting, in that order.

Commercial Tie-ins Pro and Con

Several argued for and against commercial tie-ins—with some proving that it would work and to point out the great different figures in the Product Digest of Motion Picture Herald—and we offered proof, with the evidence in hand. Running time also brought about a discussion of whether or not exact playing times should always be advertised, and with some difference of opinion on that subject. It was phenomenal how many points of view would come up, in just a preliminary discussion of the principles of advertising and selling.

And, probably, that's why Norris Hodaway planned his discussion period first for yesterday, and his presentation to follow today proving that he is not only a smart showman, but he has a legal mind as well. It's quite logical to argue the case before handing down an opinion.

WB Dividend 30 cents

At a special meeting of the Board of Directors of Warner Bros. Pictures, Inc. held at its headquarters today, a distribution of 30 cents per share was declared on common stock payable November 5, 1956 to stockholders of record October 11, 1956.

ANNOUNCEMENT

RAY GALLAGHER, who since 1944 has been the advertising manager of Motion Picture Herald, has been advanced to the post of Advertising Director of the trade publication. In addition to his new duties he will continue as a advertising manager of The Herald.

Mr. Gallagher has handled the widely known and highly regarded in the motion picture trade publication field. Prior to entering film journalism he was experienced in distribution, including branch management. Before joining the staff of Quigley Publications as advertising manager of "Motion Picture News," with the consolidation of that publication with The Herald he became first a special advertising representative and subsequently advertising manager.

In his new post he will have general direction and supervision over all Quigley Publications' advertising activities.

News Film Units Hit Olympic Games Ban

The American, British, Canadian and European theatre and TV news film organizations have announced that they will be unable to show any film of the Melbourne Olympic Games on TV news programs or in theatre newsreels because of restrictions imposed by the Australian Film Board. These news film organizations have been invited by the right freely to cover the games themselves. They also have refused to accept an offer made by the Olympic Games Committee to provide them with newsreels with limited coverage under a plan which would have denied the news gathering organizations any coverage and put them in direct control over the cost of that film. A few days ago, the Freedom of Information Committee of the National Association of Radio and Television Broadcasters had voted unanimously to oppose the proposed restrictions against television news coverage of the games.

Texas Drive-in Meeting

AUSTIN, Tex., Sept. 20—A regional meeting of members of the Texas Drive-in Theatre Owners Association will be held at Cornell Christ Sep- tember 26, it is announced by Joseph of Austin, Association president, who added that J. T. Archer, regional governor for South Texas, will preside.
TAKE A GOOD LOOK*

AT THE GREATEST

20 FROM 20TH

IN OUR HISTORY!

AS BILLY WILKERSON SAYS,

* You can even see it without glasses ...turn the page!
one of the all-time greats!
RODGERS & HAMMERSTEIN'S
THE KING AND I
CinemaScope SS
COLOR by DE LUXE
starring DEBORAH KERR • YUL BRYNNER

available now!
THE BEST THINGS IN LIFE ARE FREE
The DeSylva, Brown and Henderson Story
CinemaScope • COLOR by DE LUXE
starring GORDON MACRAE • DAN DAILEY
ERNEST BORGnine • SHEREE NORTH

available in October!
BETWEEN HEAVEN AND HELL
CinemaScope • COLOR by DE LUXE
starring ROBERT WAGNER
TERRY MOORE • BRODERICK CRAWFORD

available in November!
ANASTASIA
CinemaScope • COLOR by DE LUXE
starring INGRID BERGMAN
YUL BRYNNER • HELEN HAYES
Produced by BUDDY ADLER
Directed by ANATOLE LITVAK

available in November!
LOVE ME TENDER
CinemaScope
starring RICHARD EGAN • DEBRA PAGET
introducing ELVIS PRESLEY
the sensation of the nation in
his first motion picture appearance!

available now!
THE LAST WAGON
CinemaScope
COLOR by DE LUXE
starring RICHARD WIDMARK
also starring Felicia Farr

now in release!
BIGGER THAN LIFE
CinemaScope
COLOR by DE LUXE
starring JAMES MASON • BARBARA RUSH

now in release!
ABDULLAH'S HAREM
Technicolor
starring GREGORY RATOFF • KAY KENDALL

available for Christmas!
THREE BRAVE MEN
CinemaScope
starring RAY MILLAND • ERNEST BORGnine
Produced by HERBERT B. Swope, Jr.
Directed and Written for the Screen by PHILIP DUNNE

available now...
by special arrangement with David O. Selznick
REBECCA
starring LAURENCE OLIVIER • JOAN FONTAINE
Directed by ALFRED HITCHCOCK

available in December!
THE TRUE STORY OF JESSE JAMES
CinemaScope • COLOR by DE LUXE
starring ROBERT WAGNER
JEFFREY HUNTER • HOPE LANGE

now in release!
THE QUEEN OF BABYLON
Print by Technicolor
starring RHONDA FLEMING • RICARDO MONTALBAN

available in January!
THE WAYWARD BUS
CinemaScope
COLOR by DE LUXE
Produced by CHARLES BRACKETT
Directed by HENRY HATHAWAY
From the best-selling novel
by JOHN STEINBECK

available early in 1957!
HEAVEN KNOWS MR. ALLISON
CinemaScope • COLOR by DE LUXE
starring DEBORAH KERR • ROBERT MITCHUM
Produced by BUDDY ADLER and EUGENE FRENKE
Directed by JOHN HUSTON

available soon!
THE SEAWIFE
CinemaScope
COLOR by DE LUXE
starring RICHARD BURTON • JOAN COLLINS
**THE BEST AND THE MOST FROM 20TH**

**THE PRODUCTIVE COMPANY**

---

**the new blockbuster!**

**BUS STOP**

*Cinemascope*

COLOR by **DE LUXE**

starring **MARILYN MONROE**

and introducing **Don Murray**

available in October!

**TEENAGE REBEL**

*Cinemascope*

starring **GINGER ROGERS • MICHAEL RENNIE**

introducing three stars of the future: **BETTY LOU KEM • WARREN BERLINGER • DIANE JERGENS**

available soon!

**STAGECOACH TO FURY**

*RegalScope*

starring **FORREST TUCKER • MARI BLANCHARD • WALLACE FORD**

available for New Year's!

**DO-RE-MI**

*Cinemascope • COLOR by DE LUXE*

starring **TOM EWELL • JAYNE MANSFIELD**

Produced, Directed and Written for the Screen by **FRANK TASHLIN**

From a story by **GARSON KANIN**

available now . . .

by special arrangement with **David O. Selznick**

**THE THIRD MAN**

starring **JOSEPH COTTON • VALLI • ORSON WELLES • TREVOR HOWARD**

Produced and Directed by **CAROL REED**

---

...and now in preparation for release early in 1957

**BOY ON A DOLPHIN**

*Cinemascope 55 • COLOR by DE LUXE*

Produced by **Samuel G. Engel**

Directed by **Jean Negulesco**

**ISLAND IN THE SUN**

*Cinemascope • COLOR by DE LUXE*

Produced by **Darryl F. Zanuck**

Directed by **Robert Rossen** from **Alec Waugh's best-seller**

John O'Hara's great novel

**TEN NORTH FREDERICK**

David O. Selznick's production of Ernest Hemingway's immortal story

**A FAREWELL TO ARMS**

The new runaway best-seller!

**A CERTAIN SMILE**

by **Francoise (Bonjour Tristesse) Sagan**

**THREE FACES OF EVE**

Produced and Directed by **Nunnally Johnson**

and more! more! more!
Sales Heads

(Continued from page 1)

sole session where "all remarks were asked to be off the record." However, the committee co-chairmen conferred following the session and gave out some information for publication.

The three recent reports on the front small theatre owners were individually discussed in the well attended meeting. Among the problems were "southern" pictures, Pickens and Cooper said, as "extended playing time, unreasonable film rentals, unreasonable national screen rentals, national sales policies, theatre patronage and how to combat them, elimination of review on deals, shortage of product, the loss of momentum due to the inability to reach accord on terms, and the disorderly flow of product."

Resolutions Passed

The committee passed a number of resolutions on these problems, and will forward them on to the TOA board of directors and convention for consideration. Pickens and Cooper stated.

The reports of the film practices and problems committee, headed by co-chairmen Sidney Cohen and Nathan Greer, were highlighted by exhibi- tion calling for "an economic boycott of 50 per cent and higher motion pictures."

Robert J. (Bob) O'Donnell, a member of the TOA executive committee, was reported as planning to have talks with Loew's, Inc., president Arthur Loew concerning this adamant sales policy for such pictures as "Till Cry Tomorrow" and "High Society." The exhibitors indicated that they "would boycott 'High Society' because of this unreasonable policy."

Levy Discusses Boycotts

Herman Levy, TOA's general counsel, who sat in on the session, told those in attendance that "any economic boycott would be difficult to enforce by anti-trust law and exhibitor dis- unity." Samuel Rinzler, prominent New York theatre man, said that there is so much disunity in the industry, that you can't even get a mili- tion.

The committee session also brought out the facts that TOA is still actively seeking an executive director, that exhibitors are interested in calling on their Congressmen for aid in having affiliated circuits engage in motion picture production and if necessary to boycott pictures on a company or group basis so that this could be allowed.

Plea for Diverted Circuits

The committee also resolved to ask the convention to authorize the association to once again ask the Department of Justice to grant approval to diverted circuits of the foreign film market into production. It was disclosed that Stanley Warner, American Broadcasting-Paramount Theatres and National Theatres have been conducting talks along these lines.

The real estate, taxes and insurance committee, headed by Phil Hailing, Morton J. Thalhimer, Sr., and LaMarr Sura, passed three resolutions on to the convention for action. They were to appoint a committee to study rate reductions in other fields of insurance, particularly fire, due to the recent reduction in liability rates; to study plans under which theatres would be allowed to buy property and form a correct basis for ratings allowing for depreciation and obsolescence; and to keep closer tabs on the moves the states are making in regard to the Social Security taxes.

Foreign Group Hears Mears

The specialized foreign film group, co-chaired by M. Harry Mears, Sheldon Gundberg and Walter Mor- ris, heard Arthur L. Mears stress the need for a centralized information service to theatre owners and to/base the distribution of what foreign product is available. TOA said that it would provide the French Cinema Office with a list of "destroyed" vaudeville. Films on television now small, but 'big live!' te entertainment obsolete and, when the public is left with a choice between filmed tv programs at home and major screen entertainment in well appointed theatres, its choice should be obvious.

Better Housekeeping Urged

The keynote also called for up-to- date, conscientious housekeeping on the part of theatre owners and urged the formation of "one combined exhibitor exhibition organization." This proposal, incidentally, also was advanced by TOA's new president, Ernest Stel- lings, in an exclusive interview with Motion Picture Daily published on Wednesday.

An earnest tribute was paid to the Council of Motion Picture Organiza- tions by the keynote for having given a "thorough job" to the entertainment industry to the industry in other any other in- dustry "institute" has given to its membership. He added a personal tribute to Robert J. O'Donnell, Samuel J. Pickens and Jimmy Coyne for their successful campaign for the last admission tax reduction.

Product 'First and Foremost'

Terminating product supply, exhibition's "first and foremost" problem, Fabian freely conceded that the new Hollywood pictures, "though too few, find the market" he asked. And he is accounting for "tremen- dous" theatre audiences. But, he said, "by the law of averages, more pic- tures mean more better pictures."

"But since Hollywood is following a restricted production policy, be- lieving that fewer pictures mean big- ger and better pictures, where do we find the product he asked. Answ- ering his own question, Fabian said "It's a good maxim that the Lord helps those who help them- selves." He then asked that he be provided an opportunity to show that real action can be obtained, I tell you this: Given the opportunity, we will invest sufficient money, time and energy to make a number of top quality pic- tures."

"This statement requires no elab-oration. "We have an obligation to our product."

Fabian later told reporters that his executive assistant, Nat Lapkin of S-W Theatres, has conferred on sev- eral recent occasions with Depart- ment of Justice officials in Washing- ton, and that further conferences will be held, on the possibility of obtain- ing a "suitable arrangement" between S-W to engage in either production or the financing of new production. Such clearance is necessary since the Federal court decree in U.S. vs. Paramount, the industry anti-trust case, prohibits the former Warner Theatres from engaging in produc- tion; just as it prohibits producers-distributors from operating theatres.

No Word from Justice

Fabian said the Department of Justice has not indicated what its attitude is toward the request but appears to be aware of exhibition's current problems and is interested enough 'to listen to our story.'

Robert D. Sweet, successful Warner Reade, executive chairman of the convention, which had been called to order by Samuel Rosen, executive vice-president of Stanley Warner and honorary chairman of the convention, at about 10:30 A.M., approximately one-half hour later than the sched- uled opening time. Attendance was approximately 600 and seating was un- fortunately limited to approximately two-thirds of the seats in the 300-seat convention area occupied.

 Welcomed by Rosen

Rosen made the welcoming address, expressing the wish that the con- vention would prove worthwhile in instruction and pleasure to those at- tending. He regretted that he and his associates have signed in from almost every state with the largest registration ever assembled at an industry con- vention.

"I take it as axiomatic that no man is here unless he believes, as I do, in the great and prosperous future of our industry," Rosen said.

"It is my guess the members of their members so that they could be notified of forthcoming French films. Walter Reade, Jr., TOA convention executive, attacked John Davis of the J. Arthur Rank Organization for his lack of continuity in having one dis- tribution source for British product. It was revealed that the British Film Producers Association has plans for setting up an office in the U. S. to provide information about British product, and to perhaps sell films.

Rowley Presides at Luncheon

Before the afternoon business ses- sion got under way at the Coliseum, chairman of the luncheon, which was presided over by John Rowley. Among the speakers at the luncheon were Mears, Nate Golden of the Mo- torola, Arthur A. Dekker, chairman of Department of Commerce, Roberto Cervantes of Mexico, and Theodore Hinge of Great Britain.

This convention has as much ex- cursion material as ever before and much showmanship as any group of exhibitors you could bring together in the United States having the vision to see that this industry can be re- made to be the hope and bread- and should be. I must assume you have come here, like I have, for very constructive purpose—to give an answer to the challenge to better run your business, to join with your fellow exhibitors in setting up a program of action that will reto the theatre as a force in the dynamic force in the entertainment world and to revive its position of importance in the affection and habit of the American people," he said.

It is Not Impossible

That is quite a program, but is it impossible? No, it is not impossible. Is it difficult? Yes! But if we want once more a lushest, prosperous theatre industry, we will have to do the greatest job of coordinated effort the generation of exhibitors has ever undertaken. The exhibitors must be physically ready for the increased audience we hope to at- tract to them and we must develop every outlet. We will need not only a well thought out strategy but a careful and prepared plan of attack; and a well thought out strategy but a careful and prepared plan of attack; and a well thought out strategy but a careful and prepared plan of attack; and a well thought out strategy but a careful and prepared plan of attack; and a well thought out strategy but a careful and prepared plan of attack.

Showmanship Session Today

The TOA convention program call for an all-day showmanship and busi- ness-building session today, inter- rupted only by a luncheon program at which Leonard Goldstone, president of American Broadcasting-Par- mount Theatres, will be the speaker and Samuel Pinnaski will be toast master. Burton J. Jones and Roy Cooper will chair the day's ses- sions which will be highlighted by the discussion of the boxoffice idea evolved at TOA's summer convention. E. Allen Stel- lings, Henry Pitt and Harry Goldberg will present the report on the Chicago conference.

Equipment to Fore Tomorrow

Tomorrow's session will be devoted to an equipment showmanship forum of TOA and Theatre Equipment and Merchandise Assn., with M. A. Lightman, Sr., as chairman, and Joseph J. Zaro, Edwin Cagle and Don Hyndman as panel members. Sunday is open, and the convention will re- sume Monday in the afternoon for showmanship forums and a drive-in forums. The closing even- ing will be the president's banquet Mon- day night.

New Product Sources Called Vital

(Continued from page 1)
At the Opening Sessions Of the TOA Convention


Fabian View

(Continued from page 1)

abiann, S-W president, said yesterday. Questioned after delivering his keynote address to the Theatre Owners of America in convention at the New York Coliseum during which Fabian announced S-W's policy of making itself responsible for a number of top quality productions if "given the opportunity" to do so, Fabian said there as been no indication yet of the Department's attitude.

Lapkin Talks to Continue

He said that Nat Lapkin, an executive of S-W, who has conducted two talks in Washington to date, will continue them, Fabian said, however, but he feels that Justice is receptive to the proposal and is aware of the exhibitors facing.

S-W, the former Warner Theatres, is prohibited by the Federal consent decree from engaging in production, as is Loew's and National Theatres. However, the AB-Paramount Theatres company and RKO Theatres (List Industries now) entered into Federal consent decrees earlier than the others and their decrees contain no such injunction.

Justice Edict Awaited

Pending some go-ahead from Justice, Fabian said no specific production plan has been made by S-W, either as to number of pictures or amount of money to be so invested. Nor, he said, has it been decided yet whether S-W would engage directly in production or finance production by someone else.

"We are hopeful of obtaining favorable results from our talks," Fabian said. "We feel the Justice Department is aware that an exhibitor emergency exists."

Asker if he didn't think the Department would be obliged to authorize producers to re-enter exhibition if exhibitors were permitted to engage in production, Fabian said, "I may be wrong, but I don't see why that follows."

An S-W spokesman commented that the producer-distributor status is changed now that they are selling films to television. "The producers are no longer limited to one outlet," he said, "but exhibitors still are dependent on the same, but now restricted source of supply."

Preview Audience Sees Fox's 'Best Things'

A preview audience composed of exhibitors, celebrities, nationally syndicated columnists, editors and film reviewers from the industry and metropolitan press were on hand for a Hollywood-type advance showing, last evening at the Academy of Music, New York, of 20th Century-Fox's "The Best Things in Life Are Free," the musical biography of the famous songwriters DeSylva, Brown and Henderson. The film debuts September 28 at the Victoria theatre.

Herald Study

(Continued from page 1)

to pay 81 per cent of his total to the government. However, if the same person transforms himself into a corporation and handles the corporation's affairs advantageously, he can get the tax requirement down to about 60 per cent.

U-I the Only Exception

With the fairly recent swing of MGM and 20th Century-Fox to partial reliance upon independent production, the story points out that all of the major studios but one now have deals with independent producers. That one studio which has made no such deals—Universal-International—is said to have no intentions whatever of following the pack. The story concludes with a comprehensive listing of all currently active independent producers, the names of their properties, the stars and release plans.
TOA Meeting Hears Visitors From Abroad

International delegates to Theatre Owners of America’s convention here had their first experience of addressing a national gathering of American exhibitors at the opening session in New York’s Coliseum yesterday.

Bert Ennis, president of the National Federation of French Exhibitors, and Major Daniel Angel, British producer and the only producer officially scheduled as a speaker on the convention program, were the spokesmen for the overseas visitors. Comm. Italo Gemini, Italian representative and head of the international exhibits in the opening abroad, was unable to attend.

Speaking through an interpreter, Trichet said he had been asked by Gemini to represent Italian exhibitors at the convention, in addition to his own countrymen. He said that while taxes are the major problem of the French exhibitor, other problems are much the same as here, especially that of obtaining good pictures at reasonable rentals.

Major Angel repeated many of the expressions he had made at a press conference in advance of the convention. He pleaded the case of British films, urging that they be given greater playing time here on their merits.

Ennis to Handle Altec Publicity East and West

H. M. Bessey, executive vice-president of Altec Companies, Inc., has announced a realignment of company publicity operations whereby Bert Ennis, in charge of publicity for the East Coast and the m a n u f a c t u r i n g plants of Altec Lansing Corporation on the West Coast, Ennis leaves New York October 2 for the West Coast, where he will establish liaison between Altec’s East and West publicity activities. A former publicity executive for major studios, Ennis joined Altec in 1953.

The Gremlins are Stacked

A combination of printers’ errors yesterday resulted in the review of Universal’s “Written on the Wind” appearing with the names of Rock Hudson and Robert Stack transposed. The error was particularly unfortunate in view of the fact that Stack’s magnificent performance in the picture was thus attributed to Hudson.

EDITORIAL

Disjointed Presentation

(Continued from page 1)

to indulge in a policy of presentation which no one has ever yet defended as the best way to show a carefully written, produced and performed motion picture.

Reference here is made to the long-prevailing practice of showing pictures in a manner designed which the vast majority of patrons see pictures not from their opening scenes but from some point after the opening, perhaps along about the middle, and then on to the ending. As a dramatic let-down and anti-climax the patrons then go on to see the opening part of the picture. This is endured by the patrons not because it will really serve to put the picture in continuity but in the forlorn hope that they will get their money’s worth.

What is more absurd, senseless and wasteful than to have talented writers slave over building a story line, finely drawn characterizations and dramatic build-up, skilled directors exhaust themselves in seeking to record the story and the required characterizations and then when all this is done throw it at the audience in disjointed pieces?

One need look no farther for a logical explanation of why many pictures and particularly certain types of pictures fail miserably to satisfy a critical public.

It is not to be doubted that we have right here in the true explanation of why many pictures which aside from artistic effort represent the investment of many millions of dollars prove shocking disappointments to the producers who make them and to the exhibitors who show them.

PRODUCERS WOULD never think of considering a picture finished until they had seen it in its correct continuity. Sales executives would never think of making distribution plans for a subject until they had seen it in its correct continuity. Leading exhibitors who review pictures for important engagements would never think of booking them until they had seen them in their correct continuity.

Is it any wonder then that qualified executive opinion is so often shocked and surprised by public reaction—or the lack of it.

In presenting this question the practical considerations of theatre operations and the habits of the public are by no means being overlooked or discounted. It is fully recognized that for many thousands of theatres there may seem to be no way out of the practice of serving pictures to the public in a manner that seriously handicaps the very best pictures and undoubtedly ruins many lesser pictures which would have a good chance of success if given to the public in the form intended by the producer.

But here is a very great and costly evil that has come to be complacently accepted as something that just has to be. Well, maybe it just has to be but if this is so then much valuable time and effort could be saved by accepting the fact realistically and no longer continuing the search for ways and means of increasing theatre attendance.

But no condition—whatever it may be—which is destructive to the reputation of the motion picture and to the prosperity of the industry should continue to be ignored or hopelessly accepted as inevitable and unavoidable.

IT IS SHOCKING to realize that in all the urgent discussion of recent years about how to better the acceptance of motion pictures this subject of order which is politely and conveniently avoided. Yet no one has ever contended that the prevailing policy of presentation is the best way, a fair way or anything other than a harmful way to show pictures. The best that can be said for it is that in the early days of the industry when pictures had little in the way of continuity, characterization or story line it didn’t make much difference.

But today all is different. Important product is thoughtfully and carefully devised, organized and articulated. It cannot escape grave damage unless received by audiences in the form and sequence intended by the producer, author and director.

The practice in presentation that persists in many thousands of theatres, great and small, is a relic—straight from the nickelodeon. It should be interred, along with the incandescent bulb marquee, the rickety piano and the undertaker chairs which were the companions of its day.

This will be done when the commercial experts of the business give due recognition to the harm that is being done and then proceed to put their knowledge and experience to finding the way.
AB-PT Production Plans Boost Exhibitors' Hopes

Goldenson Says Policy to Meet Today's Problems Also Calls for Fewer Theatres; Blames Consent Decree for Problems

By SHERWIN KANE

Exhibition's hopes for added sources of product were given a big boost at Theatre Owners of America's convention last Friday when Leonard Goldenson, president of American Broadcasting-Paramount Theatres, announced that his company plans to enter production "on a relatively small scale" initially, but building up to a larger output as experience, personnel, and facilities are accumulated.

AB-PT is not prohibited by its Federal consent decree from engaging in production and it is understood that the company has been advised by its attorneys that it has the right to do so. Nevertheless, it was learned in Washington that AB-PT has informed the Department of Justice of its plans. No comment was available from the latter at the weekend. Presumably if it was opposed to the plans it would notify the company before taking legal action of any kind.

In delivering the keynote address to the TOA convention last Thursday, S. H. Fabian, president of Stanley Warner Theatres and of Cinerama, said his company is engaged in conferences with the Justice Department (Continued on page 7)

Delegates Laud DAILY's Saturday Special Issue

Delegates to the TOA-TESSA-TEDA-PCA convention were enthusiastic in their praise of MOTION PICTURE DAILY's Special Saturday Convention Issue, which was distributed to hundreds of delegates at their weekend business sessions, and the many visitors to the equipment trade show.

The special Saturday issue carried up-to-the-minute convention news and the latest trade developments of interest.

"A great job and a wonderful service," was the typical reaction of the readers.
In Special 60-Page Section

‘Fabulous’ Picture Harvest Due Says ‘Cosmopolitan’

The October issue of "Cosmopolitan," on the newsstands today, features a special 60-page section devoted to all facets of the motion picture industry, its past, its present and its future prospects as they appear today.

The "special movie issue" is keynoted by its front cover featuring the pictures of five current stars. It is kicked off with a comprehensive four-page story on the history of the industry by T. F. Jarrett, whose plucky pen re-creates some of the industry's less glorious aspects, its recent financial troubles and its facing of television competition. It also describes "a brighter future than you'd suppose, especially for lucky movies fans who will reap the harvest of the most fabulous pictures ever made."

James also devotes considerable space—for a consumer magazine—to "inside" trade discussions of the film industry, quoting at length Alfred Starr, former official of Theatre Owners of America, and Arthur Silling, industry analyst.

Another feature of the issue is a profile of exhibitor Don Rugoff, vice-president of Rugoff and Becker, owners of 18 theatres in New York. The profile, titled "Portrait of a Happy Theatre Owner," emphasizes Rugoff's successful art theatre operation and concludes that nothing is wrong with the film industry—"nothing, at least, that a few more Rugoffs and Beckers wouldn't cure."

Canada Toll TV

(Continued from page 1)

but could make the present money-losing Canadian Broadcasting Corp. a self-supporting operation.

This evidence was presented on Friday before the Royal Commission on Broadcasting by proponents of subscription tv represented by hearings by J. J. Fitzgibbons, president, Famous Players Canadian Corp., Toronto; E. E. Fitzgibbons, president, and John Poulet, executive engineer, Trans-Canada Telemeter Ltd., Toronto; Paul A. Porter, International Telemeter Corp.; Pieter Van Beek, assistant to the president, and Gregor P. Sleteland, legal department, Zenith Radio Corp., Chicago; James M. Lantis, special counsel, and Arthur Levey, president, Skatron Electronics and Television Corp., New York.

Zenith spokesmen told the commission that the industry must be modernized in order to make $7,000,000 this year, another inevitable result of Canada's small population and great area.

Appearing for Trans-Canada Tele-
**REVIEW:**

**The Best Things in Life Are Free**

20th Century-Fox—CinemaScope

A lot of hardworking, artistically enterprising people have given the very best that is in them to this lush De Luxe Color and CinemaScope job that concerns itself with the rise to fame of De Sylva, Brown and Henderson, the topnotch songwriting team of the 1920's. Gordon MacRae is De Sylva; Ernest Borgnine is Brown; and Dan Dailey is Henderson. Lithe-limbed Sheree North is around as an entertainer who yearns romantically for MacRae, and Tommy Noonan sparkles as much as he can in a role that does not afford him much comic range.

There is some frenetic dancing of the black bottom and other dance numbers of the time, much of the famed trio's music gets on the sound track, the photography is striking and the sets are lavish in the best 20th-Fox musical tradition. The over-all effect is somewhat synthetic and lightweight, but the battery of talent on hand does much to compensate for the weaknesses of the almost plotless screenplay.

All the period accoutrements are generously in evidence for the nostalgia of the oldsters and the amused wonderment of the younger folks, including brash gangsters and their stupid molls, dizzy flappers, square-backed old autos, raccoon coats and cloche hats. MacRae sings pleasantly, Dan Dailey is agreeable but more subdued than usual, Borgnine rises frequently above the limitations of his role as written to lend some to his scenes, and Myrna Vye is amusing as a gangster lord who backs the boys' first produced show.

There are colorful backgrounds of Hollywood, Broadway and Atlantic City, and some sparkling production numbers, in which Miss North dances exceptionally well. In one hotcake of a number she really stops the show. As an actress she is somewhat less skillful, but her agreeable personality registers. Henry Ephron's production values show care, and Michael Curtiz has kept the filmly shot shooting forward at a fast clip. Running time, 104 minutes. General classification. For September release.

**Lawrence J. Quirk**

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**Studio Films’ Deal for Warner News Completed**

The deal whereby Studio Films, Inc., through its executive vice-president, Benjamin Frye, assumes the operation of all facets of the business projects of Warner News, Inc., with the exception of the production and distribution of Warner Pathé newsreel which service was discontinued as of Aug. 23, has been consummated, it was announced over the weekend.

Studio Films, Inc. and Benjamin Frye and his associates, Andrew Gold, Robert Youngson and John Le Vien, officially took over activities of Warner News, Inc. as of midnight Friday.

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**Pasternak Back From Locations in Italy**

Joseph Pasternak arrived in New York from Rome on Friday after completing exteriors for his forthcoming M-G-M production, "10,000 Bedrooms." He reported that shooting of the exteriors in Italy was accomplished on schedule, "to the amazement even of the Italians who said it usually requires more time to get a permit than we used in shooting."

Pasternak left for the Coast over the week-end for final work on "10,000 Bedrooms" and to assist with plans for the opening of "The Opposite Sex," which he also produced for M-G-M.

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**SMTE Warner Award Goes to C. C. Davis**

Charles C. Davis, special projects engineer for Westrex Corp., has been selected as the 1956 recipient of the Society of Motion Picture and Television Engineers' Samuel L. Warner Memorial Award. The medal will be presented to him on Tuesday night, Oct. 9, during the Society's 40th annual meeting to be held at the Los Angeles Ambassador Hotel.

The Warner medal, which was first awarded in 1947, is given in recognition of outstanding achievement in sound-motion picture engineering. Davis was selected for his development work in sound recording systems including an improved film transport mechanism universally referred to as the Davis Drive, for which he received an Academy Award, and a multi-track magnetic head with extremely low crosstalk.

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**'Oklahoma' in K. C.**

LITTLE ROCK, Ark., Sept. 23—(Rodgers & Hammerstein's "Oklahoma!" produced in Todd-AO, will open here Wednesday at the Capitol Theatre. The public opening on that date will be preceded by an invitational premiere September 25, to which press, radio and tv representa-

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**Goldwyn Meets Press Today**

Samuel Goldwyn, just back from a three-month tour of England and Europe, will meet the press here this morning, at the Ambassador Hotel, to discuss developments in the industry here and abroad.

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**'Actor' Rights to Hawks**

William Hawks has concluded a deal for the screen rights to John D. MacRae's novel, "The Actor," which he plans to film on an elaborate scale under the banner of his Colony Pictures, Inc.

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**To Open UA Meeting In Phila. Tomorrow**

PHILADELPHIA, Sept. 23—The fourth of United Artists' 1956 district conventions will open at the Warwick Hotel here Tuesday. The three day session, setting regional sales plans for the fall and winter, will be jointly led by James R. Velde, regional manager for UA, and Milton E. Cohen, Eastern and Southern division manager.

Field sales executives from the Eastern district will participate in the sales conferences. Sales goals and distribution plans are being set at the various conventions for "the greatest concentration of top quality product in UA's history," Velde said.
AN EXCITING EXPERIENCE IN SUSPENSE!
You'll tell your friends about this story of two brothers like Cain and Abel . . . one good, one utterly evil. You'll climb an impossible mountain with them, searching above the clouds for the wreckage of a giant airliner!

PARAMOUNT PRESENTS
SPENCER TRACY · ROBERT WAGNER
in THE MOUNTAIN
Co-starring CLAIRE TREVOR • Produced and Directed by EDWARD DMYTRYK • TECHNICOLOR®
Screenplay by RANALD MACDOUGALL • Based on the novel by Henri Troyat
Two thousand boxoffice patrons of all ages—in 48 states—collaborated with Paramount in this excitement-selling campaign....!

They gave their enthusiastic appraisal to interviewers from Sindlinger & Company, motion picture analysts. "You can't see that ad without wanting to see the movie!" "Thrilling—puts me right into the action!" "Has gripping appeal!"

These are typical comments that told us we've not only got a great picture but a persuasive campaign to bring men, women and children to ticket-windows in record numbers.
D-J Talks

(Continued from page 1)

Foreign Films, and Advertising and Publicity.

Greer Group Reports

Nathan Greer, co-chairman of the Film Practices and Problems Committee, in his report, said "it is the feeling of his group that the newspaper in the current box office depression is the lack of a steady flow of merchanizable pictures. There are no indications that the existing domestic sources of supply will furnish the number of pictures that they will produce and release. It is, therefore, recommended that the officers of TOA undertake to do everything available to them to encourage the wide acceptance of films made abroad. To that end, they are requested to set in motion the machinery of conference, negotiation, etc. This should include, if necessary, meetings of TOA representatives with representatives of foreign production and distribution, especially in Great Britain, which country, because of the common language identity, may well represent the greatest potential."

Urges Early Negotiations

The Film Practices and Problems Group said it viewed "with favor the association's reaffirmation of its belief in the principles of arbitration and conciliation, and hopes that early negotiations will start for the purpose of evolving a workable system of arbitration and conciliation." Also, the committee took cognizance that "in the present seller's market distribution is primarily used competitive bidding for the obtaining of higher film rentals. This practice is unwarranted and should cease and we only regret that the exhibitors of this country are apparently without legal means to eradicate this vicious practice."

Greer told the convention that exhibition must be on its guard that distribution may seek to get the major portion of the benefits from the recent tax relief by way of increased film rentals. He declared that "the distributors must be and must remain, conscious of the fact that this relief was granted to exhibitors, to help exhibitors remain in business."

Ask Amended Decrees

The committee recognized the shortage of product situation and the convention by a vote, urged that the TOA resolution on this issue be communicated to the U. S. Department of Justice, "that the Dept. of Justice grant its consent, as quickly as possible to appropriate amendments to the present decrees in the U. S. vs. Paramount to the end that the former affiliate may produce and distribute motion pictures with pre-emptive rights to show these pictures in their own theatres, subject to the necessary controls against monopoly, but not such controls as may defeat the purpose of getting more pictures in release in the quickest possible way and time."

Roy Cooper, co-chairman of the Small Theatre Owners Committee, received the convention's support for his resolution calling for a meeting with the sales managers. Received a list of major problems confronting theatre-men, Cooper said that "most of these problems could be resolved to the satisfaction of both exhibition and distribution... for a better understanding between us." The Committee also asked for support to divorced circuits in their proposed efforts to enter production and distribution. "Inasmuch as the television industry is permitted to both produce and telecast motion pictures, our industry should be given the same rights. Should further action be necessary, TOA should embark upon a grass roots campaign seeking support of every senator and congressman similar to the successful tax relief campaigns." The committee report also recommended that TOA should devise a public relations campaign aimed at increasing theatre attendance and that producers-distributors—well as other exhibitor organizations—should be invited to join in.

Also, Cooper said that the producers and distributors be requested to allocate advertising budgets now being used to sell exhibitors for more extensive and effective campaigns to the public. The convention, after some discussions on these points, approved them.

Need for Product Stressed

The Small Theatre Owners Group did not specify in their resolution on affiliated circuits entry into production and distribution whether or not the affiliated circuits should have pre-emptive rights. It was pointed out that all theatres need more product and that if the divorced circuits are the means to get that product, all TOA support would be given. One theatreman even said that he was willing to buy product turned out by divorced (Continued on page 8)

... and Showmanship

being a continuation of the TOA story. The Friday meeting, with but a break for luncheon and Goldenson's speech, was on showmanship. Which everyone is for . . .

LEADERS. Harry Goldberg, with president Ernest G. Stellings, above. Right, showmanship speaker Henry G. Plitt.


TESMA

(Continued from page 1)


The terms of the president, L. Jones, Neumaede Products Co., and Tom LaVezzi, LaVezzi Madder Works, run for another year. M. Lewis will continue as executive secretary.

Seven on Board

AB-PT Production Plans Told TOA Conclave

Also Intends to Pare Number Of Its Theatres

(Continued from page 1) with a view to obtaining authorization to enter production. The S-W consent decree contains a provision against such a move, as the decree governing National Theatres and Loew's. The Paramount and RKO decrees, the first to be entered into, did not contain such restrictions.

In announcing AB-PT's policy decision, Goldenson said it was one of two uses of action decided upon by the company to meet the current and future problems of exhibition.

The second policy decision is to reduce the number of theatres operated by the company.

Details Not Set

In neither area have the company's plans been spelled out in detail yet, Goldenson told Motion Picture Daily. No specific number of pictures or specific appropriation for production will be made decided upon, nor has any specific number of theatres been fixed upon as a whole for divestiture or for eventual operation.

"Any theory that is not showing a profit is not wanted in our future operation," Goldenson said.

He declared, however, that "first and foremost, I believe the motion picture industry has the basic vitality of resources to build a brighter future, and that our company intends to have a place in that future. This belief is the foundation of our path of action."

Goldenson said the decision to go into production was made "in order to protect our major investment in this industry. The extent of our participation in it would be on a relatively small scale, because our abilities at the outset may be limited . . . we need more experience . . . and we face problems in facilities and personnel. But as a first step in bringing the problems under control, we would like to gain the necessary knowledge to understand production so that we can consider approaching the problem on a larger scale."

Hits Consent Decree

The AB-PT head ascribed exhibition's primary problems—insufficient production, too many customers, high film rentals, lower theatre profits and more theatre plant obsolescence—to the industry consent decree, which resulted from Federal legislation instigated by independent exhibitors in the late 1930s.

"This decree's intent was to create an equality of economic opportunity in the motion picture industry—by regulation, not by law—but all exhibitors with ready access to a free flow of pictures, and all producers with ready access to all exhibition outlets. It is now clear that divestment created many problems that are more serious than it has solved," Goldenson said.

"The decree placed the balance of power in the hands of producers. It brought about the product shortage, the multiple runs, the exertion of film rentals, extended-playing times and competitive bidding—and it left exhibitors with an increasing burden of having to be more and more inventive in making a profit, the AB-PT executive said.

Sees 5,400 Houses in Red

Goldenson said that the industry's total theatre plant of about 19,200 theatres has remained fairly constant over the past 10 years but the amount of business available today is spread too thinly among too many theatres. Today's market many theatres are un-economic and obsolete and do not offer the comfort and conveniences that are essential. He added that industry estimates reveal that approximately 5,400 theatres are in the red and that an additional 5,200 are on the fringe. And based on these facts, it is reasonable to assume that the 5,400 that are un-economic and possibly half of the 5,200 theatres will have to go by the boards, he said.

Circuit Has 580 Houses

Goldenson said there are 580 theatres in the AB-PT circuit now, remaining from the 1,500 it inherited from Paramount at the time of divorce. The circuit has a profit retention of 650 of those. By Nov. 3, he said, 24 more theatres of the Maine-New Hampshire Theatre Corp. will have been divested.

To become aggressive competitors for a fair share of the nation's huge leisure time market, Goldenson said, "We believe that our company's inter-related program of reducing theatres and entering production represents the best initial step we can now take to build our business."

"We see this improved relationship between total theatre facilities and picture supply ultimately leading to an exhibition program of building for newness—with the finest, most modern theatre design—and to attract greater numbers of people," he said.

Goldenson's announcement that his company planned to enter production evoked a standing ovation from more than 300 convention delegates, many of whom went to the rostrum at the conclusion of his talk to felicitate him personally.

Weekend Sessions for Convention

Convention activities, both business and social, continued over the weekend with a well attended TOA-These equipment showmanship forum Saturday morning with M. A. Lightman, Sr., of the Malco Circuit, Memphis, as chairman. Panel members were Joseph J. Zaro, Edwin Gage and Don Hyndman.

Saturday afternoon was given over to a meeting of TOA's board of directors, and Saturday night delegates attended an elaborate Circus Party at the Waldorf-Astoria Hotel, sponsored by Pepsi-Cola.

Yesterday was an open day but it was a very active one as exhibitors reported back to the printed page of the New York Herald Tribune. Monday, delegates return to the New York Coliseum this morning for a TOA-PCA concessions forum, at which R. M. Kennedy will be chairman. Panel members are Sylvan Myers, J. O. Hoover, Albert Floscher and Bennett Nathan. Alfred Starr will be toastmaster at the luncheon session today, at which Ogden Reid II, president and editor of the New York Herald Tribune, will be the principal speaker.

Drive-in Forum Today

The afternoon session will be devoted to a drive-in forum with Joseph J. Rosenfield as chairman and Horace Denning as moderator. Panel members will be Jack Braungold, Henry Grilling, Douglas Amos, Michael Redstone and C. L. Patrick.

Final event of this year's convention will be the president's banquet at the Waldorf-Astoria tonight, sponsored by Coca Cola. TOA's "star of the year," William Holden, will be the principal speaker.
TOA Is Given Attendance Building Plan

A program outline for building theatre attendance was presented to the Theatre Owners of America convention Friday by Harry Goldberg of Sturley Warner Theatres, acting as chairman of a committee appointed by TOA to draw up an industry public relations program.

The committee reported that “increase in theatre attendance must be the keystone of any public relations program.”

The report recommended that the establishment of a permanent organization within COMPO be responsible for the suggestion program’s execution and development. The report outlined the following activities for possible adoption as the beginning of a campaign:

Seven Suggestions Made

Audience awards to “stimulate public interest in movies and movie personalities” by having the patrons marking ballots nominating top stars and pictures.

An advertising campaign to sell the theatre itself “as the best source of entertainment”;

A giant giveaway prize contest held in conjunction with the fashion of television shows.

A product trailer showing scenes from all the companies’ outstanding coming pictures to the public around the country on a special day designated as National Movie Day;

A community reel, a short subject produced to show the importance of the theatres to surrounding business establishments, and “Movie-tour Tours,” a revival of the tours of Hollywood studios and personalities as a continuous year-round project.

The report also recommended that the trade papers have a voice in the program and be represented in the suggested organization within COMPO.

TOA Eying Eady Fund For U.S. Adoption

The officers of Theatre Owners of America were urged to make a study of the Eady Fund, its functions and results of the Eady Fund in Great Britain and to determine whether such a system is feasible for adoption in the United States. It was urged that the TOA directors study this at their next meeting.

D. of J. - TOA Talks Urged

(Continued from page 6)

circuits under “Block Booking deals” by putting up a guarantee in advance.

The Advertising and Publicity Committee report was presented by Norris Hadaway to the convention which listened to a number of ways and means of boosting merchandising and promotion at point of sale. No resolutions were presented.

The convention approved a resolution presented by Walter Morris, co-chairman of the Special Films Group, that a central agency be established from which exhibitors could endeavor to buy or start negotiations for films.

Mr. Morris said that the TOA directors should compile a brochure of foreign films which should include programming, theatre operation, pitfalls to avoid, sample letters to patrons, the type of publicity releases to be issued, the type of advertising policy and the type of exploitation best suited to operations of the theatre. He also recommended that companies submit their foreign films to the Theatre Owners of America convention in Chicago.

Shornwell Worried

Balaban Not Worried

By Autumn Television

The avalanche of major companies’ film backlogs expected on television this fall and winter does not have John Balaban, president of Balaban & Katz, leading Chicago theatre circuit, quaking with apprehension. Presenting at the theatre Owners of America annual convention here, Balaban said it may reasonably be expected that the better films will take some trade away from theatres when shown. However, he believes a large percentage of the films on tv will command no bigger audiences than most of the films already available to tv.

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\"Just as in our theatres,\" Balaban said, \"the really big pictures are the only ones that will attract really important audiences. Even when such pictures are shown, we have noticed that many people nowadays leave their homes at the conclusion of such showings and attend the theatre;\"

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\"Say’s Big Attraction Pull\n
Just as in our theatres, Balaban said, “the really big pictures are the only ones that will attract really important audiences. Even when such pictures are shown, we have noticed that many people nowadays leave their homes at the conclusion of such showings and attend the theatre;\"

\"Shor Is Optimistic On All-Industry Roundtable\n
Optimism concerning the holding of an all-industry roundtable conference between producer-distributors and Babe Shor, president of Allied States Association, was expressed at the Theatre Owners of America convention and trade show. Shor, who returned to Cincinnati over the weekend, said that he had conferred with the distribution sales managers individually last week and from these conferences, he has come to any opinion that the companies “may change their minds about a roundtable meeting.”

The Allied president said that he was in New York to confer with equipment people concerning his association’s forthcoming convention and trade show. He said that he will return to New York this week when they just will not stay away if you have a really big attraction to offer.”

It was further suggested by this committee that exhibitors examine their policies to see whether or not they have received proper credit as a result of the reduced workmen’s compensation rates; that they keep closer tab on the number of employees in regard to social security taxes; and that exhibitors seek to secure rate reductions on fire insurance.

Shornwell Stressed

The morning session on Friday was devoted to showmanship and the National Conference in Chicago TOA held in mid-summer. Chairman Burton Jones declared that “showmanship is something which the theatreman has taken away from him. To get back to our rightful place in the sun, we must fight by using new and more dramatic concepts for use of too much time buying film and not enough on selling and merchandising the few good films we do get.”

Ernest Stellings, newly-elected president of the association, is looking forward to the future, have hopes for a good future, and that theatremen still have a chance.”

Burt Lewis of Los Angeles told the convention about his organization’s Trading Stump Redemption Plan for motion picture theatre exhibitions which will start next Wednesday in theatres in Fresno, Calif.

Gov’t Studying AB-PT’s Plan

WASHINGTON, Sept. 23—Department of Justice officials indicated today that they had been informed advance by American Broadcasters Paramount Theatres of its policy cession in engagement to produce nounced by Leonard Golden, president, at the Theatre Owners America convention in New York, day, but withheld comment on Department’s attitude.

Production Not Forbidden

It was conceded that the Paramount Federal consent decree, which covers the diversified theatre companies AB-PT, contains no injunction against the latter entering production. Paramount was the first to enter into a consent decree and BKO was second. The latter likewise imposed no prohibitions on the diversified theatre companies engaging in production, but Warner, 20th Century-Fox and Loew’s decrees which followed, do condition such production.

Observers here pointed out that while AB-PT would appear to have the legal right to go ahead with production policy without authorization from Justice, the latter, nevertheless, would be free to go to court to seek a restraining in any of various forms if it felt that any unfair competitive advantage would accrue to AB-PT, or injury to its competitive result from the new policy.

Questions Posed

However, the situation appeared to take on additional complications view of the questions which will be injected as to whether, if AB-PT go the production route, then will other Stanley Warner Theatres, and other diversified circuits which might care do so.

Convention Appraisals

Production Plans

TOA convention delegates, several hundred strong, rose in massed cheer and applause Leon Goldens’s announcement on Friday to AB-PT to plan to engage in production to help relieve the product shortage.

Announcement the day before by S. H. Fabian, Stanley Warner president, that his company was seeking Justice Department authorization produce, also brought a solid roar of applause from the delegates, representing all classes of exhibition at all sections of the country.

SUPERSCOPE STANDARDIZES
THE WIDE SCREEN

ONLY SUPERSCOPE PROVIDES ANAMORPHIC
RELEASE PRINTS FROM STANDARD "FLAT" NEGATIVES

PRINTS BY TECHNICOLOR OR IN BLACK AND WHITE

2.35 SCREEN ASPECT RATIO WITH OPTICAL SOUND

2.35 SCREEN ASPECT RATIO WITH MAGNETIC SOUND

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Monday, September 24, 19...
Spotlighting the News

This Matter of Color
From NBC-TV last week, and from its parent company, RCA, came three noteworthy color announcements. NBC-TV reported at a total of 50 NBC-TV affiliates, serving areas which include more than 60 per cent of television homes in the country, will be equipped to originate their own live filmed color shows by the end of the year. Meanwhile, Frank Moss, president of the Radio Corporation of America, speaking before an RCA Victor TV division sales meeting, stated that the nationally advertised list prices of color receivers would not be reduced before next July and predicted that within the next 10 years 2,500,000 color receivers will be sold at a retail price total of $16,500,000. Just one of the many ads designed to promote those anticipated sales was outlined later by Mr. Fossum, in a speech at a convention of the Philadelphia adison Group. RCA initiated the operation of 11 major wearing apparel companies representing 150 stores throughout the country, sponsoring a coast-to-coast color revue which will be repeated through the next 40 weeks. It will sell clothes and merchandise through syndicated color TV, and color at the same time.

Continuing Pace
ABC-TV, continuing its record on small billings pace, now reports it sold $4,000,000 in gross billings for the first seven months of 1956. This represents a $19,000,000 increase over the like 1955 total. Also pointed out is the fact that the gross billings for the January-July, 1956 period are 80 per cent of the total record 1955 gross of $14,800,000.

Television Today
A CONCISE REPORT AND ANALYSIS OF THE SIGNIFICANT NEWS AND EVENTS

Forthcoming Specs
- Giving meaning to a coined word, NBC-TV has announced a fairly firm schedule of spectaculars for the forthcoming season. The following are just some of the highlights: Aquila Spectacle of 1957, starring Esther Williams, September 29; William Wyler's production of "The Letter," October 15; Manhattan Tower, an original musical produced by Gordon Jenkins, featuring Phil Harris and Ethel Waters, October 27; "Born Yesterday," starring Mary Martin and Paul Douglas, October 29; "Jack and the Beanstalk," starring Celeste Holm, November 12; Maurice Evans in Shaw's "Man and Superman," November 29; Sol Hurock's "Festival of Music," featuring, among others, Artur Rubinstein and Marian Anderson; Lee Spectacular, starring Sonja Henie, December 22; John Huston's production of Aristophanes' "Lysistrata," January 7; Anatole Litvak's production of "Mayerling," starring Andrey Hepburn and Mel Ferrer; the Old Vic production of Shakespeare's "Romeo and Juliet," starring Claire Bloom.

Help Wanted
- Tellytoons, now a division of CBS Television Film Sales, Inc., is on a hunt for creative talent, according to William M. Weiss, general manager.

(Continued on following page)

In Our View

HE National Association of Radio and Television Broadcasters has issued a booklet ambitiously titled "How to Use Television," which has been prepared for the organization by Dr. Robert M. Goldenson, described as a noted educator and psychologist. It is quite opportune that the booklet, presumably designed for general circulation among the public at large, should appear almost coincidentally with the celebration of National Television Week, September 25-29.

Taking a typical American family, Dr. Goldenson, in simple language takes them through and around television as a means of enjoyment, education and information, and offers suggestions of undoubted value for the family in its use of the medium. However, the section which appealed to us as of the greatest value for family and Television, was that headed Rules and Regulations. Herein, Dr. Goldenson cites the fact that television in the home has its own set of problems, and urges that the family may best settle such problems in its own individualized way. But he does suggest that a "balanced diet of television with other activities, both indoors and outdoors," be maintained; that the television also is balanced, that is, don't watch only one kind of program; that homework and other chores should not be neglected, and so forth.

It would be well, indeed, if the whole of the Television industry took that kind of suggestion and advice to heart—in the sense of making special efforts, whenever opportunity affords, to inculcate those basic conceptions of televiewing in the minds of their viewers. It is in honest promotion of such a commonsense manner of procedure that the networks and television in general will gain the greatest goodwill among the populace over the long range. Immediate expediency is to be shunned at all costs. This television is going to be around a long time, and the foundations of use and acceptance are even now still in the stage of building.

—Charles S. Aaronson
Although Color Spectaculars and Live Hour Dramas Probably Will Receive Most of the Lay Press Critical Attention in the Forthcoming Season, the Fact Remains That the Major Portion of the General Audience Life as It Is as Lived and Telecast—in Glorious Monocolor. One of the Most Promising of Such New Series, If the Premiere Presentation Friday, September 14, Can Be Taken as a Guide, Is NBC-TV's On Trial with Joseph Cotten as Host and Occasional Guest Star. Mr. Cotten Started Things Off Well in a Handsomely Produced and Acted Episode Based on a Famous Turn-of-the-Century Murder Trial in Glasgow.

The same evening over on ABC-TV the second installment of the network's new Jim Bowie series, starring Scott Forbes in the title role, seemed run of the mill action stuff in story, performance and production values. Also Friday night on ABC-TV, which incidentally is going in for half-hour film series in a very big way—'Rin Tin Tin' and his little boy friend, Lee Aaker, foiled a dastardly villain who was trying to swindle an old lady off her very own homestead. Simple, good-natured fun for the small people in the audience. The new Jack Webb-produced half-hour film series on NBC-TV, Noah's Ark, got under way in an inauspicious burst of self-back-slappping Tuesday evening. Instead of starting the series as it should have been started—with an individual episode—Mr. Webb devoted the first week's 30 minutes to an extended trailer for the series. Somebody should straighten Mr. Webb out on the great differences between the pre-selling of home and theatre entertainment—and no theatre showman, in his wildest dreams, ever palmed off a 30-minute trailer on his audience.

The return of two substantial "old" favorites dominated NBC-TV Saturday evening, September 15. Perry Como, acting as if he couldn't care less, nonchalantly wrapped up almost all hour of so-called time with the help of last season's standbys, the Ray Charles singers and the Mitchell Ayres orchestra, plus a raft of guests headed by Irene Dunne and Sal Mineo. The following hour starred Sid Caesar, returning to his former Saturday night berth with a happy new co-star, Janet Blair. Mr. Caesar was up to his fine form, especially with a precarious satire of "The King and I"—precarious because, like so much of Mr. Caesar's material, it was just a mite too long and could have been classily funny if it had been a shorter and more compact.

A glance at the second week of Jack Barry's new Wednesday night money show, Twenty-One, offered few surprises. The physical layout, the isolation booth, the background music and even the contestants suggest nothing so much as the various products of Lou Cowan enterprises. Mr. Barry, perhaps because he is co-producer and isn't likely to fire himself, is somewhat more relaxed than he was on the Big Surprise.

V.C. & C.S.A.

Ralph Bellamy, Mona Freeman, James Whitmore, Wallace Ford, Hurd Hatfield and Beverly Garland star in "The Fog" on Climax! Thursday, September 27 on CBS-TV from 8:30 to 9:30 P.M. EDT. Dale Wasserman wrote the teleplay. Edgar Peterson is producer and Jack Smight directs. Host and hostess are Bill Lundigan and Mary Costa.

Claudette Colbert stars on Robert Montgomery Presents in "After All These Years" tonight, Monday, September 24, at 9:30 P.M. EDT over NBC. The drama of a long-time marriage was written, especially for Miss Colbert by Robert J. Shaw.

Television in Britain

ONDON: Plans have been submitted to the Postmaster General by the Independent Television Authority to end the present TV shutdown from 6 p.m. and 7 p.m., except on Sundays. There is an official ban on transmissions during these hours but an agreement exists between the Postmaster General, the BBC and the I.T.A. that this period should be kept free of television programmes.

The ban was first sponsored by the BBC last year "to allow parents to prepare children for bed." Commercial TV spokesmen now maintain that a continuity of programming is essential to build up TV audiences. It is understood the BBC does not approve the lifting of the ban.

COMMERCIAL TV interests are to try again for permission to telecast Football League games. Their recent £60,000 bid was turned down flat. A new offer—£15,400 a cash for 16 games and an unspecified additional amount to cover any loss in takings—has now one out to the 92 football clubs. But with most popular sports having decreased takings through the advent of television these new proposals are unlikely to be favourably received by the football clubs.

A. R. (Associated-Rediffusion) as signed Paul Adorian as its first managing director. Mr. Adorian, member of the board of A. R. or some time, is a director of several companies in the radio field. He is author of many technical publications and, in addition, an inventor with about 100 patents to his name. The BBC announce that Hugh Carleton Greene has been appointed director of administration in succession to Sir Norman Bottomley, who is retiring later this year. The corporation also announces the appointment of S. J. de Lotbiere to be controller of programme services, television, and of S. G. Williams to be controller of administration, television. G. C. Beadle, whose appointment as director television broadcasting has already been announced, will take over from Sir George Barnes, and Cecil McGivern will become deputy director.

THE Independent Television Authority reports that the first television programme to be shown regularly in Britain now has an audience of 600,000 people every week. The programme "About Religion," has been shown in the London area each Sunday since the beginning of the year, and in the Midlands and the north since May. It has been produced by Associated Television.

SALES of television sets in July were 30 per cent higher than in the same month last year, the British Radio Equipment Manufacturers Association reports. Of the 79,000 sets sold, 51 per cent were on hire purchase and credit. In the first seven months of this year 492,000 sets were sold, nine per cent below the period last year. Radio sets sold in July totalled 83,000, one per cent below July, 1955. Sales of radios and radiograms fell in the seven months of 1955. Radios were 17 per cent down to 502,000 and radiograms 37 per cent to 94,000.

—WILLIAM PAY

COMMERCIALS ON THE SPOT

Continued activity in production of new commercial spots, to freshen the advertising appeal for a variety of products, includes the following:

At GEORGE BLAKE ENT. James Dog Food (Benton & Bowles) Met-Batteries (Campbell-Ewald) Chesterfield Cigarettes (Cunningham & Walsh) (sonzoni Spaghetti (Emil Mogul) Mississ Carpet Sweeper (N. W. Tyler)

At PETER ELGAR PROD. Colgate Dental Cream (Ted Bates) Pennington Shavers (Y & R) Foodbury Cold Cream (Robert Bry) American Telephone Co. (N. W. Tyler)

At AT FILM CREATIONS, INC. Savarin Coffee (Gunnininer) Puas and Boots Cat Food (Lyons Baker) Revlon Cosmetics (Emil Mogul) Amoco Gas (Joseph Katz) Spry (Foote, Cone & Belding) Jo Cur Hair Preparations (Lyons Baker) Sylvia Electric Products (Direct)

At GOMMI-TV Swans Down Cake Mixes (Y & R) Borden Milk and Ice Cream (Benton & Bowles)

At GOULDING-ELLIOTT-GRAHAM Bert and Harry Piela Bros Beer (Y & R) Philko Products (Hutchinson Adv.)

At SARRA, INC. Pet Milk (Gardner Adv.) Aunt Jemima Pancake Mix (J. Walter Thompson) Herbert Tareyton Cigarettes (M. H. Hackett) Stopette (Earl Luyck Co.)

At SCREEN GEMS Tootsie Rolls (Direct) Scott Paper Towels (J. Walter Thompson) DuPont Home Furnishings (B. B. D. & O.) Wheat and Rice Honeys (Kenyon & Eckhardt) Purex (Weiss & Geller)

At UNIVERSAL PICTURES TV Budweiser Beer (D'Arcy) DeSoto Cars (B.B.D. & O.) Lava Soap (Leo Burnett) Eastman Kodak (J. Walter Thompson) Pepsi Cola (Kenyon & Eckhardt) Chrysler Cars (McCann Erickson) Philip Morris Cigarettes (N. W. Tyler) Colgate Toilet Articles (Lennen & Newell) RCA Products (Kenyon & Eckhardt)


 "IN THE EAST," It's MOVIELAB: QUALITY is our business
FIGURES TO DO THE KIND OF BUSINESS 'KING KONG' and the others have been doing all these years!"
—M. P. DAILY

"THE BEAST OF HOLLOW MOUNTAIN"

2 animated, 14-foot-high replicas of "THE BEAST" are touring the entire country to help sell this exploitation natural! Watch for it in your territory!
A Good Convention
By Sherwin Kane

N POINT of solid accomplishment, the Theatre Owners of America-
Teasma-Teda-PCA convention which closed here yesterday should
ranked among the best held in
cent years.
The exhibit and allied sessions
gained up a wealth of solid information
on new equipment, new con-
version merchandising ideas and on
iness building promotions for both
ventional and drive-in theatres.
Discussion meetings handled many
eatre problems that individual ex-
tibitors were unable to solve for
se themselves, and the convention in
formal action laid the groundwork
constructive approaches to some
the most serious exhibitor prob-
mis to confront organized showmen
many years.

There were decisions to make an-
er effort to agree on a plan of
ustry arbitration for those prob-
mis which cannot be resolved by
yer and seller negotiation; and to
id a committee to individual con-
y sales executives to discuss and
empt to re-define specific sales
icies which have been onerous in
relation to considerable numbers of
hibitors.
Convention delegates, in addition,
stead of the sound and fury of or-
mary convention oratory, signifying
thing, heard such exhibit leadership
as Leonard Goldenson of AB-TF,
d S. H. Fabian of Stanley Warner,
that they were even now planning
do something about the product
age that has exhibitors of any
affiliation worried.

These are things that exhibitors at-
ending the convention can take with
em when they leave and put into
ration on their return home, or
in bank upon for help at a later date
en conferences and negotiations
we had time to produce results.
It is such accomplishments as those
hieved by this 1956 convention
will restore exhibitor confidence
their organizations, their leaders
their investment of time, effort
money in convention attendance.

See Automatic Vending Units
Aiding Profits

(Picture on page 11)
The automatic vending machine will play an important role in the
future of the motion picture theatre
as it can boost an exhibitor's con-
cession dollar and his grosses by
some 40 to 50 per cent," according to
Melville Rapp of Apco Corp.
Rapp, speaking at the com-
mittee of Convention of Theatre Owners of America and the Popcorn &
Concessions Asso. at the Coliseum here
yesterday, said the trend today
sell more soft and carbonated
drinks in vending machines." He said
that in 1956, over two billion dollars
worth of merchandise will be sold
rough automatic vending machin-
es.
The Apco official, taking part in a
(Continued on page 11)

'Better Quality' Films
Boost FPCC Business

Special to THE DAILY
TORONTO, Sept. 24.—Famous
Plavers Canadian Corp. business up with
"better quality" pictures in a report on
its first 26 weeks of the year.
A drop of net profits (unaudited)
from $1,438,720 for the same period
last year to $1,357,005, resulted in a
dividend of 76 cents against one of 82
cents for 1955. The regular dividend
for the third quarter was 37½ cents.
The report cited the streamlining of
(Continued on page 10)

Stellings Outlines Program

Harmony Drive Heads
TOA Goals for Year

Group Will Launch PR Program; Seek
Arbitration, New Executive Director

By LESTER DINOFF
(Pictures on page 6)
Theatre Owners of America has embarked upon a nine-point program for
the ensuing year highlighted by the establishment of a public relations pro-
gram, a further drive to set up an arbitration and "conciliation" system for
the industry, and an intensified search for an executive director.
The program was announced by newly-elected president Ernest Stell-
ings of Charlotte, N. C., following a combined meeting of the organiza-
tion's directors and executive com-
mitee at the New York City Coli-
sium hotel.
Stellings, supported during his press
conference on Saturday afternoon by
Myron N. Blank, board chairman:
Herman M. Levy, general counsel,
and Walter Reade, Jr., convention
chairman, said his program is as follows:
A reconciliation of industry differ-
exes through "conciliation," to in-
clude differences that may exist be-
tween TOA and other exhibitor or-
ganizations, as well as between all ex-
hibition and distribution;
An expanded service on the part of
TOA to its members in order to make
(Continued on page 6)

Receive TOA Star Award

Exhibitors 'Bread-and-Butter' End
Of Film Industry, Says Holden

(Picture on page 7)
William Holden was presented the
"Star of the Year Award" for 1956 at
the annual President's Banquet of the
Theatre Owners of America last night
at the Waldorf-Astoria Hotel.
The presentation was made by
Myron N. Blank, outgoing presi-
dent of TOA, who was himself presented
with a farewell gift by John Bahab,
President of B&K Theatres in Chi-
ago, in appreciation of his services to
the theatremen's organization.
In accepting the award, Holden
said he was honored by being singled
out by the men "who keep their
hands on the public's pulse." He said
he regarded exhibition as equally im-
portant with the production of mo-
tion pictures, calling exhibitors "the
bread-and-butter end of this indus-
(Continued on page 7)

Expect Anglo-American Pact Signing Today

From THE DAILY Bureau
WASHINGTON, Sept. 24 — The
Anglo-American film agreement will
probably be renewed tomorrow for
another year with very little change
in terms.
Negotiators for Great Britain and
(Continued on page 10)

NTA, Fox in Talks for
60-80 Films: Skouras

From THE DAILY Bureau
HOLLYWOOD, Sept. 24 — Twenty-
ith Century-Fox is in negotiation
with National Telefilm Associates, for
the sale of "between 60 and 80" pre-
1948 features, according to Spyros F.
Skouras today told Motion Picture
(Continued on page 7)
In 37 Ontario Houses
Canadian Theatres Giving Away
$26,000 Weekly in 'Movie Game'

By HARRY ALLEN, JR.

TORONTO, Sept. 24—Some 37 theatres in Ontario, all units of the Twen
tieth Century Theatres circuit, cued by interest in big-money prizes, began
a scheme this week to give away $26,000 weekly.

The “Movie Game,” copyrighted by the Motion Picture Research
Guild, Toronto, will be played by an expected 100,000 patrons a week.

The Canadian Academy of Cinema Arts sponsored last spring by the Canadian
Motion Picture Industry Council, the scheme, described as a game of skill,
is based on the order of general pub-
lic preference for various aspects of the industry, i.e., their preference in stars, motion pictures, types of films, favorite directors, etc.

Awards are given those who best
gage public opinion. A score of nine
or better is expected of prize
winners who will cite their order of choice from among 15. In the
case of one or more obtaining the
same score, the prize-money will be
distributed among all those with the
same score.

First Prize Is $15,000
For fast sorting and compilation,
the cards are punched with small
time-stick numbers. The perforated cards are then put through a Remington
to sort. Each week sees a new game.
First prize is $15,000, second, $5,000,
third, $3,000, and fourth, $2,000.

It has been tested in a couple of
situations where it was successful.
More than 60 per cent of the ballots
issued found their way into the entry
box, while less than 50 per cent
showed a lack of audience interest.

The industry is watching the plan
as a possible answer to the heavy
bingo competition.

Name Koken President
Of Concessionaires

The membership of the National
Concessionaires Association, which
is based on the RKO Theatres Concession Association, has elected
Lee Koken of RKO Theatres as presi
dent to succeed Bert Nathan of
Theatre Popcorn Vending Corp., who
was named board chairman of NCA.

Other officers named were
Von Meyers of Wometco Theatres, vice-
president; Ted Melone, of Albert
Dickinson Popcorn Co., vice-
president; and Tom Sullivan, execu
tive secretary.

The NCA also honored honorary
life presidency’s to both Nathan and
J. J. Fitzgibbons, Jr., of Famous Play-
ers Canadian. Sid Siegel of Super
Popcorn of Canada was selected as
“Popcorn Man of the Year.”

Canada Theatre Gross
$94,479,463 In ’55

TORONTO, Sept. 24—Early figures from the Dominion Bureau of Stat-
istics show a gross of $94,479,463 from
203,909,078 admissions for Canadian
theatres in 1955. This is a drop of
$11,036,100 from the 1954 figures.
In 1954, a gross of $105,515,563 from
257,246,944 admissions was shown.

Higher prices for major
titles accompanied by an unamended tax
reduction in several provinces helped stem
a downward trend, which began in
1953 when an all-time record gross of
$109,672,526 was reached. While there
has been a 13.2 per cent drop in gross since then, there has been a
21.4 per cent drop in the number of admissions, in the face of increased
prices on major films.

Other figures in the preliminary re-
port show that the regular theatres,
meaning those not community enter-
prises or handled by itinerant oper-
ators, did $86,602,034 worth of busi-
ness.

Drive-in business declined 9 per
cent. Up to now they have maintained
considerable steadiness in the face of
declining revenues by the four-wall
houses. They did $3,749,723 in 1955.

Hinge Tells of British
Solutions to Problems

“arous the outstanding similarity between British and American exhibitors is that
they have problems, but the manner
in which they now go about solving them is totally different,” according to
E. J. Hinge of Great Britain, who is
representing Cinematographic Ex-
ducation Association in a tour of
motion picture Owners of America convention here.

Hinge, who will return to London
tomorrow, said that while exhibition
problems are similar, “solutions to
them are found by different means,
since British and American exhibition
industries are set up differently.”

The CEA delegate, saying that he
was most impressed with the way
TOA “got right down to its prob-
lems,” pointed out that British thea-
 treners solve their problems with dis-
tribution through amicable talks for
both sides know that they are in an
arbitration system which a theatreman
could use as a last resort. With this ar-
bitration system in effect, as a last re-
course, problems are settled amicably.

NEW YORK THEATRES

RADIO CITY MUSIC HALL—
Rockefeller Center
BING CROSBY • KELLY • SINATRA
= “HIGH SOCIETY”
In M-G-M Picture
and SPECTACULAR STAGE PRESENTATION

Friday, September 26, 1958

Trade Showings ‘This Year’
For Fox Eidophor Process

“Twentieth Century-Fox will show
trade shows on its large screen tri-
viewing process, Eidophor, ‘for the
fore end of the year,” accord-
ing to Earl Sponable, director of
search for the production-distribu-
tion company.

Sponable said the company has
visionary figure of $25,000 as the
cost of installation for Eidophor.

Loew’s Library Sold
To Meredith Stations

The four television stations of
Meredith Publishing Corp., have
acquired the 700 film library of Loew,
Inc., for seven years for $2,500,000.
In five years, it was a
ounced by Charles (Bud) Ban
vice-president in charge of television
for Loew’s, Inc.

Barry said that thus far the fil
company has sold its library to 13
ations across the nation for
$23,500,000.

The four Meredith stations a
KCNO-TV, Kansas City; WHEN-T
Syracuse; WOW-TV, Omaha; and
KPHO-TV, Phoenix.

Luncheon for Ricci

A testimonial luncheon to Tao
Ricci of Republic Pictures will be
held on Thursday at Toots Shor
honoring him on his retirement af
40 years of service to the motion
picture industry. For 25 years, it
has been a salesman for Repub
Pictures.
Paramount presents
The First Direct-To-The-Public Advertisement For

Cecil B. DeMille's
PRODUCTION

The Ten Commandments

After years of intense expectation on the part of the public, the first exhibitions of Cecil B. DeMille's Production THE TEN COMMANDMENTS will take place at...

CRITERION, NEW YORK CITY—NOVEMBER 9th
STANLEY WARNER'S BEVERLY HILLS, LOS ANGELES—NOVEMBER 15th

Paramount believes that this initial full-page newspaper ad—its method of presentation—and the spirit of its message are of vital interest to all exhibitors. Therefore it is reproduced on the next two pages....
THE TEN COMMANDMENTS
ARE NOT LAWS—
THEY ARE THE LAW!

The Lord handed down The Law through one man.
That man was Moses—and thus the story of Moses
stands as the most significant human drama ever lived.
For here was a mighty figure, one who had been tested and tempered
by the temptations of riches, power, and the flesh and who,
through his own weaknesses and strength, had come to understand
all that was base and all that was noble in Mankind.

Four books of the Holy Scriptures—Exodus, Leviticus, Numbers and
Deuteronomy—tell us almost all about this man. The ancient historians, Philo
and Josephus, fill out the knowledge of the earlier years of Moses' life.

Cecil B. DeMille has recorded, for the ages, all of the dramatic story
of Moses and The Ten Commandments. He has brought to life, through the
medium of the motion picture, this great subject which has been described
as "The most decisive leap forward ever discernible in the human story."
TOA Goals

(Continued from page 1)

the organization of more value to the membership.

That TOA during this year bring to a completion a recommendation of the last three years for the employment of an executive director.

That a campaign be undertaken to increase the membership of TOA.

To implement in some manner plans for the establishment of an arbitration system, based upon the recommendations of the Senate Small

The mid-Winter board meeting of Theatre Owners of America will be set at the discretion of the national exhibitor association's president.

The 1957 meeting of TOA will be held at the Americana Hotel in Miami, in early October.

Business Committee in its analysis of industry trade practices and conditions;

Conduct programs during the year in which TOA will cooperate with all segments of the industry for a constructive solution to any and all industry problems, looking toward a more harmonious and cooperative attitude aimed at the betterment of the industry as a whole;

To Strive for More Product

Continuation of the effort to increase production of more product and a more orderly release of the top pictures which will materially benefit not only distribution, but also exhibition.

To implement the TOA national advertising and promotional campaign in which all branches of the industry will participate whether it goes through Council of Motion Picture Organizations or some other channel;

To employ, as a supplementary move, either a public relations man or an organization to secure for TOA and the industry the most favorable public relations.

Hopes to Confer With Distributors

Stellings, Blank and Reade said that under its "expanded service program" TOA will help theatres in showmanship, selling films, etc. "A committee will be appointed to find ways and means to aid theatre owners who the distributors say are uneconomical to serve. We maybe can find a way to help both sides and to work with the distributors and show them how they could spend their money more wisely," Reade said. It was explained that one of the ways in which the distributors could save money would be the elimination of funds put into selling exhibitors with promotional gimmicks. "If we show them, then perhaps they will help exhibitors with lower film rentals," Reade said, adding that this TOA committee, once it has compiled specific information and data, will go to the distribution companies for conferences. Stellings will name the members of this committee shortly.

Another phase of TOA's program for the coming year is the establishment of a committee to "set up a directed research program for the benefit of the motion picture theatre." Under this operation, new product means will be researched," Reade said.

The TOA president said the board of directors has authorized him and Reade to "consult with a top New York management consultant firm concerning retention of an executive director." Blank said the organization's qualifications for such a man don't include industry experience, and one of his functions would be to "implement our expanded service program."

Will Name Liaison Committee

The board also authorized Stellings to appoint a committee or liaison with foreign exhibitors and production groups. Reade said this committee would provide help to all TOA members concerning the distribution and availability of foreign product.

In reply to a question concerning arbitration of film rentals, Stellings said he will appoint a committee to comply with the SSBC report. He said that his organization has reaffirmed its faith in arbitration and has hopes that the industry can get together in setting it up. Stellings also said TOA is on record for an amalgamation of all U.S. exhibitor organizations.

Variety Club Board

To Meet in Denver

Nathan Golden, director of the motion picture division of the Department of Commerce, will leave New York today for Denver to attend the International Variety Club's board of directors and officers meeting at the Cosmopolitan Hotel theatre on Thursday and Friday. Golden will leave for Los Angeles over the weekend and return to his Washington office in early October.

Jack Manos Dies

PITTSBURGH, Sept. 24. - Services were held today in nearby Ellwood City for Jack Manos, 59, owner of the Manos Theatre, who collapsed last Thursday in the lobby of his theatre. He was one of the founders of the Manos Theatre chain along with his brothers, Michael, Louis, Peter and Harry, who own houses in Greensburg, Vandergrift and Indiana, Pa.

H. E. Cherrington, 68

COLUMBUS, Ohio, Sept. 24. - Harold E. Cherrington, 68, publicity manager for the Gayety and former theatre, movie and music editor of the "Columbus Dispatch," died here after a month's illness from pneumonia.

Compo Meet

(Continued from page 1)

Motion Picture Organization's triumphant.

The COMPO executive committee and membership will meet today at the Shriners-Astor Hotel here to lay plans for the forthcoming Audience Award and other programs which the industry group is planning to launch in the ensuing year. Cogswell, elaborating on a statement made by Robert O'Donnell, former chairman of the COMPO tax committee which successfully had the Federal admissions tax eliminated on theatre tickets 80 cents, said that while he cannot divulge his plans, COMPO has every intention of removing the impost which still affects 1,400 theatres throughout the country.

The COMPO executive said that this campaign is expected to be completed and ready to roll sometime between November and February as Congress convenes in January.

Oceanside to Open

The Oceanside, a new 600-seat house near Rockaway, N. Y., will open Oct. 10 with a benefit for the South Nassau County Hospital.
Cinerama Is 4 Years Old

Cinerama will be four years old today, and the directors of Cinerama Inc., have announced that its free productions have grossed over $14.5 million and are currently playing in 26 theatres around the world. In the four years since its first showing, the company reported, Cinerama has reached audiences from Montreal to Caracas in this hemisphere in 20 states, while Italy and Japan, with 10 theatres each, and England and France are showing it.

"This Is Cinerama" has grossed over $26 million since its initial showing, announced Hazzard E. Reeves, president of Cinerama Inc., "Cinerama Holiday" has grossed over $16 million while "Seven Wonders of the 'old'" has grossed over $2.5 million it is now being shown in ten cities.

Sees Travel Stimulated

It was also noted that Cinerama has ever found to have a distinct effect stimulating travel interest both here and abroad in its audiences. Ranges of the Grand National Park and Se- cocci are constantly asked for the tours that were seen in "Seven Wonders of the 'World,'" a company official said. The French government tourist office reported that there was a better, more stimulating catalyst "in Cinerama" in getting people toavel. The Italian state tourist office said the company that Cinerama is "a good way to wot people's appetite to travel."

A fourth Cinerama production is being filmed by Lowell Thomas under the title "Stella, for Shangri-La." Its productions are reported in various stages of planning, but no specific announcement has been made by a Stanley Warner Corp., which controls the Cinerama process and its exhibition.

Plan Atomic Energy Film

Cinerama, Inc., however, has announced plans to produce a picture dealing with peacetime applications of atomic energy, tentatively titled The Eighth Day. "In making these plans," Reeves said, "the corporation anticipates the situation which will str at the time when Stanley Warner Corp.'s exclusive position minutes, either as of Dec. 31, 1958, or sooner. Efforts are also being made to negotiate a film rental formula and Stanley Warner Cinerama Corp., this picture.

J. Davis, 81, Dies

MORGANTON, N. C., Sept. 24—Eathan Everson Davis, well known asst executive here, died at his home last week after an illness of three months. Davis, 81, became associated with his father, the late J. I. Davis, in the operation of early theaters in Morganton. At the time of his death he remained a partner in the most Theatre here.

NTA and Fox

(Continued from page 1)

DAILY: Similar negotiations are in progress with "other parties" for a limited number of features, Skouras said, but reports that the company is preparing to sell as many as six hundred in the next future are unfounded.

On the contrary, Skouras said he expects the TV bidding price for theatrical films will go up, rather than down, as time passes, and that he is in no hurry to sell.

Executive Realignment

Made at Donahue & Coe

A new alignment of positions, duties and responsibilities in the executive staff of Donahue & Coe, Inc., has been instituted "because of increasing business and expanded organization," according to an announcement by E. J. Churchill, president.

Walter Weir, formerly vice-president in charge of client service, becomes executive vice-president; Oliver Kingsbury, vice-president and secretary, has been named chairman of the management committee; William Schneider, vice-president in charge of creative activities, becomes, in addition, chairman of the board; and J. R. Rosenthal becomes vice-president in complete charge of the agency's marketing, research and merchandising activities.

TOA Honors Holden, Blank

(Continued from page 1)

try." Analyzing the problems of the motion picture industry, Holden cited television as the most recent of a long line of competitors for public patronage, which included radio, night baseball and bowling.

"But let me tell you," he said, "that I am firmly convinced—that this industry and the men and women in it have the toughness of fibre necessary to withstand and soundly beat competition."

In its effort to keep up the flow of product, the industry must not make "just films," but "adult entertainment," Holden said.

"The public is somewhat more intelligent than we tend to give it credit for being," he said. "The people want to buy, and they will buy in great numbers, but it must be good adult entertainment. Just as it is our responsibility to deliver something new to your screen, so it is your charge to find the reason behind every movie and sell it as hard you know how to the public."

Holden emphasized the role of the independent producer as a valuable one in that he can "take new roads forbidden to the major giants," and called for closer cooperation and more organized effort by industry elements. Films must also be directed at the new, growing audience of youngsters, he said, speaking of them as "a still unexplored natural resource—just beginning to pay off and will continue to pay off for years to come. Children of today are tomorrow's adults. By intelligent cultivation of their tastes we can build the movie habit in them as we did in their parents."

TESMA in Negotiations

For Combined '57 Meet

The general membership of the Theatre Equipment and Supply Manufacturers Assn, authorized its board of directors on Sunday to continue negotiations with exhibitor organizations and the National Concessionaires Association (formerly PCA) to meet in a convention and trade show at the American Hotel in Miami, Fla., in November of 1957.

Holden to Baltimore

For 'Unknown' Bow

BALTIMORE, Sept. 24—William Holden flies here tomorrow for the world premiere of his picture, Warner Bros.' "Toward the Unknown." He will appear in person on the stage of the Stanley Theatre.
EXHIBITORS HAVE DEPENDED ON REPUBLIC

Are the shocking "Scandal Magazine" stories TRUE?

SEE PAGE 5

Scandal Inc.

AVAILABLE STARTING OCTOBER 12th

THE TRUE STORY OF A BOXOFFICE HIT

Tip For Exhibitors: Check On This Smash Exploitation Natural!

Scandal, Inc.

A C.M.B. PRODUCTION

starring ROBERT HUTTON

with PAUL RICHARDS + PATRICIA WRIGHT

Executive Producers JOHNATHAN DANIELS and VICTOR PURCELL

Written and Produced by MILTON MANN • Directed by EDWARD MANN

A REPUBLIC PRESENTATION

RIGHT OUT OF TODAY'S HEADLINES
BOXOFFICE PICTURES FOR 20 YEARS

...... AND REPUBLIC CONTINUES TO DELIVER!

STRANGER AT MY DOOR
ZANZABUKU

THE MAVERICK QUEEN
DAKOTA INCIDENT

THUNDER OVER ARIZONA
A STRANGE ADVENTURE

Lisbon

in NATURAMA

TRUCOLOR by Consolidated Film Industries

RAY MILLAND - MAUREEN O'HARA - CLAUDE RAINS - YVONNE FURNEAUX

DACIAN BOONE, TRAILBLAZER

TRUCOLOR by Consolidated Film Industries

BRUCE BENNETT - LON CHANEY - FARON YOUNG

SCANDAL, INC.

ROBERT HUTTON - PAUL RICHARDS - PATRICIA WRIGHT

ABOVE US THE WAVES

JOHN MILLS - JOHN GREGSON - DONALD SINDEN

A WOMAN'S DEVOTION

TRUCOLOR by Consolidated Film Industries

RALPH MEEKER - JANICE RULE - PAUL HENREID

TEARS FOR SIMON

TRUCOLOR by Consolidated Film Industries

DAVID FARRAR - DAVID KNIGHT - JULIA ARNALL

SCANDAL MAGAZINE EXPOSE!
Make Theatre More Alluring Forum Is Told

The motion picture exhibitor must make his theatre more attractive to the public and must work out a plan whereby he can take advantage of the latest technological advances of the industry, in the opinion of Earl Sponable, research director of 20th Century-Fox.

Sponable, who was among a panel of prominent engineers and film industry equipment manufacturers at the Equipment Showmen's Forum of the 1956 TOA-TEMSA-TEDA-PCA International Convention and Trade Show at the New York City Coliseum here, said:

Calls Situation 'Confused'

"I think the future of this business lies largely in your hands. In my opinion, this industry does not need a great new research organization as proposed. What it needs more is a concrete plan to bring order to the confused technical situation that we have today and a program to utilize the technical things that are ready and waiting."

Sponable's remarks at the forum on Saturday morning were seconded by Don Hyndman, of the Eastman Kodak Co., who said that "the industry needs a combination of standardization and decentralization in broad aspects." He cited the different widths of film as one item which should be considered under such a proposed plan.

Myron N. Blank, chairman of the board of directors of TOA, told the meeting that "exhibitors are dependent on equipment people to see that there is progress within the motion picture industry." Saying that theatres must afford equal comfort as in the home, Blank declared that "progress builds a strong industry."

O'Brien the Keynote

Keynote speaker of the morning was J. F. O’Brien of Radio Corp. of America, who cautioned the forum that "too many exhibitors are expecting the picture to do all of the work. You should continually improve the theatre as a means of making the public more aware that better entertainment is afforded in a theatre than in a home watching television."

Other speakers of the morning were Lorin Fisher of Ford Film Pictures, Edwin Gage of Walter Reade Theatres, and Ben Schlanger, theatre architect.

Gage told the meeting of some 200 exhibitors and equipment people that their circuit, while not spending too much money, has "dressed up a number of its theatres by using panels on old marquees; developed a couch type seat by removing a standard; using interior and exterior points, long-life bulbs, and watching out for the public's comfort and extending comfort for the patron has been the key.

Schlanger said that "within two years, theatres will be having high-fidelity performances such as are enjoyed in the music and phonograph industries." He said that next spring, a "theatre of the future" will be ready for opening in Williamsburg, Va., which will be equipped with the latest equipment.

Ryder pointed out that high-fidelity motion pictures have been available for some time to theatres. "Films are available by all companies, much more than most theatres can present," he said, in a short talk about VistaVision.

U.K.-U.S. Pact

(Continued from page 1) the industry, who began talks yesterday, "made considerable progress," according to a spokesman. Although there were some "minor points" under discussion, he said, the group expected to reach an agreement after a six-conference series. He added that the new agreement is expected to embody almost the same terms as those expiring at the end of this month.

Under the terms of the present agreement, Mrs. 17,000,000 units of colour Britain last year, plus some $40,000 from money coming to the under Britain's Early plan and a bonus for production in Britain.

Three Represent Britain

Representing the British in talks today were Sir Edgar Cob in charge of foreign affairs for board of trade; Mrs. P. M. B. Jam of the BOT Motion Picture Division and Eric M. Brown, counsel at the British Embassy here.

The American team was lead by Eric Johnston, president of the Motion Picture Association of America and Ellis Arnall, president of Society of Independent Motion Picture Producers. They were assisted by Marvin Fairs of the SMP; Fayette Allport, Griffith Johnst and Sidney Scheid of the MPAA.

FCCP Business

(Continued from page 1) the company's operation, reduction of the company's balance sheet, the "better quality" pictures and near saturation of tv sales in Can as the main points of the meeting. Business is up, according to Famous Players report, in the theatres and in the larger suburban theatres. It was also indicated that the company was reopening some of its closed theatres.

Mayor to Dedicate Production Center

Mayor Robert F. Wagner, accompanied by City and civic officials, formally dedicated Production Center Inc., 221 West 26th Street, at a cocktail and banquet party today. The ceremonies will mark the completion of the relatively new studio and will also mark the beginning of the company's production of "Brave Tomorrow," first picture to be filmed at the new center."

MPEA Debates Formos

The division of import licences Formosa and the negotiations of a new licence agreement between the government in Indonesia will highlight the agenda of the meeting of board of directors of the Motion Picture Export Association which will take place here today. Other matters on the agenda of the upcoming meeting include the new film agreement between the United States and the government of Pakistan and labor negotiations in the Philippines.

REVIEW:

**Tea and Sympathy**

M-G-M - CinemaScope

"TEA AND SYMPATHY," a critics' award winning and commercially successful stage play of several years ago on a subject that until recently among those discussed publicly in grandfather's day, has been given a finely performed, sensitive screen production by Pandro S. Berman. This reviewer is unaware how much, if at all, it may have been altered from its original stage form, but nothing has been added or deleted that obscures the basic theme, that of a young man suspected by his schoolmates of being a homosexual and who is proved "normal" by the decision of an instructor by the forlornness or not moral expeditious of seducing him.

Let it be said at once that this theme has not been underlined nor coarsely stated to the inescapable embarrassment of audiences. Robert Anderson, who wrote the play, has fashioned a screen play that offends not. It is acted by the successful stage cast, headed by Deborah Kerr as the wife, and John Kerr as the student. Their combined competence wins and holds audience sympathy, making "villains" of the so-called "regular" fellows who shun, humiliate or abuse their different but innocent classmate.

Vincenzo Minnelli's discreet and discerning direction makes an important contribution to a decided adult and offbeat production. Its success, particularly with mature audiences, could be considerable.

However, many will wonder that such a theme could be brought to the screen at all. The fact that it has been and that it is presented in such an attractive dramatic form that its audience is won into sympathetic acceptance of the characters and their actions will dismay many who give it thought. It is something that could bring about repercussions in smaller cities and some neighborhoods where teenage sons and daughters may describe to parents, neighbors, teachers or clergymen the plot of the movie they've seen.

For that reason exhibitors who are aware of sensitivity to the offbeat among their patronage would do well to look at it themselves, and to make sure that their advertising, if they decide to book it, is on at least as high a social plane as in the production itself.

Because Kerr likes to be by himself and because of other circumstantial evidence of his being different from his fellows, he is scorned even by the instructor, played by Leif Erickson, in whose home he resides. Miss Kerr, as Erickson's wife, is drawn to the boy out of sympathy, as well as by his obvious infatuation for her and by the failure of her marriage. The inference here is that if anyone is wanting in virility, it's the muscle-bound husband, not our music-fancying student.

The situation reaches its climax when Kerr, at the instigation of his roommate, attempts to prove his manhood in the eyes of his schoolteacher. Kerr is brought to his knees by the experience with the result that he, too, believes he must be "different" and in despair attempts suicide. To prove his masculinity Miss Kerr gives herself to the boy.

The story is told in retrospect as Kerr, a successful author and, presumably, successful husband, returns to the school 10 years later for a class reunion and finds Erickson separated from the wife, who has disappeared.

Among others in the fine cast are Edward Andrews as Kerr's father, and Norma Crane as the waitress. The production is in CinemaScope and excellent Metrotex. Running time, 122 minutes. Adult classification. Release, October.

SHERWIN KANE
Venice Festival Heads See MPAA Reopening

Special to THE DAILY

ROME, Sept. 24.—Dr. Floris L. Hammond, director of the Venice film Festival, said here that the resumption of MPAA to take part in this year's festival was 'a misunderstanding' that would be 'cleared up.' We are in a position to say that MPAA will accept the new regulations of the exhibit and that the American industry will participate officially in the 18th edition of the Venice Festival next year,' added Dr. Mario Natale, who heads the exhibit's public relations.

Claim Diversification Is Aim

Reportedly the MPAA refused to be part officially at the 1956 Venice festival on account of the new regulations which imply that the choice of pictures to be exhibited is a special committee instead of the associations of each participating country, as previously admitted, representatives of the Festival said that the new regulations are not aimed against Hollywood productions, it express solely an urgent necessity to give a new course to the Venice film Festival by diversifying it and creating a differentiation from such other festivals as the one at Cannes.

In spite of the propaganda emphasizing the unofficial participation at the festival by 20th Century-Fox with a film, 'Bigger Than Life,' and by producer Robert Aldrich with the film attack, the representatives of the exhibit were reportedly upset with the termination of MPAA and it is likely that they will modify the regulations so as to meet the wishes of the American film industry.

Stanton Promises 'Look' at BMI in Hearing

Frank Stanton, president of the Columbia Broadcasting Co., appeared before the House Judiciary Committee investigating charges of 'monopoly' within the TV networks yesterday, and that CBS would 'take a long, and look' at Broadcast Music, Inc., a TV network affiliated music publisher which has apparently been angled out for special study by Rep. Norman Celler (D), chairman of the committee.

Stanton will appear again today before the committee.

Automatic Vending Is Praised

Continued from page 1

The film should always be reviewed within its own frame of reference and said that theatres can educate American citizens to their world responsibilities.

Hinge and Angel Honored

Prior to Reid's address, Starr presented honorary memberships in TOA to Theodore Hinge and Daniel Angel, sitting in at the convention as, respectively, representative of the British Cinematograph Exhibitors Association, and the British Film Producers Association.

A forum on drive-in theatre problems terminated the convention in the afternoon on ways and means the industry has heard a discussion panel say that the major problem with drive-ins, and perhaps with all theatres, is a very acute shortage of young men entering the management profession.

The panel of drive-in circuit owners, headed by Joseph Rosenfield, chairman, and Horace Denning, moderator, of Strawman, the organization that used in their own individual theatres to increase attendance and profit.

Jack Braungold, the first panelist, said it has been his experience that young men are more successful in organizing drives-ins because they try promotions and campaigns which older and experienced hands 'know won't work, therefore don't bother trying.'

'Gimmicks' Discussed

The panel, the other members consisting of Douglas Amos, C. L. Patrick and Al Forman, described the successful use of "gimmicks" such as playgrounds, horse-shoe pitching, free balloons and unusual concessions such as fried chicken, foot-long hot dogs and giant cups of coffee.

"Always use the positive approach at the concession stand," Al Forman advised the forum. "When they ask you for a hot dog or a coffee, ask them if they want the large size, don't even mention the smaller hot dog. If they want coffee, ask them: 'The 20-cent cup.'" The psychology works surprisingly well," he said.

The panel urged drive-in operators to consider their attendance problems in conjunction with the drawing power of tv.

TOA and PCA Concessions Forum Yesterday

Sees Steamlining

However, he went on, there has lately been a reversal of this policy and, as with his own paper, the tendency has been to streamline layouts (packaging) and to print more and more news and features—something which has been comparable to the technological changes and emphasis on "big hit" in the motion picture industry.

Reid also touched on the responsibilities of newspaper reviewers ('a panel discussion presided over by R. M. Kennedy of TOA and Bert Nathan of PCA, pointed out that the Roxy Theatre here replaced all of its old vending machines with newer and bigger models and increased their concession business by 50 per cent. Irving Rosenblum of Savon Co. told some 250 exhibitors that in planning and laying out of a drive-in theatre for concessions, "you must first consider the size of the theatre, the section of the country, and the location of the stand or stands." He said that every section of the U.S. has different food tastes.

Starr the Toastmaster

Alfred Starr, acting as toastmaster at yesterday's luncheon, presented "tokens" of the exhibitor organization's appreciation to Robert Livingston, Burton J. Jones and Richard Kennedy, the three convention co-chairmen, and to Abe Platt, convention coordinator, and Philip Hartling, on whose advice he acted. Mitchell Wolfson, who in turn introduced Robert Cooney, San Pinanski and Robert J. O'Donnell, praising each for his leadership in the recently successful COMPO tax campaign.

The main luncheon address was delivered by Ogden R. Reid, president and chief editor of the New York Herald Tribune, who took as his topic for the day, "Today's Challenge." Reid pointed out the similarities in the problems faced by both the newspaper and the film industries which, he said, "have long worked together." Until comparatively recently, he said, newspapermen, like film men, had done little to improve their packaging and tended to print less and less news.

Sees Steamlining

"It's all right to try to keep your audience interested, but you must also try to keep your audience interested. You can't just sit there and hope that they'll come back. You have to work at it," he said.

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The panel urged drive-in operators to consider their attendance problems in conjunction with the drawing power of tv.

M. P. DAILY REVIEW

IRVING ROSENBLUM addresses Van Myers, Bob Kennedy, Al the TOA and PCA concessions forum yesterday. Seated are panel members Van Myers, Bob Kennedy, Al Florsh揖man, Melville Bapp, Philip Loew, and Bert Nathan.

...NEWS ROUNDUP

'U' and Colgate in Tie-in

A joint promotional campaign has been planned by Universal Pictures and Colgate-Palmolive Co., for Universal's Technicolor feature, "Written on the Wind," in connection with the soap company's "Strike It Rich" on the radio and television network of CBS. Starting Nov. 12, the program will emanate from the Coast, and, in cooperation with 10,000 C-P dealers from Santa Barbara to San Diego, will be a "Miss Strike It Lovely," who will receive a 30-day contract to serve as public relations envoy for the film, visiting key cities in connection with the opening of the picture.

$28,050 Take for 'Attack'

Robert Aldrich's "Attack" has grossed $28,050 in five days at the Mayfair Theatre here and seems headed for a first week total of $39,000 according to estimates of United Artists, the distributor.

'Murphy' Bow in Denver

Paramount's "The Search for Bride Murphy," will be world premiered at the Denver Theatre of Denver, on Oct. 10. Jerry Pickman, vice-president of Paramount in charge of publicity and advertising, announced the opening after conferences with civic officials and Denver Post publisher, E. Palmer Hoyt.

Houston Theatre Reopening

The Centre Theatre, Houston, closed eight months ago, is scheduled to reopen Saturday, following renovation. Manager is Reed Whatley, who also manages the North Houston Theatre. Both are owned by Long Theatres, Bay City, Tex.

Services for Gordon

HOLLYWOOD, Sept. 24—Services were held today at Pierce Brothers Hollywood Mortuary for Richard H. Gordon, 63, president Screen Extras Guild, who died Thursday night, at Hollywood Hospital.

No Sponsorship Yet

For 'Oscar' Telecast

FROM THE DAILY Bureau

HOLLYWOOD, Sept. 24—Sponsorship for telecasting of the presentation of the Academy of Motion Picture Arts and Sciences' "Oscars" for 1956 has not been decided upon, according to the Academy.

It was reported that the motion picture industry would sponsor the presentation ceremonies over the television facilities of the National Broadcasting Co., this Winter, but the Academy would not confirm this.
Statistics compiled by National Theatres reveal that 43 percent of those questioned are motivated to attend the motion picture theatre because of trailers. Their influence is only exceeded by that of newspapers—being second to newspapers—according to the theatre circuit’s Research Department.

THIS MEANS THAT TRAILERS ARE SECOND TO NONE IN PRODUCING THE BEST RESULTS FOR THE LEAST COST!

TRAILERS ARE THE BASIC SHOWMANSHIP TOOL!
Move Backwards'

Goldwyn Hits Film Making By Exhibitors

By ESTER DINOFF
(PIcture on Page 2)

The plan of the American motion picture exhibitors to enter the production field is a move backwards, the opinion of veteran producer Samuel Goldwyn, who yesterday said: "I am not criticizing them; I respect them, but I disagree with them." Goldwyn, who recently returned to (Continued on page 2)

UK-U S Film Pact Renewed

By J. A. OTTEN
WASHINGTON, Sept. 25.—The Anglo-American film agreement was extended for one year without change yesterday, after brief but amicable discussion by British and industry negotiators. Conferences, who began meeting yesterday afternoon and concluded this morning, extended the agreement until Sept. 28, 1957.

Under the terms of the agreement. (Continued on page 4)

RKO Names National Film

RKO Radio Pictures yesterday announced that National Film Service, Inc., has taken over all backroom inspecting and shipping of films for RKO in its 33 depots across the country.

The announcement by James P. Clark, president of NFS, and Edward L. Walton, vice-president of RKO, was a formal declaration of a changeover that had been taking place gradually throughout the RKO exchange system over the past weeks, as reported here.

The joint statement said that the complete take-over by NFS was made September 21. All RKO personnel (Continued on page 4)

Wanger to Produce For Figaro-UA

Walter Wanger will produce films for Figaro, Inc. and will head the company's new West Coast office, it is announced by Robert Lantz, vice-president of the independent producing organization. Under the terms of the multiple picture agreement, Figaro acquires the rights to "Border Tramp," by Ernest Haycox, and "Commencement," an original screen story, both properties (Continued on page 4)

British Studio Workers Threaten Strike

By WILLIAM PAY
LONDON, Sept. 25—A shutdown of all major studios was threatened today when the studio carpenters almost unanimously voted to give notice of a work stoppage next week because of dissatisfaction over the long delayed negotiations for a 20 per cent wage increase.

Sir Tom O'Brien, general secretary of NATPE attended a Film Producers Association meeting today in an attempt to resolve the situation but the producers decided to take no action at this stage.

Well Attended

Compo Groups Re-Elect; New Projects Set

To Invite Allied States to Re-Join; Budget Approved

(PIcture on Page 5)

The Council of Motion Picture Organizations will undertake a move designed to bring about a "rapprochement" with Allied States Association by which the latter could rejoin COMPO.

It was announced here yesterday following a meeting of the COMPO board of directors and executive committee at the Sherton-Astor Hotel.

Samuel Pianpavi, president of the Metropolitan Motion Picture Thea-
Paramount Sales Heads To Meet in Chicago

From THE DAILY BUREAU

CHICAGO, Sept. 25 — George Welton, president of Paramount Film Distributing Corporation, tomorrow (Monday) will open a two-day Paramount national sales conference, centering on Cecil B. DeMille’s production of "The Ten Commandments," Ponte-Delaurent’s "War and Peace" and several of forthcoming major releases.

The meeting, the first of its kind to be held by the Paramount domestic distribution organization in a year, will be attended by top house officials, executives and all division managers.

In addition to Mr. Welton, speakers at the two morning and two afternoon sessions include vice-president Jerry Pickman, on the subjects of advertising, publicity and exploitation; vice-president Hugh Owen, on Eastern sales, and Sidney Deenoe, on Western sales, which he manages.

Charles Bossberg, supervisor of worldwide sales for "The Ten Commandments" and "War and Peace," will also address the meeting.

Arthur Resigns Post As Aide to DeMille

HOLLYWOOD, Sept. 25 — Art Arthur, former screenwriter and executive secretary of the Motion Picture Industry Council, who joined Cecil B. DeMille two years ago as executive assistant to the president, in a changeup in the studio, will resign that post at the end of this year.

Benefit for 'Oklahoma!' at Tower Theatre

CORPUS CHRISTI, Tex., Sept. 25 — The premiere of "Oklahoma!" in Todd-AO, set to take place at the Tower Theatre here Wednesday night, will be for the benefit of the Crippled Children’s Hospital of Corpus Christi, it was announced today by Ted O’Shea, vice-president in charge of sales for Magna, distributors of the film.

Springer Acquires Two Theatres

Springer Theatres took over management of the Patio and Midwood Theatres in Brooklyn from the Century Theatre Co. Springer, now operating the Farragut and Linden Theatres in Flatbush, announced they are contemplating a policy of art films at the two new theatres.

the in the treasury. The cost of the stock acquired was approximately $17,024.00. It is the intention of the corporation to use the balance of the appropriation of $20,000.00 to purchase additional shares when favorable business conditions permit.

After deducting the stock acquired pursuant to the tender, there will be 1,843,196 outstanding shares.

S. M. DAVIS

Film Making

(Continued from page 1)

this country from a trip around the world, said that he is enthusiastic for the motion picture business. "I see a change has taken place in that. Hollywood is making fewer, but better motion pictures. Exhibitors who are talking of making films in order to increase the amount of films is a menace to the whole motion picture industry and it didn't work out," he stated.

The producer of "Guys and Dolls," said that "more people saw motion picture entertainment last year than ever before," pointed out emphatically that "our business has changed and exhibitors must adjust and realize it. Television is the motion picture industry’s greatest competitor now, and to meet competition, the producers are making better films. Exhibitors must realize this or they will end up like the Keith-Albee vaudeville circuit."

Wants Adjustment to Conditions

Goldwyn said that the theatremen "must face the facts and adjust to the industry conditions of today. There are too many theatres in operation today."

"If exhibitors spend less time arguing about film rentals and spend more time on showmanship, the business will improve. Showmanship is important. The more motion pictures which are produced means that you have less time for showmanship."

Goldwyn, commenting on his visit to Great Britain, said that he told the British that one way to improve their business was to reduce by 25 per cent the number of films produced to improve the quality and their foreign markets, and they told them they must do away with their admissions tax and governmental subsidy. Goldwyn said that the move by the Theatre Owners of America to study the Early Fund and its possible introduction to the U. S. would "set us back 50 years. I am opposed to any subsidy."

Will Sell to TV Only If 'Price is Right'

The sale of the production-distribution companies film libraries to television was brought about by "economies," producer Samuel Goldwyn stated. He is questioning about a possible sale of some of his past productions to the competing entertainment medium.

Goldwyn said that "to me, each of my films is like a child... but if the price is right, I’ll sell them."

Kirby Retires as WB Division Manager

John Kirby is retiring, effective October 1, as mid-west division sales manager for Warner Bros., it is announced by Roy Haines, general sales manager. Mr. Kirby plans to return to Florida residence. An industry veteran, Mr. Kirby was with Warners for 10 years as successively Southern Eastern District Manager, Southern Division Sales Manager and Mid-West Division Sales Manager. Before joining Warners for 2 years on the Paramount sales force. Mr. successor has as yet been named.

Mayor Dedicates Studio

New York City Mayor Robert F. Wagner yesterday formally dedicated a new picture studio in Glatt- luttin, Production Center, Inc., at reception attended by city and civic officials.

The independent studio has contracted to supply RKO Radio Picture with 12 feature films during the next three years. The dedication ceremonies yesterday also marked the completion of the first picture, Gold- luttin’s "Brave Tomorrow."

To Honor Churchwomen

Public relations chairman of 50 major city councils of the United Church Women will be present at a picture studio Oct. 3 honoring the UCW for its cooperation in promoting William Wyler’s "Friendly Persuasion."

MOTION PICTURE DAILY

Wednesday, September 26, 1950

2

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FOR THE BEST DATES IN AMERICA-
"THE OPPOSITE SEX"

"Strong B. O. Biz. High Powered"—Variety
"A Winner"—M. P. Herald
"Cinch For Strong Returns"—Boxoffice
"Strong Boxoffice Contender"—Film Daily
"Will Flock To See It In Droves"—M. P. Daily
"Tip On Bidding: Go the Limit!"—The Exhibitor
"Boxoffice Bonanza"—Hollywood Reporter
"Strong Boxoffice Potential"—Daily (Coast) Variety

Another Big One joins the high society of M-G-M hits!
UK-U.S. Pact

(Continued from page 1) American companies will again be able to take $17,000,000 out of the United Kingdom from film rentals there. The companies will also be able to take out in dollars additional revenues from them in the Eady Plan and as a bonus for production in Britain. Last year revenues from these sources reached about $7,000,000. Industry had a 1950 total of about $21,-

000,000. Observers expect that the total for the coming year will be approximately the same.

Had Agreed to Waivers

The sterling conversion bonus is one-third of American production in- vestments in Britain. The balance of American earnings there are subject to a schedule of permitted uses in Britain, defined in earlier agreements. In the past few years, the American companies have agreed to waivers of Eady Fund accruals amounting to half, or about $2,500,000 of their approximately $4,500,000 annual share.

Representing the British in the negotiations were: Sir Edgar Cohen, in charge of foreign affairs for the Board of Trade; Mrs. P. M. B. Janes, of the B.O.T.; motion picture division; and C. M. P. Brown, commercial counselor at the British Embassy here.

The American group was led by Eric Johnston, president of the Motion Picture Association of America, and Ellis Arrell, president of the Society of Independent Motion Picture Producers. They were assisted by Marvin Fair of SMPP, and Fayette Bell, C. Griffith Johnston and Ralph Hetzel, of MPAA.

National Film

(Continued from page 1) who wished to continue in their jobs, they said, were absorbed by NFS.

A statement from RKO said that the change-over did not mean that the RKO exchange were being abandoned. Only the physical handling of films was removed, he said, and the exchange offices would continue to function as distribution centers.

For NFS, RKO was the third major distributor to give its backroom work to the film-handling organization. United Artists and Walt Disney's Buena Vista Co. are both currently being serviced by NFS.

Clark said that NFS has taken over an increasing amount of activity from major distributors for eight years with the eventual goal of taking over all the physical handling of the majors.

Executive Assistant

Formerly with the President of a major motion picture company (with outstanding television subsidiary), desires a similar position with a prominent competitor in motion pictures, television, stage or radio.


One Man's TVviews

By Pinky Herman

STARTING its second season next Monday, "The Mickey Mouse Club" will feature at various times Leo Carillo, Jane Withers, Fees Parker, Judy Canova and Donna Atwood. ABCChiefs mean to hold on to the program's "highest daytime" ratings achieved last year. .. .

After 4 years on Dumont's "Food for Thought" series, vivacious Virginia Graham has earned star status and starting Monday launches "The V. Graham Show," a WABDaily stint at 3:30-1:00 P. M. .. . Allen Swift's "Popeye," (WPIX) shenanigans is scoring but great with the New Yorkers.. . . Paul Winchell-Jerry Mahoney tv program, which debuts Thursday, Oct. 4 (8:00-9:00 P. M.), is changed to "ABC Circus Time." . .

Prexy Elv. Landau of NTA will be the guest speaker at the first of a series of monthly meetings to be held tomorrow afternoon by the National Television Film Council at the Hotel Delmonico in Gotham. Landau will discuss "The Film Network's Future in TV." . . . Composer-conductor Hank Sylvern has been named musical director for the Columbia Workshop's production of "Oedipus," CBSlater for broadcast Friday, October 5, in the 8:30-9:00 P. M. slot.

Jac Hein, associated with NBC since 1949 and since 1951 a member of the "Today" staff, succeeds Gerry Green as producer of "Today," Hein, a native of Hastings, Nebraska, at the age of 36 is hailed as one of the brightest young exes in tv. NBCongrats all around. . . . TViewers will see U. S. Navy "Frogmen" at work beneath 100 feet of water at New London Submarine Base Sunday, October 14, (4:30 P. M.) on "Men Under Sea," seg of the "Medical Horizons" series over ABC-TV. . . . Lipton's Tea will CB Sponsor "Ma Perkins," starting next week. The program, starring Virginia Payne and heard Mondays thru Fridays at 1:15 P. M., has been on the air consistently since 1943 and Payne has never missed a single performance. . . . Storyboard, Inc.'s 20-second animated spot commercial, "The Doctor," was selected by the International Advertising Film Festival at Cannes, France, to receive a special award. Created for Bill Wilgus of J. W. Thompson by John Hubley and Robert Gudi, this same "plug for Ford," animated by Art Babbit, early this year won the L. A. Art Director's Club Gold Medal.

At Toots Shor's yestereven, Jack Lescolie, who before zooming to the top of the tv firmament started out as a disk jockey, told this gem. Seems a tall sombrero-topped Texan approached a couple of be-bop musicians on the corner of 50th St. and Broadway and asked, "How do you get to Carnegie Hall?" "Practice, man, practice," was the prompt and staccato reply. . . . Dinah Shore, who will head a second tv series, "The NBChevy Show," which will tee off Friday, Oct. 5 (9:00-10:00 P. M.), and will be seen on various Friday and Sunday nights, will interview as her first guests Frank Sinatra and Dizzy Dean. The 10 programs will be beamed in color and h & w. . . . When Walter Lownenthal, veep of Transfilm, Inc., named Gary Stevens to help develop the firm's products for both motion picture theatres and the tv market, he merely corralled one of the smartest young execs in show business. Gary has created and produced numerous radio and tv programs and more recently was executive producer for the Warner Bros. tv enterprises.

Labor Day has gone, World Series talk fills the air and pool, there goes our diet (with apologies to Frere Montenier). New programs are being launched or are making respective bows in tv with parties, receptions, etc. Last night Jackie Gleason was honored with a lulu of a wing-ding at Toots Shor's tossed by Bulova Watch Co., Old Gold cigs and CBS. This afternoon, at NBC's for the press will have Walter Winchell talk about his new tv series which premieres Friday, October 5 (8:30-9:00 P. M.). Tomorrow afternoon, WOR-TV and Echols Associates will have ye four estaters meet Julie (Pajama Game) Wilson, who'll fence the new "It's Fun to Travel" program, at the Barbizon Plaza Hotel. (Alberthearta, the pink, white, yellow and red pills, please.)

Wanger

(Continued from page 1) are owned by Wanger and he will produce them under the Figaro ban- ner. Production on at least one is scheduled to begin by the end of the year. Wanger is working on a series of features, these will be "The Pope," on which an important casting an announcement will be made shortly will also be produced for Figaro by Wanger. United Artists will release Lautner terming the deal with Wanger "another step in laying the foun- dation for a Figaro program of con- tinued production activity in motion pictures, tv." NBC recently purchased a 50 per cent interest in Figaro, Inc. United Artiste will distribute all forthcoming Figaro, Inc. product. Properties now in ac- tive preparation include Gracie's "The Quiet American," which Joseph L. Mankiewicz will write and direct; "Good Old Charlie Faye," another Gracie screen story by Italian scenarist Ettore Margadonna; an original screen story by Frances Winwar based on Elizabeth Platel's "Mary and Mary," "Quest of Scot's Border Trumpet" and "Commencement." Wanger, whose motion picture career began as an assistant to Jean Lasky, brings to Figaro, Inc. the experience of 34 industry years. H producer credits include: "Queen Christina," "Gabriel Over the White House," "The Iron Horse," "Voyage of the Vampires," "Trail of the Lonesome Pine," "Shanghai," "Winter Carnival," "For- eign Correspondent," "Blockade," "Stagecoach," "Alger," "The Lone Voyage Home" and "Joan of Arc."

Carr Manager

(Continued from page 1) since the death of her husband i late July, and Fred White, attorney made the announcement.

Carr, who had been employed for 27 years by Tri-States Theatres Des Moines and who was chief book- er for that circuit will assume the new post October 12.

Blaine, President of Tri-States said he will announce a re- placement in the near future.

New Distribution Change

In New Orleans for RKO

NEW ORLEANS, Sept. 25—RKO Radio Pictures has announced the physical distribution of its films in this exchange area and over to the Film Inspection Service Co. This follows recent changes else- where by RKO for the handling of films with specialization of RKO's Minneapolis, St. Louis havin- transferred inspection and shipping functions to service companies.

Joseph Scheinman

Beloved husband of Claire and devoted father of Harriet and grandfather of Sharon—Wed. Sep- tember 20, 1956. Remembered affectionately at 126 Amsterdam Ave. and 76th St.
Wesley, September 26, 1956

MOTION PICTURE DAILY

Tone Selleing

The campaign for "Tea and Sympathy"

IN SESSION, COMPO, at the Astor Hotel yesterday, Sidney Schreiber is the speaker above. Herman Robbins, Leo Brecher and Samuel Pinanski may be seen at his right.

New Compo Projects Planned

(Continued from page 1)

One of the full-page ads which will appear in national magazines.

WITH the stars of the picture brought out strongly and the copy graphic and forthright, M-G-M's national magazine ads are designed to create interest and convey the story line of the film. To a combined readership of 218,000,000 during the months of September and October, he adds will appear in "Life," "Look," "Saturday Evening Post," "Woman's Home Companion," "McCall's," "Ladies' Home Journal," "Redbook," "Cosmopolitan" and nine fan magazines. In addition to the full-page ads, "Picture of the Month" and "The Jon Roars" columns will appear on the back pages of national magazines. Most of the ads will carry the line, "From the sensational stage success that ran 91 weeks—and starring the players who created the original Broadway roles—"

Eight top-flight actresses who will appear in "The Opposite Sex," are spotlighted in an article titled "An Unstoppable Rest in Ruffles." It appears in the Sept. 24 issue of "Life." A photo that leads off the article shows how the ad misses dressed to the hilt in evening clothes and resting in hanging chairs on the set of "The Opposite Sex.

Carroll Baker, who appears in "Giant" and "Baby Doll," is highlighted in "The Hollywood Scene," a feature appearing in the October issue of "Seventeen." Ella Kazan, who directed Carroll Baker in "Baby Doll," said, "She will create a sensation as real in her own way as Jimmy Dean did in his."

A personality story of Russ Tamblyn, who appears in "The Fast Gun," and his actress wife, Venetta Teaspoon, is featured in the October issue of "Look."

WALTER HAA

COSMOPOLITAN salutes

Tea and Sympathy

. . . another example of the motion picture industry's great tradition of presenting the finest entertainment to the American public.

COSMOPOLITAN sees eye to eye with Hollywood on this tradition:

See COSMOPOLITAN's October "movie issue" . . . devoted completely to a spectacular review of the whole motion picture industry. Sure to be howo at newsstands everywhere.

COSMOPOLITAN

A Hearst Magazine
Bartlett Robinson. A particular standout is the performance of Lloyd Nolan, who brings a note of a touchy-troper to his role of a dedicated Air Force general who, despite advancing years, insists on performing the most hazardous tests himself.

William Holden is likewise fine as a brainwashed major who had been hardened after months of Red torturing into signing a germ warfare confession in Korea. Holden wants reassignment as a test pilot, but encounters lack of trust and respect from the personnel at the base and from Nolan, who, however, reluctantly reassigns him. Holden then follows Nolan history, becomes slow, painful regaining of his lost prestige and also the love of Nolan's civilian secretary, Miss Leith, who resents Holden's shame and failure to reply to many letters she wrote him during his recuperation period.

Hal Rassen has given the photographic aspects the full advantage of his long experience in that field, and the results are handsome and breathtaking. There are numerous shots of rocket and jet craft in action, including Lockhead F-94 C's and XF-120's, and the final scenes, in which Holden once and for all proves himself, is a high point in cinematic flight adventure.

The situation involving Holden, Nolan and Miss Leith is worked out interestingly, and especially notable are scenes in which Nolan faces the reality of his advancing years and failing reflexes, and forgives Holden's insubordination in what might be thought a flight which the older hero has found fatal. Nolan then loses the girl to Holden, but what he does take with him in the final analysis is what is bound to be widespread audience admiration for one of the year's best supporting performances. As for the kids, there will be a run on the rocket toys at the local five-and-ten.


LAWRENCE J. QUIDK

Baltimore Turns Out For WB's ‘Unknown’

BALTIMORE, Sept. 25—Overflow crowds were on hand at the Stanley theatre here tonight to celebrate the world premiere of “Toward the Unknown,” a Telouca Production for Warner Bros., release starring William Holden in his first independently-produced film, as well as the climax of “William Holden Day,” proclaimed here by Baltimore's Mayor Thomas D'Alesandro, Jr.

Receives Scroll

A city-wide celebration honored the star from the time of his arrival with an airport welcome by the mayor and Col. Albert E. Ayliyn of ABDC, "Miss Air Power of 1956" and "Miss Maryland" were also on hand to greet the star who was escorted to his hotel by motorcade. Lt. Col. Thomas Power, commanding officer of ABDC, presented Holden with a "Scroll of Appreciation" for his portrayal in "Toward the Unknown," which "has contributed to a better public understanding of man's role in pioneering the development of advanced air weapons."

Daylong festivities were highlighted by the appearance of Holden on the stage of the Stanley theatre preceding the showing of the picture. To whom taking the stage will appear on the stage of the Paramount theatre in Buffalo where the picture opens following a day of "red carpet" activities for the star.

The building of the Zolkind-Lepes drive-in.

Terry Moore to Tour For 'Heaven' Openings

Twelve key cities in six Southern states will be visited by actress Terry Moore during a two-week period beginning Oct. 8, in connection with saturation openings of 20th Century-Fox's "Between Heaven and Hell." The star, who was in the last of her Paramount contract in "My Little Giant," has used the last of her contract and is now under contract with 20th Century-Fox. "between Heaven and Hell" will appear in its first major release on the opening day of the picture. Moore will be at a number of key cities in the South and Southwest during the opening of the picture, which opens in Los Angeles and San Francisco on Oct. 8.

Pope Warns on Morality Of Radio-TV Shows

Pope, Pius XII, in a recent letter to Bishop Martin J. O'Connor, president of the Pontif's Committee for Motion Pictures, Television and Radio, has again strongly urged Catholics to watch the moral quality of radio and TV shows. The letter was sent on the occasion of the first meeting of the expert panel on the entertainment media. The 18 representatives representing nine countries, congregated in Vatican City September 23-24. Two main arguments under consideration were the religious transmission of values and the moral standard of the material.

In Maryland, a new 10-screen drive-in, the Zolkind-Lepes, opened with a "Grab Bag" program.

Terry Moore will tour Georgia, Alabama, South Carolina, Florida, Louisiana and Texas during the opening of the picture, which opens in Los Angeles and San Francisco on Oct. 8.
Membership Meets

MMPTA Elects Straussberg as New President

By ALFRED J. STRAUSSBERG

Solomon M. Straussberg, president of Interboro Circuit, Inc., New York City, was elected president of Metropolitan Motion Picture Theatres Association, for a two year term, succeeding Emanuel Frisch, at a meeting of the members of the association held yesterday at the St. Moritz Hotel.

 Straussberg, for the past six years has been first vice-president of MMPTA. Frisch will succeed (Continued on page 6)

MPAA Directors Plan Meeting Next Week

The board of directors of the Motion Picture Association will meet about the middle of next week to consider a number of plans concerning nays and means of boosting the box office, it was reported here yesterday. The MPAA directors, it was said, will consider the advertising and publicity plans for 6 Films

C. V. Whitney Expresses Confidence In Motion Picture Industry's Future

By WILLIAM R. WEAVER

HOLLYWOOD, Sept. 26—C. V. Whitney, president of C. V. Whitney Pictures, Inc., outlining his feature production schedule running through 1960, today stated his confidence in the theatrical motion picture industry's future is firm as when he formed the company three years ago.

He said the company's first picture, "Searchers," already has grossed more than $5,000,000 domestically, and foreign grosses are exceeding expectations so far.

Whitney said that his production will average at the rate of two films per year, although not necessarily in strict calendar order. "Missouri Traveler," which goes into production in January, and either "Gambit" or "Chang," whichever production is finished first, are to be released in 1957.

Whitney said filming will begin this winter on "The Healing Woods," which will require a full year to complete, for 1958 release. "Valiant Virginians," produced by Merian C. Cooper and directed by John Ford, is also slated for 1958 release. Four other features, three in Whitney's "American Series" and one in his "Atura Drama" series, are calendared for 1959 and 1960. (Continued on page 5)

Urges Easier Import Policy

By J. A. OTTEN

WASHINGTON, Sept. 26—Eric Johnston, president of the Motion Picture Export Association, told the House Ways and Means Subcommittee which is reviewing tariffs laws and reciprocal trade agreements, that the policy of the United States for nations abroad should tend toward a general lowering of trade barriers to imports. (Continued on page 5)

Landau to Discuss Network at NTFC

The future of the television film network will be the subject of a talk which will be given today by Ely A. Landau, president of National Television Associates, before the first members meeting of the National Television Film Council at the Delmonico Hotel here.

Landau will discuss the formation of the NTFC Film Network. (Continued on page 5)

Kirsch Replaces Shor As Allied EDC Head

From THE DAILY Bureau

WASHINGTON, Sept. 26—Jack Kirsch, president of Allied Theatres of Illinois, has been designated chairman of the Emergency Defense Committee of Allied States Association, it was announced by National Allied president Abe Shor, who has been hospitalized in (Continued on page 6)

Daff Attacks U. S. Exhibitor Charges About Film Firms

Says Foreign Theatremen Have 'Confidence In Us'

By LESTER DINOFF

(Picture on Page 5)

The charge made by certain American exhibitor leaders before foreign film groups "that U. S. producer-distributors can not be depended upon keeping up the supply of product that is ... and sabotaging our country's interest abroad," in the opinion of Alfred E. Daff, executive vice-president of Universal Pictures, who recently returned from a world tour.

Daff, saying that his viewpoint is shared by executives at other distribution companies, declared here yesterday that from now on he will answer American exhibitor statements concerning producer-distributors "more vigorously."

"Certain U. S. theatremen, who purport themselves to be the leaders in (Continued on page 5)
Sarnoff Defends TV Network Practices

The attack on network operations was made by “a group of film producers” for the purpose of cutting network service “to enlarge their own market and profit,” Robert W. Sarnoff, president of the National Broadcasting Co., yesterday told the House Anti-trust Subcommittee investigating charges of “monopoly” in the TV industry.

Sarnoff defended the network practices of “option time” and “must buy” policies, which enabled advertisers to buy time on a number of stations in each instance—as necessary to finance the constant maintenance of their programs and to bring “major programs” to greater areas.

These film producers, Sarnoff said, charge that their needs are the same as the needs of the networks. He told the subcommittee that such was not the case, that film producers are “program merchants” whose sole business is “programmed for program networks,” he said, must maintain daily, balanced schedules of entertainment and service programs whether the programs are sold or not.

WB Shorts to Triangle

For Four TV Stations

The four television stations owned by Triangle Publications have just completed the purchase of 354 film packages for their 1956-57 program. Among the films acquired are cartoons produced by Popeye, Daffy Duck, Looney Tunes, and various others.

Italians Complain of Low Prices from Reds

From THE DAILY Bureau

Rome, Sept. 26—The Christian Democratic daily配套 reported here that a bigger exchange of motion pictures between Italy and the Soviet Union is being held back by the low prices currently offered by Sovexportfilm, the Russian distribution agency, for Italian product. The “price paid for Italian picture,” reported “Il Popolo,” “very rarely reaches $150,000” ($25,000) for a single feature film.

The newspaper remarked that the low offers made by the Russians seem to be held in the light of apparently exorbitant prices that were offered in a statement by Soviet movie industry visitors, who said that “the official number of patrons reached a total of two million per year in the Soviet Union.”

This report was published on the occasion of a visit to Italian studios by a Soviet delegation with the purpose of making an increase in film traffic between the two countries.

Kramer Brings ‘Pride’

Stanley Kramer, producer-director of the Vistavision production, "The Pride and the Passion," returns to the United States from Spain tomorrow to edit the film for United Artists with producers Gary Grant, Frank Sinatra and Sophia Loren.

France-Soviet Deal Is Signed

By HENRY KAHN

PARIS, Sept. 25 (By Air Mail)—Russia and France will expand the exchange of their films through an agreement signed at the Quai d’Orsay by M. Sarnoff, President of France and Russian Ambassador, M. Vladimir Sourine. The agreement includes the following important points:

Both countries will issue licenses in order to permit the import of each other’s films for exhibition.

France will not limit the importation of Russian films into any part of the French Union. The National Film Centre will issue dubbing visas (with existing laws) to distributors. Until now Russian films have only been shown in the original version.

Mutual ‘Encouragement’

France will encourage the showing of Russian films. The Russians will encourage the showing of dubbed French films throughout the Soviet Union.

Limitation on the number of Russian films which may be shown in the French Union is not provided for. Russia will lift all restrictions on the number of French films shown in the original version in Russia.

A working agreement for the exchange of films will be drawn up and signed between the French and Russian film industries. Should no agreement be reached, however, within a period of five months, a mixed committee, set up under article 12, will take what it considers to be the necessary action.

No Revisions

Films are to be chosen freely by both sides and no cutting, adding or alteration of any kind will be permitted without producers’ permission.

The present agreement will also cover documentaries. The agreement will last for one year.

More Russian films will, therefore, be shown in France. Until now only one cinema specialized in Russian films. Further, at one time, restrictions were placed on Russian films in answer to the few French films taken by Russia. There is little doubt that the Franco-Russian agreement will affect the exhibition of films of other countries in France.
Canadian Film Board Opens New Studio, Plant

TORONTO, Sept. 26—Ceremonies were held this week for the opening of the new $5,000,000 studio and plant of the National Film Board, Montreal, with two cabinet ministers sharing ribbon-cutting honors. Host Dr. A. W. Trueman, government film commissioner, invited Hon. Robert H. Winters, minister of public works, under whose department the new plant was built, and Hon. John W. Pickersgill, minister of citizenship and immigration, in whose jurisdiction the NF B is, to take part in the ceremony.

Headquarters for the board will continue in Ottawa, with the major part of the board's operation centering at the new facilities.

Kaiser Building Studios In Hawaiian Islands

Henry J. Kaiser, noted industrialist, has developed plans for the construction of two completely modern sound stages to provide facilities for interior shooting in the Hawaiian Islands. The studios, complete with production facilities, experienced technical personnel and the latest technical equipment, are expected to be ready for operation by the end of the present year.

'Grand' Premiere Set

The first American showing of René Clair's new film, "The Grand Maneuver," will be on Monday at the Sutton Theatre here.

Circuit Receives Conscience Salve

ASBURY PARK, N. J., Sept. 26—The management of the Walter Reade Theatres in Asbury Park, N. J., did a double-take when they received a $10 check in the mail recently with this accompanying note:

"When I was twelve years of age I lied to get into the movies by saying I was eleven. I don't know how many times I did this, but this check should cover it. My conscience has bothered me and I am attempting to make restitution."

The money will be donated to a local children's charity.

WE CHALLENGE YOU to stop talking about "Teenage Rebel" 24 hours after you see it!

It is not easy to forget the things this grown-up motion picture says and shows. IT'S RECOMMENDED FOR EVERYBODY—except parents with a guilty conscience!

Goldwyn Trust Suit Vs. FWC Off to January 2

SAN FRANCISCO, Sept. 26—Trial of the $7,500,000 anti-trust suit brought by Samuel Goldwyn Prod., against Fox West Coast Theatres, which had been scheduled to start before Federal Judge Murphy in U. S. District Court here on Monday, has been postponed to Jan. 2, 1957.

James A. Mulvey, president of Goldwyn Prod., who was here to be in hand for the opening of the trial, has returned to New York.

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EXHIBITORS of NEW ENGLAND
Together With Allied Units of Connecticut, Maryland, and New Jersey
Are Invited To Attend
the
25th ANNIVERSARY CONVENTION of
INDEPENDENT EXHIBITORS, INC.
and
DRIVE-IN THEATRE ASSOCIATION OF NEW ENGLAND
Held Again At
TOY TOWN TAVERN . . . WINCHENDON, MASSACHUSETTS
October 15 & 16, 1956

Film Clinics . . . Concession, Equipment, and Insurance Panels
Golf Tournaments --- Souvenir Gifts --- Door Prizes
Hot Industry Topics Of The Day Led By Allied National Leaders
Special Activities For The Ladies
Screenings Of Pictures Not Released
Cocktail Parties . . . Banquet

Extra: A Performance Of The Famous Mentalist DR. HENRY GERALD
On Monday Oct. 15.

SEND REQUESTS FOR RESERVATIONS NOW!!
to
INDEPENDENT EXHIBITORS, Inc.
36 Melrose Street Boston 16, Massachusetts
Import Policy

Continued from page 1
safeguard the freedom of international commerce.

Many new nations are opening new markets, Johnston said. Eager for development, they face a "critical" decision as to whether they should use their resources for trade with the Western world or the Soviet sphere. It should be the policy of the U.S. to aid expansion in its direction, he said.

In line with this proposal, Johnston urged that foreign films shown in the U.S. be exempted from the withholding tax against foreign corporations doing business in this country.

After reading his statement, Johnston was asked by a committee member if restrictive trade policies interfered with "the exchange of ideas and communication" between countries.

Cites Retaliatory Measures

Johnston said the industry found that countries whose motion pictures were not exempt from the 30% withholding tax when shown here "were not receptive to an excise of highly restrictive legislation" on the American motion picture industry. This legislation, he explained, took the form of taxes as well as import restrictions on American films.

Johnston declared he felt it would be "preferable" if these restrictions were removed "in all the areas of the world." He said that "with always strive to remove them and in some instances they are successful." In other countries, he added, the industry is not successful.

Color TV for "Giant"


20th-Fox Plans Shorts

A total of 36 Movietone and Terrytoon short subjects will be released in 1957 by 20th Century-Fox Pictures, it was announced by Alex Harrison, general sales manager for the company. Of the total, 24 will be in Cinemascope and 12 in standard dimension, Harrison said. He also announced that three new cartoon characters will be introduced in the Terrytoon series: John Doornum, Gaston le Crayon and Clint Chobber.

Colosseum Meet Nov. 11

The Colosseum of Motion Picture Salesmen will hold its annual convention at Dallas, Texas, on November 11-12.

TV Film Code

Continued from page 1
ries of the Alliance Television Film Producers in Hollywood.

If the agreement wins final acceptance, the way will be open for clearance "at the source" of about 75 percent of the movies seen on the television screen, according to G. Richard Shafiro, chairman of the NARTBD Television Code Review Board. Shafiro supervises enforcement of the tv code. It is followed by 291 stations of the country's 450 tv stations. The code covers everything from one of the program, the amount and good taste of advertising and the scope of telecasts on religion and politics.

Action Expected Next Week

Today's agreement will be acted on—with possible revision—next week by the NARTBD Code Review Board in Washington. In about two weeks it will be put before the member companies of the Alliance in Hollywood. As spokesmen that both organizations today agreed "complete understanding," had been reached in the deliberation. Deane F. Johnson, general counsel and executive secretary of the Alliance, emphasized that there have been no complaints about films issued by the 18 firms in the Alliance.

Shafiro further stated he welcomed the tv film makers' initiative in seeking to ally themselves with the code and hoped the agreement would encourage other producers to do likewise. Under the terms of the proposed agreement the Hollywood firms involved cannot, like TV stations, be regular members of the code but would hold affiliate memberships.

To Make 'Danger'

HOLLYWOOD, Sept. 26—Hall Bartlett has purchased Arthur Haley's "Flight into Danger," suspense drama presented live on NBC-TV's Alcoa Hour Sept. 16. Hall is a Toronto businessman who had never written for television before, also was signed by Bartlett to write the screenplay.
**MMPTA Elects**

(Continued from page 1)

Leo Brecher as chairman of the board of directors of MMPTA.

The new slate of officers for MMPTA for 1956-1956 also includes two new members: Leslie R. Schwartz, first vice-president; Robert K. Shapiro, second vice-president; Russell V. Downing, treasurer, and Philip F. Har-

The MMPTA executive committee is composed of Eugene Picker, chair- man; Herman Becker, Samuel Rinzler, Samuel Rosen, Leslie R. Schwartz and Sol A. Schwartz.

24 Named to Board


D. John Phillips remains as executive director.

**FCC Member Warns TV on Ownership**

Special to THE DAILY

SAN FRANCISCO, Sept. 26—The television industry has received a terse warning to keep its ownership in the hands of the many and not the few.

Addressing a meeting of the western division of the National Association of Radio and Television Broad- casters, Rosel H. Hyde, member and former chairman of the Federal Com- munications Commission, said the industry must make every attempt "to prevent any one concentration of interest" to avoid making "a shambling of our present system" and to stay clear of "unde- sirable Government interference."

Points to Current Probe

While mentioning no specific net- works or television chains in his ad- dress before 200 station managers and owners, Commissioner Hyde declared, however, that the FCC currently is reviewing the tv network structure to determine whether it is "reason- ably competitive." He added the FCC is "concerned" with the industry's multiple ownership policies which "in most cases with licensing policies which stress the individual, local broadcaster."

NARTB president Harold E. Fel- lowes said that several proposals had been submitted to the FCC recently by industry members urging the re- laxation of the provision limiting chain ownership to five high fre- quency and two ultra high frequency stations. Fellows estimated that half of the existing video outlets had at least partial local backing.

**REVIEWS:**

**The Silent World**

Columbia

A TRUE ADVENTURE underwater film, "The Silent World," is wondrous exploration of the strange life and scenery that lies beneath the world's oceans. The work of Captain Jacques Yves Cousteau and Louis Malle, the film reportedly did well at European box offices and has won the Gordon Parks Award. The picture has been shown at the Cannes Festival top award, the Golden Palm. Featured are the exploits of "squaumen," divers who, thanks to the aquaplane invented just four years ago by Captain Cousteau, have been able to dispense with ham- pering devices and to become space men of the seas, wandering whither they will, sometimes to the phenomenal depth of 247 feet.

The oceanographic expeditions on which the film was shot were conducted on the motor vessel Calypso, a former Royal Navy minesweeper, and the journeys, out of Toulon, France, ranged the Mediterrane- an and Red Seas, the Persian Gulf and the Indian Ocean. Among the engaging incidents these stand out:

The encounter with a herd of sperm whales, which are caught by underwater cameramen in unique action shots; the eerie excitement in exploring a British freighter sunk in 1941 in the Gulf of Suez, intriguing run-ins of the squaumen with various forms of undersea life, including encounters with groupers who prove themselves as tame and playful as domestic pets. There are suspenseful moments during the fierce tropical sea storms, scenes in which the life of the men on deck is depicted, including precautionary sessions some divers are forced to take in iron lungs. All of these features are absorbing entertainment and will delight customers in any classification of exhibitor house.

Much credit for the successful results here are due Edmund Sechan, director of photography, and the Messrs. Melle, Cousteau, Albert Falcon and the diver Boulihon for backgrounds. The camera work is especially fine, and the rich greens, yellows and reds of the amazing water world are caught richly and well by the camera lens.

Running time, 86 minutes. General classification. September release.

LAWRENCE J. QUIRK

**Spin a Dark Web**

Colombie

The British are at it again with their usual confection of gangster melodramas spiced up with some occasional romantic dalliances, and things aren't so slow as usual thanks to the fast-paced direction of Vernon Hyland, who directed the film, and his plot, stepping lively most of the time. Also on hand to liven things up are sultry, limpid-eyed Faith Domergue and a sullen young man named Lee Patterson, who seduces Miss Domergue's emotional barometer up sky-high. As she is supposed to be of Sicilian blood in this film, and as she is also the sister of the crooked gambling czar for whom Patterson works, things get predictably Lady Macbethish. Also present is a "nice" girl, Rona Anderson, who makes around with a dog under a false background. There are suspended moments during the film, but the crumb doesn't decide he loves her until the very end. By that time he has gotten shot up by the police and has barely escaped a jail sentence, so the wonder is that she still wants him.

What there is of the plot, adapted by Ian Stewart Black from a novel by Robert Westerby, has to do with the adventures of Patterson, a Canadian ex-service engineer, when he teams up with a crooked dog track syndicate headed by Martin Band and his sister, Miss Domergue. This amiable troope's specialty is intercepting calls on the bookmakers' private lines from London to the race course so that the crooks can get by phony odds on the course bookies.

Patterson alternates between tapping wires and manipulating Miss Domergue around a divan. He also lends an occasional ear to Miss Anderson, who tells him he ought to be a nice boy and get away from it all. It takes a couple of murders, a police chase, and a variety of near-fatals bullets administered by the bookmakers in a fit of jealousy before Patterson sees the light. On hand looking sinister are such as Robert Arden, Joss Ambler, Peter Burton and other "types." Maynard produced.

Running time, 76 minutes. General classification. Release date, October.

L. Q.

Kirsch Named

(Continued from page 1)

Cincinnati due to overwork, took over the chairmanship of the EDC for Ben Berger who had asked to be re- leased. The announcement, issued by Rep. F. M. Cramer, D. C., the all-board chairman and general counsel, stated that Kirsch expressed the view that there should be a committee meeting within the near future.

The National Allied president design- nated Kirsch, it was said, to light his burden and prevent any interfer- ence of the work of the committee.

**MPAA Directors**

(Continued from page 1)

ity directors committee report along with another recommendation concern- ing the business management sur- vey.

Among other topics which the di- rectors may consider is whether to include "the complete film industry," the terming of the Academy of Motion Picture Arts and Sciences Oscar.

**Academy to Try Again For Industry Museum**

HOLLYWOOD, Sept. 26, — The Academy of Motion Picture Arts and Sciences has announced it will undertake to establish in Hollywood a "museum covering highlights of the movie industry history" and has ap- pointed a committee to "work out de- tails of the new project."

The Academy undertaking came 16 months after the collapse of the big- gest project in the same field ever undertaken.

This project was called the Motion Picture Exposition and had collects more than $350,000 in bond fide sub- scriptions from industry organization before announcing the abandonment "due to rising costs," and returned the subscriptions.

As nearly all guilds, unions, pro- ducers organizations and individual studios had taken up the gauntlet in the Motion Picture Exposition project the current announcement by the Academy was received quietly.

**Stanley Warner to Buy Providence Majestic**

WASHINGTON, Sept. 26.—Stanle Warner Corp. has taken an option on the purchase of the Majestic theater in Providence, R. I., the Justice De- partment announced today.

The purchase must be approved by the Providence Statutory Court, how- ever, and the company is expected to file a petition for court approval shortly hearing on the proposal will probably be held within the first few weeks, a Justice De- partment spokesman said.

The Majestic is a first-run, 2149 seat theatre in downtown Providence currently owned by the Comeford theater concern. The spokesman said, Stanley Warner pro- poses to use it to showing conventional motion pictures.
Lewis Says:
UA Exploring New Means of TV Promotion

Will Stress Video Plugs To Sell Upcoming Films

United Artists will stress exploitation by television in promoting its product for the next 12 months and will hold a series of home office planning sessions to blueprint more effective ways of employing the TV medium. It was disclosed at Motion Picture Daily yesterday by Roger H. Lewis, national director of the organization’s advertising, publicity and exploitation.

The meetings, to be led by Lewis, will involve participation by Alfred.

(Continued on page 4)

U-I Will Honor Aboaf
In Five-Week Sales Drive

Universal-International will conduct Aboaf Month, a five-week sales drive in which 40 of its overseas branches will participate as a salute to foreign general manager Americo Aboaf, in October. This is timed to coincide with the conclusion of the company’s fiscal year.

Highlight of the drive, which will
(Continued on page 4)

U.A. To Open Midwest Convention on Monday

Special to THE DAILY
OMAHA, Sept. 27—United Artists will open a Midwest district convention here Monday under the leadership of general sales manager James R. Velde and Western division manager Al Fitter. The two-day series of meetings in the Paxton
(Continued on page 4)

Mills Urges ‘Voting’ Aid

All facets of the motion picture industry were yesterday urged by Taylor Mills, director of information for the Motion Picture Association of America, to join in the “Registrar and Vote” campaign to be launched in theatres early next month.

Mills, writing in a letter to all exhibitor groups and the Council of Motion Picture Organizations, said that industry cooperation, under producers and distributors in the campaign, is a three-pronged effort.

“Each issue of the four newspaper producers, beginning Sept. 24, will carry a special non-partisan message on the significance of registering and

(Continued on page 2)

EDITORIAL

Trade Reviews

By Martin Quigley

CURIOUS PRACTICE has been developing of late with various distributors on screening pictures for trade paper review.

In certain instances it has appeared that screening dates have been set so close to general release as to insure that trade paper reports do not reach theatremen in advance of release, or at least not in due time before release.

In some such cases it appears from circumstances surrounding particular pictures that screening arrangements have been made not only by intent and not by accident or by conditions due to the unavailability of prints. Rather, it seems, the late screenings have been due to a decision made that it would be just as well, or perhaps better, if exhibitors did not read trade paper reports before release.

It is to be recognized that a production is a piece of private property belonging to a company, a partnership or an individual and the owner has every legal right to know the picture when he chooses and to whom—or not to offer it for review at all.

But that is not the whole story. The producer and distributor owe an obligation to customers. They also owe an obligation of cooperation in the legitimate functions of the press. Reviewing pictures in time for reports to be read in advance of release is certainly a proper and well-sanctioned function of the industry press.

Failure to meet these obligations is not likely to serve any good purpose but rather to be a tell-tale disclosing intent and purposes that are not calculated to be of any help to the picture in question.

NTA Has 110 Stations; Negotiating for More

The NTA Film Network will start operating with 110 station affiliates in mid-October and is negotiating to add more stations to increase “prime time” outlets. Raymond Nelson, vice-president and managing director of National Teledial Associates, Inc., the network’s parent company, told film producers and advertisers at a luncheon yesterday at the Hotel Delmonico here.

The new network will cover 82 per cent of the TV homes in the country.

(Continued on page 2)

Coordinated VC Activity Sought as Board Meets

Special to THE DAILY
DENVER, Sept. 27 — A closer relationship between Variety Clubs International and the local clubs, especially in the field of fund-raising activity was suggested today as 19 officers and International representatives met here with John Rowley, chief Barker, presiding. Regarding the fund drives, it was proposed that a

(Continued on page 2)

‘Unofficial’ Propose TOA Be ‘Liaison’ For Product

Would Deal Direct with Independent Producers

By LESTER DINOFF

A Theatre Owners of America committee is studying a plan under which TOA would act “as a clearance house and liaison” between independent producers and TOA’s members, it was learned here yesterday. The exhibitor group, which was said to have an “unofficial status,” was formed at the recent TOA convention here.

The “clearance house” plan, as it was explained yesterday by a TOA member, in town for the World Series, is similar to the Maklin plan which Allied States Association tried to promote. This plan, he said, was discussed at the TOA convention, but “side-stepped as most members felt that it

(Continued on page 4)

AA Slates Meetings on ‘Friendly Persuasion’

From THE DAILY Bureau
CHICAGO, Sept. 27—Allied Artists division and branch managers will meet on Oct. 6 and 7 at the Drake Hotel here to discuss sales and merchandising plans for forthcoming product, it was announced today by Mory R. Goldstein, vice-president and general sales manager. He will preside at the discussions, and the New York delegation will include

(Continued on page 4)

Goldwyn vs. FWC Trial Is Now Set for Jan. 7

Special to THE DAILY
SAN FRANCISCO, Sept. 27—Trial of the Samuel Goldwyn Productions anti-trust suit against Fox West Coast Theatres, originally filed more than six years ago and scheduled to start here Oct. 1 in U.S. District Court before Judge Edward Murphy, has again been postponed, this time until next Jan. 7th. On Judge Murphy’s

(Continued on page 4)
PERSONAL MENTION

N. O. Theatremen Praised
For Aid to Storm Victims

By JACK AUSLET

NEW ORLEANS, Sept. 27.—Theatre owners and managers were among those winning favorable notice here for their aid to townpeople driven from their homes by Hurricane Flossie early this week.

The hurricane struck this area and southeastern and southwestern Louisiana Sunday, lashing them with gusts and gales which at times reached a high of 75 miles per hour.

Among the theatre owners men¬
tioning the work they are doing for relief services was Richard Guidry, owner of the Star theatre in Galliano and co-owner of the Jet drive-in, Cut Off, La. In turn, six other members of the industry were high in praise of the U. S. Navy and Coast Guard, which rescued them when they were caught by the storm while on a fishing excursion. The six included Mr, and Mrs. Ed Orrette, Cleburne Harbor, Miss., operators of theatres in Gulfport, Mississippi City; Bay St. Louis in Mississippi; Gerald Kennedy, 20th Century-Fox office manager, his wife, Waveland, Miss., and Milton Aufkempture, Paramount's office manager, and his wife, who reside here.

Helicopter to Rescue
After hearing radio messages of the approaching hurricane, they sent out an S. O. S. that their engine had cracked out. In less than two hours a helicopter appeared and picked up the wives, but it wasn't until Monday before it could return to pick up the rest of the group, because Flossie had meanwhile gone into full action.

Needless to say, theatre business in the area has been way off, the mayor having warned people to remain in their homes. The Airline drive-in and the Kenner drive-in will be closed temporarily due to the storm damage.

NTA Has 110
(Continued from page 1)

Nelson said the time periods available at the outset will be one-and-one-half hours per week. The time will be concentrated at most of the affiliated stations on weekends around the 9:00 and 10:00 P.M. slots, he said.

Plans are under consideration for production by the network of a children's-spectacular early next year, probably to appear Saturday mornings, plans are also being formulated for ten half-hour programs per week in the 1957-58 season.

V. C. Activities
(Continued from page 1)

"manual of action" be prepared and issued to the local groups to the end that activities in this direction may be fostered.

The board meeting, which started today, will run through tomorrow.

Mills Urges
(Continued from page 1)

voting. These messages are given by four different individuals. The Oct. 15th issue of the four newspapers will be "The Eisenhower Story" and three days later, on Oct. 18, the newspapers will carry "The Stevenson Story.", These two issues prepared in cooperation with the national committees of the two parties will help inform the electorate concerning the two presidential candidates.

Prepared by NSS
"Beginning the week of Oct. 1, all feature pictures will carry special 'Register and Vote' trailers. These trailers were prepared by National Screen Service and can be shown with either standard or wide screen lenses. It is urgently requested that you advise all members that during the months of October and through Nov. 6, all feature pictures will carry these special election trailers and should be allowed to play out on the screens and should not be cut off by the theatres," Mills declared.

DeMille Due Here
Cecil B. DeMille arrives in New York tomorrow for two weeks of press and business conferences in connection with his film, "The Ten Commandments." After that he will make a cross-country trip on behalf of his 70th production.

NATIONAL TELEVISIONS

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Krause, Editor; James D. Tvers, Associate Editor; IMS, Photo Editor; Herbert V. Vanek, Advertising Manager; Gus H. Fainet, Production Manager; Hollywood Bureau, Yucca-Yuma-Bumble, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone Hollywood 7-2623; Washington, D. C.; London, England, 21 St. George Square, W. 1. 2; Telegraphic Addresses: Quigpubco, New York; Martin Quigley, President; Martin Quigley, Jr., Vice-President; Tom John, Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Screen Trade, Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fama. 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 copy, 10c.
PEOPLE

Daniel J. Ruffo, formerly with Broadcast Time Sales in Chicago, Detroit and St. Louis, has joined the Chicago sales of Filmack Studios.

Ted Rosenblatt, owner of the Community Theatre, Centerdale, R. I., was the subject of a feature article in "The Observer," of Greenville, R. I. for his 15-year project devoted to the children of state-owned orphanages. He and his manager, Bill Schnoppen, have been playing host to the older boys on Wednesday evenings, the older girls on Thursday evenings and the smaller ones on Friday matinees.

O. B. Hanson, vice-president of Radio Corp. of America in charge of engineering services, has been presented the John H. Petts Memorial Award of 1956 by the Audio Engineering Society. Hanson formerly was vice-president and chief engineer of NBC.

J. W. Scales has been named manager of the midwestern division of the carbon products sales department of National Carbon Co., a division of Union Carbide and Carbon Corp. He will make his headquarters at National Carbon’s Pittsburgh offices.

Ralph W. Budd, director of personnel for Warner Brothers, continued his lectures on "What Is A Motion Picture" by addressing two groups in Elmira yesterday. In the morning, he addressed the Kiwanis Club and in the afternoon appeared before a group from the local high school.

COMPO Filing Brief

The Council of Motion Picture Organizations will send a representative or file a brief concerning its tax reduction campaign when the Forand Committee convenes to hold hearings on excise taxes, according to Robert W. Coyne, member of the COMPO triumvirate. Coyne said yesterday the Forand Committee is tentatively scheduled to meet in Washington Nov. 20.

Does Product Shortage Hold TV Opportunity?

Reports circulating on Madison Avenue are that various television interests, made aware by recent TOA convention publicity of theatre owners’ complaints of a critical shortage of product, have begun investigation of the possibilities of sales of their pre-1948 kinescopes to theatres. Confirmation of the reports was lacking at press time.

'Oscar' Telecast Available
'To Any Client': West

From THE DAILY Bureau

HOLLYWOOD, Sept. 27 — NBC again is free to offer Oldsmobile or any other client the next Academy Awards telecasts, having complied with the contractual requirement to offer it first to the MPAA, according to network executive John K. West. Academy officials have been notified that NBC has made the required offer to major companies and had received a negative reply.

Request Court to Rule
Film Flights Untaxable

From THE DAILY Bureau

WASHINGTON, Sept. 27 — The Supreme Court was asked today to decide whether airplane flights for the purpose of motion picture photography or for the selection of locations for filming pictures should be regarded as transportation and should be subject to the federal transportation tax.

In a petition filed with the court, Twentieth Century-Fox declared that the question was "of great importance to the motion picture industry" and asked the court to set aside the decision of the Ninth Circuit Court of Appeals, which declared such flights subject to the tax.

The company alleged that the federal government had "Illegally assessed and collected" transportation taxes on flights furnished to it by Paul Mantz Air Services, which photographed scenes from the air and examined the ground for suitable location sites. These taxes were collected from 1946 to 1949, Fox said.

2 More '10' Bookings

The booking of Cecil B. DeMille’s "The Ten Commandments" by three theatres for late December openings brings to 14 the number of U.S. and Canadian theatres that will have film before the end of this year. Charles Beasblng, supervisor of "The Ten Commandments" worldwide sales, said there would be no additional openings until after Jan. 1, 1957. The three latest bookings were by the Beach Theatre, Miami Beach, and the Olympia, Miami, both for Dec. 19 openings, and the Century, Buffalo, for Dec. 21 opening.

End TV Hearings

The House Anti-trust Subcommittee yesterday concluded its current hearings here on possible tv network "monopolies" by questioning Robert W. Sarnoff, president of the National Broadcasting Co., about long-term talent contracts with such NBC stars as Jimmy Durante, Martha Raye, and Eddie Fisher to determine how restrictive network contracts are of a star’s professional freedom. Rep. Emanuel Celler (D., N.Y.) adjourned the hearings without any comment on the ten-day testimonies.
HOLLYWOOD, Sept. 27 — "The Mountain" is a suspense story of extraordinary quality and scope. Chief contributor to the quality side of the story is the central presence in it of the great Spencer Tracy in a splendid characterization of a mountain-climber with a family problem no lesser actor could make seem plausible. And the scope of the entertainment is the sure result of the fabulous budget brilliantly brought to the screen by VistaVision and Technicolor as to dwarf, by contrast, the people in the foreground who are the principals in the personal story.

The suspense factor, the film's predominant feature, comes into sharpest play when Tracy, urged relentlessly by an avuncular younger brother performed less convincingly than was good for the picture by Robert Wagner, climbs the sheer face of a snow-clad peak on which a passenger plane has crashed. There is suspense of a different kind when Tracy, having found an injured survivor of the wreck, brings her down from the mountain on an improvised sled to safety. The climbing sequences are as successful, in their serious way, as were the unforgettable fright sequences in Harold Lloyd's "High and Dizzy," and as filmed here with modern advantages should make the public as ticked-out for this attraction as they were for that one.

The picture was produced and directed by Edward Dmytryk from a screenplay by Ranald MacDougall based on a novel by Henri Troyet. It opens with the plane crash, moves on to some character-establishing sequences on the ground that show Tracy is a fine man, long retired from mountain-climbing, and his brother, Wagner, is a money-mad profligate. Because Tracy has raised Wagner from infancy, the latter is able to force Tracy to take him up the face of the mountain to the scene of the wreck, with intention of robbing the dead of their valuables on the way down, the boy fails to his death, but Tracy tells a story of heroism to make him look better to the villagers in memory than he did in life.

As put together, the story is strong in its middle sections, where the suspense of the climb is in full play, and it verges closely on the incredible at both ends. Suspense fans may not mind this however running time, 105 minutes. General classification. For November release.

HOLLYWOOD, Sept. 27 — Blankfort to Columbus.
Hollywood, Sept. 27 — COLUMBIA Pictures today signed Michael Blankfort to a term contract as producer-director, with the proviso also for his directing one picture the first year. No story has been chosen. Blankfort worked last previously for MGM.

Honor Aboaf

HOLLYWOOD, Sept. 27 — The Mountain
Paramount-Technicolor

In simplest terms, "The Mountain" is a suspense story of extraordinary quality and scope. Chief contributor to the quality side of the story is the central presence in it of the great Spencer Tracy in a splendid characterization of a mountain-climber with a family problem no lesser actor could make seem plausible. And the scope of the entertainment is the sure result of the fabulous budget brilliantly brought to the screen by VistaVision and Technicolor as to dwarf, by contrast, the people in the foreground who are the principals in the personal story.

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HOLLYWOOD, Sept. 27 — Blankfort to Columbus.
SMASH OPENINGS
IN FIRST ENGAGEMENTS!

Ernest Hemingway's

The KILLERS

starring

BURT LANCASTER
AVA GARDNER

with EDMOND O'BRIEN
ALBERT DEKKER - SAM LEVENE

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Grand Theatre .............. Cincinnati
Grand Theatre .............. Chicago
Colonial Theatre .......... Dayton
Harber Theatre, Oklahoma City

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THE KILLERS AT THE PALACE NEW YORK GAVE US ONE OF
THE BIGGEST OPENINGS OF THE YEAR AND THE
WEEKEND WAS TERRIFIC. WE ARE EXTENDING THIS RUN UP
TO THE TIME THE JUDY GARLAND SHOW OPENS AND IF
IT WERE NOT FOR THIS BIG SHOW AT THE PALACE WE
WOULD HOLD THE KILLERS LONGER. EVEN IN THIS
RE-RELEASE IT IS OBVIOUS THAT THE COMBINATION OF
BURT LANCASTER AND AVA GARDNER SPELLS A LOT OF
MONEY AT THE BOXOFFICE. REGARDS.

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Available NOW at
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P.S. For the perfect combination
book it with THE SLEEPING CITY
Another reason why "Attack!" is doing smash business

Show business in New York.

The new picture at the Mayfair, "Attack!", is probably not the best war movie ever made, though at this moment I don't know which others I'd place ahead of it.

Its excellence is so clear that it raises a few disturbing considerations.

This is, one--the picture the United States Army, which customarily cooperates with war movies, refused to have anything to do with, just turned its back on.

This is, two--the movie which revolves around the one central fact that the officer in charge of an infantry company during some of the bitterest World War Two fighting in Germany is a psychopathic coward who got his job through pull, who is kept up there by the same support, and who is directly responsible for the death of more than a dozen men.

This is a shocking and revolting idea for a movie.

It contributes greatly toward the effectiveness of "Attack!"--which is the vastly improved movie version of an indifferent Broadway play--"The Fragile Fox".

And--I'm afraid--it makes you wonder how true to life it is.

For all the chills "Attack!" may send up and down the spine of this country, it won't help the army's recruiting program a single bit.

True enough, there are redeeming characters--it's just the company commander and the cynical lieutenant colonel, who keeps him on the job for selfish reasons of his own, who are shown in a bad light.

There are enough officers who display the normal--or expected--bravery and decency to strike a balance.

But as is the case with headline news, you remember the worst--and if you see the picture you'll be a long time forgetting Eddie Albert's portrayal of the infantry captain who buckled under fire and let his men march on to destruction.

The specific plot situation deals with an attempt to retake a town shortly after the Germans have started their one last breakthrough, which didn't make it, but caused an awful mess while it lasted.

The captain has already shown himself to be completely inept.

The two lieutenants under him are deeply worried that another battle crisis--if it comes--will mean more unnecessary sacrifice.

They ask the Colonel in charge of battalion to relieve the captain--itself a daring thing to try in battle conditions.

The Colonel refuses. He's dependent for his hoped-for political career after the war on the father of this craven captain.

The Germans make their strike.

A platoon under Jack Palance--one of the lieutenants--goes out to take a farmhouse, with the promise of quick covering support by the captain.

They don't get that support--the platoon is cut down, and the lieutenant goes gunning for the captain.

Showdown, surprise--and a few more dramatic elements.

Let's say that "Attack!" does not make any attack on the way the army picks its officers.

Let's say it picked out one isolated possibility.

Let's certainly say it's the most exciting picture in some months, here in New York.