Sports Groups, Phone Companies Asked by Harris for Pay-TV Data

By J. A. OTTEN

WASHINGTON, Sept. 30.—House Commerce Committee chairman Harris (D., Ark.) today indicated strong misgivings about closed-circuit pay television and announced that his committee is investigating current plans for pay television of sports events through wire.

Harris said the Committee would hold hearings on the subject of both closed circuit pay-TV and subscription television broadcasting either shortly before or soon after Congress reconvenes in Jan.

(Continued on page 4)

'Stress 'New Look'

By FLOYD STONE

Max Rosenberg and Milton Subotsky, who began for Matty Fox in television films and have advanced in life to this business, feel by now their record in it enables them to say a few things.

They invited trade men yesterday (Continued on page 6)

O'Donnell To Be TOA Meet Keynote Speaker

Robert J. O'Donnell, president of Interstate Theatres of Texas, will be the keynote speaker at the opening of the Theatre Owners of America's 11th annual convention at the Americana Hotel in Miami Beach, on Tuesday.

(Continued on page 6)

Phila. CoC Endorses Plan to Remove Tax on Theatre Admissions; Calls It Unfair Levy

PHILADELPHIA, Sept. 30.—Mayor Richardson Dilworth's proposal to drop the 5 per cent amusement tax on admissions to motion picture theatres was unanimously endorsed by the Economics and Taxation Council of the Chamber of Commerce of Greater Philadelphia. Philip Sterling, committee chairman, said "everything possible must be done, and done quickly," to revive the motion picture industry here.

"In addition to the relief-hardship argument," he said, "there is an equity consideration as well. The motion picture industry pays the same taxes as other trades—the real estate, the mercantile and the school district's general business taxes—and should not, in justice, be subject to a special levy on top of all these."

(Continued on page 4)
Anglo - U. S. Deal Extended
(Continued from page 1)

tionally $17,000,000 of their annual earnings in the United Kingdom. In addition, the agreement permits the companies to remit the amount of money they receive under the Eady Royalties. The agreement will expire Sept. 26, 1939.

Representing the U. K. today were Sir David Eccles, president of the Board of Trade; Sir Frank Lee, permanent secretary of the BOT; and Kenneth Huggins, commercial counselor, British Embassy. Present for the industry were MPEA vice-presidents for production, Charles Tansill, and Griffith Johnsson, and MPEA president, Eric Johnson, MPEA president, who had attended the meetings in other years, is in Moscow negotiating a film sale. Ellis Amall, president of the Independent Film Producers Export Corp., was unavoidably absent.

The MPEA was host at its headquarters here tonight to members of the British negotiating team and a distinguished list of diplomatic guests from the British Embassy and the U. S. Department of State. There was a formal dinner following by a screening of Warners' "The Old Man and the Sea." Representing major companies at the affair were Barney Balaban, president of the Balaban and Katz circuit; Arthur D. Leonidoff, MPEA president, and Syros Skouras, president of 20th Century-Fox.

Premiere Slated for 'Pacific' Move-Over

"South Pacific" in Todd-AO will have a special evening premiere at the Rivoli Theatre here next Thursday (Sept. 22). The Screening will be on hand, including Mitzi Gaynor, June Haver, Robert Livan, and Frances Langford, in addition to Richard Rodgers. Hammerstein and Joshua Logan.

Others on the opening night list are Pearl Buck, Bennet Cerf, Bernard Doherty, Celeste Holm, William R. Hearst, Jr., General Douglas MacArthur, Mrs. Searle Whitney, Martha Wright, Julie Wilson, Mrs. Fleur Cowles and George Skouras; Mrs. M. O. Tannen, Mrs. Charles T. Folke, Mrs. Godfrey Fletcher, and Mrs. Harold Shattuck will be hostesses to a large group of men of the Armed Forces, invited through the Soldier's, Sailor's and Airmen's Club. A party of blind veterans is included in the group.

Museum Re-Opening

The Museum of Modern Art will re-open all galleries and services here on Wednesday, Oct. 5, after a four-month remodeling, which includes providing better space and facilities for the public and staff. The changes will help accommodate visitors, which have increased by 100 per cent since the building opened in 1939, and will provide additional office space for the use of the staff, which has also doubled.

'Bomb' $9,500 Buffalo

BUFFALO, Sept. 30 — Columbia's "The Camp on Blood Island" did a "tremendous" $9,500 here at the Flick-Fil-A, for two days ending Sunday, to register the best business in town against some strong current product, the company claimed.

Reeves’ Anniversary

Reeves Sound Studios, Inc., this week celebrates the 25th anniversary of its founding by Hazard E. Reeves, president of the studios, originally located on Broadway, moved to their present East Side location in 1947.
Five Reasons Why They're High on "The Decks Ran Red!"

A TRUE STORY!
FILMED ENTIRELY AT SEA!

"JAM-PACKED WITH THRILLS!
MOVES PRODUCERS ANDREW AND VIRGINIA STONE TO THE FOREFRONT IN SUSPENSE ENTERTAINMENT!"
—Hollywood Reporter

"BUILDS TO VIOLENT CLIMAX!"
—M. P. Exhibitor

AND MORE!
"Can be counted on at box-office."—Film Daily
"Intensely melodramatic!"—Boxoffice
"Action packed!"—M. P. Herald
"Pure adventure. Superior exploitation picture."—Variety

ON BROADWAY AT LOEW'S STATE

JAMES MASON
DOROTHY DANDRIDGE
BRODERICK CRAWFORD
STUART WHITMAN
KATHARINE BARD

Above: Advertising key-note of campaign packs a wallop!
Motion Picture Daily

Wednesday, October 1, 1958

Sports Groups

(Continued from page 1)

ary. In the meantime, he sent a letter to Skiatron Television and West Coast baseball and football clubs inquiring into their commitments for closed-circuit television operations.

This correspondence played a leading role in getting the Federal Communications Commission to postpone repeatedly trial operations of toll-TV broadcasting. The most recent FCC decision was to postpone any broadcast toll-TV action until after the next session of Congress.

"Subscription television limits the viewing of major sports events and other pay programs to those who are willing and able to pay," Harris said today. "This constitutes a major departure from our present system of free broadcasting. It does not matter whether subscription operates utilize radio waves or wire circuits for this purpose. The principle involved and the effect are the same. It is important therefore for Congress to inquire into all plans for subscription television operations with the view of determining whether legislation is needed to protect the public interest."

Eight Are Questioned

Harris' inquiry today went to Skiatron, the San Francisco Giants baseball team, the Los Angeles Dodgers baseball team, the Los Angeles Rams and San Francisco Forty-Niners football teams, the New York Telephone Co., the Jersey Bell Telephone Co., and the Pacific Telephone and Telegraph Co.

The letter noted press reports that Skiatron had entered into negotiations with several telephone companies and baseball and football clubs for closed-circuit pay-T.V. operations.

Noting the committee's interest in the pay-T.V. field and its plans for hearings later this year or early next year, Harris asked each company for "all relevant information" on commitments, negotiations and plans in this field.

The Arkansas Democrat also mentioned that he had strongly supported this past year legislation to exempt professional sports from the anti-trust laws. This legislation passed the House but died in the Senate.

Harris said that if Congress considers similar legislation again next year it must certainly consider the plans of baseball or football clubs to televise their games on a subscription basis.

Acquire 'Uncle Tom'

Colorama Features, Inc., headed by Jules Weill and Carroll Puciatò, has acquired world-wide exhibition rights to "Uncle Tom's Cabin" by purchasing the negative from Universal Pictures. A new introduction to the picture has been filmed with Raymond Massey in Litchfield, Conn., birthplace of the legendary hero of the melodrama that inspired the classic. Massey narrates the story and a musical score has been added.

'Golden Era'

(Continued from page 1)

Brothers 25 years ago, Wald said "everything is repetitive. At that time we had a roster of stars under contract so we could call on. Now, after suffering through changes in the business that made it difficult to obtain players, the studios are beginning to build up a pool of young important talent that will make it possible to turn out more pictures."

"Twentieth Century-Fox, MGM, Warners and Paramount are giving evidence of this move, and by next year we should see the biggest star pool available to producers," Wald predicted and added:

Points to 'Peyton Place'

"The majors are re-investing in the future, using established names with unknowns, as I did with Lana Turner in filming 'Peyton Place.' I was told Lana was washed up. There were no names only washed up stories. Proof is that Lana was in 10 flops before I put her in 'Peyton Place,' and grosses on that picture to date are $10,500,000."

"I did the same with Joan Crawford, putting her in 'Mildred Pierce' at Warners when she was labeled box office poison by exhibitors."

"Today, the majoring is exciting. Independent producers like myself will do well to operate through majors, who make it easier to facilitate preparation of basic material."

Inducements to Writers

"No star can take a bad story and make it into a good picture. The industry recognizes the need today for good writers. Inducements are being made to writers like Rod Serling, Reginald Rose and Robert Alan Aurthur, who created story with their TV writing, but are now complaining of being dehydrated by TV sponsor rules.

"I plan to use writers' names prominently on the main title to satisfy millions of high school and college students who are familiar with names we are now using.

"All we need is an exciting story, exciting players and watch the film erupt on the screen."

Questioned on his status at 20th-

Wald said he was extremely happy with the association, but that his attorney was seeking an adjustment on his contract to provide for expenditures on his new film. He is complaining that to date he has been putting his own money into trade ads for developments on the project.

One of Three Producers

He also added that he is the only independent producer, outside of Zanuck and Frank Ross, to receive a participation deal at Fox.

Wald also paid tribute to Stanley Kramer for his pulse on today's needs, calling attention to that producer's article in "Motion Picture Herald," issue of Sept. 20, in which he stated that we have to create a "got to see" attitude.

One Man's TV Views

By Pinky Herman

Hollywood

It always happens to us. Ten minutes after take-off for Hollywood Friday while helping ourselves to a cup of java a voice piped up, "Hello Pinky what's up besides us?". Turned out to be Frank Kelton, for many years gen. mggr. of Shapiro-Bernstein & Co. and now prexy of his own music firm with headquarters in Hollywood and a good friend for 30 years. The smooth trip, with Frank's most welcome company, proved most enjoyable.

When we landed at L.A. International Airport we were met by Phil Charke, one of the most talented artists in the land, who recently came out to Hollywood to live. Phil, among many other characterizations, was the famous "Mr. Keen, Tracer of Lost Persons" radio of 9 years and if Hollywood is as anxious as it averse to be on the lookout for tops in talent, then Phil and Hollywood are in luck.

After a shower and shave we hatched onto the telephone and called a few friends, Harold Spina, writer of "Amnie Doesn't Live Here Any More," would I Love You?" two ditties we know graced the Hit Parade for weeks, Hannah (Mrs. Bob Russell) Green, wife of one of the most prolific writers in tin pan alley, sister of Bud Green, who also rates Double A A &c and Hannah herself has written a series of kiddie music books which are slightly sensational. We phoned Arthur Eddy, Don Gillette, Herman Bernie, Pete pap (one of the finest directors and actors in (Hollywood) his charming and talented wife, Elsie, and was given a promise by their 8-year-old son Michael, of a chance to operate his Lionel electric train set. Sunday morning we made the rounds of local radio stations to chat with the managers and deejays and first one we met was Mitchell Reed at KFWB. Turned out that we knew Mitch when he was spinning the wax at WOR in Gotham and we had a swell visit during which we met Chuck Blore, able producer at the station. Thence to KLAC where the all-literate deejay, Ron McCoy proved helpful in telling us who to see, when to see them and, most encouraging, his prediction that our newest platter, (Johnny Andrews warbling "Havin' A Wonderful Time" and It's A Wonderful, Wonderful Feeling) "sounded to him like a definite smash.

For years we've printed glowing reports about George Fenneman in our columns and in our annual FAME stories (he's the chopped the award as "Best TV Announcer" these past four consecutive years) so we hopped into a friend's chauffeur and out to KABC-TV studios at Prospect & Talmadge where George was rehearsing his popular "Anybody Can Play." It didn't take but ten minutes for us to discover that George, not only can ad-lib with the best of them (he proves that every week when he crosses words and gags each week with the greatest ad-lib artist of them all, Groucho Marx) but is the most popular figure in the theatre with the show's crew as well as the studio execs. During a coffee break in his dressing room, we had a chance to talk and he's every bit as charming, warm, friendly and sincere, as his reputation led us to believe and we understand how come he's named "No. 1 Announcer" year after year.

Next day was Monday, a new week, more work (we're supposed to be on our vacation—but in Hollywood with so much to do and so little time to do it) so we arrived at the Quigley West Coast offices at 9 a.m. and were greeted by smiling Sam Berns, our West Coast manager and his charming and most helpful wife, Ruth and staffer Marvin Fisher. So, again with the phone and calls to Ernie Stern, ABC chief of publicity, with whom we'd been associated during his reporter days, Don Poynter, producer of a new horror-mystery show, "Midnight At 8" which is currently making a try-out tour in these parts prior to the opening Monday, Oct. 6 at the Curran Theatre in San Francisco which we'll attend, another call to Izzy Roman for our pal and associate Jules Levey, who has several TV iron in the fire just about ready for launching. Then another call to Dresser Dahlstead, program manager for ABC and KABC. A call to Ed Fettenger, one of the Disneyland executives, guess that's enough for a starter.
9 OUT OF 10 POST '48

N MOVIELAND GROUP'S ALL STAR LINE-UP

ost' 48... that's the key to the high ratings A.A.P.'s Movieland Group is scoring in market after market. You get 81 top pictures, all sure hits, from such major studios as RKO, 20th Century-Fox, A, Universal, Korda and others. Featured are such big league stars as Ginger Rogers, Lilli Palmer, Bette Davis, Paulette Goddard, Rex Harrison, Joseph Cotten, Orson Welles. This popular, saleable package of great new pictures is first run in many areas. Put them to work for you.

For full details, write, wire, phone:

I! Distributors for Associated Artists
345 Madison Ave., New York City 17, N.Y.
75 W. Jackson Blvd., Chicago 4, Ill.
1511 Boren St., Los Angeles 5, Calif.
9130 Sunset Blvd., Hollywood 5555

Prices for individual pictures on request.
O'Donnell TOA Keynoter

(Continued from page 1)

Oct. 21, the TOA convention committee reported yesterday, O'Donnell will deliver the keynote address at the session starting at 10 A.M. in the Bal Masque Room of the Americana.

One of the founders of TOA, who attended the session in Washington on Oct. 15 for the American Theatre Association and the Motion Picture Theatre Owners of America merged to become TOA, O'Donnell has been the organization continuously in executive capacities. His acceptance of the invitation to be keynote speaker was announced by the convention committee, consisting of Mitchell Wolsson, honorary chairman, and Sam L. Gillette, Summer M. Redstone and John B. Schuyler, co-chairman.

Finnanski a Chairman

Samuel Finnanski, TOA president from 1949 to 1951, and president of American Theatres circuit of Boston, will be chairman of the opening session and bring the convention to order. He will then introduce Wolsson, director of the Wometco Theatres of Miami, who will welcome the delegates. Greetings from England will be extended by Ernest J. Carpenter, representing the Cinematographic

Vacate Order

(Continued from page 1)

and both universities have been obtained by State Representative John J. Fitzpatrick, a long-time foe of pay-television, who contended it is "an unjust to ask Michigan taxpayers to pay to see games on TV played by institutions they support."

In his decision today Judge Bohn pointed out that $30,000 had already been invested by Giant TV, spent in research, and that cessation by the theatres of ticket sales "would be an injustice." On the other hand, he stated, "there can be no injury in not depriving television theatres patrons of the game."

The judge's ruling is expected to establish a precedent which will have an important bearing on closed circuit theatre activity in the future.

Lease Theatre

SPRINGFIELD, O., Sept. 30--The Falibanks Theatres has been leased by Chukeres Theatres to the Springfield Civic Theatre, local semi-professional acting group.

'Hurrah' Bow Set

BOSTON. Sept. 30--"The Last Hurrah" will have its world premiere at Loew's Orpheum Theatre here on Oct. 22, officials of Columbia Pictures announced today at luncheon in honor of two featured players in the film, Jane Darwell and Ricardo Cortez.

5 MILLION 12" L.P.
HI-FI & STEREO RECORD
PRODUCTION AVAILABLE

One of the oldest independent record manufacturers, having complete production facilities in Eastern U.S.A., Puerto Rico and Eastern Canada, offers first-class production at a highly competitive price on contract sales basis. Over sixteen years' experience. Write to

BOX 101, MOTION PICTURE DAILY, 1270 6th AVENUE, New York 20, N. Y.

Drive-In Closings Start

CLEVELAND, Sept. 30--The end of the drive-in season in this area is approaching. Many have curtailed operations to weekends since Labor Day, now two have closed entirely. They are the Twilit Drive-In, New Philadelphia, owned by A. K. Veach, and the Cadiz Drive-In, Cadiz.

Name Ribbon-Cutters

For Int'l Trade Show

A trio of officials from both the Theatre Owners of America and the National Association of Concessionaires will wield the ribbon-cutting scissors to open the International Trade Show sponsored by both organizations in conjunction with their current annual conventions at the Americana Hotel in Miami Beach, opening Oct. 13.

Fives to Participate

Taking part in the ceremonial opening for N.A.C. will be Lee Koken, president; Bert Nathan, chairman of the board, and Phil Lowe, exhibit chairman. TOA's trio will include Ernest G. Stollings, president; Mitchell Wolsson, honorary convention chairman, and the new president of TOA, who will have been elected at the TOA board meeting Monday, Oct. 20 at the Americana. The Trade Show will run from 11 A.M. to 5 P.M., Tuesday; from 1 to 6 P.M. on Wednesday; Thursday and Thursday, and from 10 A.M. to 2 P.M. on Friday, Oct. 21.

5:30 P.M. Wednesday

On Your Way to a Drive-In, Please

Attention drive-in theatre owners: There is a possibility that your theatre has been selected for the State Police " cinco de mayo " drive-in safety check. This is a pre-opening safety check to make sure you are in compliance with the new safety code. The State Police will be checking on a rotating basis. Please have your theatre checked at least once. If there are any violations, you will be notified immediately. Thank you for your cooperation.

The Last Mile

(Continued from page 1)

TOA's production center on West 26th Street, where they're finishing "The Last Mile," and Rosenberg, as chief spokesman, said the things.

"It is my conviction people like Milton and I should not hope for. No major studio—and for the word studio—on its present basis can survive. They have an overhead and they have to charge it up.

Sees 'Self' All-Important

"We never have made a program picture. Today, people talk about them. We have to work that way. Our idea was, what will make this picture we are going to produce, sell?"

"We start the cycles. We made "Rock, Rock, Rock" for RCA and Warners. The Curse of Frankenstein was our idea and we participated, and we made Jamboree for Warners."

"We know more than producers ever had to know. We know about making, and about selling; and about editing, and about exploiting and advertising. I personally have been abroad three times the last five years, helping Warners with "Jamboree."

"They are surprised at producers like us, and pleased."

He said United Artists, which recently released "The Last Mile," is "excited about it. And so are he and his partner, about United Artists. It's "young aggressive, wonderful" to work with."

He added he knew it's old hat to talk that way but he meant it because he produced and appreciated understanding.

There is in the modern world, he said, "a taste for violence", but in the case of the last film, "The Last Mile," in the realism he claims he and his partner and their company have given it, he said there is "neither cheapness nor sensationalism."

Has Mickey Rooney

Mickey Rooney stars, and Howard Koch directs, and the partners yesterday introduced both to the picture, which will have taken three weeks, and making it in New York to Rosenberg is another demonstration of how readily one may, here. He hazarded it wouldn't have to be a three weeks longer on the Coast, the sets would have cost a third more and he wouldn't have had the talent, here, as he put it, he obtained the "best Broadway and the best from Hollywood," he changed the play slightly, he said. The Negro now is "Uncle Tom;" just a Negro; and he has added a Puerto Rican, to give it a touch more contemporary.

'Enemy' to Univ.

Jersey Allied Mulls Closings in December

(Continued from page 1)

Schwartz Elected

(Continued from page 1)

Schwartz, president of Century Circuit, first vice-president; Robert K. Shapiro, managing director of the Paramount Theatre, second vice-president; Russell V. Downing, president of Radio City Music Hall, treasurer; and Philip F. Horning, Faison Theatres executive, assistant treasurer.


Six on Executive Committee

Elected to the executive committee were: Picker, chairman; Leo Brecher, Rinzler, Sam Rosen, D. Rugoff and Leslie Schwartz.

'Streetcar' Paying Off In Re-Run Engagements

Initial reports from across the nation show 20th Century-Fox's re-release of "A Streetcar Named Desire" rolling up top grosses. Films are released in New Jersey, New York, Pennsylvania and other states. The company has ordered more than 1,000 prints of the film, and a major studio has announced plans to release it in other areas.

Alumni at Premiere

More than 3,000 of City College's alumni will join many entertainment world celebrities tomorrow night for the gala charity world premiere of 20th Century-Fox's "The Barbarian and the Geisha," at the Paramount Theatre here. Proceeds from the lavish affair will benefit the City College Fund.

Stagehands Turn Down F. P. Odeon Proposal

TOKYO, Sept. 30. - Thumbs down to an arbitration proposal from Famous Players and Odeon has come from the stagehands' union. The unions will ask the arbiter from Hamilton and to the bargain be ruled a lockout by the Ontario Labor Relations Board.

A proposal for a four-week negotiation period during which the stagehands would be reinstated with back pay to Sept. 1, when they were discharged was rejected.

Meanwhile Odeon and FP have asked renewal of the interim injunction on picketing.

New Law Partners

Sumner Spring and Michael F. Meyer, industry lawyers, have announced formation of a law partnership with offices at 30 East 40th Street here.

Industry Heads

(Continued from page 1)

some product for the rest of 1958 and into six months of 1959 and was circulated throughout the industry to those who have endorsed the orderly distribution plan. Among those sending the AB-FI executives words of praise were the following: Mr. Selig, George Wettler, Charles Beesbey, Al Duffe, Allen Montague, Alex Harris, Leo Samuels, and Steve Broidy; production, Adolph Zukor, Y. Frank Freeman, Steve Trilling, J. E. Granger; exhibition, F. H. Ricketson, Jr., Harry Brandt, Manny Frisch, Sam Goodman, Irving Goldberg, Dick Iraus, Robert Selig, Norman T. Frazer, J. J. Fitzgibbon, Irving Levin.

Will Report on New Films

Hyman has announced he plans to release a further "report from Hollywood" at the end of the first quarter of next year. This is a report on pictures he will see in whole or in part during a trip to Hollywood.

Have YOU asked Columbia's Santa Claus about YOUR Holiday Package?

The 7th Voyage of Sinbad

Drawn by DYNAMATION

and TECHNICOLORE

KERWIN MATHEWS • KATHRYN GRANT

THE 7TH VOYAGE OF SINBAD

in DYNAMATION

and TECHNICOLORE

C. McGrady, 60

MOBILE, Ala., Sept. 30.—Edward J. McGrady, 60, retired motion picture theatre owner, died recently of a heart attack. He owned and operated the Crichton Theatre here for many years.

Mexican Bank Acquires Churubusco Studios

Special to THE DAILY

MEXICO CITY, Mex., Sept. 30.—The National Cinematographic Bank as bought the Churubusco Studios, considered the most modern and well equipped studios in Mexico, after a long period of uncertainty and hesitation as to whether or not to sell their shares on the part of a minority group of shareholders.

This group announced that they intended to get the whole of the shares, they had a right of priority, accord- ing to the provisions of the contract; it, in the end, this smaller group ended the action of the larger group, represented by Emilio Azarcat, and sold the total of their shares to the National Cinematographic Bank, which is now sole proprietor of the studios.

Saldwin to Vacate MPA London Post in November

From THE DAILY vers

LONDON, Sept. 28 (By Air Mail).—Charles Saldwin is vacating his incumbency of MPA's London chair, E. through expulsion of Jack E. Baldwin, who sent his resignation following the death of Fayette A. Haggard. It was understood then that his incumbency would be temporary only. On Baldwin's departure, Roland Ar- se Thomson, director of information for MPA here, will be in acting charge of the Association's London office. Thomson joined the Association in 1947 following a distinguished career in daily journalism. He deputized for the late Allport whenever a letter found it necessary to be sent from London.

C. McCrady, 60

MOBILE, Ala., Sept. 30.—Edward J. McGrady, 60, retired motion picture theatre owner, died recently of a heart attack. He owned and operated the Crichton Theatre here for many years.
FOURSCORE
and SEVEN...

is still 87 to 1...!

Unaccustomed as he is to public speaking, it behooves the Prize Baby to say a few words for the Trailer Ticket. While the industry may not long remember broken promises, it should not forget the proof of pledges fulfilled.

Each trailer casts 87 sure votes at your boxoffice* - and that's not just campaign oratory! So remember, when you cast your vote for the Trailer Ticket, you get a landslide victory.

*Sindlinger and Co., in its latest survey of trailer impact based on admissions, reports as follows: In a theatre with an average admission of 50 cents, a half-dollar investment (the price of a ticket) in a trailer showing to 200 people per performance will motivate the return of 87 of these people to see the picture advertised for $43.50 in ticket sales.
Detroit 'Art' House, Forsaking 'Art' for Old Silents, Creates Press Interest

Detroit, Oct. 1.—Local newspapers are evidencing annual interest in the announcement by Pierre LaMarre, managing director of the Clawson Playhouse here, that beginning Oct. 8 the house will embark on a policy of showing old-time, silent films, many of them museum pieces.

LaMarre gave the reasons for his abandonment of an art house policy at the Clawson were the dearth of suitable product and the fact that too many so-called ‘art’ theatres nowadays have become identified in the public mind more as ‘sex-art theatres.

“The motion picture is an art form,” he observed, “but much of what we have now is not art. Also, because a picture comes here from a foreign country does not mean that it’s always a good picture for that reason.”

LaMarre said old-fashioned films (Continued on page 2)

Pathé Names Murray, Melamed to New Posts

O. W. Murray has been elected president, and David J. Melamed executive vice-president of Pathé Laboratories, Inc., Hollywood and New York processors of motion picture and television film, it was announced yesterday.

Pathé, a subsidiary of Chesapeake Industries, Inc., recently concluded an agreement under which it will process film for Columbia Pictures and its television subsidiary, Screen (Continued on page 6)

Selig to Preside at TOA Better Business Forum

Robert W. Selig, head of Fox Intermountain Theatres, will be chairman of the “Better Business Through Better Selling” forum on Friday, Oct. 24th, at the 11th Annual Convention of the Theatre Owners of America, (Continued on page 2)

HERALD Feature Recounts Role of Rockefeller in Amusement Industry

When executives of this industry meet Nelson Rockefeller this evening over cocktails at the Metropolitan Club—accepting Syros Peck's invitation—they will be expressing interest in a man who is interested in them.

Writing in the Motion Picture Herald this week on “Nelson Rockefeller and the Film Industry,” W. B. Mizelle points out Rockefeller as director of the Radio City Music Hall is in this business, and that as Coordinator of Inter-American Affairs during World War II he believed in and used the film. In fact, his viewpoint is in a recent quotation: “The motion picture is not only an art; it is an industry that makes history from day to day. In its brief half century of existence the drama has advanced more than in the last twenty centuries. As a universal medium of expression, it has promoted better understanding among men and good will among nations.”

Mizelle credits Rockefeller with supporting the Music Hall during its struggling years. He was president of Rockefeller Center. He encouraged the theatre to persist in lavish shows and best pictures. Later, as theatre director, Mizelle states, he came to know “point of sales” problems.

His use of film to propagandize the Americas brought him contact with company executives. In New York, company presidents and export managers cooperated with him. In Hollywood, he relied upon the non-profit (Continued on page 6)

Top Promotion For '59 'Oscar' Telecast Set

Blumenstock Named to Head Six Months Program

A long-range plan to provide the maximum promotion for and public interest in the telecast of the 1958 Academy Awards presentations next March has been activated by the Motion Picture Association Advertising and Publicity Directors committee, it was disclosed yesterday.

A key phase of the plan was the unanimous approval of the appointment of Sid Blumenstock, well known industry advertising-publicity (Continued on page 2)

18 New York Theatres Open 'Commandments'

Eighteen theatres in the Greater New York area yesterday opened Cecil B. DeMille’s production of “The Ten Commandments,” marking an additional group of special engagements of the picture in the area.

Previously, additional special engagements of the DeMille masterpiece were held in the Greater New York area beginning April 4, at eight theatres, where the picture played for as long as 11 weeks, and beginning July 16, at 17 theatres, where it played for as long as eight weeks.

Detroit Paper Reveals Ad Censor Plan

Calls Exhibitors Into Meeting To Inform Them

Special to THE DAILY

DETROIT, Oct. 1.—The Detroit Free Press, in an action reminiscent of that resented earlier by the Los Angeles newspaper publishers association, called local exhibitors into a meeting at its offices here to inform them of the publication of censorship notices on motion picture and theatre advertising submitted to it.

The meeting, held several days ago, appeared not to have been conclusive. The exhibitors who attended, it is believed, (Continued on page 2)

Big' Bow Here Raises $15,000 for Charity

A total of $15,000 was raised for the National Jewish Hospital at Denver at last night's gala Broadway premiere of the William Wyler-Gregory Peck production of "The Big Country" at the Astor Theatre. Some 1,100 persons packed the theatre for the entertainment and charity event sponsored by the hospital.

Gregory Peck, star and co-producer of the film, and Mrs. Peck, were guests of honor at a midnight supper held following the premiere at the Starlight Roof of the Waldorf-Astoria Hotel.

Plan Worldwide Radio Coverage for 'Old Man'

World-wide coverage of the gala world premiere of "The Old Man and the Sea" will be provided next Tuesday evening when the facilities of international, nation-wide and local radio networks bring the festivities to audiences from the criterion here.

The premiere, under the sponsorship of the National Foundation's Torch of Dimes, will be attended byables from the entertainment, sports and publishing fields, as well as government officials and others.

Theatre Party Unit Set For 'Roots of Heaven'

A special unit has been set up at the RKO Palace to handle theatre party reservations for Darryl F. Zanuck's CinemaScope-De Luxe color presentation, "The Roots of Heaven." Black tickets for the 20th Century-Fox release may be purchased at the Broadway showcase, or by calling the RKO Palace. The film opens Oct. 15 on a reserved seat basis.

Sid Blumenstock

18 New York Theatres Open 'Commandments'

Eighteen theatres in the Greater New York area yesterday opened Cecil B. DeMille's production of "The Ten Commandments," marking an additional group of special engagements of the picture in the area.

Previously, additional special engagements of the DeMille masterpiece were held in the Greater New York area beginning April 4, at eight theatres, where the picture played for as long as 11 weeks, and beginning July 16, at 17 theatres, where it played for as long as eight weeks.

Television Today Page 6

VOL. 84, NO. 66 NEW YORK, U.S.A., THURSDAY, OCTOBER 2, 1958 TEN CENTS
PERSONAL MENTION

SAMUEL ROSEN, executive vice-president of Stanley Warner, sailed yesterday on the “Queen Mary” for Sydney. Tel Aviv, Vienna, India, Brazil, Amsterdam and London. Miss. Rosen accompanies him.

MORRIS RONTEHAL, retiring manager of Loew’s Poli Theatre, New Haven, will be the guest of honor at a luncheon next Monday. He plans to move to Miami.

DOUG AMOS, of Lockwood & Gordon Enterprises, has returned to Boston from a trip to Wethersfield and Windsor, Conn.

G. RICHARD SCHNEE, younger son of J. MYER SCHNEE, board chairman of Schine Enterprises, has been elected director of the Pan Am Broadcasting Co., a Schine affiliate operating station WTPR in Albany.

WESLEY TREFEL of Schenectady has been named manager of Lamont’s Riverview Drive-in at Rotterdam Junction, N. Y.

SHELTON S. Sandler, son of David Sandler, president of Sandler Manufacturing Company, makers of in-car heaters and speakers, was married Sept. 28 to BARBARA JOAN HAGEDORN of New York, where the ceremony took place at Harvard University, where the groom is studying for a doctorate.

GEORGE WEKIL, Paramount vice-president in charge of world wide sales; EDWARD CUMMELL, sales manager for “The Ten Commandments,” and LEONARD KAGANOFF, Paramount attorney, left New York yesterday for Los Angeles to attend the exhibitor promotion meeting there today.

producer LANDREY PARSONS will be here today en route to San Juan, P.R., where he will scout locations and make arrangements to shoot his next picture, “The Sea Beast.”

SEMENENKO SEES WARNER

CANNEs, Oct. 1—Serge Semenenko, vice-president of the First National Bank of Boston and a member of the Warner Bros. board of directors, visited Jack L. Warner at the hospital, where the Warner vice-president is recuperating from an automobile accident in August. Semenenko had just returned from a cruise of the Greek islands. He will fly to Paris from here, sailing for New York on the “United States” Oct. 9.

1959 ‘Oscar’ Promotion Set

(Continued from page 1)

AFM Sues Musicians
Guild on HHL Pact

From THE DAILY Bureaus
Hollywood, Oct. 1 — The American Federation of Musicians, claiming traditional bargaining rights in the independent motion picture field, announced it will charge the new Guild of America and Hecht-Hill-Lancaster for illegal execution of a labor contract. The newly formed Guild and the producers’ collective bargaining agreement yesterday on the same terms as the Guild’s three year contract with the major studios.

Detroit ‘Art’ House

(Continued from page 1)

accompaniments, or a play piano and recordings giving the same effect will be used in the theatre. The films of which he has quite a number lined up, are being made available to private collectors, for the most part, he revealed. The supposition in the trade is that the original copyrights have expired and were not renewed, thus putting the films in the public domain.

A curiosity is a controversial film called “The Bond,” made by Charlie Chaplin to sell Liberty Bonds in 1918, shows two months before World War I ended, and which was never released thereafter.

In what LaMarre terms “The Great Film Series,” will be Chaplin’s “The Cob,” “The Pilgrim,” “One Hun Elmer,” Gloria Swanson’s “Manhandled,” John Barrymore’s “Dr. Jekyll and Mr. Hyde,” Lon Chaney’s “Phantom of the Opera,” Greta Garbo’s “Vera Cruz,” Norma Shearer’s “Salome,” and others. He also plans to bring back such films as “The Cabinet of Dr. Caligari,” “Ecstasy,” and creations of the past by Salvador Dali, Jean Cocteau, Dostoevsky and Eisenstein.

The Clawson has been remodeled, there is now a smoking section (unusual for Detroit theatres) and the concession features imported candles.

Detroit Tent 5 Sponsors Shows for Children

Special to THE DAILY
DRETRO, Oct. 1—Variety Club Tent 5 will conduct an experiment Oct. 13 which may be repeated on a broader scale if successful. On that date from nine to 12 suburban theatres will run a children’s show featuring two hours of cartoons and feature presentation at 1 P.M., for 25 cents. Proceeds from ticket sales and donated concession receipts go to the club.

DETOIT ADS

(Continued from page 1)

learned, protested the announcement vigorously and immediately instituted the kind of censorship of ad copy by the newspaper, they preferred either rejection of copy or art deemed objectionable, or its return to the theatre concerned for revision, with specific statements from the newspaper concerning what was deemed objectionable and why.

As far as is known, neither of the other newspapers, The News, has reported any similar intention, nor have they called exhibitors to consultation on the subject of their ad copy.

SPECIAL TRAILERS

In the “Ee-You’ll Be Delighted With Our Quick and Friendly Service” campaign, the Detroit Daily News and the Daily News Advertiser have used trailers in a section of Motion Picture Herald; Television; Today; a published daily as a part of Motion Picture Herald; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 27, 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.
Gala N. Y. Welcome For “The Big Country”

BACKED by United Artists’ liveliest pre-selling drive, “The Big Country” had a brilliant charity premiere last night at the Astor Theatre on Broadway. Gregory Peck, star and co-producer with William Wyler, was guest of honor at the opening of the multi-million-dollar Technirama adventure spectacle. A battery of TV cameras and radio microphones recorded the colorful proceedings for an international audience. The event, which was held for the benefit of the National Jewish Hospital at Denver, raised a total of $15,000. “The Big Country” was directed by Wyler and stars Peck, Jean Simmons, Carroll Baker, Charlton Heston, Burl Ives and Charles Bickford.

Gregory Peck greets beauty winner Miss Alabama, who made a stylish arrival in a stage coach. UA’s premiere showmanship employed authentic Western color and excitement.

Before the start of the premiere ceremonies, Roger H. Lewis, UA national director of advertising, publicity and exploitation, chats with Peck and Miss Alabama in the Astor lobby.

UA executives with their wives are (left to right) Sidney Cooper, Central district manager; Al Fritter, Western division manager; William J. Heine- man, distribution vice-president; and James R. Velde, general sales manager.

United Artists Theatres’ Vice-President Edward A. Rowley (right), greeted by Astor manager John Casack, was among the big turnout at yesterday’s afternoon trade preview preceding the evening premiere.

UA Board Chairman Robert F. Benjamin (left) and Vice-President Max E. Youngstein welcome star-producer Gregory Peck, seen with Dorothy Malone and Jacques Bergerac.
Cows milked, chickens fed...

How about going to the movies?

Then comes the vital question: "What's playing?" If it's one of the better pictures, watch them line up at the box-office!

Better technics help make good pictures better. That's why close co-operation with the Eastman Technical Service for Motion Picture Film pays off. Call upon it with questions of production, processing, distribution, and projection. Offices located strategically. Inquiries invited.

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

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

Midwest Division
130 East Rondolph Drive
Chicago 1, Ill.

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, Calif.
Levine Sets West Coast Opening for ‘Hercules’

From THE DAILY BUREAU

HOLLYWOOD, Oct. 1. - Joseph Levine, of New England's Embassy Pictures, who recently acquired the Italian-made “Hercules” for distribution, established a launching date for the film on a visit here with Bert Flicker of Pacific Drive-in Theaters. Booked for two weeks commencing May 13, 1959, Levine said he would build this into the greatest attraction booking in this area with 75 cents on double-date opening; and that he is preparing to spend $750,000 on a national advertising campaign.

Levine, who flew back to Boston last night, will return here in four weeks to complete arrangements with National Screen Service for the production of TV trailers and a special trailer for exhibitors only. Staff of artists has been put to work on preparing color ads to be used on theatrical pages of newspapers, as well as other media.

Dismiss $700,000 Trust Suit Against Majors

An anti-trust suit in which the explosion of stock in the majors of nearly $700,000 were sought was dismissed yesterday in New York Federal Court by Judge Edward Dimmock. The suit, filed almost ten years ago by the Tivoli Operating Corp., cited as domination in runs and clearances by five major companies against the Tivoli Theatre, Miami. The defendants were Paramount, RKO, Warner Bros., 20th Century-Fox, Columbia and several of their subsidiaries. Plaintiffs were Charles and Ethel Walder, trustees for the Tivoli Operating Corp.

‘Rockettes’ Colorama

A giant color transparency of the Radio City Music Hall Rockettes measuring 60 feet long and 18 feet high is being displayed in Grand Central Terminal for three weeks. It is the newest subject of the Eastman Kodak Company’s huge Colorama display. Photographed in brilliant red and white costumes against a stony blue sky-backdrop, the 36 dancers who come from all over the country, are depicted in perfect precision as they appear on the world’s largest stage.

To Handle ‘Night’

Summer and Friedkie Associates has been appointed to assist in the advance publicity campaign for the American premiere in New York of the Bank Organization.” A Night to Remember has been announced by Kenneth N. Hargreaves, president of Bank Film Distributors of America.
Radio Top Means of Film Promotion, Gordon Finds

A carefully planned and executed experiment has proven that radio, properly used, can help box office business immeasurably and at the lowest cost, in terms of results, of any medium presently in use. That is the contention of Julius Gordon, president of the Jefferson Amusement Co., Beaumont, Tex.. In an article appearing in this week's issue of Motion Picture Herald, Gordon reports that his circuit first decided to experiment with radio advertising on a large scale because of the apparent resurgence of popularity of that medium, because prime motion picture audience potential including teenagers and the "captive" audience in automobiles driving to work are reached, and finally because of outstanding success achieved with the medium by Gordon McLenon, who owns both theatres and a radio station in Dallas.

The first thing his circuit executives found, Gordon says in the Herald article, was that "radio material sent out by a producer or distributor . . . is worth the money it costs to ..."
Admission Taxes Are Repealed in 6 Cities

COMPO reported yesterday that its continuing survey of State and local taxation policies has revealed that six local governments have repealed local admission taxes this year, two have suspended such taxes for the balance of the year and not expected to re-impose them, and three others have reduced their local admission tax rates.

The State of Ill., repealed its 2 per cent tax on April 1, School districts in Sadsbury Township, Mahanoy City, and Mt. Carmel, all in Pennsylvania, repealed the 5 per cent tax in those towns that were levied. Mt. Carmel Borough, which also imposes a 5 per cent tax, is expected to repeal this tax at the October meeting of the borough council. Havover Park, Pa., repealed a local admission tax of 8 per cent.

Repeal in Mobile

Mobile, Ala., repealed a 5 per cent admission tax, effective Sept. 30, and substituted a city-wide sales tax of 1 per cent which is applicable to motion picture theater receipts.

Duncan R. Kennedy of the Public Theatre of Mobile, president of COMPO that Alton, Ill., and Wood River, Ill., had suspended their 4 per cent local admission taxes for the balance of the year. "It is expected," Kennedy said, "that next year we will have a firm city license."

Stockton, Calif., which formerly imposed a tax of 2c per ticket on all admissions was called to order at 1c on admissions of 50c or less, effective June 26, 1958. The Upper Darby, Pa., School District reduced the local tax from 5 per cent to 25 per cent, and Pikesville, Tenn., 2 per cent to 1 per cent.

'Barbarian' Opens Here

As City College Benefit

More than 3,000 of City College's alumni joined a host of entertainment world celebrities last night for the gala charity world premiere of 20th Century-Fox's "The Night of the Gypsy," at the Paramount Theatre here. Proceeds from the lavish affair were turned over to the City College Panel. The picture tells the story of Townsend Harris, founder of CCNY, and the first United States consul general to Japan.

For the debut performances the Paramount was closed to the general public until motor with its marble lobby, filled with colorful Japanese lanterns, windchimes and woodblock prints, was opened by the theatre by leading art dealers and collectors from the metropolitan area.

The affair was highlighted by a personal appearance of Japanese beauty, Chieko Ando, starred in the production.

Kirsch Chosen

(Continued from page 1)

chosen by the convention advisory committee of Allied to deliver the keynote address at the convention's opening ceremony Monday, Oct. 13, it was announced today.

Kirsch has played a prominent role in Allied national affairs for more than two decades, having served as president of the national organization in 1946 and 1947. In setting the tone of the forthcoming gathering, Kirsch, who is also general convention chairman, has characterized it as a "convention for action."

Decca Stock Active on Repudiated 'U' Rumors

Decca Records stock, in the limelight on the Big Board as a result of a variety of seemingly unfounded financial district rumors concerning Universal Pictures, now more than 80 per cent Decca-owned, hit a new high for 1958 in heavy trading on the New York Stock Exchange yesterday.

With over 100,000 shares having changed hands in the past two weeks, the issue has registered an advance of more than two points, passing 18 yesterday.

After reaching a high of 18s, profit taking apparently set in, with the close at the previous high for the year, 17s.

All of the heavy buying is being done through brokers. Consequently, identity of the purchasers is closely supervised and cannot be obtained from the various reports in circulation.

Milton Rackin, president of Decca and Universal, has denied all of the rumors concerning the latter company now circulating in the financial district.

N. T. Dividend Set


Stellings Here Today

Ernest G. Stellings, president of Theatre Owners of America, arrives here today from his home in Charlotte, N. C., for informal private meetings with distribution company heads and theatre circuit officials. He plans to return session Charlotte via Tuesday

Reeves Host Today

Hazard E. Reeves, president and founder of Reeves Sound Studios here, will be host to over 1,500 guests today, at a cocktail party celebrating the 25th anniversary of his company.
"IT'S BEEN A YEAR SINCE YOU'VE TOUCHED ME!"

IN THE DARKNESS SHE THOUGHT HE WAS HER HUSBAND!

NO STORY... NO DRAMA... NO PERFORMANCE THIS POWERFUL HAS EVER BEEN SEEN!

A pretty girl and the stunning shock that marriage brings her.

PRESENTED BY WARNER BROS.

JEAN SIMMONS BECOMES THE DRAMATIC STAR OF STARS IN

Home Before Dark

The book was bold... The picture is bolder!

ALBANY
20th Century-Fox Screening Room
1302 Dewey • 2:00 P.M.

ATLANTA
20th Century-Fox Screening Room
197 Walton St. N.W. • 2:00 P.M.

BOSTON
20th Century-Fox Screening Room
115 Boylston St. • 2:00 P.M.

BUFFALO
Moore Picture Opera, Hall
489 Pearl St. • 8:00 P.M.

CHARLOTTE
20th Century-Fox Screening Room
308 S. Church St. • 2:00 P.M.

CHICAGO
Century-Fox Screening Room
1167 So. Wabash Ave. • 3:30 P.M.

CINCINNATI
20th Century-Fox Screening Room
422 Main St. • 3:30 P.M.

CLEVELAND
20th Century-Fox Screening Room
2319 Thayer Ave. • 2:00 P.M.

DALLAS
20th Century-Fox Screening Room
1020 Wood St. • 2:00 P.M.

DENVER
Paramount Screening Room
2100 South St. • 2:00 P.M.

DES MOINES
19th Century-Fox Screening Room
1300 High St. • 12:45 P.M.

DETROIT
Film Exchange Screening Room
2316 Cass Ave. • 2:00 P.M.

INDIANAPOLIS
20th Century-Fox Screening Room
116 W. Michigan St. • 2:00 P.M.

JACKSONVILLE
Florida Theatre, Blvd. St., Jr. • 2:00 P.M.

KANSAS CITY
20th Century-Fox Screening Room
1200 Wyandotte St. • 3:30 P.M.

LOS ANGELES
Warner Screening Room
1337 S. Vermont Ave. • 2:00 P.M.

MEMPHIS
20th Century-Fox Screening Room
1130 Union Ave. • 3:30 P.M.

MINNEAPOLIS
Warner Screening Room
1000 Copley Ave. • 2:00 P.M.

NEW HAVEN
New Haven Warner Screening Room
1337 S. Vermont Ave. • 2:00 P.M.

NEW ORLEANS
Paramount Gulf St. • 1324 Canal Ave. • 2:30 P.M.

NEW YORK
Home Office, N. Y. • 644 Fifth Ave. • 2:15 P.M.

PHILADELPHIA
Warner Screening Room
730 W. 12th St. • 2:00 P.M.

PORTLAND
Warner Screening Room
1500 S. 2nd Ave. • 2:00 P.M.

PITTSBURGH
20th Century-Fox Screening Room
19th Century-Fox Screening Room
1800 Centre Ave. • 2:00 P.M.

ST. LOUIS
Warner Screening Room
1500 S. 2nd Ave. • 2:00 P.M.

SAN FRANCISCO
Warner Screening Room
220 S. Van Ness Ave. • 2:30 P.M.

SEATTLE
Warner Screening Room
3300 Second Ave. • 2:00 P.M.

WASHINGTON
20th Century-Fox Screening Room
716 E. 7th St. • 2:00 P.M.

(ONE OF THE ADS FROM THE PRESS BOOK CAMPAIGN)

See it at Warner's Trade Shows Oct. 8
Rank Operations to Be Cut

(Continued from page 1)

processes, and for extended runs,_total currently have a total of 516 theatres. They numbered 529 last year and 575 in 1956.

John Davis, Rank's managing director, told a press conference here today that the contemplated changes may take three years to effect. He said the program also involves the ultimate disposal of another 80 Rank theatres in London points. He referred to the Rank group plans as a "constructive recreation of its exhibition activities, adopted against a background of declining attendances and changing public tastes."

There are, he said, too many points of exhibition for the limited patronage of today. Accordingly, the plan will give the public greater opportunity to see the films they want under the best possible conditions.

Notes Demand for Quality

"Many good films," he said, "no longer earn a profit. The public demands superior pictures. Decreased production makes it impossible to maintain the present rate of release outlet in Britain, with the necessity of finding 208 pictures annually for them."

"Consequently, we are creating the Rank Releasing Circuit of approximately 300 theatres. The Odeon Circuit, in addition, will maintain approximately 80 theatres for handling films on a specialized basis and to mutually strengthen the Fox Booking release." --

"As a result, the industry will be left with three main outlets which will enable it to give better programs.

U.S.-Russia

(Continued from page 1)

U.S.-Russia

U.S.-Russia

(Continued from page 1)

TOSCA' Benefit Slated

The premiere of S. Harouk's presentation of "Tosca" at the Trans-Lux Normandie Theatre here on Oct. 23 will be a benefit for the Boys Town of Italy. It was announced by Salvatore Casaloro, president of Casaloro Giglio Films Co., distributors of the film in the U. S. and Canada. Mrs. George P. Skouras is international chairman of the Boys Town organization.

AB-PT Meet to Honor Sioux Falls Showman

A tribute to a showman and his showmanship will be paid by Central-Western theatre partners of American Broadcasting - Paramount Theatres when they gather in Sioux Falls, S. D., next Tuesday and Wednesday for their annual meeting to be conducted by Edward L. Hyman, AB-PT vice-president.

The individual showmanship efforts, circuit executives credit Cliff Knowles, Sioux Falls manager, with successfully rehabilitating and assuring the continued operation of that AB-PT situation after it had come to be regarded as a marginal operation with a dubious outlook.

Sioux Falls was chosen as the site of this session with the idea as the site of the AB-PT meeting that a personal appearance by S. Harouk's represen- tation of "Tosca" at the Trans-Lux Normandie Theatre here on Oct. 23 will be a benefit for the Boys Town of Italy. It was announced by Salvatore Casaloro, president of Casaloro Giglio Films Co., distributors of the film in the U. S. and Canada. Mrs. George P. Skouras is international chairman of the Boys Town organization.

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Hollywood Delegation
Set for M. C. Festival

From THE DAILY Review
HOLLYWOOD, Oct. 2—Full scale Hollywood participation in the World Review of Cinematographic Festivals in Mexico City was assured with the announcement here that a delegation of top Hollywood stars, producers, directors and writers is being lined up to attend the event which opens on Oct. 10 and runs through Oct. 27.


The Festival is sponsored by the Mexican government, will be held in the new National Auditorium, which has a seating capacity of 12,000.

Legion Gives 'Man, 'Queen B Ratings

Two pictures were placed in Class B, morally objectionable in part for all by the Legion of Decency, which reviewed seven pictures this week.

In the B category are "Man of the West," and "Queen of Outer Space." "Man of the West" was explained thusly, "the highly moral nature of this story is substantially marred by excessive brutality and unnecessary suggestiveness. On the other hand, it contains suggestive costuming.

In Class A, Section I, morally unobjectionable for general patronage, is "Stagecoach." This was explained thusly, "the story is presented in a manner which is entirely appropriate for all age groups.


Roxy Books Two

(Continued from page 1)

under its recently re-established film and stage show policy.

Meanwhile Warner Bros., "Damn Yankees," presented for the first time in America, was in its first week under the new Roxy policy last night with a gross of $9,000.

Disney Boners Placed

Walt Disney Productions announced here it has placed with the Prudential Insurance Co. of America $5,000,000 of 3% per cent sinking fund notes due Sept. 15, 1973. Kidder, Peabody & Co., Inc., acted as agent in placing the loan.

Radio Praised

(Continued from page 1)

put it on a local broadcast station.

He tempers this by adding that even his own advertising staff was not sure whether they needed to use this radio medium at its best.

"I think the reason for this," he says, "is that not only our advertising department, but all of our local managers have been so used to the stereotyped newspaper advertising or the mere spot notice on radio, that they have not had the time or the inclination to develop techniques which would be of value."

In the end, Gordon reports, it was decided to ask the local station for help. They proposed perhaps a first run was screened for the staff and they developed a campaign. This resulted in business ten to 15 per cent above their expectations, which "justified the expense but was nothing sensational."

Spots Described

For the next trial Gordon bought the tapes used so successfully by McElroy in Dallas and used it for a first run in a Beaumont suburban house. The tape showed convinced, of sorts, he shortest of which was a minute and a half and the longest two minutes and 20 seconds. These, in contrast with the usual minute or 20 second spots what does the trick, according to Gordon. Results of the campaign were "tremendous."

Emphasizing that the technique needs further experimentation, Gordon believes: "The things we do not know as yet are: how to make the proper spots through our own organizations, or through the local radio stations; whether this technique (longer spots using vivid description of the action) would bring the same results on a big first run picture which plays in a downtown theatre; and whether it can be used on a picture which is not a dramatic action type."

If I could have any wish about the picture business today," the circuit head concludes, "it would be that distributors and exhibitors quit blaming each other for the lack of advertising, and that the great brains of the publicity departments actually study this technique . . . so that by experimentation we can find a new way to get greater results out of an old medium . . ."

Mennen Co. to Sponsor 'Pursuit' on CBS-TV

The Mennen Company—in what is described as one of the biggest purchases of network television time in recent months—has signed as sponsor of "Pursuit," a new full hour drama series, "Pursuit," it was announced by William H. Hylan, CBS Television vice-president of sales administration.

Mennen—in behalf of its men's and baby toiletries—will be a full-hour sponsor of the program on alternate weeks, effective with the premiere broadcast on Wednesday, Oct. 22. The show will be presented live and on tape from Hollywood at 8:00-9:00 P.M., EDT. Agency for the sponsor is Grey Advertising Inc., New York.

"Pursuit" will present dramatizations drawn from every area of human experience to illustrate the "continuing pursuit of man by his fellow man," an approach which will be seen in each production. Already signed for guest appearances are Linda Darnell, Sal Mineo, Carol Lynley, Stuart Erwin, Macdonald Carey and Charles W. Russel will produce the first four shows and Eva Wolas the next four after which they will alternate in groups of four thereafter with a guest producer assigned on occasion.

Personnel for New CBS Staff Assigned

The new WCBS-TV sales staff, which will represent the station exclusively in New York on a local, regional and national basis, will be made up of Robert Enelow, Alfred D. Giovanni, Robert A. Innes, Tom Judge, Edward R. Kenefick, John McCrory, James Osborn and Stan Schloeder it was announced yesterday by Norman Wall, sales manager for WCBS-TV.

At the same time, Wall announced the appointments of Walter Stein to the post of research and sales promotion director; William A. Morris to the job of sales promotion manager, and Marion Hampland to commercial traffic manager.

Prior to these appointments, WCBS-TV had its own sales manager, but used the staff and facilities of CBS Television Spot Sales to represent it both in New York and other markets throughout the country. Under the new setup, CBS Television Spot Sales will represent the station outside of New York only.
Para. Meeting

(Continued from page 1)

(NLRB Power

(Continued from page 1)

and other retail establishments will be subject to NLRB coverage if they do more than $500,000 of gross volume of business during a year. Pre-

viously, the Board had jurisdiction only if they bought more than $100,000 of goods directly from outside a state during a year, or more than $500,000 indirectly from out-

side the state.

Board officials said that under the new standards many medium-sized theatres not previously covered would now be covered. The board also said that the coverage of theatres and other retail firms was part of a general extension of board coverage to take in many labor disputes now in a "no man's land" between Federal and state jurisdiction.

First Announced in July

When the board first announced its plan to expand its coverage late in July, it set a Sept. 1 effective date. The Small Business Administration and some business groups protested the expansion. The board postponed the effective date while it considered to modify its original proposal. The new standards announced today modified some of the earlier proposals in some fields but not in the theatre field.

Board coverage of labor disputes involving radio and television stations was extended from coverage of any unit drawing more than $100,000 a year of gross business to ones doing more than $100,000 a year.

Large Turnout

(Continued from page 1)

by the industry committee for Rockefeller, which is headed by Spyrus P. Skouras, Noel E. Depinet and Gus S. Eyssell.

Skouras introduced Rockefeller as a big-time show business and one who had made possible the Radio City Music Hall, which Skouras described as a landmark in the film industry.

Responding, Rockefeller disclaimed credit for the Music Hall, attributing its being to his father, John D. Rockefeller, Jr. However, he said he would never forget the privilege present at the opening night of the Music Hall, which lasted until 3 A.M.

Industry Leaders Attend


John Paul Suit Filed

John Paul Productions, Inc., pro-
ducers of the new film, "John Paul Jones," yesterday filed suit in New York Federal Court against Barnett Glassman and Thomas J. Todarelli asking the two be enjoined from committing certain acts and also pay damages of $500,000. The suit de-

claims that defendants "misrepre-
sent" their services by being connected with John Paul as directors and that they maintained an office for this purpose. Suit seeks to enjoin them from these acts and adds that de-

fendants "were subjected to destroy the business unless granted certain con-
tentions" by the plaintiff.

HOLLYWOOD, Oct. 2. — Paul

Mann will play the starring role of

John Paul Jones" in the Columbia's

"The Last Angry Man," which Danny

Mann will direct from Gerald Green's

screenplay and novel. This will be his

second independent production for

the studio.

Muni Dr. Abelman

HOLLYWOOD, Oct. 2. — Dr. Sol

Muni, president of the Motion Pic-

ture Alliance, in which the ATOA is par-

ticipating, was given by Martin Levine, chairman of the organization's partic-

tipation in the club.

Equipment Panel Slated

At Chicago Convention

A forum on theatre equipment panels and discussion of Allied, Tesma, and Teda conventions and trade show in Chicago starting

Oct. 13, will include a thorough dis-

cussion of Todd-AG, Camera 85,

CinemaScope 55, Cinemirage and

Cinerama. The forum will be held

Wednesday, Oct. 15, at the Morris-

son Hotel with Larry Davee, vice-

president of Tesma, as moderator.

Others on the panel include Hugh

McLaughlin, Y & W Management

Corp.; Arthur Meyer, General

Precision Laboratories; V. J. Lan-

by, manager, theatre sales, National

Carbon Company; Fred C. Dickley,

Chicago Division manager, Altec

Service Co.; Arthur Hatch president

of Strong Electric Company; V. J. Nul-

an, National Carbon Company and

Davee, are chairmen of Tesma's equip-

ment committee, who arranged the

equipment forum.

Press-Luncheon Meet

To Be Resumed by SPG

From THE DAILY BUREAU

HOLLYWOOD, Oct. 2. — The

Screen Producers Guild, as part of its

expanding public relations program,

will resume its pre-luncheon meet-

ings, with first of the new series sched-

duled for Monday. Walt Disney,

William Perlberg, Pandro Berman and

William Selff will participate, with

public relations committees chairman

Julian Blaustein moderating. President

Carey Wilson will attend the meet-

ing at the Beverly Hilton Hotel.

Brandt Renamed

(Continued from page 1)

first vice-president and board chair-

man; William Namenson second vice-

president; Julius Sanders, third vice-

president; Norman Leff, fourth vice-

president; Leon Rosenblatt, treasurer;

Edith Marshall, secretary; and John

C. Bolte, Jr., sergeant-at-arms.

The following were elected to serve on the board of directors: Samuel Ein-

horn, Saan Freedman, Bob Goldblatt,

Al Groene, Jack Hattem, Jack Hey-

man, Ben Knobloch, Larry Kurtis, Mur-

ray LaBoss, Martin Levine, Al Mar-

golies, Stewart Marshall, Mel Miller,

Ray Rhone, Jack Rochelle, Tom Rod-

gers and Murray Schoen. Named as

associate board members were Mrs.

Sid Goldstein, Sidney Goldstein, Pro-

n cee, Howard Lesser and Robert

Seltzer.

New members welcomed by the

Association are: Embassy Theatre,

Dobbs, David; Brown Theatre, Eric Mor-

reaua and Peter Montora; Polk The-

atre, Jackson Heights, operated by

Bernard Scherer and David M. Wein-

berg; Rosedale Theatre, operated by

Samuel Seig and Seymour Melvin;

Metropolitan Theatre, Man-

nhattan, operated by Dave Sanders, and Avenue B Theatre, Mau-

hattan, operated by Sidney Dreier.

The membership ratified the action
Plan Several New Theatres As Part Of Shopping Centers in Puerto Rico

SAN JUAN, Puerto Rico, Oct. 5—Plans to open a number of new motion picture theatres in Puerto Rico—the first in ten years—were announced today by Rafael Ramos Cobian, prominent local businessman who owns the majority of this island's theatres. All of the theatres will be constructed within shopping centers now being developed by the Ibec Realty Co. for Todos Supermarkets. Ibec Realty is a subsidiary of the International Basic Economy Corp., of New York, which operates Todos supermarkets in Puerto Rico.

Cobian also disclosed he is negotiating to bring the Cinemac process here and into his first new theatre. This theatre will be at the 65th Infantry Shopping Center, a few blocks away.

Gov. Chandler to Speak On Taxes at TOA Meet

Governor A. B. ("Hap") Chandler of Kentucky will address the 11th annual convention of the Theatre Owners of America at the Americana Hotel in Miami Beach, on Friday, Oct. 24. It was announced at the weekend by the convention committee of TOA.

Gov. Chandler, former Commissioner of Baseball, and a noted fraternity speaker, will be instrumental in effecting the elimination of state movie admission taxes in Kentucky this year. It is expected, in addition to the above, that Chandler will meet with the theatre owners.

U-I Announces Shifts Of Foreign Personnel

Emanuele Zama has retired as general manager in Italy for Universal International Films and will be replaced by Orlando Calvo, former head of the company's Venezuelan subsidiary. This was announced at the weekend by Americo Aboaf, vice-president and foreign general manager. At the same time Aboaf said Ramon Garcia, U-I manager for Colombia, has been named to replace Calvo in Venezuela and Pedro Diaz will take over in Colombia.

Zama served as continental sales manager.

N. Y. Film Critics’ Panel On Loew Theatres Forum

Editors of high school newspapers in the metropolitan area will participate in a forum with New York newspaper film critics under the auspices of Loew's Theatres at the Loew's State Theatre Building here this afternoon.

Arranged by Ernest Emerling, advertising-publicity director of Loew's Theatres, the forum is a continuation of the "Wall St. Rumors Hold Univ. - Decca Tie Loosening"

Television Today Page 5
Para. Meets in Five Cities

scheduled 100 global gatherings. Meetings have already been held in New York, Toronto and Los Angeles.

Purpose of the independent conference is to describe the company's future production and releasing plans to exhibitors and members of the press. Today's sessions will be held in Chicago, Seattle, Montreal and Saskatoon.

Meanwhile George Wettanner, Paramount Pictures vice-president in charge of world sales, who originated at a luncheon-meeting in Honolulu today on the same mission. He will leave the Hawaiian capital tomorrow for Open the Asian phase of the Paramount motion picture

More than 75 theatremen and reporters will attend the Boston meeting at the Sherman Plaza Hotel, with Hugh Owen, vice-president of Paramount Film Distributing Corporation, presiding. An attendance of 100 is scheduled for Chicago's Blackstone Hotel gathering, at which Sidney Deneau, Western sales manager, will hold. Today John Deneau, Western division manager, will conduct a similar large meeting in Seattle at the same time, while Gordon Lightstone, Canadian manager, officiates at the Montreal lunchon-meeting at Ruby Foo's Restaurant.

U-I Announces

(Continued from page 1)

manager for Columbia Pictures and was president of his own film company, in the 30s, prior to becoming affiliated with U-I. He has the unusual combination of business acumen, background includes important posts with Warner Brothers and 20th Century-Fox in Latin America and with the United States Army in the Canal Zone, Panama Canal Zone, and supervisory work in the Philippines. Garcia, who moves over from Colombia to Venezuela, is one of U-I's veteran managers, having served as General Manager in Cuba since 1923 and manager in Colombia since 1937. Diaz, who joins U-I as manager for Colombia, has held several film industry posts in Latin America, his most recent being head of RKO in Colombia.

Holdovers Aid 'Cat'

"Cat on a Hot Tin Roof" has been grossing over $1,000,000 a week at the box-office in its first five weeks, and its holdover strength accounts for the bulk of the $5,000,000 gross to date, according to MCM. In the first 200 city engagement, "Cat" has played 551 consecutive weeks.
Gov. Chandler
(Continued from page 1)
bringing a message of interest to theatremen on the role of movies in the American recreational habits, that he will also give his views on the motion picture tax situation.
He will speak at a luncheon to be hosted by American International Pictures, and will share the dais with John H. Templeton, president of A.I.P., and George W. Eby, International Council of Variety Clubs.

Trade Show Included
The five-day convention will run from Tuesday, Oct. 21 through Saturday, Oct. 25, and will be accompanied by a trade show staged jointly by TOA and the National Association of Concessionaires.

N. Y. Film Critics
(Continued from page 1)
of the School Relations Program instituted by Loew's Theatres several years ago. Mass interviews for the high school newspaper editors were arranged with such personalities as Cecil B. DeMille, Otto Preminger, Henry Fonda, Debbie Reynolds, Mel Ferrer, Jean Seberg, Henry Wilcoxon, Bill Cam and others.

The program is designed to promote good will for the Loew's theatres and to create interest in specific screen attractions.

Arthur Mayer Moderator
Arthur Mayer, exhibitor, producer and author will serve as moderator at today's forum, and the following critics have agreed to appear on the panel: Paul Beckley, Herald-Tribune; Kate Cameron, Daily News; Alton Cook, World Telegram & Sun; Bosley Crowther, Times; Justin Gilbert, Daily Mirror; Leo Mishkin, Morning Telegraph; Rose Pelswick, Journal-American; and Archer Winstine, Post-Emeralds observe, "It is our feeling that the attractions scheduled during Loew's Film Festival in our theatres and the overall improvement in quality of all pictures over last autumn, will supply plenty of material for discussion, questions and answers."

Warner's Opens
(Continued from page 1)
New York headquarters and its studios in Burbank, Calif., will participate in the meetings.

Presiding over the sessions will be Charles Bousberg, general sales manager, aided by Jules Lapidus, assistant general sales manager. The convention will deal with distribution and merchandising of the forthcoming lineup of Warner Bros. releases, with special sessions to be devoted to "The Old Man and the Sea," "Auntie Mame," "Home Before Dark," "The Hanging Tree," "Rico Bravo" and "The Nun's Story."

A highlight of the meetings, which will continue through Wednesday, will be an address by Benjamin Kalman, the corporation's executive vice-president.

Tentative Program

Allied States Association
1958 National Convention
Morrison Hotel, Chicago

SATURDAY, Oct. 11
10:30 A.M.—Board of directors meeting
12:30 P.M.—Luncheon
2:00 P.M.—Afternoon session

SUNDAY, Oct. 12
10:00 A.M.—Board of directors meeting
12:30 P.M.—Luncheon
2:00 P.M.—Afternoon session

MONDAY, Oct. 13
10:00 A.M.—Board of directors meeting
12:00 P.M. to 1:30 P.M.—Review Tesma-Teda Trade Show
3:30 P.M.—Concessions clinic. Address on timely subjects.

Evening open.

TUESDAY, Oct. 14
9:30 A.M.—Film clinics, small towns, large cities, drives
12:00 P.M.—Luncheon for registered delegates, Terrance Casino, lower level. Invocation: Rt. Rev. Mgr. Joseph B. Lux, Catholic Extension Magazine
12:30 P.M.—Ladies' fashion show luncheon at the Chez Paree
1:30 P.M.—The Allied "White Paper," Abram F. Myers, general counsel, Allied States
3:30 P.M.—Business building work shop
5:00 P.M. to 6:00 P.M.—Review Tesma-Teda Trade Show
8:00 P.M.—"Pepsi-Cola Nite" at the Chez Paree

WEDNESDAY, Oct. 15
10:00 A.M. to 12:00 P.M.—Forum for discussion of today's theatre equipment problems.
12:30 P.M.—Luncheon for registered delegates and wives of Allied-Tesma-Teda, Terrace Casino, lower level. Sponsored by American International Pictures. Invocation: Rev. Basil S. Gregory, St. Constantine Greek Orthodox Church.
2:00 P.M.—Open forum conducted by Spyros P. Skouras, President, 20th Century-Fox. Subject: How to improve our business.
3:30 P.M.—Closing business session: Reports from film clinics. Address on timely subjects.
7:00 P.M. to 8:00 P.M.—National Carbon Co. cocktail reception, Monte Carlo Lounge, Terrace Casino.
8:00 P.M.—Motion picture industry banquet.

Price Level for Children Is Raised
Special to THE DAILY
HARTFORD, Oct. 5.—Attorney Samuel L. Saferowitz, owner of the Yale Theatre, Norwalk, Connecticut, is first Connecticut exhibitor to increase two years above normally-recognized Connecticut children's price level. He is advertising a 30-cent admission for children up to 14, as compared to the 12-year-old limit generally in vogue at Connecticut hard-tops.

At the same time, the attorney is continuing his policy of admitting children accompanied by adults after 6 P.M. seven nights a week, as guests of the management. He started this latter plan originally as counter-measure against Connecticut drive-in policy of admitting children under 12 free. The Yale's evening adult price is 35 cents.

PEOPLE

Mrs. Harry Coln and Leo Jaffe have been elected to the board of directors of Fieo. It was announced by the holding corporation which was formed by Columbia executives and associates three months ago for the main purpose of purchasing shares of Columbia Pictures.

Dr. T. H. James of Kodak Research Laboratories has been appointed editor of "Photographic Science and Engineering," published by the Society of Photographic Scientists and Engineers.

Margaret G. Twyman, director, community relations department of the Motion Picture Association of America, on Friday addressed the Greater Detroit Motion Picture Council at the Crowley-Millers Conference. Mrs. Twyman, who was introduced by Mrs. Harry T. Jarvis, president of the Council, spoke on the subject: "The Motion Picture and You."

Sam Boverman, Paramount Pictures attorney specializing in motion picture production and copyright law, has become a member of the New York Bar which henceforth will be known as Margulies, Heit & Boverman, with offices at 400 Madison Avenue.

Robert Shisler has been promoted by Fanfare Films, Philadelphia, to the post of sales manager, Joseph Quinliven, veteran booker formerly with Screen Guild, has joined the staff, as has Dolores Cotter, formerly assistant cashier at United Artists.

William Langton, office manager for Warner Brothers in Atlanta, has resigned to join Benton Film Express.

The DAILY
those who believe an unidentified syndicate has been formed to acquire Decca control in the market, the other, those who believe some form of liquidation of National Pictures exists.

Those leaning to the former are of the belief that Milton Rackmil, Decca and Universal president, has holdings in Decca to the tune of $2,000,000, and its pre-48 deal with Screen Gems as much as $50,000,000. That deal provides for the payment of a basic $20,000,000 over a seven-year period, plus a percentage which some believe could more than double the base payment.

Neither are there items on the books, and the school with liquidation on its mind estimates the actual book value at approximately $30 per share. They estimate that, after taxes, liquidation would represent anywhere from $50 to $100 per share.

Syndicate Influence Rumored

Still another rumor in the financial district is that a syndicate has been formed prepared to offer Decca a profit for all of its Universal stock, which now amounts to more than 80 per cent of the whole outstanding.

The doposters seem convinced of this: Decca will be forced either to get Universal back on a profitable basis or relinquish one means or another in the next year. They point out that Decca, with a plant investment of, roughly, $1,500,000, has an earnings potential of $5,000,000, and if it is able to get a $20,000,000 investment in Universal, which conceivably may lose $5,000,000.

To the speculators, the facts suggest action, and they want to be on in on Decca. Much of the Universal studio acreage is hilly and the land varies in value from $20,000 to $40,000 an acre in adjacent areas. The company itself has no accurate idea of its value. It is not on the company's books.

The liquidation school of thought also points out that U's post-1948 backlog will be less than $20,000,000, and its pre-48 deal with Screen Gems as much as $50,000,000. That deal provides for the payment of a basic $20,000,000 over a seven-year period, plus a percentage which some believe could more than double the base payment.

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India Enters Two Films

In S. F. Festival

Special to THE DAILY

SAN FRANCISCO, Oct. 5.—Irving M. Levin, managing director of the San Francisco International Film Festival, said today India has the first two entries accepted for competition here starting Oct. 29 in the second annual festival that is the only officially sanctioned motion picture contest in the Western Hemisphere.

The pictures are “Two Eyes, 12 Hands” and “Aparito,” sequel to “Pather Panchali,” which won awards here in 1957 for best film and best direction.

To Film in D. C.

WASHINGTON, Oct. 5.—Shooting starts Monday, Oct. 13, on the first feature-length motion picture to be produced in the District of Columbia for wide world distribution when National Filma Studios begins work on “Dead to the World,” Harold A. Keats of Washington, NAB president and F. William Part of Alexandria, Va., vice-president and managing director of the company, are co-producers of the $200,000 venture which has been in the planning stage for more than a year.

Buy Time on NTA Net

The NTA Film Network will begin the 1958 fall season this week a coast-to-coast line-up of 115 television stations with six-and-a-half hours of top-flight programming, Ely A. Lundau, chairman of the board of National Telefilm Associates, Inc., announced at the weekend.

National advertisers who have signed for sponsorship of the network programs are American Tobacco Company, The Great Atlantic & Pacific Tea Company, Tru-Bond, Inc., Philb chemical company, Westwood.

Three Programs Set

The network programs are the half-hour series “How To Marry A Millionaire,” “This Is Alice” and “Man Without A Gun” and the five-times-a-week hour-long “TV Hour of Stars,” the NAB meetings, when he said in the year to come TV will be reviewed, monitored, subpoenaed, relied on and nearly silent, but key role the NAB Television Code plays in our system of free broadcasting. He points out, with great, that adherence to the precepts of the Code has gone far to offset the potential threat of adverse legislation which could hamper industry operations in so many directions.

He is so right when he makes the point that careful following of the Code is in effect just plain good business. That is a point we have made in this space many times, but it is one which can do with reiteration every so often.

A telling observation, and one which we concur fully, was that of Edward H. Bronson, Television Code Director, in speaking at various of
**Puerto Rico**

(Continued from page 1)

From the University of Puerto Rico campus in suburban Rio Piedras, Cobian said. The theatre, which will seat 72 persons, will cost $350,000 completely equipped and will be extra-

wide and semi-circular in shape to accommodate the special Cinerama screen to be added.

The theatre will form part of the six and a half acre shopping center containing what is believed to be the largest modern retail food market to be built in Latin America and the Caribbean—the Todos—65th Infantry Supermarket. The 26,000 square foot market will be the fourth of the Todos chain opened in Puerto Rico. All are air-conditioned and have all the facilities of Continental United States supermarkets, including piped-in music for the shoppers.

**Will Open This Year**

The 65th Infantry Center, scheduled to open late this year, also will have a modern 24-lane bowling alley, 22 stores and several professional and business offices and suites.

New theatres are now planned for two other suburban shopping centers in metropolitan San Juan, Ramos Cobian said.

He said that his decision to locate the theatres in the shopping centers was partly due to the large amount of free parking space that will be available next to the theatres.

**‘S.P.’ at Criterion**

(Continued from page 1)

The weekend by Martin J. Sweezy, Jr., general sales manager of Magna Theatre Corp., distributors of the film.

The opening at the Rivoli Tuesday night will be marked with a "home-

coming" party in front of and inside the theatre.

At the same time Sweezy announced the film will open in four more theatres on Thursday night, Oct. 16, bringing the total theatres in the U.S. and Canada playing the film to 46. New theatres opening the picture on that date are the Town, Omaha; Capitol, La Rock, Clyde, Fort Wayne, Ind.; and Tower, Corpus Christi, Tex.

**15 Cited for Fellow Awards by SMPTE**

Fifteen members of the Society of Motion Picture and Television Engineers have been cited for Fellow Awards, it was announced by Dr. John G. Frayne, Westrex Corp., chairman of the Fellow Award Committee. The ceremony was part of the Fall convention Oct. 20-24 in Detroit at the Sheraton-Cadillac Hotel are as follows: Waldon S. Ball, Philip M. New York; Charles L. Koste, B. Dull, Charles P. Ginsburg, Theodore B. Grenier, Carl W. Haugen, Louis Hageney, S. E. Howe, Keith B. Lewis, David L. MacAdam, Herbert W. Paughem, Rust, F. Perry Shon, Chemer, and Charles S. Stoddart.
**High School Students Surprise Critics With Serious Attitude Toward Films**

By JAMES M. JERAULD

More than 400 correspondents of high school papers met eight of the New York motion picture critics yesterday in a question and answer session on the art of film reviewing, the tendencies in motion picture criticism, sensationalism in advertising and other facets of the general public’s attitude as represented by the younger generation.

The students surprised their elders by their seriousness and their clear-cut comments at times. The critics gave serious answers to all questions and did not “talk down” to their (Continued on page 4)

**Cerebral Palsy Telethon Slated October 18-19**

Emanating from the Ritz Theatre at 219 West 48th Street here, United Cerebral Palsy’s eighth annual “Celebrity Parade for Cerebral Palsy” will be held on the weekend of Oct. 18-19 over WOR-TV (Channel 9). The telethon will begin at 11 P.M. Saturday. (Continued on page 5)

**Para. Extends Duties of Moore, Mid-East Head**

Special to THE DAILY

**BOSTON**, Oct. 6—John Moore, Mid-Eastern Division manager for Paramount, has been placed in charge of the company’s Boston and New Haven branches while retaining his territories of Philadelphia, Washington, (Continued on page 4)

**U. K. Press Reacts Favorably to Rank’s ‘Rationalisation’ Plans**

**From THE DAILY Barcon**

LONDON, Oct. 4 (By Air Mail)—While informed trade comment on the Rank Group’s rationalisation plans is unlikely before next Friday’s meeting of the Cinematograph Exhibitors’ Association’s General Council, national press reaction has been generally favourable.

Comments the authoritative “Financial Times”: “The rationalisation is clearly well thought out and there seems no element of panic in it. It is based not so much on the attendances now as on the expected level in three years’ time. For the Rank Group, the scheme should have many advantages; it will no longer be competing against itself in many towns, and a supply of good films should be easier to ensure. Moreover, some of the cinemas to be sold have been written down in the books and there is thus the prospect of capital gain.”

Limited though it is to a group this scheme may go some way to (Continued on page 2)

**Fico Bought 4,797 Col. Shares in August**

From THE DAILY Barcon

WASHINGTON, Oct. 6—Fico, the corporation formed several months ago by officers and directors of Columbia Pictures to buy Columbia common stock, bought 4,797 more shares during August, the Securities and Exchange Commission was told. This boosted Fico’s holdings to 35,158 shares at the end of August. The purchases were reported in the latest SEC listing of transactions by (Continued on page 6)
Laud U. K. ‘Rationalisation’

(Continued from page 1)

wards meeting the problems of the industry as a whole. If even a smaller number of cinemas can be filled, the royalties received by producers may be higher.

The Million circulated “Daily Express” also echoed Davis’s announcement. Says its film writer: “Going to a cinema will become again a special outing. It has been obvious to everyone that if you live for example in North-West London and you cannot get in to see a particular picture, then you have missed it for ever. Unless you are prepared to travel, you have nothing but the television.”

“I hope that the next decision of Mr. Davis will be to abolish queuing in the rain—and the substitution of cheerful waiting halls.”

A new era in the cinema, was the “London Evening News” heading. Comments its reporter: “Now is the chance for the big circuit to throw off the cold, impersonal habit of being. Now is the time to return to individual showmanship.

Davis will explain his group’s plan to exhibitors and producers at dinner functions on Oct. 9 and 15 respectively.

Threats to the industry originate from many quarters. The CEA’s General Council originally due to meet on Oct. 9 has postponed its meeting until the following day when exhibitors will give full consideration to the plan.

Recognising that the circumstances of the film industry have changed materially of recent years, the Board of Trade does not oppose, in principle, the rationalisation of the Rank Organisation’s exhibition interests which entail the disintegration of the Gaumont circuit.

Inevitable, nevertheless, be necessary for the Board to consider in the light of developments over the next year or two whether the Rank Organisation appears to be achieving an excessive degree of dominance in the film industry.

“You will not expect me to give any undertaking which would preclude the use by the Board of Section 27 of the Cinematograph Films Act if it were felt to be in the public interest to do so,” says a letter from the Board’s Parliamentary Secretary to John Davis, managing director of the Rank Organisation.

Divisional Sales Meets Planned by Buena Vista

Special to THE DAILY

BURBANK, Calif., Oct. 6.—Buena Vista held its annual sales and branch meetings at domestic offices in order to implement plans for a $3,500,000 promotion campaign covering six films through next fall, it was announced here following conferences at the Walt Disney Studios, in which executives of the company’s production, distribution, TV, character merchandising and music organizations participated.

The six films to be discussed by divisional officials and branch chiefs include: “Sleeping Beauty,” “Shanghai Serenade,” “Darby O’Gill and the Little People,” “Third Man on the Mountain,” and “The Jungle Cat.”

‘Ten’ Gross $175,000

A total gross of $175,000 for the first week of Cecil B. DeMille’s “The Ten Commandments” has been reported by the 18 theaters that make up the latest group in the New York metropolitan area to present special engagements of the Paramount release.

‘Big’ Does $31,928

“The Big Country,” William Wyler-George Stevens production, grossed $31,928 for the first four days of its engagement at the Astor Theatre here, Thursday through Sunday, it was announced by United Artists.

South Pacific’ Moves To Rivoli Tonight

“South Pacific” in Todd-AO will begin its move-over engagement tonight at the Rivoli Theatre. In the opening night audience will be Richard Rodgers, Oscar Hammerstein, Frances Nuyen, Juanita Hall, Ray Walston, Martha Wright, Joseph Logan, Bernard Gimbel, Cleo Laine, Amory, Mrs. Fleur Steiner, Mrs. Scarlets, White, Mrs. Enid Haupt, the Gables, Eva, Zsa Zsa and Magda, Lanny Ross, William H. Hebert and Pearl Buck.

Navy Nurses to Attend

A detachment of Navy nurses with their director, Captain Ruth Houghton, will attend in uniform. Also on board will be a group of men of the Armed Forces, attending through the arrangements made by the Sailors’, Sailors’ and Airmen’s Club, with Mrs. C. M. Randall, Mrs. Chester LaRoche, Mrs. Fleur Steiner and Mrs. Harold Shattuck as hostesses.

Associated-K’wai’ Suits

All Reported Settled

Special to THE DAILY

CLEVELAND, Oct. 6.—The breach of contract suit filed last June in United States Federal Court against Associated Theatres Circuit involving Columbia’s “The Bridge on the River Kwai” in ten of the circuit’s houses, has been amicably settled. Details of the settlement were not announced. Other breach of contract suits under consideration by Columbia and also involving “Kwai,” have all been settled, it was learned.

Mann for ‘Spartacus’

Hollywood, Oct. 6.—Anthony Mann will direct “Spartacus” for Bryna Productions, it has been announced. The film, in color and Cinemascope, will go before cameras in December for Universal.

NEW YORK THEATRES

RADIO CITY MUSIC HALL—Rocketteler Center + C 6-4600

“CAT ON A HOT TIN ROOF”

ELIZABETH TAYLOR — PAUL BROWNE — BURL IVES

JACK CARSON — JUDITH ANDERSON

FROM O-11 IN METROCOLOR

and GALA NEW STAGE SPECTACLE

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NEW YORK, N.Y.
premiere tonight of “The Old Man and the Sea” at the Criterion Theatre.

In his opening address, Boasberg, who is presiding over the convention, said Warner Bros. is filling the exhibitor demand for “top-quality product” and that the company has 32 properties in preparation to follow “The Old Man and the Sea.”

“Damn Yankees” has gotten off to a strong start at box-offices across the country, Boasberg added, while “Onionhead” now is moving into regional saturation openings.

Using Wide-Screen, Color

The Warner Bros. sales head pointed out an extensive use of wide-screen and color processes in the program of forthcoming releases: “Auntie Mame,” “The Hanging Tree,” “Nun’s Story,” “The FBI Story,” “John Paul Jones,” “Rio Bravo,” “The Miracle,” “From the Earth to the Moon” and “Enchanted Island.” Important plays and books are being used as the source of a large number of Warner Bros. releases, he added.

Oklahoma Investors Buy T.H. Film-Radio Circuit

Special to THE DAILY

OKLAHOMA CITY, Oct. 6—A local group of investors has purchased the Consolidated Amusement Co., which includes 18 motion picture theatres in Oklahoma, Kansas, and Kauai and property on all major islands. The chain is reported worth $8,000,000. Another major holding is the Hawaiian Broadcasting System, which owns radio and television stations in Honolulu, Hilo and Maui. Consolidated owns 75.5 per cent of the broadcasting company’s stock, and the Holdahl Broadcasting Corp., 24.5.

Purchasing corporation is Hialand Development Corp. of Oklahoma City, a recently organized group of investors in Oklahoma-Kansas investors, and John A. Eagle of Honolulu.

Walsh Speaks Tonight

ALBANY, N.Y., Oct. 6—Richard F. (Dick) Walsh, IATSE president and chairman of the National AFL-CIO Safety Committee, will be one of the speakers at a dinner meeting of the Governor’s Conference on Occupational Health and Safety in the Sheraton-Ten Eyck Hotel ballroom here tonight. Other speakers are George Meaney, president of AFL-CIO, Walsh will talk on “Safety.”

Haynes to Chakeres

DETROIT, Oct. 6—Jack Haynes has resigned from Clark Theatre Service to join New York’s Chakeres Circuit of Springfield, O., as film buyer. Haynes was with the Butterfield Circuit, outstate exhibitors, for 20 years. Afterwards he moved over to United Detroit Theatres, where he went into film buying for five years, eventually succeeding now-president of UDT Harold Brown, as head of the department.

Time Big Item for ‘Old Man’

(Continued from page 1)

The Criterion announced yesterday that the advance sale for the reserved seat engagement had reached $41,400. It will have 12 performances a week. However, final policy for national openings of the picture has not been determined. Experience gained with the first reserved seat openings will help decide subsequent policy, it was pointed out.

Will Aid Folio Drive

The Criterion premiere tonight is for the benefit of the March of Dimes. More than 300 notables will be in the audience, with Grover Whalen serving as premier chairman. Mayor Wagner and United Nations officials have been invited, as well as Governor Harriman, Nelson Rockefeller, Republican candidate for governor of New York, and numerous social and professional luminaries.

Supreme Court Meets

WASHINGTON, Oct. 6—The Supreme Court held a brief session today devoted to formalities, and will get down to business next Monday. At that time it may announce whether it will hear appeals involving the constitutionality of film censorship laws, the right of states to ban Sunday film showings, and whether divorced circuits must get court approval before acquiring theatres to replace lost ones.

The court has already agreed to hear argument in three other cases of interest to the industry.

Two to Reopen

DETROIT, Oct. 6—Two Michigan theatres have been outfitted with new projection mechanisms and will reopen this month. They are the Creek, Swartz Creek, Mich., under the new ownership of William E. Mathieu, and the Glen Arin, White Cloud, Mich., where George Cherson assumes operation.

J. Henry Somake, formerly director, secretary and legal adviser of Westex Co., England, relinquished those posts following sale of the company to Litton Industries, to accept an appointment as managing director of Western Electric Co., Ltd., a new organization which will look after Western Electric interests in Britain.

Jack A. Farr has resigned as a director of the Texas Drive-in Owners Association to devote his time to business activities outside the industry. His two outdoor theatres will continue to operate and to retain their membership in the association.

Irving C. Jacocks, Jr., owner of the Bradford Theatre, Brantford, Conn., has purchased the Cameo Theatre building, Watertown, Conn., from Nicholas De Rossio, owner and manager for the past 23 years.

George Rossman, who has been for many years with Clark Theatre Service, Detroit, has resigned to join the Warner Brothers exchange as a booker.

Ray Squier, former Connecticut salesmen for Universal-International, has been the sales staff of WNBC, owned-and-operated TV outlet of NBC in West Hartford.

Zvi Kolitz, Israeli film producer, while in Detroit participated in the successful Israeli Bond Drive conducted by the Adas Shalom Synagogue.

C. Morton Goldstein, chairman of the Maryland State Board of Motion Picture Censors, has been named chairman of the legislative committee of the Safety First Club of Maryland.

James Richards has resigned as manager of the Little Theatre in Baltimore.

M-G-M Eliminates Pub. Department in Cleveland

Special to THE DAILY

CLEVELAND, Oct. 6—The local M-G-M exchange has eliminated its local field publicity and exploitation department which has been handled for the past eight years by F. C. “Manny” Persan.

Henceforth John Julus, formerly of Pittsburgh, now headquarters in New York, will handle the territory on a special assignment policy. Persan has been in the motion picture publicity field for the past 28 years, of which 11 were with Warners, 9 with United Artists and the past 8 with M-G-M.
Students Surprise Critics

(Continued from page 1)

Paramount Extends

(Continued from page 1)

Paramount Extends

(Continued from page 1)

Paramount Extends

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Paramount Extends

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Paramount Extends

(Continued from page 1)
Palsy Telethon

(Continued from page 1) and through 4:30 P.M.

Tuesday, October 7, 1958

Motion Picture Daily

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Mich. Game Telecast 'Not a Big Success'

Special to THE DAILY

DETROIT, Oct. 6. – Despite the tremendous publicity the closed circuit TV showing of the Michigan State University of Michigan football game received — due to the attempt to block it legally — the television audience was something less than spectacular. However, as one manager put it, the result was good enough to warrant trying again. The game was shown here at the Fox, Royal, and Cadillac theatres, Lighthouse, Guard Armoury, and in eight other cities. There were quite a few reasons for the non-sell-out that are not apt to happen again. First, 76,000 fans were taken out of circulation at the game in East Lansing. Second, the World Series was available at the same time on any TV set in home or theater. Third, the Seattle-California game was being simultaneously televised. Fourth, there were five other fairly important games being played within a 90-mile radius.

Reception Only Fair

Reception at the theatres was not as good as expected. It is hoped that technical difficulty will be cleared with 200,000 white and if another large circuit closed telecast of a game is scheduled.

Theatre Managers also point out that admission was three dollars across the board. Although automotive will be free of strikes for three years, the last of the contracts were only signed this week. That hasn't given the unemployed time to get back to the bench and lathe to start collecting salaries with which to purchase the high-priced ducats.

Taped 'Divorce Court' Makes New York Bow

The era of large-scale tape syndication in television is at hand with the premiere, in New York City, of Guild Films' "Divorce Court," weekly one hour series originally produced by KTTV, Los Angeles.

While there have been exchanges of taped shows between individual stations before, this is believed to be the first time that a taped show has been made available in regular syndication.

"Divorce Court" already has been sold to six stations and is part of a deal for two more series which originated with KTTV. According to John J. Cole, Guild president, the company has plans for distribution of 13 taped shows, including a police series, "Time and Place," the pilot of which already has been aired by the ABC network.

"Divorce Court" makes its premiere this evening on the Mutual program network.

H & B Productions Will Expand Studios

From THE DAILY Bureaus

Hollywood, Oct. 6 — H & B Productions, producers of the "Ruff and Fiddly" cartons and the new "Huckleberry Hound" TV series, are planning extensive expansion of their studios, it was announced today by George Sidney, president of the firm.

With the creation of the two cartoon series plus additional programs currently on the drawing tables, William Hanna and Joseph Barbera, vice-president of the company, are presently negotiating for further space. The cartoon company currently employs over 200 employees. This is expected to be increased appreciably before the end of the year.

ABC Pushes Production Of U.K. Films for TV

From THE DAILY Bureaus

LONDON, Oct. 3 (By Air Mail) — The British Broadcasting Corp. is doing all that it can to stimulate production of British films for television, "says the just-published annual report of the Corporation.

Eyes Overseas Market

The dependence of British television on the 30-minute films originally made for showing on American television is regarded as unsatisfactory. The Corporation hopes that during the coming year substantial advances will be made which will increase the flow of British material, not only to television screens in this country but also overseas in the form of exports," it was stated.

During the year under review, about 10 per cent of the corporation's television programme output consisted of material of American origin.

BBC Has Two-Million Lead

Commenting that 'sound broadcasting still reaches a larger public than does television on an average day 22 million, excluding children, heard 'something on sound' as compared with some 20 million who saw TV," the report says: At the end of the year the number of persons, excluding children who would normally be viewing BBC television at any moment in the evening, was approximately 5,200,000.

The number viewing commercial television was estimated at 3,100,000.

'Passport' on U.S. Steel

"Secret in the Family" will co-star Fay Emerson and Edward Andrews, on the U.S. Steel Hour Wednesday, Oct. 28, at 10 P.M., EDT, via channel 2.

The Monarch

The only flight with all de luxe seat

Every night, overnight

New York to London

Reservations through your Travel Agent or BRITISH OVERSEAS AIRWAYS CORPORATION Boston, Chicago, Dallas, Detroit, Los Angeles, Miami, New York, Philadelphia, Pittsburgh, San Francisco, Washington.
Schenck Firm Reactivated
To Produce Verne Story
From THE DAILY Bureau
HOLLYWOOD, Oct. 6.—"Journey to the Center of the Earth," Jules Verne classic, will be presented as a motion picture by Joseph M. Schenck Enterprises, Inc., in association with 20th Century-Fox, it was announced today by Buddy Adler, executive producer at Fox, and Bernhard Schwartz, president of the Schenck organization.

The film, marking the resumption of production interests for Schenck, will be produced by Charles Brackett.

Skouras Asks
(Continued from page 1)
the railroad, the airlines, the shipping business or other means of communication and agriculture are supported by the United States Government, I feel that, in view of the great service rendered, we American motion picture producers, as a world scale the motion picture is an agency of communication that should endure for the good of the country, and its theaters should be helped by protective legislation and supported. Let me add that practically all the motion picture industries of the world are subsidized by their governments."

Sees Influence at Apex
Skouras observed that "The motion picture business today has a greater purpose and value as an American expression of influence than at any other time in its history because of the international political situation. For that reason it must be supported in order to "cement" its present superior position throughout the world and be seen everywhere it is permitted to go."

"Peoples of the world desire to see American motion pictures in preference to any other. Therefore, it is my opinion that the future of American motion pictures is very promising despite its great difficulties in overcoming the competition of television."

Plan for Subscription TV
Of toll TV, he said: "The exhibitors — their theaters represent a tremendous investment — should see that legislation is enacted that will prohibit, either through the F.C.C. supervised channels or through cables of a company carrier such as the A.T. & T., the exhibition of a motion picture until five years after its theatrical release. Then it could be made available to the network or local stations at no cost to the public."

"If films are permitted to be exhibited first on toll TV it will destroy the theaters and this will eventually create a demand for production as it is constituted today. Then, instead of making as many pictures annually as we do today, possibly only 25 to 30 would be produced each year and our position internationally in this vital respect would be lost because films made for television would not be suited to the theaters of the world."

Decres Big Star Salaries
Skouras also expressed himself strongly on star salaries and other compensation, saying "the pathetic part of it is their contribution is not commensurate with the money we pay them. These high salaries are due to the tremendous competition that exists on the talent market today."

"This is economically unsound for a thriving industry, much less one that is struggling to remain alive. The company presidents and production heads must be held responsible. The picture and boxoffice bondage that tradition imposes upon them requiring expensive casts in every picture. If films are cast suitably and roles played competently by qualified players, the public will accept them. This is the way to create fresh personalities, because roles make the star and very seldom do the star make the role."

**Motion Picture Daily**

TOA's Forum
(Continued from page 1)
that and head of Walter Reade Theaters, will chair a full-morning session which will be divided into three segments. The first will deal with "The Product Outlook," in which releasing and sales executives will participate; the second with "Distribution Plans for Better Business," during which distribution company executives will discuss their company's plans and the last with "Syndicated Foreign Film Prospects."

Distribution company executives expected to attend and take part in the discussions include Alex Harrison of 20th Century-Fox; Maurice Deitch, Allied Artists; Abe Montague, Columbia; James R. Velve, United Artists, and Kenneth M. Hargreaves, Rank Film Distributors.

Fico Purchases
(Continued from page 1)
go on to directors and officers of film companies.

Individual holdings in Fico have not been revealed, but it has been stated that such individuals and directors hold equal amounts of shares.

Stanley Warner Cinemara Corp. reported disposing of 169,370 shares of Cinemara Inc. common, having exchanged them on a share-for-share basis for shares of Cinerama Production Corp. Stanley Warner Cinemara Corp. was left with 605,836 shares at the end of August.

Benjamin reported selling his entire 11,300 shares of Loew's Inc. common during August. Twentieth Century-Fox president Spyros Skouras acquired 12,800 shares of Fox common through exercising stock options, boosting his holdings to 22,800 shares. James A. Van Fleet reported selling 1,500 shares during June, dropping his holdings to 500 shares.

also claim discrimination against additional musicians who are being "forced to join MGA," on the basis that the condition of employment requires musicians to become members of MGA prior to the 30th day following the beginning of such employment.

W. J. Bastett, secretary of the Los Angeles Central Labor Council, announced today that the council and the State Federation of Labor have instructed their attorneys, George Bedell and Charles Scully, to seek permission from Superior Court to appear as friends of the court in the hearing scheduled for tomorrow testing right of the 63 contract members on charges filed against them. Roy Toland and Charles Butler have filed suits in Superior Court to enjoin the federation from compelling them to determine whether they are in violation of federation constitution.

Bastett claims "If the injunction is sought by the plaintiffs and an order is granted, democratic processes set up within unions for the protection of members would be destroyed. It would permit outside agencies to sponsor actions by individuals leading to disruption of union operations."
Loew's Is Back On Profitable Basis: Vogel

Expects No Proxy Fight; Thanks the Stockholders

Loew's, Inc., is back in the black with the studio, as well as all other company enterprises, contributing to the profits, Joseph R. Vogel, president, declared in a statement issued to the press yesterday.

In consequence of the company's improved position, Vogel said he does not believe there will be a proxy fight. Although his statement did not elaborate, he ap-

(Continued on page 4)

Cites S.D. Campaign as Aid to Orderly Release

Special to THE DAILY

SIoux Falls, S. D., Oct. 7.—The promotional campaign devised by a Sioux Falls circuit executive to launch the reopening of the State Theatre here was hailed as an outstanding ex-

(Continued on page 2)

AB-PT Would Withdraw Theatre Case Appeal

From THE DAILY Board

WASHINGTON, Oct. 7.—American Broadcasting-Paramount Theatres has asked the Supreme Court to dismiss its appeal questioning whether divorced circuits must get court appro-

(Continued on page 4)

Big Turnout for W.R. Chest X-Rays Here

A total of 4,213 employees of the amusement and motion picture industry were given chest x-rays as part of the national health program of Will Rogers Memorial Hospital conducted locally for four days. Facilities were set up at eight places in Manhattan, Bronx, Brooklyn and Long Island last week with the focal point at the Hotel Astor in Times Square.

In the overall national campaign 22 exchange cities have reported their surveys as completed or scheduled this year.

Distribution Angle Balks N.T. Acquisition of NTA

From THE DAILY Board

WASHINGTON, Oct. 7.—Officials of National Theatres and National Telefilm Associates are discussing with the Justice Department possible solution to a consent decree problem growing out of National Theatres' acquisition of NTA. The problem is posed by the fact that NTA is distributing some old films for theatrical exhibition, and the 20th Century-Fox consent decree prohibits NT from film production or distribution. The problem will be some-

(Continued on page 4)

Plans Set into 1960, Krim Says

U. A. to Boost Major Feature Releases 75%

Will Have 29 Top Films Next Year, Compared with 17 in '58

A 75 per cent increase in United Artists' major feature releases in 1959 over this year when it released 17 in that category, was announced yesterday by Arthur B. Krim, president.

The project will represent an increase in box office potential as well as in numbers, he said.

U. A. will continue to release a total of 36 to 48 features per year, depending on the number of smaller budget pictures it believes the market can absorb. Numerically this will be the first time in years that U. A. has released more than 48 features per year.

(Continued on page 4)

Bonwit Patrons Can Charge 'Roots' Tickets

Tickets to the reserved seat engagement of Darryl F. Zanuck's "The Roots of Heaven" at the RKO Palace here can be purchased on a charge account at Bonwit Teller's a unique plan placed into effect here. Announcement of it was made jointly yesterday by Walter Hoving, president of Bonwit's, and Sol A. Schwartz, head of the theatre circuit.

Descriptive literature and order blanks are now being sent to thousands of regular charge patrons informing them that tickets for the film may be ordered by return mail or at any of Bonwit's three metropolitan branches.

(Continued on page 2)

U. A. Quarter, 9-Month Grosses at New High

United Artists third quarter gross revenue from theatrical distribution amounted to $23,078,505, which set a new record for the company both for an individual quarter and for a 9-month period. For a third quarter, Arthur B. Krim, president, reported today. In the cor-

(Continued on page 4)

Stellungen Sees Start of B-B's Radio by Dec. 1

The radio portion of the business-building campaign may be started by Dec. 1 for a three-month run on a budget of about $250,000, Ernest Stellungen, president of Theatre Owners of America, said yesterday in a

(Continued on page 2)

Eric Johnston, president of the Motion Picture Association, had a long, unofficial talk with Soviet Premier Joseph V. Stalin on Monday in Moscow, where Johnston is negotiating for an exchange of films, according to a report received in London by the Soviet News Agency Tass. Khruschev also introduced Johnston to members of his family and they had dinner together, the Agency said.

DAVID O. SELZINK will leave New York today aboard the "Queen Elizabeth" for London.

Richard Brooks, M-G-M director-writer, has returned to Hollywood from Europe.

ALFRED HITCHCOCK and Cary GRANT have left New York for Waco, Cal.,final shooting locale of M-G-M's "North by Northwest."


'Cold Man' Opening Nets $10,000

The National Foundation's March of Dimes, hoping to achieve another today as a result of having been the beneficiary last night of the world premiere of Warner Brothers' "The Old Man and the Sea" at the Criterion Theatre here.

The gala opening of the film version of the Ernest Hemingway story, covered by radio, TV, newspapers and newspapers, attracted one of the most distinguished audiences ever to attend a film premiere.

Roxy Signs Nelson

The Roxy Theatre management has signed Mervyn Nelson to stage and direct forthcoming Roxy stage presentations, it is announced by managing director Robert C. Rothafel. As his first assignment, Nelson will work under the personal supervision of Bob Rothafel on the forthcoming stage show titled "The 49th Star," staged as a salute to Alaska. "The 49th Star" is scheduled to open late in October with the feature film "The Last Hurrah," starring Spencer Tracy.

Columbia Division Gets 30 New Mexican Films

Columbia Pictures has acquired 30 new Mexican films for its special cartoon department and distribution of such product in the U. S., it was announced yesterday by Donald McConville, general manager of the division. A deal was struck between M-G-M and a firm recently organized by Gabriel Alarcon, Carlos Plaza Izquierdo and Enrique Ponce to produce and distribute Mexican product.

The 30 pictures originated under the new law which will supplement the program acquired by the Columbia domestic distribution set up from Columbia International and other sources.

Bonwit Patrons (Continued from page 1)

area stores. As an added convenience a ticket booth is being installed at Bonwit's Fifth Avenue store, while tickets will also be sold at all coun-
tors in the Manhattan and White Plains stores.

Orders for tickets from Bonwit Tel-

ters, at regular box office prices, are being charged on account without extra cost. Persons placing orders at any of the three stores will be given order forms, with seat locations specified for presentation at the RKO Palace box office.

Tickets are being offered from Oct.

16, following the gala Oct. 15 world premiere of the CinemaScope-De Luxe color attraction for the benefit of The Lighthouse.

Stellings Sees (Continued from page 1)

press interview here at TOA head-
quarters.

Additional contributions were ob-

tained at a recent meeting in St. Louis, Stellings said, and another meeting was held in New York Monday at which additional pledges of $1,000 a month were obtained. At the present time the exhibitor fund on hand is about $150,000 with a total of $105,000 from this source promised for the TOA convention at Miami, Oct. 21.

Distributors' permission to limit the campaign to the radio phase only must still be obtained, however.

Stellings said he was still convinced that the radio campaign gets started the rest of the business-building project will "sell itself." He said it will be necessary to revise the forms of the programs, because those prepared some months ago were intended for summer use.

Flies for the purchase of post-1948 films to keep them away from TV have progressed to the point where it will be possible to present the pro-

ject to the TOA convention at Miami, Stellings said. The plan envisions the

S.D. Campaign (Continued from page 1)

sample of what exhibitors will do if given quality product every month of the year by Edward L. Hyman, vice-

president of American Broadcasting-Paramount Theatres, before an audience of showmen at the hotel yesterday. Mr. Hyman emphasized that the campaign of the State served not only to launch the picture chosen as the first attraction "but focused attention upon the theatre and carried the movies played in it for a long time."

Release Schedules Distributed

Copies of the latest release schedules distributed by the Eastman in the interests of orderly distribution were distributed at the meeting today. He not-

ed one change: 20th Century Fox's "Rally Round the Flag, Boys!" has been removed from the Thanksgiving release and will go out instead on Feb. 22. In addition that company will release "The Diary of a Young Girl" with three special engage-

ments at the year end holidays in New York, Chicago and Los Angeles on a two-a-day basis, Hyman said.

In a reference to the national busi-

ness building campaign, Hyman said he considers it a "tragedy that it "appears to be bogged down." If it does not recover, he added, "I urge that individual areas emulate Detroit and work out local campaigns in their own territories."

Name Panel Members

Panel members for the Sidellinger ticket-seller's seminar will which Mike Si-

nott will conduct as the first day business session of the annual Tri-

States Theatre Owners convention in Memphis Monday were announced today by James M. Ramsey, president of the Chisca Hotel. Panelists will in-

clude Harold H. Brown, president, United Detroit Theatres; Andrew M. Sollivan, jr. city manager, Dixie Drive-In Theatres, Savannah; Ga.; Dale Tysage, city manager for James-
town Amusement Co., Zanesville, Ohio, and Charles O. Terviller, Mac-

Fadden Publications.

The name panel, in conjunction with the formation of a non-profit organization which will take title to the films. The non-profit plan will remove a tax burden from the prospective income.

Boards will be issued to the distribu-

tors and these will be paid for out of income. The distributors who have distributed the films will continue to be paid.

New Company Formed to Release Thru Fox

From the DAILY Barons

HOLLYWOOD, Oct. 7—Associated Producers, Inc., new independent company, has been formed for production of $250,000 to $750,000 budget films for release through Twentieth-Century-Fox. The company has 14 to 16 films planned to aug-

ment Twentieth's S$8-59 program and fill the gap opened by removal of Regal Films' smaller budget productions from the Twentieth line-up.

Heads of the new company are George Warren, former M-G-M production cost comptroller, and Wil-

liam Maggioni, who will act as pro-

duction supervisor, with Robert Lippert will act as liaison be-

tween AP and Twentieth.

'Alaskan Highway' in Work

API states it is aiming at "solid dramatic properties, backed with selling titles and attention getting ex-

ploitation for every type of theatre in the United States. The production of "Alaskan Highway," its first project, was launched yesterday, with current scheduling planned for one AP film per week.

Seven other projects are in pre-

paration. Four of these will be made in CinemaScope and color. Three films, each costing $500,000 will be made, Europe, the first of these being "The Alligator People." The second will be "Return of the Fly." API owns Zoe Akins' "The Sad Horse," "Here Come The Jocks" and "The Little Savage," will start filming the latter in Mexico next week.

6 Para. Meets Today

An estimated total of 300 exhibitors and newspeople today will attend Param-

ount "faith in the future" luncheon-

meetings in six major U.S. and Cana-

dian cities—Dallas, Philadelphia, Portland, Ore., St. Louis, Milwaukee, and Calgary. Paramount's top executives will set forth the extensive production program with which Paramount is underwriting its opti-

mism in the future of the film busi-

ness today's gatherings will bring to 21 the number of exhibitor press-

Paramount luncheon-meetings held in the U. S. and Canada alone since September when the series was inaug-

urated in Toronto by George Welt-

ner, Paramount Pictures vice-president in charge of world sales.

Du Mont Ups Tanner

Eugene J. Tanner, associated with Allen B. Du Mont Laboratories since 1936 in supervisory financial control capacities, has been named controller of the company.

MOTION PICTURE DAILY, Martin Quigley, Editor-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertser, News Editor; Floyd E. Stone, Photo Editors; Herbert V. Fisher, Advertising Manager; Ray H. Fasole, Production Manager; Charles S. Aronson, Editorial Directors; Pinky Herman, Vincent Casey, Eastern Editors; Hollywood Bureau, Yvonne Ving Building, Samuel D. Berns, Manager; Telephone Hollywood 7-2545; Washington, D. C., and points west, as published by Filmrow Publishing Company, Inc., 1279 Sixth Avenue, Rockefeller Center, New York 20, Telephone Circle 7-3100, Cable address: "Quigafox, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Saldivar, Secretary; Vice-President and President; Lee J. Brady, Secretary, Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald Daily, published dailly as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, and cinema yearbook annually. Established 1913. Copyright, 1958, by Motion Picture Daily, Inc. All rights reserved. Reprints for educational purposes if proper credit is given, otherwise at 50c per copy. Class matter Sept. 25, 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.
YOU CAN HOLD THIS FOR A LONG TIME!

The producer of famed “Love Me or Leave Me” has made a new, searing-hot drama of the toughest city in the world in its wildest days. “PARTY GIRL” has just had a sensational Preview in California. It’s rough, raw and ready to bring its drama of girl-crazy, gun-mad characters to the nation’s thrill-loving public. A money movie.

M-G-M presents.

PARTY GIRL

Starring

ROBERT TAYLOR
CYD CHARISSE
LEE J. COBB

JOHN IRELAND • KENT SMITH • CLAIRE KELLY • COREY ALLEN • BARBARA LANG • MYRNA HANSEN

Screen Play by GEORGE WELLS • Based on a Story by LEO KATCHER • A LUTERPE PRODUCTION

Directed by NICHOLAS RAY • Produced by JOE PASTERNAK

MGM BACK ON TOP IN '38!
The Perfect Furlough

(Continued from page 1)

Army psychologist, the morale of Curtis’ group—on a monotonous Arctic assignment—is to be improved by giving the winner of the poll a perfect furlough—three weeks in Paris with the girl of his choice.

The girl turns out to be Miss Cristal, sultry movie star whom Curtis has admired from afar. The ensuing tangle in Paris is bawdily funny but never slow as Curtis seeks to elude Miss Cristal’s invisible guards, abandons the chase when he finds she is secretly married, a secret leading to the revelation to the author (when it is discovered she is pregnant, and finally needs Miss Leigh, a development the audience has been expecting all along but nevertheless is delighted to discover.

In addition to Curtis’ engaging portrayal of the swaggaering and occasionally wistful Corporal Hodges, there is excellent support by Miss Stritch as the acid and slightly cynical publicist representative assigned to Miss Cristal and by Wynn as the fictional star’s personal manager. A delicious bit is contributed by Marcel Dalio and Jay Novello as romantic French wine-makers.

The picture is handsomely mounted, photographed in Eastman color and CinemaScope, with costumes and settings belting the Parisian flavor.

Robert Arthur was producer and Stanley Shapiro wrote the original screen play.


JAMES D. IVES

U.A. Grosses

(Continued from page 1)

1957 grosses of $18,476,637.

U.A.’s worldwide gross for the first nine months of 1958 was $36,998,150, compared with $41,115,010 for the similar period of 1957.

Krim estimated that U.A.’s gross for 1958 should exceed $50,000,000, which would set another high for the company. Last year’s worldwide revenues amounted to $70,000,000, which was a new high for the company. Fourth quarter releases and pictures now in release, he said, make him confident that his prediction for the full year will be realized.

The revenue figures and the company’s uninterrupted record of increasing earnings over the past seven years lead to the conclusion, Krim said, “that there is considerable strength and life in the motion picture business if projects are selected with utmost care.”


U.A. executives who attended the news conference, other than Krim, included Robert Benjamin, board chairman; vice-presidents William Heitman, Max Youngstein, Arnold Picker and Herbert Golden, and James Velde, Roger Lewis, Mort Nathanson, David Picker and Fred Goldberg.

AB-PT Would Withdraw

(Continued from page 1)

al for acquiring theatres to replace ones lost through accident or commercialization.

Court approval of the request is a formality, and will undoubtedly be announced next Monday. AB-PT’s request presumably arises from the fact that since its appeal it has received court approval to acquire the theatre involved in the original case.

AB-PT wanted to acquire a theatre in Elgin, Ill., to replace one lost there. It argued it did not need court approval, and when New York District Court Judge Palmaier ruled that it did, it appealed to the Supreme Court. Later, however, it asked Palmaier to okay the acquisition, showing it would not injure competition. Palmaier did okay the acquisition, and the circuit has withdrawn its appeal. This means the broader question posed by the appeal must await determination in some later case.

Distribution Angle

(Continued from page 1)

what aggravated by NTA’s announcement yesterday that it is entering the first-run film distribution field.

Circuit officials and the government are considering what must be done in the way of amending the decree to cover NTA’s theatre distribution activities; no problem is presented by NTA’s other activities, it was reported. One possible solution would be for National Theatres to forego licensing rights for its own theatres on films distributed by NTA, but Justice officials refused to say whether they viewed this seemed the likeliest solution. If this were adopted for reissue films, it could easily cover also the first-run problem.

Rehabilitation, Not Liquidation

“I want it plainly understood that my associates and I assumed our positions in Loew’s to rehabilitate, not liquidate, our greatest potential earning asset—the MGM studios. We advised the stockholders at the last meeting that we believed, going on the best opportunities, that we could turn the earnings picture at the studio around. I am grateful to the stockholders for having believed that view. I am more grateful to be able to report that even in this brief period, their faith and judgment have been justified by the new earnings of MGM. I am indeed confident of the future.”

Ferrero to Columbia

Leo Ferrero, former newspaperman and Warner Brothers publicist, has joined the Columbia Pictures publicity department to handle special work in connection with the company’s forthcoming “The Last Hurrah.”
“THE OLD MAN AND THE SEA,” the long-awaited Warner Bros. motion picture release based on Ernest Hemingway’s Nobel and Pulitzer Prize-winning story, had a brilliant world premiere last night at the Criterion Theatre on Times Square for the benefit of the National Foundation’s March of Dimes. The gala opening, brought to the world by radio, press and TV, attracted a distinguished audience that included more than 300 celebrities from all fields. Starring Spencer Tracy, the WarnerColor film will open next at the Astor Theatre in Boston, the Coronet in San Francisco and the River Oaks in Houston. The Leland Hayward production, directed by John Sturges, is being presented on a reserved-seat basis.

Crowds line streets to greet celebrities at the premiere.

Larry Morris, Mr. and Mrs. Charles Moss and Benj. Kalmenson.

Julius Lipidus, Mr. and Mrs. Sam Goodman and Charles Moses.

Director John Sturges and Mrs. Sturges.

Felipe Pazos and Lauren Bacall.

Producer Leland Hayward and Mrs. Hayward.
On December 17th, LIFE's special 2-in-1 issue raises the curtain on the rollicking world of U. S. performing arts. In the tradition of LIFE's great double issues—Christianity, The American Woman, America's World Abroad—LIFE's year-end Entertainment issue will give readers an exciting insight into an important feature of American life.

You go behind the scenes of the vast, multi-million dollar enterprise that is U. S. entertainment—circus, records, the dance, television, jazz, movies, professional theater and amateur play-making.

And LIFE brings you the stars as you've never seen them before—Kim Novak, Rock Hudson, Fred Astaire, Danny Kaye, Marilyn Monroe and Gene Kelly, who perform specially for LIFE. Articles by some of the top thinkers and writers in the whole world of entertainment.

This special year-end LIFE issue makes a wonderfully exciting setting for advertising. It offers a remarkably effective way to get your selling message to your best prospects just when Christmas shopping is their big concern. And many readers keep LIFE's special issues to refer back to again and again. And here's an extra Christmas bonus—LIFE's special issues have a larger circulation than any others.

Reserve space in LIFE's Entertainment issue now—four-color closing, Nov. 3rd; black-and-white, Nov. 17th.

And you can use LIFE's unique fast-closings at a 10% premium for this issue, too. Give us your black-and-white or two-color plates Dec. 10th...your four-color plates Nov. 24th...and be selling in the big Entertainment issue of LIFE.

Only LIFE gives you so much...so swiftly, so surely
No Decision Soon

RS Studies

Fax on Films

Made for TV

Two Alternatives Weighed

for Standardized Method

By J. A. OTTEN

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They think it will probably be late

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dustry.

(Continued on page 4)

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The executive board of the Screen

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Ban Against 'Laurent'

Special to THE DAILY

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(Continued on page 6)

Television

Today

Page 5

MOTION PICTURE

DAILY

OL. 84, No. 71

NEW YORK, U.S.A., THURSDAY, OCTOBER 9, 1958

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'Veimes' Review Rebutted

Wide Trade Interest in Reviews

Of W.B.'s 'Old Man and the Sea'

By SHERWIN KANE

Trade interest in the kind of public and critical reception awaiting Warner

Bros.' "Old Man and the Sea," which has been running high because the

picture is both different and costly, was further stirred with the appearance

of the first reviews in the metropolitan dailies and some national magazines

yesterday.

The metropolitan newspaper critics were strongly and evenly divided, pro

(Continued on page 4)

Outline Promotions for

Upcoming WB Product

(Picture on Page 3)

The advertising-publicity-exploitation

program that will back the company's strong line-up of major

releases was advanced yesterday at the closing session of Warner Bros.' three-

day sales convention at the hotel office here. Gil Golden, national ad-

vertising manager, set forth the im-

mediate campaigns and long-range

plans to support the 32 properties to

follow "The Old Man and the Sea.

Dick Lederer, assistant national ad-

(Continued on page 3)

See U.K. Approval of

Automatic Projection

From THE DAILY Bureau

LONDON, Oct. 8.—The effect of a

new safety regulation now in opera-

tion here indicates Home Office ap-

proval for Projectomat and similar

systems of automatic projection in

British theatres.

The new regulation states that the

(Continued on page 2)

New Producing Firm

Sets 12 in Argentina

From THE DAILY Bureau

HOLLYWOOD, Oct. 8.—Formation

of Barclay Films International with

completed arrangements for produc-

tion of 12 color features in Argentina

for world distribution during the com-

ing three years was announced today

(Continued on page 6)

Safety Measures Vital to Industry,

Walsh Tells Harriman Conference

Special to THE DAILY

ALBANY, N.Y., Oct. 8.—"The theatrical industry had to come into existence

through safety," Thaddeus Walsh, president of the IATSE, vice-president of

AFL-CIO and chairman of that na-

tional organization's safety committee, at last night's dinner meeting of the

Governor's conference on occupational health and safety.

Walsh, who spoke with Governor

Harriman, was introduced by Averell Harriman and Norman B. Baker, presi-

tent of the New York State Society of Newspaper Editors, said, "I am con-

nected with the theatrical industry. Everybody knows that the theatrical

industry had to come into

to existence through safety. Because of

theatre fires, some of them costing

(Continued on page 6)
Allied for Local B-D Drives

(Continued from page 1)

have his say. Exhibitors freely revealed their pet schemes for boosting attendance which revealed much original thinking and ingenuity.

"The business building workshop we have planned in connection with the Chicago convention will come at an opportune time. The exhibitors will have had another year's experience in striving to keep their doors open and will have many new ideas to swap with businessmen from out over the country.

Leaders Will Advise Delegates

"The alert, interested, resourceful exhibitors are the ones who attend Allied conventions and they are the ones who have the best ideas and most useful information to impart. Moreover, the Chicago convention will have current and practical activities which have been in Allied territories and the leaders who organized and carried on those campaigns can be on hand to tell how it was done and how they paid off."

Further comment on the agenda for the film clinics cannot be made until plans are completed, the convention chairman stated. He was against the idea that they would stress theatre operational problems.

Concessions Clinic Oct. 13.

The concessions clinic will take place Monday, Oct. 13, with Spiro J. Papas of Alliance Amusement Company acting as chairman. Featured will be ideas on the effective marketing of candy and soft drinks by a panel of experts in the field.

Shartin Replaces Smith for Paramount in S.L.C.

Arnold Shartin has been promoted by Paramount to Salt Lake City branch manager, replacing Frank Smith, who has retired because of ill health, Sidney Burnup, Salt Lake manager, announced yesterday. Shartin, who moves up from Los Angeles branch salesmen, will take over his new post on Monday.

Salt Lake City branch manager joined Paramount in 1950 as a booker for the Minneapolis territory. The following year he was named Minneapolis branch office manager and head of the combined Los Angeles and Salt Lake territories. He was appointed Los Angeles branch salesman in May, 1955.

Salt Lake City is in Paramount's western division, which is headed by H. Neal East.

'Ones' Gross $33,805

Stanley Kramer's "The Defiant Ones" registered a "huge" $33,805 for its second week at the Victoria Theatre, United Artists said yesterday. The rushes grossed $1,616,068 in its first week, grossing $20,500 its second week, according to UA.

U.K. Approval

(Continued from page 1)

operator in charge of a projection room may, from time to time, leave the projection room for a period not exceeding 15 minutes and without leaving the premises. This concession is conditional on three main factors:

There must be no inflammable films or clothing in the film store locked up in accordance with regulations; the operator must remain in the immediate vicinity; and the projectors must be automatically controlled as to cut-off and the sounding of alarm signals "immediately upon the untoward occurrence" such as, the film breaking or stopping; the projector stopping or operating at less than half its normal speed; or a power switch controlling the projection light or driving motor; or electrical supply failure.

Automatic control equipment must be tested once a year and a certificate of its condition sent to the appropriate licensing authority.

Fred C. Dickely

CHICAGO, Oct. 8.—Fred C. Dickely, division manager of Altec Electric Co., has announced that J. Philip Darby, manager of the company's Detroit office here, died of a heart attack while on a business trip in St. Louis, on Monday. A veteran in the business, and well known in theatrical circles throughout the country, but especially in Chicago and Detroit, Dickely started with ERPI in 1928, holding various supervisory positions, until the formation of Altec, when he became division manager in Chicago.

India Official on Coast

HOLLYWOOD, Oct. 8.—Bishi Dev Purie, head of Bap Films, Ltd., distributors in India for American International Pictures, has arrived in Hollywood for conference and production discussion, according to a report published in the Indian Film Journal. "And we are looking forward to active participation in the production and distribution of films in India," the report said.

Pinanski Reorganizing

ATC Circuit Manpower

SPECIAL TO THE DAILY

BOSTON, Oct. 8.—Samuel Pinanski, president of American Theatres Corp., today announced that a re-organization of the company's manpower has been accomplished so that more detailed coordination of theatre operations will take place, to the end that "by working together in real team-play fashion the experience and man-power of the organization can bring about much needed economies in the theatre operations in the field."

Pandro S. Berman will leave Hollywood late this week for New York.

M. Spencer Live, National Theatres vice-president in charge of theatre operations, will leave Los Angeles shortly to attend the Miami convention of Theatre Owners of America.

Lord Mountvatten, First Sea Lord of the British Admiralty, now on an inspection tour of U. S. naval bases, will be the guest of the AMPTE in Hollywood on Monday at a luncheon in the Beverly Hilton Hotel.

James MacArthur, star of Walt Disney's "Third Man on a Mountain," will return to New York on Oct. 17 from London.

Harpy Cotton, district manager in Philadelphia for Alexander Filips, has become a grandfather for the fourth time.

Louis Formato, M-G-M Southern sales manager, was in Atlanta this week from New York.

Richard Rickman, of Columbia Pictures, home office publicity department, has returned to New York from Hartford.

Bud Cranch, manager of Loew's Vendome Theatre, Nashville, has returned there from his vacation.

Eileen Cohen, daughter of Leon Cohen, operator of the Vine Street screening room in Philadelphia has announced her engagement to Bunny Palmer of California.

Isadore M. Rappaport, head of the Rappaport Theatres in Baltimore, and Mrs. Rappaport, have left there for a tour of Europe.

Charles Simpson, vice-president of Capital Releasing Corp., Atlanta, has left there on a business trip to Tennessee.

Morris Rosenthal, retired manager of Loew's Poli, New Haven, was honored by his friends there this week at a testimonial luncheon.

Ronald N. Bennett, son of Richard Bennett, executive aide in the Paramount home office, will assist in the Paramount home office, accounting department, will be married in the spring to Phyllis Ann Kraham.

Big Book Promotion For 'I Want to Live'

An international book promotion has been concluded with Signet Books in conjunction with the Figaro, Inc., production, "I Want to Live," it was announced by Roger H. Lewis, United Artists domestic director of advertising, publicity and exploitation.

The new book, which will be distributed in 22 countries on four continents, is titled "Gilding Don Mankiewicz" and includes illustrated pages of the screenplay. Promotional book will provide national and foreign support for the UA release at $25,000. All rights to book, all book shops, cigar stores and department stores throughout the world.

F. W. Brunelle Dies

HARTFORD, Oct. 8.—Frederick W. Brunelle, 60, manager of the Ridgeway Theatre, deluxe Stamford, Conn., first run, for the past two years, is dead. He held posts with the Century Circuit, Walker Recale Theatres, Lock- erdale, Conn., and Consolidated Theatres, the circuit which operates the Ridgeway Theatre.
Navv League to Sponsor 'Torpedo Run' Bow

From THE DAILY Bureau

WASHINGTON, Oct. 8.—The U.S. Navy League will sponsor the world premiere here of MGM's "Torpedo Run."
The picture's star and producer, Glenn Ford and Edmund Grainger, will appear in person when it opens Oct. 23 at Loew's Capitol Theatre. Both will be honored by the Navy League in stage ceremonies on opening night and will receive an "award for meritorious service" to be presented by Navy League President Admiral John J. Bergen.

Pickman Begins Talks On Para. Promotion

A series of Paramount promotion executives' conferences keyed to the company's current worldwide "faith in the future" marketing and merchandising was begun yesterday at the home office by Jerry Pickman, vice-president in charge of advertising, publicity and exploitation, upon his return from Los Angeles. Pickman was with George Weltner, Paramount Pictures' vice-president in charge of world sales, at the recent big exhibitor-press Paramount gatherings in New York, Toronto and Los Angeles.

Herb Steinberg, Paramount studio publicity director, arrived in New York yesterday with Pickman for the home office conferences. Martin S. Davis, executive assistant to Pickman; Joseph Friedman, national exploitation manager, and Bert Champion, publicity manager, are participating in the promotion parties.

50 Regional Openings Slated for 'Runners'

"The Gun Runners," starring Audie Murphy, Eddie Albert, Patricia Owens and Everett Sloane, has been set for 50 regional openings in the United States and Canada, starting Oct. 12. It was announced by United Artists. Among key cities figuring in the nationwide bookings are Buffalo, Charlotte, Dallas, Jacksonville, Los Angeles, Milwaukee, Baton Rouge, New Haven, Detroit, Chicago, Cleveland, Denver, Pittsburgh, Toronto, Calgary and Montreal.

Will Reactivate AfrC

Edward Baumgarten, president of Regal Films, is planning to reactivate Associated Film Releasing Corp. to continue making films under his own independent production unit in Hollywood.
**Trade Interest Strong in WB’s ‘Old Man’**

(Continued from page 1)

New York Supreme Court against a group of defendants including some 40 New York musicians, nine record manufacturers and 13 TV film distributors.

To the defendants' plea that the New York court should refrain from action until the determination of issues brought against the Trust Funds in California, Justice Epstein noted that "various aspects of this matter have been up all over [the state] and the holders of the California fund." He added, "...no compelling or persuasive reason to force the trustee to submit to the jurisdiction in California and abandon the jurisdiction in New York."

Benefits for All Seen

Further, the opinion said: "The benefits of the trust are for all musicians in the country and not just those in California or those employed in making recordings. These are undisputed facts which weigh heavily on the conscience of the court when the trustee brings this proceeding in New York for a declaration of his status and the validity of the trust."

Commenting on the litigated question of California jurisdiction over Trustee Rosenbaum, Justice Epstein observed that "to compel the New York trustee, not a party to the California actions or subject to its jurisdiction to go 3,000 miles to submit to a jurisdiction there and to litigate matters, all of whose activities are centered in New York, does not appeal to this court. ... Further, the opinion noted that "California concededly has no personal jurisdiction over plaintiff (Trustee Rosenbaum) and could not, therefore, exercise control over plaintiff's funds in New York."

**Pathoscope to Make Berlitz Film Series**

A special Pathoscope production crew leaves for Paris this week to film a 40-lesson French language series, based on the Berlitz method of language teaching in full color. This 15-hour agreement recently signed between Pathoscope Company of America and Berlitz Publications, Inc., the French series and other Berlitz languages will be filmed by Pathoscope and made available to schools, colleges, industrial corporations and government departments involved in language teaching and training.

IRIS Studies Tax

(Continued from page 1)

...and can. Some of the producers noted, appear poised to get off the trade to way that will register an adverse reaction. Most often mentioned was Bosley Crowther's underscoring of sea footage which he believed was "shot in a studio tank." Leoland Hayward, producer of the film, says less than five per cent of the sea footage in the film was shot at the studio.

Crowther's review said: "...and here is another shortcoming: an essential feeling of the sweep and surge of the open sea is not achieved in precise and placid pictures that obviously were shot in a studio tank." And: "...some fine shots of a marlin breaking the surface and shaking in violent battle are debased by obvious showing on the process screen."

Newsmen Invited

The day before the world premiere at 53rd Street and 8th, a lunch was held and John Sturges, director of the film, had lunch with newspaper and trade paper reviewers to afford the writers an opportunity to ask questions about the film. Sturges brought out the information that the hooking of the marlin and the subsequent shots of its struggle were actual pictures of the capture of the largest marlin catch of record. The footage was purchased from Alfred Chassel, a wealthy Texas sportsman, who, when he goes after game fish off the coast of Perú, takes a professional camera man with him.

Actually, to other sportsmen and initiated, that footage is the most real and memorable in the picture, Warner officials who have attended numerous screenings of the film for special audiences report.

One experienced Broadway theatre operator said: "This is the first time I can recall that there is basis for a legitimate case. As a film it is the most practical and effective way of getting what we were after," he commented.

Answered by Hayward

Hayward, questioned about the "studio tank" footage on which Crowther's review placed emphasis, said that only close-ups of Tracy—at most, five per cent of the total sea footage—"were made in a studio tank. It was the most practical and effective way of getting what we were after," he commented.

The结论at the luncheon with the critics on Monday, Hayward related that the time spent striving for genuine sea and fish footage stretched the period the picture was in production to two years and its cost to $5,000. Most of this, he reiterated, was accounted for by special companies sent to sea off Nassau, Panama, Hawaii and the Galapagos Islands.

An expert review, gave "credit" to Hayward for "trying something off the beaten track"; Spencer Tracy for a "brave performance," and Dimitri Tiomkin for a musical score that he found the picture's "one element of eloquence."

"Among other metropolitan reviewers, Alton Cook in the World Tele- gram and Sun found it a "blend of rhapsody and vivid drama. With a long run to prospect, an epic of tears and laughter, the shadows of next spring's Oscar awards are hovering all around it."

Miss Cameron Enthusiastic

Kate Cameron of the Daily News gave it three stars and said Tracy is "fascinating to watch. Considered as a stunt film, the picture has merit and is of interest to moviegoers, as Tracy manages to keep the attention of the audience."

Paul Beckley in the Herald-Tribune said Hemingway's story has been made into one of the great films of our generation. Tracy's performance is a classic. The huge, bloody beauty of his duel with the sharks is one of the most pitiful and yet triumphant pictures in years."

Justin Gilbert in the Mirror said: "Both the beginning and end leave something to be desired. But when Tracy commandinglyön the motion picture into an absorbing drama filled with impact and tug that should easily land any movie-goer."

**Honorabl e Attempt to Do Right**

Archer Winsten of the Post called it "an honorable attempt to do right by Hemingway's prize-winning novel. Nothing has been added. ... This is a story told and made with a very slight interest in fishing, thereby indicating a jaundiced eye."

Rose Pelswick of the Journal-American said: "Rarely is a story given so fair a chance to succeed." There is a picture of great integrity."

But, she said, "what is eloquent in book form" can "tend to wear pretty thin when translated to an entirely different medium." The camera provides a succession of stunning shots of sea and sky leaped in the waters off Cuba, the Bahamas, Peru, Ecuador, Panama, the Galapagos Islands.

Reviews in current issues of national magazines are uniformly good thus far. Most noteworthy are those in Life, Look, the Saturday Review, Newsweek and Film in Review.

**Advance Sale Reported Good**

Charles Moss, managing director of the Criterion, termed the advance sale "very good, but below expectations." The picture business strength can be made until after the weekend. He noted that a large package of theater tickets for "South Pacific" at the same theatre were made an hour before the start of every show and said it too early to know whether the same pattern will be followed. The camera provides a succession of stunning shots of sea and sky leaped in the waters off Cuba, the Bahamas, Peru, Ecuador, Panama, the Galapagos Islands. The picture would be in a long run. Charles Boasberg, Warners general sales manager, said there is unusual exhibitor interest in the picture and offers and guarantees being received for it are exceptional.
One Man's Views
By Pinky Herman

Hollywood:

This is a fabulous town and don't let anyone tell you that people here do nothing but play (with a little work in between.) We've been in the city ever since we landed at the International Airport and the people we've contacted all were busy but kindly granted us a few minutes for interviews and we can only say, what with their plans, ideas and initiative, there will soon be plenty of work for writers, directors, producers, actors, ork pilots, songwriters, arrangers, and hundreds of others in related fields. We got a letter from Ozzie Nelson so we drove over to his Stage Five Productions at General Service Studios on N. Las Palmas and almost every one of the sets was being used. Then to CBS TV City. Wandering onto 31 we watched a rehearsal of "Playhouse 90," (Days of Wine and Roses) starring Piper Laurie, Cliff Robertson and Charles Bickford featuring Marc Lawrence and produced by Fred Coe and directed by John Frankheimer. Bob Blake, Skip Webster and Hank Lewis made us welcome and let us roam about at will and we'd like to quote Charlie Bickford, one of the greatest actors around. When we told him of our admiration for his talents, he graciously thanked us and then said, "Pinky, if you want me to cut out a couple of bouquets, aim for the two finest youngsters to come along, namely Piper Laurie and Cliff Robertson, who are sensational in this story. Then save a posy for two for Producer Fred Coe and John Frankheimer who are destined to become tops." ★ ★ ★

At 8:30 this morning we phoned Lawrence Welk's office and asked his secretary when Welk was expected. Lawrence got on the phone to welcome us to Hollywood. When we got over our surprise at his being at his office so early and inquired about that, the top orch pilot of the day answered, "Pinky, this is the only time I have to catch up with my work." He congratulated him on his great programs and fine work encouraging new talent, etc. and he said, "America belongs to the young and to encourage them in their formative years is to help mold better citizens of tomorrow and thus insure a healthy, happy, democratic and united United States." We called Ernie Stern, ABCChief of Publicity and offered to buy him lunch at the Brown Derby. There was silence at the other end for a minute or so and then when he finally appeared to get over the shock, we compromised and he will take us to lunch instead next week. However, when we suggested a radio which we did, Dresser, a dynamic little guy built along the same lines as Ernie, gave us the low-down on the Hollywood radio scene took us to pretty Arlene Golden, the station's record librarian, who not only liked our new Johnny Andrews platter but had already programmed it several times that day. She also said that she had been getting terrific response to Hildegard's new Coral record of "Souvenirs of Summer." (If you're reading, Hillde, you might also know that Ron McCoy of KGLC and Record Librarian Bill Angell of KFWB, both have latched onto this platter and predict a bright future for it.) ★ ★ ★

It is an unforgettable thrill to walk along Hollywood Blvd. or Vine St. or Sunset and see so many of our songwriter friends, with many of whom we've collaborated. We write with Lou Herscher, Buddy Feyne, Guy Levine, Lynn Murray, Al Sherman, Peter Tinturin, Harry S. Miller, (who has just been called in by Harry Antrim and Freeman Lusk, director and author respectively of a new comedy, "The Irresistible Male," to write six original songs for the show which opens soon in L. A., followed by another try-out, in San Francisco with a Broadway preem slated for the winter.) . . . While with Beasley Smith, an old pal from Nashville, who's been A & B exec here at Dot Records, Beas called Bobby Beers at KODY in San Francisco and told that town's top-ranking deejay that we were headed his way over the week-end. Bobby is the youngsters who used to sing with Blue Barron's orchestra several years ago and at the time we spent some time with him, listening to his dreams. Being on top of his head hasn't changed the boy one bit and his friends back east will be happy to learn of Bobby's well-deserved success. ★ ★ ★

It is no secret that this trip is supposed to have been my vacation and that our purpose was to deliver a talk at the semi-annual ASCAP meeting. In all the years as a reporter on the staffs of various trade journals including this one, we never attended these meetings other than as a songwriter-member and thus never used our position either to cop beats on our contemporaries nor to print ASCAP items. We practised as a fetish this restraint so as not to embarrass our opponents in ASCAP matters and our fellow reporters on other trade journals appreciated it. We've had through the many years that we have been a member of ASCAP (since 1934.) However, we feel a great sense of pride and with humility, we wish to thank the ASCAP west coast membership for their kindess, courtesy and display of confidence in our efforts for the well-being of ASCAP. The fact that the majority of those present at the meeting, signed a petition which we brought out for the express purpose of obtaining signatures, (in accordance with the by-laws of ASCAP) augurs well for the eventual success of our trip here and only strengthens the confidence which we always had in our fellow members. And this is the first and last time that we'll again refer to our personal activities as regards ASCAP...
Industry Safety

(Continued from page 1)

lives, we in the theatre had to develop the asbestos curtain—to make sure no fire jumped across the footlights into the theatre.

Theatre fires, Walsh continued, had "prevented many children from attending performances," prior to the development of the asbestos curtain.

Five hundred representatives of management, labor, safety organizations, medicine and government heard Walsh discuss the vital stake labor unions have in occupational health and safety.

The diners applauded Walsh's commendation of Governor Harriman—"at whose side he had sat—"for being "one of the first governors to get a conference of this kind into action, and to make it truly effective, as the attendance here today demonstrates."

"Not too long ago I was in Washington attending the President's Conference on Occupational Health and Safety, and one of the themes was the desirability of getting states to hold like conferences," Walsh commented.

Speaks Extemporaneously

Afterward, the IATSE president, who, unlike the other two headliners, had talked extemporaneously, explained that the theatrical industry’s safety developments had been "a joint labor and management effort."

The IATSE is strengthening its safety program, "conducted on a local level," through the distribution of pamphlets and other media, and through a closer coordination with the AFL-CIO’s safety committees," he reported.

Presenting Walsh, ALCO President vice-president James J. Reynolds, who is chairman of the Governor’s Industrial Safety Advisory Committee, said, "No more appropriate representative of labor could be chosen to address us."

Exchange Cutbacks

(Continued from page 1)

front and service personnel of which are IATSE members, Walsh observed that "centralization also necessitates some additional employment at grouping points."

He also believes that the recent reversal of sharp cutbacks by distributors like Warners—in Albany and elsewhere—demonstrated that the savings originally envisaged were not achieved.

‘Horse’s Mouth’

(Continued from page 1)

Golder Named to Head

Mont. Theatre Unit

Special to THE DAILY

MISSOULA, Mont., Oct. 8—Clarence Golder of Great Falls was elected president of the Montana Theatres Association at its two-day semi-annual convention held at the Florence Hotel here yesterday and today. Other officers include: vice-president, Phineas Lord; Livingston; secretary-treasurer, Chris Gorder, Poplar.

The spring meeting of the organization will take place in Billings on April 29-30. The annual convention will be attended by some 60 exhibitors and film and equipment salesmen. Subjects discussed at sessions on both days included promotion, concessions, business-building ideas, and others.

Suit in Chicago

(Continued from page 1)

in communication in exhibition of the film, The Case of Dr. Laurence. Action will include issuance of summonses to the mayor and police chief of the city.

Objection to the picture is reported to be based on a childbirth scene. The film deals with natural childbirth.

Brandt Critical

Richard P. Brandt, Trans-Lux president, has called the Chicago censor’s refusal to license the film “arbitrary and unreasonable” and said his suit will seek to invalidate the entire Chicago censorship ordinance in the belief that it is “an unconstitutional abridgment of the ‘free speech’ clause of the first amendment.”

New Producers

(Continued from page 1)

by Steve Barclay, who heads the company.

Barclay also announced that a similar deal for 12 pictures is being concluded with the government and motion picture interests of Brazil.

Back in 1935, Brandt had a film career in Hollywood as an actor. Called to Italy for a picture 10 years ago, he remained in Europe nine years, co-starring with Sophia Loren, Rosanna Podesta and other stars he had written and produced. He returned here several months ago.

Fregonez an Associate

Hugo Fregonez, who directed "Harry Black and the Tiger" for Fox, will direct and co-produce with Barclay the first of the 12 pictures, The Magnificent, a historical novel of South American Indian wars against Argentine settlers in 1830. Shooting will start Jan. 5.

The first 12 pictures will be filmed on a joint production basis with Argentine companies, Mendoza Films and Guaranteed Pictures of La Argentina. These companies and the Argentine government will defray all below-the-line production costs.

Mendoza Films is an established production company operating a modern studio, in the city of Mendoza.

Has Goldwyn, Selznick Films

Guaranteed Pictures of La Argentina is a production and distribution company which distributes American and European product throughout South America, including pictures of Goldwyn, Selznick and Korda. Guaranteed has produced more than 40 pictures in seven years, and also has coproduction deals with French, Swedish and Italian film makers.

Jalme Cabouli, president of Guaranteed Pictures, arrives in Hollywood April 24 to meet the principals involved in succeeding productions. Barclay and Fregonez will fly to Buenos Aires Nov. 15 to set up operations there.

Distributions have not been set. All pictures will be shot in English.

Chaklin-Perrett & Associates have been engaged to handle publicity.

Two Awards

(Continued from page 1)

voted to award two "Oscars" for music scoring and two in the field of cinematography at the 31st annual awards presentations next April.

One award will be made for the best scoring of a musical picture and a second for the best scenic score of a dramatic or costume picture. As in the past, a third music award will be made for the best song.

Separate awards will also be given for the best cinematography of black and white and in color production. The board also voted to permit documentary films and short subjects to nomincations. There will be the best picture of the year as well as for awards in their own respective categories, providing they compete during the same year.

REVIEW:

The Tunnel of Love

M-G-M-CinemaScope

Exhibitors who have been decrying the lack of comedies have here a highly exploitable box office bet. "The Tunnel of Love," based on the hit Broadway play and a best selling novel, is a racy tale of middle class American suburbia, often hilarious and sometimes startlingly frank. Because the chief concern of its humor is pregnancy, illegitimacy and infidelity, it is strictly for adult patronage and there may even be some adults, sophisticated or not, who would wish that the wit ran as deep as it does broad.

Being based on such a famous property, "The Tunnel of Love" can be said to be pretty well pre-sold. Most important here, however, is that it stars Doris Day. Largely due to her forthright personality, as well as to her fine comic sense, the film generates a spirit of good humor that few people will find offensive. Her co-star is Richard Widmark, best known as either a rugged hero or a rugged villain and thus, understandably, not completely comfortable as a genial suburban buffoon. Good support is offered by Gig Young, Elizabeth Fraser and Gina Scala.

The screenplay casts Widmark and Miss Day as a fairly well-to-do Westport (Conn.) couple who, after five years of marriage, are still childless and trying desperately to remedy the situation. When all else fails, they decide to adopt a child. This involves their being investigated by a beautiful, and quite improbable, social worker, Miss Scala and leads to the comic crux of the picture: after one night on the town with Miss Scala, the events of which he cannot remember, Widmark is willing to believe that he is the father of the child she is soon carrying.

His suspicions are reinforced when she borrows money from him for her confinement and later when the adoption agency delivers a new baby to him and Miss Day. Miss Day’s suspicions are then aroused when the baby bears an uncanny resemblance to Widmark, and Widmark confesses what he believes is his transgression. As it turns out, of course, he is completely innocent, but he is not until all the facialem elements have been wrung out of the situation.

Miss Day contributes all the warmth and reality (and thus any meaning) which the picture has, in addition to giving some very funny comic readings and singing two songs—the title number over the picture’s credits and “Run Away, Skiddaddle Skidooh” within the film. Widmark, though not a buffoon, is straight and appealing. Young plays with gusto a standard comedy role and Miss Fraser is his patient, nearly continually pregnant wife. Elizabeth Wilson is excellent as a rather arch official of the adoption agency.

Gene Kelly has directed so that the gags, some better than others, keep coming at a fast clip. All are topical and a few dealing with such things as tranquilizers, child behavior, real estate ads and remodeled houses, are amusingly pertinent.


Vincen Canby

Golder Named to Head

Mont Theatre Unit

MISSOULA, Mont., Oct. 8—Clarence Golder of Great Falls was elected president of the Montana Theatres Association at its two-day semi-annual convention held at the Florence Hotel here yesterday and today. Other officers include: vice-president, Phineas Lord; Livingston; secretary-treasurer, Chris Gorder, Poplar.

The spring meeting of the organization will take place in Billings on April 29-30. The annual convention will be attended by some 60 exhibitors and film and equipment salesmen. Subjects discussed at sessions on both days included promotion, concessions, business-building ideas, and others.

Suited in Chicago

(Continued from page 1)

interfering in exhibition of the film, The Case of Dr. Laurence. Action will include issuance of summonses to the mayor and police chief of the city.

Objection to the picture is reported to be based on a childbirth scene. The film deals with natural childbirth.

Brandt Critical

Richard P. Brandt, Trans-Lux president, has called the Chicago censor’s refusal to license the film “arbitrary and unreasonable” and said his suit will seek to invalidate the entire Chicago censorship ordinance in the belief that it is “an unconstitutional abridgment of the ‘free speech’ clause of the first amendment.”
Record Allied Meeting Seen

Special to THE DAILY

CHICAGO, Oct. 9.—Advance contingents of Allied States officers and exhibitors and members of Theatre Equipment and Supply Manufacturers Ass’n. and Theatre Equipment Dealers Ass’n. began arriving here today as the vanguard of what is expected to be a record registration for an Allied (Continued on page 6)

TOA Sees Cable TV in Mothballs for Months

The subject of cable TV will remain dormant, at least insofar as Theatre Owners of America is concerned, until the basic question is resolved of whether the phone companies can legally use their facilities for such service, members are informed in a bulletin released here yesterday.

Toll TV and cable TV will be high (Continued on page 7)

WB Releasing Twelve Shorts Rest of Year

Twelve Warner Bros., motion picture short subjects, all in Technicolor, will be released for theatrical presentation between now and the end of the year.

Going into release before the end of October are six cartoon films and three each in November and December. Others include six in the “World Adventure Tours” series.

Jack Warner Discharged From Cannes Hospital

The Warner Bros. home office was advised by cable yesterday that J. L. Warner, president, had been pronounced well enough to leave the hospital at Cannes, France, where he has been undergoing treatment for serious injuries received in an automobile accident, and is now at his residence in Antibes

Following further convalescence of perhaps two or three weeks, Warner is expected to be permitted (Continued on page 6)

Pictures Priced at $60,000, $67,000

Film-Exchange Pact Is Closed with Soviet

Release Plan for U.S.S.R. Product Will Be Set; To Talk Joint Production

Provisions of the cultural-exchange agreement between representatives of the Motion Picture Export Association of America and officials of the Union of Soviet Socialist Republics was announced here yesterday by the MPEA following receipt from Moscow of confirmation of the closing of the deal from Eric Johnston, president of the association. The negotiators, in accordance with the pact signed there, have agreed on:

§ The sale and purchase of feature films.
§ The exchange of documentary films.
§ The holding of film weeks and film premieres in the U.S. and U.S.S.R.
§ The exchange of film delegations.
§ Conferences looking to the establishment of joint production activity.

Both sides have extended until Jan. (Continued on page 3)

Paramount 'Faith' Meeting in Atlanta

Special to THE DAILY

ATLANTA, Oct. 9.—Hugh Owen, vice-president of Paramount Film Distributing Corporation, tomorrow will preside at Paramount’s “Faith in the Future” luncheon-meeting at the Dinkler-Plaza Hotel here.

More than 50 circuit executives, in (Continued on page 6)

Rapid Film Technique Forms New Subsidiary

Rapid Film Technique, Inc., of Long Island City, has formed a new subsidiary, to be called Rapid Film Slippers, Inc., described as a film (Continued on page 3)

Television Today

Page 7
Distributors Win Drive-In Suit

(Continued from page 1)

Larry W. Kastner, president of Columbia Pictures International, will leave New York today for a business trip to Mexico.

MacGregor Scott, general sales manager of Associated British-Pathe, will arrive in Hollywood today from London for conferences with officials of Associated Artists.

Samuel Bronston, producer of Warner Brothers’ “Juno Paul Jones,” is completing conferences in London with John Farey, director, on plans for their next European production.

R. J. “Harp” Banes, president of ABC Theatre Enterprises, is in New York from Atlanta.

Jacques Tat, French producer, will arrive in New York from Europe in a few weeks.

Robert Aberg, of the United Artists publicity staff, will leave here over the weekend for a six-month tour of duty in the Army.

Joanne Harrell, film buyer for Martin Theatres, Atlanta, has returned there from Jacksonville.

Jean Roe, receptionist at Associated Theatres, Cleveland, left there this week for a vacation at Miami Beach.

David Niven has returned to Hollywood from New York.

Bett Comden and Adolph Green, authors of the stage play “Bells Are Ringing,” will leave New York late this week for Hollywood for conferences with M-G-M’s Arthur Freed, producer of the film version.

Atlanta V.C. Inducts

ATLANTA, Oct. 9—Variety Club, Tent No. 21, inducted seven members at its monthly luncheon meeting here. New members include Harold Sharp, Gordon H. Bahn, John V. Forsyth, Fred R. Frank, Jr., Jesse G. Husey, Robert Halliday and Saul Schenman. The club is planning a party for Nov. 8 with a western theme.

No Paper Monday

Motion Picture Daily will not be published on Monday, Oct. 13, Columbus Day, a legal holiday.

The suit was filed four years ago by the Maple Drive-In Theatre, located on route 30 near Pittsburgh, against the major distributors and Stanley Warner Corp. It had been the subject of intensive proceedings in which six federal judges passed upon various defendants and had set trial for Oct. 6 before Federal Judge David N. Edelevin of the U.S. District Court for the Southern District of New York.

Certain Facts Cited

At pre-trial dispositions, however, in progress the week preceding the trial date, counsel for the plaintiff announced it would be unable to go forward due to the revelation of “certain facts.” As a result of the collapse of the case, Nizer told the court, a stipulation had been agreed upon between all parties that the plaintiff and defendants required the plaintiff to concede that it had no cause of action.

Furthermore, as a result of the continuing conflict, all defendants had interposed, plaintiff conceded that the arrangements it had made with another theatre, the Blue Dell Drive-In, also near Pittsburgh, not only to contest the stipulation but also to contest the distributor pictures, were illegal and a violation of the antitrust laws. The distributors, Nizer said, agreed not to collect damages from the plaintiff corporation but reserved their rights to proceed against the Blue Dell corporation.

Seen as Test Case

Trade interest in the Maple Drive-In suit has been wide because it was considered a test case of the right of the plaintiff to deter further exploitation of the plaintiff and its property against conventional theatres. The agreement and order of the court is seen as having repercussions on other pending cases in Pittsburgh, because the agreement appends the following provision and provides further that the plaintiff corporation and various of its directors, officers and stockholders “now concede that the runs, availability of clearance and earnings in effect from the period involved in this action to the present time at the Maple Drive-In were arrived at by each of the distributor defendants independently and without any conspiracy among themselves, or with any exhibitor, whether defendant or otherwise...and further, that the runs and availability were fair against each other and in view of the location and of the competing factors which then existed, and now exist in the area.”

In view of the admissions set forth in the stipulation the court had suggested that the four stockholders of the Maple Drive-In be brought in from Pittsburgh to be sworn in and testify that each of them agreed to the confession made in the stipulation and was doing so voluntarily. The stockholders did appear and three out of four agreed and passed a resolution on behalf of the plaintiff corporation accepting the stipulation and signing it.

However, one of the stockholders, Max Arnold, a 25 per cent owner, refused to proceed with the stipulation and has been allowed to retain by 75 per cent stock vote approved it. The stipulation was entered into the court record, and the court then entered an order dismissing the action with prejudice.

Pledge of No Retention

In regard to the split of product agreement between the Maple Drive-In and the Blue Dell, the plaintiff admitted it had “unreasonably restrained the commerce of the distributor defendants. Plaintiff asserts that the agreement is illegal, unjust and unreasonable, and hereby statifies that it will not enter into such or any similar agreement, directly or indirectly, in the future without the written consent of the defendant involved.”

Attorneys for Maple stated upon the record that they would sue their own client for counsel fees “as a result of having been misled as to the facts in the case.”

Personnel Changes in WB International Unit

Management changes in the Warner Bros. International organization were announced yesterday.

Bernard Kopel has been appointed as the company’s acting managing director for France and North Africa, succeeding Jacques Salberg, who has resigned.

Simultaneously, Henry R. Henge, Warner Bros. manager in Peru, has been appointed manager in Argentina, succeeding Jack Mindis. Arthur Henrikson, formerly associated with RKO, has been named manager in Peru in Mr. Ronge’s place.

‘Candle’ World Premiere

In Los Angeles Nov. 11

From THE DAILY BUREAU

LOS ANGELES, Oct. 9—The world premiere of the Columbia release, “Bell, Book and Candle,” will take place here Nov. 11 at the Warner Brothers Theatre. James Stewart and Kim Novak are starring in the Phoenix Production in Technicolor based on the Broadway play.

Sunday Films Still Banned in Edinburgh

Special to THE DAILY

EDINBURGH, Scotland, Oct. 7 (I. C. A. Mail)—The opposition to Sunday opening of cinemas in Scotland persists, as shown by decision of Edinburgh magistrates to refuse a plea for exhibitors for Sunday performances on a commercial basis.

Council refused the request by 13 to 13 and also said “No” to plea to hear a debate on the subject from cinema employees.

Revive it,立项! Provost John Gilbert, said the observance Sunday, even in this day and age, we deeply rooted in the Scottish race. Once they opened the door for Sunday entertainment in one direction, this would be no case for refusing doing or any other week-day entertainment.

Called ‘Hypocritical’

Baile Magnus Williamson said it was “hypocritical” during the three weeks of the International Fest that Sunday cinema shows, and on other occasions they have lowered Sunday performances “in that sacred name of charity.”

Promotional Programs Discussed at S-M Meet

Special to THE DAILY

PHILADELPHIA, Oct. 9—Discussed for promotion of forthcoming programs and plans for special activities in it form of kiddie shows, theatre rent and other Christmas and year-end plans at a meeting of managers, district managers and office executives of the Stanley Warner Philadelphia Zone here at the Warwick Hotel. President at the meeting was Frank Danis, vice-president and zone manager for Philadelphia-Washington.

Over-all purpose of the meeting, according to the executive was to determine plans for increasing grosses. This is the current “rockets for records” drive being conducted at the present time in the trade.

Those in attendance at the meeting were unanimous in agreeing that “it’s fashioned showmanship” is necessary for a revival of public interest theatre attendance.

NEW YORK THEATRES

R O Y A L CITY MUSIC

Robby C. Mills

Robby City Center • 13 E 46th

“C A T O N A H O T T I N R O O F”

ELIZABETH TAYLOR • PAUL NEWMAN • JULIET BURLES

JACK CARSON • JACKIE ANDERSON

From M.G.M. & R-T IN METROPOLIS

AND GALA NEW STAGE SPECTACLE

2 Friday, October 10, 1958
TEXT OF MPEA AGREEMENT WITH SOVIETS

Herein is given the text of the agreement signed between the U.S.S.R. and Motion Picture Export Association as announced yesterday.

Purchase of Feature Films

As the first step in this agreement, a purchase has been reached whereby motion picture companies of the U.S. will agree to sell to the U.S.S.R. selected Soviet feature films and Sovexportfilms will purchase 10 U.S. feature films. The following four Soviet films have been selected: "The Cranes Are Flying," "The Idiot," "The Captain's Daughter," and "Swan Lake." The other three will be selected by U.S. companies within 30 days from the date of the signing of this Memorandum. The U.S.S.R. has agreed to pay for these films.

The prices for each Soviet or American film shall be $60,000 for each standard size film and $67,000 for each wide screen film, including the cost of preprocess material. The payments shall be made in dollars.

It has been agreed that each side would release all films of the other side in dubbed or subtitles versions. The content of the films must be preserved and any changes must be agreed upon by the other side. The release version must be agreed upon prior to its distribution by a representative designated by the other side. The American companies and Sovexportfilms will use their best efforts to assure maximum commercial distribution of the films purchased and to arrange for wide publicity for these films. The films are for theatrical only.

Sovexportfilms and American companies have the right in the future to make quotations for the purchase and sale of films and to conclude agreements under the provisions set forth in the Cultural, Technical and Educational Exchange Agreement between the U.S.S.R. and the United States of America.

Any problem arising in connection with this provision shall be referred to the Standing Committee.

Exchange of Documentaries

Consideration has been given regarding the selection of documentary films and it has been agreed that the fifteen documentary films tentatively selected by the Soviet Embassy in the U.S. would be sent to Moscow for final approval by the Ministry of Culture, while the fifteen Soviet documentary films tentatively selected by the American Embassy in Moscow would be sent to the U.S. for final approval by the U.S. Information Agency.

The selection of films will be completed in an expeditious manner in order that the broad distribution of documentary films would begin no later than January 31, 1959 in accordance with the provisions of Item 3 of Section VII of the Cultural, Technical, and Educational Exchange Agreement between the U.S.S.R. and the U.S.A., and depending on the distribution situation in each country.

Film Weeks

Both sides have recognized the desirability of holding on a mutual basis an American film week in the U.S.S.R. and a Soviet film week in the U.S.A. To implement this item in the Cultural Agreement and in order to bring about the making of film arrangements toward such film weeks, it has been agreed that an official of the Soviet Embassy in Washington would be designated to deal with an official of the Government of the United States, and an official of the American Embassy in Moscow would be designated to deal with an official of the Soviet Union to take proper steps to establish the necessary procedures. The names of the officials designated shall be exchanged no later than January 1, 1959.

The Standing Committee will act on concrete recommendations, including suggestions under Item 3, to the next meeting to be held in Washington.

Film Premieres

It has been agreed that a premiere would be held in Moscow of the first American film shown in the Soviet Union under this agreement, and that a premiere would be held in Washington of the first Soviet film shown in the U.S. under this agreement and that two or three motion picture personalities, preferably from the film being shown, would be invited to attend these respective premiers. Film organizations of each side shall pay the travel expenses of their motion picture personalities, and the motion picture interests of each country shall pay the expenses of film personalities during their attendance at the respective premieres. It has been agreed that film organizations of each side would assume all the expenses connected with the preparation and holding of each premiere.

Practical problems such as the date, the composition of delegations to the premieres, etc., shall be resolved directly between Sovexportfilms and the American company concerned with the premiere. The Standing Committee will consider the question of holding of additional premieres at its next meeting to be held in Washington.

Exchange of Delegations

It has been agreed that delegations of up to ten leading motion picture personalities, to be approved by both sides, would be exchanged for the purpose of becoming acquainted with experiences in the production of motion pictures. These delegations will include scenario writers and technical experts and will be for a period of up to one month.

Appropriate organizations on each side shall pay the travel expenses of its delegation and shall assume expenses connected with the preparation of the visiting delegation. It was decided to schedule the visits during May–June, 1959 and each side agreed to inform the other of the composition of its delegation before April 1, 1959.

Joint Production

The matter of the joint production of feature, popular science and documentary films is referred to the Standing Committee.

The Standing Committee decided that Soviet studios and American motion picture producing organizations may carry on negotiations and conclude agreements for joint production of films in accordance with the provisions of Section VII of the Cultural, Technical, and Educational Exchange Agreement between the U.S.S.R. and the United States of America.

Detroit Council Amends Youth Curfew Ordinance

DETROIT, Oct. 9.—As forecast a month ago in Motion Picture Daily, the Common Council is amending the curfew ordinance that has long plagued exhibitors here. Youngsters from 14 to 16 will now be permitted to remain in motion picture theatres until midnight, on school nights and Saturdays, until 1 A.M. on Friday nights and Saturdays.

Theater owners had long protested the current ordinance, which required the adolescents to leave by 11 P.M. The provision being passed is not to apply to children not escorted by adults. The expected net result is for increased business.

Other conditions of the present ordinance, which theatre owners had not attempted to have changed, continue. Those unescorted under 11 years of age must leave houses by 7:00 P.M. at some 12 and 13 by 11:00 P.M. school nights, and midnight Fridays.

Tracy to Play Priest

HOLLYWOOD, Oct. 9. — Spencer Tracy will play the dramatic role of Father Dooan in "The Devil at 4 O'Clock," film version of Max Catto's recent novel, filmed for Columbia Pictures, as the second film for his independent production company.

"Big" Week $39,524

"The Big Country," William Wyler's grandiose Western is the "tremendous" $39,524 for the first week of its engagement at the Astor Theatre, United Artists announced.
NEW BLOOD FOR YOUR BOXOFFICE!

A terrific transfusion of SHOWMANSHIP excitement to bring you those BIG...BIG...GROSSES!

“BLOOD

FILM DAILY raves:
"By far one of the best films in the horror-fiction category. It ventures into gore and supernatural with a headlong grandeur, providing outstanding exploitation material and top boxoffice acceptance."

Starring DONALD WOLFIT • BARBARA SHELLEY • VINCENT BALL with VICTOR MADDERN

Directed by HENRY CASS • Story and Screenplay by JIMMY ("FRANKENSTEIN") SAN...
He begins where DRACULA left off...

THE VAMPIRE

in Eastman COLOR

Produced by ROBERT S. BAKER and MONTY BERMAN-An EROS FILMS LTD. Production - A UNIVERSAL-INTERNATIONAL Release
AFTER a couple of years "on the road," the theatre equipment and refreshment trade show returns to Chicago, and in bringing it back to the Midwest, the Theatre Equipment and Supply Manufacturers Association is staging the whole performance, without the partnership of the National Association of Concessionaires. Tesna opens its 1958 exposition next week, at the Hotel Morrison, in association with Allied States. NAC will conduct its 1958 convention, to be held the following week, again with Theatre Owners of America at the Americana Hotel in Miami Beach, Fla.

While the Allied-Tesna Trade Show does not open until Sunday noon, Tesna and the Theatre Equipment Dealers Association will begin their conventions tomorrow, getting their business and get-togethers well out of the way before concentrating on the theatre operators attending the Allied States national convention, which begins Monday afternoon.

Looking over the roster of companies with Theatre Show booths, it occurs to us that there are quite a few theatre operators among the equipment people themselves. Stanford Koenig, president of the Koenig Industries, distributors of the "Benz-O-Matic" propane gas in-car heater, operates a large drive-in at Oak Lawn, Ill. And his advertising and publicity man, Herb Ellisburg, used to operate an art theatre in Chicago's Loop.

Then there is Bob Hoff of The Ballantine Company—he has a drive-in theatre at Omaha; and Ed Lachman of Lorraine Carbons, who is a prominent New Jersey exhibitor. Nor should we forget Lennie Sattz, long with Century Theatres in and around New York, now head of the Technicolor Corporation, manufacturer of screens. And Al Boudouris of Eprad, makers of in-car speakers and heaters, runs drive-ins in Ohio.

The Radiant Screen Corporation is back in the Tesna show with a screen, representing its new affiliation with Hurley Screen Company, also director which he has held in the annual Fane listings for almost 10 years, and his versatility in that his last effort, in a totally different genre, was "No Time for Sergeants," presently setting box office records.

The subject of the picture is psychiatry and it delves into it without sensationalism but with dignity, warmth, sympathy and emphasis on human values. Nor does it attempt any message, medical or otherwise, other than the obvious conclusion of the need for extension of facilities for psychiatric care.

At the start of the picture Miss Simmons has been released from a state mental hospital, after a year's stay, as not quite cured but judged ready to resume a normal life. At home in a small New England college town, she is tortured by her husband's coldness and the domination of her half-sister and step-mother, the conditions which had led to her break-down in the first place.

Aware, before they themselves are, of a strong attraction between Dan O'Herrily, her husband, and Rhoda Fleming, her step-sister, she relapses into the suspicions and delusions which had overcome her before but has periods of lucidity in which she frantically tries to save her sanity by assuring herself of her husband's love. His persistent refusal to affirm it leaves her. Mabel Albertson as the domineering step-mother, and Steve Dunne as an alcoholic ex-suitor who also is in total sympathy with the leading character.

If the picture has a flaw it is in its over-simplification of the psychiatric problem and lack of human and dramatic conflict is valid enough to carry the plot.

All of the outdoor scenes were made on location in Marblehead, Mass., a fact which lends realism to the action.

Properly sold, it is a picture which should have a career at a theatre office as remarkable to Miss Simmons' performance.

Home Before Dark

(Continued from page 1)


JAMES D. IVERS

'Woman to Albee'"

"I Married a Woman," an RKO Radio Picture released by Universal-International, will make its New York debut at the RKO Albee Theatre on Tuesday, Oct. 28. It will later be in theatres throughout the metropolitan area, including the RKO circuit, starting Tuesday, Nov. 4.

with L. E. Carpenter & Company. While in sponsorship and majority of exhibits this is a "theatre equipment" exhibit, the concessions side of the business is notably represented. Coca-Cola and Pepsi-Cola are on hand, Cretors is displaying a new popcorn machine, and the Original Crispy Pizza Crust Company is exhibiting in association with its Chicago affiliate, Nick Ponticelli, operator of Tolona Products, Inc., which has just opened a new plant.

Tom L'Vezzi is only figures big in this year's event as head of Tesna, but also as host, along with brother Bob, of the main social affair of the Tesna and Teda conventions. This community celebration of the 50th Anniversary of the L'Vezzi Machine Works. It will be a gay party at the Chez Paree.

Warner Discharged

(Continued from page 1)

to return to this country by plane. The Warner Bros. president was hospitalized with head and chest injuries early in August after the car in which he was driving was involved in a serious head-on collision with a truck.

Paramount Meets

(Continued from page 1)

dependent theatre owners and newsmen are expected to attend the gathering which is being planned in conjunction with its plans for 20 multi-million-dollar productions for 1959.

Bradley, Hotard to Attend

Other Paramount executives in attendance will include W. Gordon Bradley, southeastern division manager, and Foster Hotard, Atlanta branch manager.

Exhibitors of Paramont Des Moines, Minneapolis and Vancouver, B. C. representatives (who will attend "Faith in the Future" luncheon-meetings the company has set up for those cities.

Social Schedule Complete

Forums on concession sales and theatre equipment programs and inspections of the trade show complete the executive's busy week in the program. Numerous social affairs also have been planned for the delegates and their wives.

The complete convention program was published in Motion Picture Daily of Oct. 6.

'Fiend' Here Oct. 31

Twentieth Century-Fox's "The Fiend Who Walked The West" will have a mass New York opening Oct. 31 in more than 100 theatres in the metropolitan area. Director scheduled to present the film include RKO, Skouras, Century, Randforce, Prudence, J.J., and Brandt, among others.
PEOPLE

Bud Kornheiser, former art director for Warner Brothers, has joined Fieldston Studios here in an executive capacity.

Fred Pfeiff, Todd-AO Corp. chief engineer, has been added to the panel of theatre equipment experts for the theatre equipment forum at the Allied-TESSA-TEDA meeting in Chicago Oct. 12-15.

Jack Haynes, veteran Detroit film buyer who has resigned from Clark Theatre Service to join the Chakeres Circuit, Springfield, O., will be guest of honor Monday at Cliff Bell's, Detroit, at a farewell dinner given by his friends.

Marjorie Davison, official observer for the State Department at the Children's Film Festival in Brussels, will give a report at a news conference at the Hampshire House here next Tuesday. At the same time, Walter Reade, jr., head of Walter Reade Theatres, will make an announcement concerning the children's films programs here.

J. Kimbrell, owner of the Dixie Theatre, Unadilla, Ga., has been elected mayor of that community.

33 Pictures in Work

Hollywood, Oct. 9.—There was an increase in new productions as six pictures started rolling this week and six pictures were completed, making a total of 33 pictures in work. Started were: "The Big Fisherman" (Bueno Vista release, Roland V. Lee Prods., Eastern Color, Production), "They're in Trouble" (Columbia, Coetz Prods., CinemaScope & Color); "The Five Pennies" (Paramount, Dena Prods., VistaVision & Technicolor); "Compendium" (20th Century-Fox), Darryl F. Zanuck Prods., CinemaScope); "Alias Jesse James" (United Artists Release, Robert Hope Prods., Color), "The Buckskin Kid and the Calico Cat" (Universal, CinemaScope & Color).

Otto Gross, 65

East Point, Ga., Oct. 9.—Otto Gross, former manager of the East Point Theatre and long associated with various theatre chains in this area, died Oct. 3 in an Atlanta hospital after a long illness. He was 65.

Surviving are his wife, a daughter, Mrs. Ernest Pope, and a son, Arthur D. Gross.

To Produce ‘Mouse’

London, Oct. 9.—Walter Shen- son will produce "The Mouse That Roared" for Columbia Pictures under the aegis of Highroad Films. It was announced here by Carl Foreman, executive producer for the latter company. Scenes will be shot in New York and London.

One Man’s TV Views

By Pinky Herman

San Francisco

SHOULD anyone try to tell you that folks in Hollywood sleep late and often don’t you believe it. Well at least not everyone here sleeps late. Frinstance Saturday morning we rose an hour before the sky to see if the heat of the previous few days was still about (all we could see was a dark haze which seemed to spread in all directions from the immediate environs of Monrovia where the big blaze was still burning fiercely). By 8:30 we’d dressed, breakfasted, and were waiting at station KMPC for Hollywood’s most-listened-to disk jockey, Ira Cook. An old friend of ours, Ira was happy to see us, invited us into the studio and chatted with us about baseball, football (Ira does special between halves broadcasts at local gridiron games) and of course music. At 11:00 we’d left the friendly and musical Cook (ie) and spent a few minutes with another gent who knows his way around the music beat, Johnny Eppelito of KABC. At 11:30 Producer Don Paynter drove up to the ABC Studios on Vine St. to drive us to Burbank where we took the 12:30 United Airlines DC 6 to San Francisco. (We took American Airlines from New York to L.A. so at least we favored two of the air lines who advertise regularly in MOTION PICTURE DAILY.

★★★★

After a late lunch we drove into town and stopped in at KSFO where a sweet young lady named Elinor Olson bade us welcome and introduced us to newscaster and deejay Bill Heyward who was then doing a record session. Bill forthwith announced that "Pinky Herman, eastern Radio & TV editor of MOTION PICTURE DAILY was in the studio" and—before we could say, "Johnny Andrews," a mite in front of our homely kisser and we were answering questions about the movies, TV in NY. music in general and our new "Pinky Recording" which Bill promptly put into action. Bill then introduced us to tall, handsome and personable Bob Colvig who kindly informed us of the fact that he’s heard the broadcast and would also be happy to latch onto Johnny’s platter of our 2 new songs. Thence to KFRC where Lee McEachern (just from WHBQ-TV in Memphis) has already acquired for himself a huge listening audience and who promised a “good spin.”

★★★★

Next morning at 6:00 a.m. we walked into Rocky-Lucky’s program at KSAN, talked a bit to his fans and had the pleasure of having "Johnny Andrews’ platter follow one by Mahalia Jackson," (there’s a musical parlay if we ever heard one.) At 7, "Jumpin’ George" Oxford started his popular program and again, ere we were aware of it, we were talking about MOTION PICTURE DAILY TELEVISION TODAY, how we go about getting material for the columns and (you guessed it—music.) Oxford was extremely kind in his enthusiastic comments about our new record and promised a real good exposure. Then George surprised us. He told us that it was “Most important that we hurry over to station KSFO and catch Don Sherwood before he goes off the air at 9 a.m.” Now there is one of the bright spots in the relationship that exists between rival deejays here. Mutual respect and open admiration for one another’s talents. A taxi back to the Fairmont Hotel atop of Nob Hill where the very popular Sherwood immediately played our platter on his program and announced: "you folks will be hearing this new Johnny Andrews recording a great deal because I like it." We could have kissed him for that but just then pretty little Patty Newbigin, the station Record Librarian came into the studio and we’d much rather have kissed her. The previous afternoon we had made a luncheon appointment with Jack Morris of station KLX in Oakland so we taxied to the Key Service Bus Terminal. (More about San Francisco and Hollywood later.)

TOA-Cable TV

(Continued from page 1) on TOA’s convention agenda when it meets in Miami Beach, Oct. 21-25. Meanwhile, the bulletin reports no action and indefinite future schedules for local television and station programs.

Still clinging to its hope for launching this fall of at least the radio phase of the industry-business-building-campaign, the TOA bulletin, conceding that exhibitor contributions still are “just a little short,” invites exhibitors to look to the TOA convention for their answer to the campaign questions. In its latest, Allied States, gave up on the business-building campaign until next year and advised its members to come to its convention prepared to learn how to conduct local bob campaigns on their own.

United Artists Praised

The TOA bulletin pays tribute to United Artists for its recently announced plan to expend $9,500,000 to advertise and promote its next year’s product. “The announcement comes as a fresh breeze,” the bulletin observes in expression of evidence that “many distributors” by contrast are pulling in their horns on local co-op advertising. Max Youngstein, UA vice-president, and Roger Lewis, advertising-publicity director, rate kudos from all exhibitors,” TOA says. “Here at least is one company prepared to work with the exhibitor who wants to do something extra at the local level.”

CBS Makes Station Changes in Hartford

CBS will terminate operation of its UHF television station WHTC (Channel 18), Hartford, Nov. 15, 1958; and at the same time, the CBS Television Network is affiliating, effective Nov. 19, with KEYX, New London, Conn. (Channel 3), Hartford, it was announced yesterday by Frank Stanton, president, Columbia Broadcasting System, Inc. WHTC is owned and operated by Thomas Bros. Broadcasting, Inc.

In making the announcement, Dr. Stanton stated, “We have decided to terminate operations of WHTC, owned and operated by CBS for more than two years, with great reluctance and deep regret.

Calls New Affiliation Necessary

“WHCT has been rendering an excellent service in the immediate Hartford area. In the last year, however, two VHF stations also have been serving Hartford and the general Hartford area. Recently the CBS Television Network was offered the opportunity to affiliate with WHTC-TV, one of these two stations, whose management has pioneered in broadcasting. To make its programs more widely available to the residents of the important Connecticut River Valley, to provide expanded promotion of its network advertisers, and because of decisive network competitive considerations, the network felt compelled to affiliate with WHTC-TV while the opportunity was still available.”

Hayden for ‘Sonora’

Hollywood, Oct. 9.—Producer Russell Hayden will make "Tiger of Sonora," life of Col. Emiliano Kosterlitzsky, head of Mexican Secret Service at the turn of the century, with starting date scheduled for early December. Hayden is negotiating with Allied Artists for a releasing deal.

Loventhal Appointed

A promotion-publicity department has been formed by Telestar Films, with Wynn Loventhal appointed to the newly created post of director of promotion and publicity, it was announced by David Savage, executive vice-president. The new department will be located here.
NATIONWIDE PUBLIC NOTICE ADS RALLY HUNDREDS OF MARINE VETERANS OF TARAWA TO HELP YOU COMMEMORATE THE TOUGHEST, MOST GALLANT CAMPAIGN IN LEATHERNECK HISTORY!

SPECIAL FREE PROMOTION KIT GIVES EVERY SHOWMAN THE WEAPONS FOR HIGH-EXPLOSIVE EXPLOITATION! USE THEM IN YOUR AREA FOR MAXIMUM PENETRATION AMONG THE THOUSANDS OF PATRIOTS WHO WILL CHEER YOUR OWN "TARAWA" CAMPAIGN!

(For your kit, write to: Exploitation Dep't, Columbia Pictures Corporation, 711 Fifth Avenue, New York 22, N.Y.)

KERWIN MATHEWS JULIE ADAMS RAY DANTON
with KAREN SHARPE - ONSLOW STEVENS

Written by RICHARD ALAN SIMMONS - PRODUCED BY CHARLES H. SCHNEER

Directed by PAUL WENDKOS - A MORNINGSIDE PRODUCTION

RELEASE DATE: NOVEMBER 20th
15th ANNIVERSARY OF TARAWA BEACHHEAD!
Exhibitors Hit Rank's Plan

By WILLIAM PAY

LONDON, Oct. 8 (By Air Mail)—"Great concern at the Rank Organisation's rationalisation plan" is the keynote of independent exhibitors' comments throughout the Cinematograph Exhibitors' Association's branch meetings this week.

At Birmingham branch chairman Miles Jervis thought the plan was not going to be too well received. It might force other cinemas to close. It will also be a strong deterrent to producers, and particularly independent producers, in this country and in America, he added.

It was the opinion of exhibitors M. Dent and Charles Hitchin that independent cinema were staying

AIP Plans the Release Of 30 Films in 1959

By SAMUEL D. BERNs

HOLLYWOOD, Oct. 13.—American-International Pictures will have a $15,000,000 program of 30 films for release in 1959, in answer to exhibitor demands for more films with "box office magnetism." James H. Nicholson and Samuel Z. Arkoff, AIP heads, announced on Friday at a press luncheon in Lyman's celebrating company's founding four years ago. Four of these, which will be filmed under co-production arrangements in England, Australia, and South America, will

Find Ealing Agreement 'Binding'

For 95 Films to Go to U.K. TV

By PETER BURNUP

LONDON, Oct. 13.—Some 90 old features in the library of Ealing Films will apparently be made available to television here, despite efforts to prevent the move. The Film Industry Defense Organization has announced. FIDO is the industry group set up to control the release of feature films to TV.

A deal for the 95 films in question to be sold to ABC-TV was in negotiation before Associated British Picture Corp., parent company of the television station, had made arrangements to purchase Ealing Films. ABC has now advised FIDO that the agreement between

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Blasts 'Fewer Pictures, Fewer Theatres'

Restoring Industry, Save Industry: Kirsch

Keynote Address at Allied Meet Cites 'Responsibility of Attorney General'

By MARTIN QUIGLEY, Jr.

CHICAGO, Oct. 13.—"Restore the independent, and save the industry." With these words, voiced as virtually a clarion call, Jack Kirsch, general chairman of the convention of Allied Films and Exhibitors, was addressing the closing session of the three-day meeting. His speech was delivered to the opening session of the three-day conclave with the assurance that the future of the industry is bright, that "more hopeful signs are discernible today than at any time in recent years.

What I refer to," said the president of Allied Theatres of Illinois, "are the unmistakable signs of a rebirth."

Clarity 'Detroit News' Stand on Advertising

Special to THE DAILY

DETROIT, Oct. 13.—The recent conference conducted by A. H. McKown, retail advertising manager of the "Detroit News" with key exhibitors has resulted fundamentally in establishing better relationships with theatres, and a frank revelation of the newspaper's stand regarding what

Financial Survey Hails Companies' TV Interests

Major company interest in expanding into new television enterprises is interpreted as a healthy financial symptom by the Value Line Investment Survey of amusement industry securities at the present time. 'In terms of earnings and divi-

...
**PERSONAL MENTION**

**RUSSELL V. DONNING,** president and managing director of Radio City Music Hall, returned yesterday from a vacation in the West.

**LOUIS NOVINS,** president of International Telemeter Corp., returned to Hollywood at the weekend from New York.

**SIR BROWNSTEIN,** coordinator of promotion for next year’s Academy Award telecast, is in Chicago from here to attend the convention of Allied States Association.

**KENNETH N. HARECHEANS,** president of Rank Film Distributors of America, returned to New York yesterday from London.

**HERO STERNBERG,** Paramount studio publicity director, left New York at the weekend for Hollywood via New Orleans.

**EDWARD L. HYMAN,** vice-president of American Broadcasting-Paramount Theatres, and **BERNARD LEVY,** his assistant, are in Des Moines today from New York.

**FRED LYNCH,** advertising-publicity director of Radio City Music Hall, is in Hollywood over the weekend on a vacation trip.

**Germay, France, Italy**

**Added to Frisco Fete**

**Special to THE DAILY**

SAN FRANCISCO, Oct. 13.—Three more foreign countries, Germany, France and Italy, have submitted pictures for the second annual San Francisco International Film Festival which opens here at the Metro Theatre Oct. 20.

Italy’s entry, “White Nights,” directed by Lodovico Visconti and starring Maria Schell, promptly was accepted by the screening committee.

Because Germany and France each submitted two films for competition, the committee asked festival executive director Irving M. Levin for more time to choose the best candidate from each nation or possibly, as they did in the case of India, accept both entries. Decision of the committee is expected Monday.

**Soviet Films**

(Continued from page 1)

Russia and the purchase of seven Soviet films for distribution and exhibition here. While most other details, such as price, were decided, nothing has been rearranged to determine who distributes which Soviet film in this market.

Americans Picked 4 from U.S.S.R.

The Russians selected MGM’s “The Great Caruso,” “The Vagabond,” and “Ivan the Terrible,” Paramount’s “The Roman Holiday,” United Artists’ “Artists’ Martyr,” Warner’s “The Old Man and the Sea,” and Magna Theatres’ RKO’s foreign distributor “Oklahoma!” The seven films selected in the next 30 days. The American delegation selected four of the seven films it will take from the Soviets and will choose the remainder within 30 days.

The feeling here is that on Johnstone’s return those companies whose films are being sold to the United States will be asked first to accept one or more of the Russian films for distribution here, perhaps by drawing a title from a hat, should there be indecision over who gets which picture. The final arrangements, in any event, will have been await Johnstone’s return to New York.

**In Bucharest Today**

He and his assistant, Ken Clark, and Turner Shell, head of the film division of U.S. Information Agency, left Moscow late last week for Warsaw and Prague. They are scheduled to be in Bucharest today and will go from there to Budapest, Vienna and Paris. They will endeavor to conclude additional deals for sale of Hollywood films in each of the satellite countries on visit. Considerable interest has been shown in such sales was made by Johnston during a visit behind the Iron Curtain a year ago and, with the expected favorable impression resulting from the change in agreement, the closing of additional deals within the Soviet orbit are believed improved.

**Little Profit Expected**

With American producers receiving only $60,000 for each standard size film selected by the Soviet and $67,000 for a wide screen film in the total of 10, and buying seven Soviet films in turn, the commercial aspects of the deal are almost insignificant. The companies entered into the agreement at the behest of the State Department which was anxious to implement the cultural exchange agreement with the Soviet in this way. The companies gave Johnstone unrestricted authority to conclude an agreement at his discretion on the best terms available.

Johnston and his party are due back in New York on Oct. 22.

**Cartoonists Needn’t Pay Initiation Fee: NLRB**

WASHINGTON, Oct. 13. — The National Labor Relations Board has ruled that members of cartoonists and illustrators union who are employed by five animated film producers need not pay an initiation fee of $250.

The ruling stated that union members belonging to Warner Brothers, Loew’s, Warner Lanz, and Walt Disney and belonging to bargaining units "covered by a collective bargaining agreement requiring members of the union as a condition of employment" should not be required to pay an "excessive" or "discriminatory" initiation fee. The NLRB did not state what it would consider a reasonable fee, but did rule that anything paid over $50 or on July 1, 1956, must be refunded.

The NLRB's ruling in the case is final. It was brought by the motion picture cartoonist Local 839 of IATSE and the Animated Film Producers Assn.

**Ad Advisory Group to Consider Complaints**

The advertising advisory council, comprised of advertising-publicity directors of Movie Picture Association member companies, met this week with Gordon White, director of the Advertising Code Administration, to discuss current and recent complaints against some of film and theatre advertising.

**Ealing Deal**

(Continued from page 1)

than 60 will be shown on TV without further consultation with FIDO. And if these are shown at all it will be over Melland and Northern TV stations. Finally, each picture, if shown at all, will be shown only once. It is further understood that ABC-TV will show the disputed films on Sunday evenings, outside the normal cinema hours.

**UA May Be 1st**

(Continued from page 1)

Moscow to look over production facilities and explore possible co-production arrangements.

Under the new U.S.-Soviet film exchange pact, American companies are authorized to negotiate on co-production and conclude agreements with Soviet studios for joint production of films in accordance with the provisions of the cultural and technical exchange agreement between the U.S. and the Soviet.

Youngstein also will visit Kiev, Leningrad, Greece, Israel, Rome, Paris and London with similar objectives in mind. He will be away three or four weeks in all.

**Exhibitors Hit**

(Continued from page 1)

open. Others thought the Rank Organisation should have dealt with the matter quietly to avoid both headlines which made the people think the cinema was going over. D. Clark suggested that independents should put on their screens notices saying “this cinema has no intention of closing.”

The meeting decided to hold any action until John Davis, managing director of the Rank Organisation, had explained his plan to exhibitors. If nothing was heard by Oct. 15, the group would hold a special branch meeting some time next week.

From the Bristol branch meeting, the problem was summed-up by vice-chairman E. C. Rogers when he said: “Far from rationalising the theatres more could be done if tackled from the production end. Ninety per cent of the solution is product. More than half the time in the country is being spent in solus positions,” he said. “Rationalisation is therefore automatic.”

Report Hinge Opposed

It is understood president of the CEA, E. J. Hinge, is against any closure of cinemas unless forced by economic conditions. He has already gone on record with: “I refuse to be swung out of the business I like. Mr. Davis has a perfect right to do what he likes in his own organisation.”

Many of the leaders of the industry thought that the country is being swayed out of a different state that the way rationalisation can affect us is if production gets into such a state that we are frozen out of product.”

**Washington ‘Hurrah’ Bow Charity Event**

WASHINGTON, Oct. 13.—In the present "excessive." Columbia’s “The Last Hurrah” will be sponsored at the Trans-Lux Theatre on Oct. 30 by the Home for Incarcables.

Many of the leading citizens of the capital will attend the benefit opening, which is being arranged by a committee consisting of Mrs. Richard McDougall, president; Mrs. Myron Cowen, Mrs. James Orr, Dorf and Mrs. James Lawrence Hogheltig.

**NEW YORK THEATRES**

**RADIO CITY MUSIC HALL**

Rockefeller Center • 816-4600

**“CAT ON A HOT TIN ROOF”**

Elizabeth Taylor • Paul Newman • Burl Ives

Jack Carson • Judith Anderson

Directed by Pinky Herman • Directed by Pinky Herman

V Graham McDowall • Directed by Graham McDowall

**and GALLA NEW STAGE SPECTACULAR**

**MOTION PICTURE DAILY**

Martin Quigley, Editor-in-Chief and Publisher; Sherwin Knut, Editor; James D. Feingold, Managing Editor; Richard Gertruer, News Editor; Floyd S. Steen, Photo Editor; Herbert V. Fink, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles A. Ormon, Ed HS. 1145; Washington, D.C. 10, National Press Club, Wash- ington, D.C. 10; London Bureau, 31, Rear St. Leicenster Square, W. 2, Hope Williams, Managing Editor; Peter Burney, Editor; William McShea, Director; Don H. E., London Bureau, 17, 42-108, Telephone 52-100, Cable Address: "Quigpho, New York."
GAME OF CHOICE!

Trailers are the consistent 'choice' of smart showmen... *You bet an 87 to 1 shot and win every-time!

*Sindlinger & Co., in its latest survey, reports that a trailer showing to 200 people will motivate 87 of these people to return and see the picture advertised. The cost of the trailer?... Just one ticket of admission. A ratio of 87 to 1.
Allied Hears Kirsch Plea for Independents

(Continued from page 1) birth of faith in the motion picture business among exhibitors, a determination to fight the wrongs to which they are subjected."

The struggle to right alleged wrongs, he emphasized, should be conducted along the lines suggested in Allied States’ “White Paper,” sup- ported, if absolutely necessary, by Federal action.

“There is a grave responsibility on the Attorney General,” he said, to alleviate conditions in an industry that “cannot survive half sick and half well.”

Concerned with the Failure Thereof

“I am not going to squander the precious time of this convention,” said Kirsch, “by dwelling upon the conditions which prevailed prior to the decree in the Paramount case. We are concerned with the failure thereof to achieve their intended effects, which is due mainly to the failure of the United States Attorney General to enforce them.

“Let us consider briefly what it would mean to you exhibitors if those decrees were to be enforced according to their letter and clear intent.

“I am not a lawyer and I would not think of discussing these legal documents if the language used in writing were not so plain that any layman can understand them.

“Let me ask what it would mean to you in the operation of your thea- tres in a competitive area was treated as clearance regardless of whether it was set forth in the prior-run con- ditions, as clearance, subject to the requirement that, in order to be legal, it must be reasonable?

“Would it mean to you if the provision against the fixing of admission prices by the distributors should be enforced to the letter, so that you would have to strictly adhere to the conditions of the court, such as the presence of proper runs, with only reasonable waiting time between runs in competitive areas. And let them make the pictures available to small towns at a reasonable time after territorial re- lease, or at the close of the engagement in the nearest key city. Then let us see what happens.”

Hits Fewer Pictures Plan

Discussing the policy of “fewer pictures shown in fewer theatres, Kirsch, calling such policy a ‘menace,’ told the delegates:

“This strange doctrine, so contrary to the American policy of a free and expanding economy, was first voiced by Mr. Sam Goldwyn. Other prominent pictures, he contended, had turned to the refrain. What they imply is that the producers should confine their operations to the making of only a few three-A pictures (now known as ‘march-A pictures’) and that the exhibition thereof should be re- stricted to a limited number of carefully selected big city, first-run theatres, on long engagements at high admission prices.

“Thus every picture would be roadshowed or specially handled. In order to drain off every possible dol- lar of the potential revenue in this fashion, the favored theatres will be told that the picture will not be shown in any other theatre in the competitive area for a long, long time.

Criticizes Circuit Heads

“This tightly restricted method of marketing pictures, of course, appeals to the circuit heads who operate most of the big city first-runs and are the beneficiaries of the system. They, naturally, are out to absorb as much of the available revenue as they can. They are not now and never were interested in sharing any of it with their independent competitors. So it is not strange that they too have joined in a part of the mystic chant. ‘Fewer and better theatres’ is their solution of industry problems.”

“Not long ago the head of one circuit company, which through its subsidiaries operates 322 theatres in the United States, claimed that ‘only one-class—picture are being shown in second-class theatres, and very recently the head of another circuit company, who also operates considerable circuit of his own, did not care what the states of New York or Pennsylvania are doing but ‘overextending,’ According to him a lot of theatres—thousands of them—must be closed if the remainder are to be prosper.

“Now I ask you, ladies and gentle- men: whose theatres do they think should be closed? If they have in mind their own, they have to remember that they know and you know that the theatre they would like to see closed at your theatres and mine. Their idea is for all pictures to be shown in their key house for as long as the pictures can stand up. Then for the mopping up of whatever revenue may yet be available, they want to confine the later runs to their secondary theatres.”

Butler, Astoria Studio Veteran Is Dead at 68

John W. Butler, 68, an industry veteran who helped in the changeover of the Paramount Astoria studio to Los Island from silent to sound production, died suddenly on Oct. 9. Services were held yesterday at St. Joseph’s R. C. church in Manhattan. At the time of his death, Butler was with the Army Pictorial Service at the Astoria studio, where he had been since 1924. Shortly after the studio was taken over by the Army for the production of training films.

Joined Paramount in 1920

Butler joined Paramount in 1920 as a senior accountant. In 1926 he was named assistant to the Production head, and in 1928 became executive manager of the Astoria studio. In that capacity he supervised the changeover from silent to sound at the studio where such stars as Eddie Cantor, Sarah Bernhardt, Edward Robinson, Cladette Colbert and the Marx Brothers worked. At the time of his death he was chief operations and administrative officer on the staff of the commanding officer at the Astoria studio.

AIP Plans

(Continued from page 1)
**Detroit News**

(Continued from page 1)

Not many television commercials are as good as those being used in the current NBC “FBI” campaign, but the one used in the recent “Meet the Barons” program is outstanding. It features the Barons as they sit on a set of upholstered chairs and are shown to be the “Big Three” of the hotel industry. The stools are made of metal and wood and are designed to look like those used in a bar. The Barons are shown talking to each other about their businesses, and the audience is left with a sense of their commitment to their industry. The commercial is short and sweet, yet effective in conveying the message.

**Television Today**

**IN OUR VIEW**

The first of a series of nationwide personal appearance tours by stars of NBC Network’s television shows, the NTA Film Stars Go on Appearance Tours, is under way last week coincident with the inauguration of the network’s fall programming schedule. The shows, now being telecast by 115 television stations coast-to-coast, are “The Hour of Stars,” hosted by John Conte, “This Is Alice,” starring nine-year-old Patty Ann Gentry and her dog, “A Man Without a Gun” with Rex Reason, and “How to Marry a Millionaire,” featuring Lori Nelson, Merry Anders and Barbara Eden.

Now in New York

Lori Nelson, Merry Anders and Barbara Eden, the “How to Marry a Millionaire” stars, comprise the first unit touring the major markets. They have already been to Chicago, Minneapolis-St. Paul, and Detroit. They have arrived in New York for a series of personal appearances yesterday, today and tomorrow. From New York they are scheduled to visit Hartford and New Haven, Conn., on Oct. 16. Oct. 17 is set aside for a stopover in Washing-\(t\)\(t\)ton, D. C. From Washington, the girls travel to Ft. Worth-Dallas, Los Angeles, San Francisco and Seattle. Following the completion of the “How to Marry a Millionaire” tour, Patty Ann Gentry and her dog “ Hector” will visit the same cities. John Conte, host of the “The Hour of Stars,” is scheduled to follow the “This Is Alice” tour.

It is planned to have Rex Reason, the “Man Without a Gun,” wind up the campaign. Dates for his tour have not yet been set. They will depend on his current screening commitments in Hollywood.

**JDA Cites Benjamin**

(Continued from page 1)

of community welfare and human rights.

The Amusement Division campaign will help meet JDA’s national goal of $5,000,000, on behalf of programs for promoting better group relations. JDA is the fund-raising arm of the American Jewish Committee and the Anti-Defamation League of B’nai B’rith, the nation’s oldest and largest community relations agencies combating prejudice and discrimination and promoting inter-group harmony.

Industry leaders attending the JDA planning luncheon in the Astor included Barney Balaban, Harry Brandt, and William J. Geman, all serving as honorary chairmen of the Amuse-

**Finance Study**

(Continued from page 1)

The survey points to National Theatres’ deal to acquire National Telefilm Associates, asserts Loew’s and Warners are increasing their tele-

**Four Film Companies Cited**

The survey feels the TV expansion of the companies is desirable because it sees only a “moderate recovery” in theatre attendance over the next few years, whereas it foresees substantial continued growth for TV.

Leading educators and scientists have been critical of programs, and while NBC has been criticized for its programs, the network has defended its efforts.

—Charles S. Aronson

**For Quality and Speed, Don’t Be Disappointed!**

Always Get Your

**Special Trailers**

From Dependable

**FILMACK**

1277 W. 3rd Street New York, N.Y.

3127 E. 55th Street Chicago 1, Ill.
ADD THE
ROXY THEATRE N.Y.
TO 215 OF THE TOP
THEATRES IN THE U.S.A.
AND CANADA
WHO HAVE
ALREADY BOOKED
COLUMBIA’S
“SINBAD” FOR
CHRISTMAS!
In Allied-Meet Talk
Implement the 'White Paper'
Myers Urges

By MARTIN QUIGLEY, JR.
(Continued on page 7)

CHICAGO, Oct. 14.—Members of Allied States Association today were urged by Abram M. Myers, general counsel, to intensify their efforts to implement the organization's White Paper. Myers was the principal speaker at the session of the national convention devoted to explaining the document.

"It is monstrous when the Attorney General puts his own grotesque interpretations on these matters [the consent decrees] and refuses to..." (Continued on page 7)

Coyne to Be Honored At All-Industry Lunch

Plans are being made for an all-industry luncheon to be given in the near future for Robert W. Coyne, COMPO special counsel, as an expression of the industry's appreciation of his services, it was announced yesterday by the COMPO governing committee, which comprises Sam Pi... (Continued on page 5)

ROYAL SUCCEEDS SIMS AS TRI-STATES HEAD

MEMPHIS, Oct. 14.—In a hospital at Meridian, Miss., with a broken ankle and unable to attend the convention, Lloyd Royal, Meridian exhibitor, was elected president of the Tri-State theatre owners at today's closing session of a two-day conven... (Continued on page 5)

U.S. SCORES ALLIED'S 'WHITE PAPER' CHARGES

Calls Contention That It Fails To Enforce Decrees 'Unfair' One

By MARTIN QUIGLEY, JR.
(Continued on page 7)

The Department of Justice has prepared a six-page statement rejecting charges made in the so-called Allied States "white paper" that it has not enforced the industry Federal consent decrees effectively and citing legal backgrounds in support of its position and of numerous specific distribution trade practices complained of in the pamphlets distributed by the exhibitor association.

The Justice Department statement, written by Victor B. Hansen, head of the Anti-Trust Division, to Senators, Representatives and others in and out of government who have made inquiry concerning the Allied charges, asserts at the outset that "Much of what is contained in the (Allied) pamphlet was covered at hearings held" (in March and May, 1950) by the subcommittee of the Senate select committee on Small Business.

The statement takes up specific complaints in the Allied pamphlet, among them Paramount's release policy for "The Ten Commandments"... (Continued on page 6)

JUSTICE DEPARTMENT ANNOUNCES PLANS TO IMPORT FOREIGN FILMS FOR CHILDREN

Columbia

Col. Reports Net Loss $1,150,000 for Year

Columbia Pictures yesterday announced a loss for operations for the year ended June 25 of $1,150,000. At the same time the company said it had "deemed it advisable to make special write-offs of $3,837,000."

In the previous year the company reported net earnings from operations of $2,253,000.

The Last Hurrah

REVIEW:

Columbia

The virtuosity with which producer-director John Ford handles actors, camera and film to achieve a particular effect has seldom had so wide a range as in this delightful, absorbing, warm and human study of a politician of the old school and the old soul. Combined with the Ford magic is a Spencer Tracy performance, perfect in spirit and letter, which ranks with anything the old master has done in a long and distinguished career; and an astonishing list of co-stars and supporting players, each perfectly matched by the Ford genius to characters they portray. The list, long enough to crowd any marquee, includes Jeffre... (Continued on page 5)

Royal Succeeds Sims As Tri-States Head

MEMPHIS, Oct. 14.—In a hospital at Meridian, Miss., with a broken ankle and unable to attend the convention, Lloyd Royal, Meridian exhibitor, was elected president of the Tri-State theatre owners at today's closing session of a two-day conven... (Continued on page 5)

Velde, Fitter to Hold

UA District Sales Meets

SPECIAL TO THE DAILY

SAN FRANCISCO, Oct. 14.—James B. Velde, United Artists general sales manager, and Western Division sales manager, will hold a series of top level sales meetings here and in Los Angeles, Omaha and Chicago this week with district... (Continued on page 7)
Soviet Deal
(Continued from page 1)

and involves the purchase by the latter for distribution here of the 30-minute Soviet color cartoon, "The Magic Violin."

In the Soviet deal officials will select one or more of three films offered by Kreiser for exhibition here, with payment to be made in dollars. The films are the Hollywood-made "The Brave One," and "Tomorrow Is Forever," and a third, a documentary-feature, "Leonardo Da Vinci."

Although the deal is in accordance with the cultural exchange film agreement for the year, said to have been signed by Mr. Eric Johnston, president of the Motion Picture Association, Kreiser conferred with Davydov in Moscow on the deal a year ago.

Bonwit Patrons Like 'Roots' Ticket Plan

The 20th Century-Fox—Bonwit Teller arrangement for handling reserved seat sales for "The Roots of Heaven," which opens today at the RKO Palace Theatre, has been so cordial that the big department store is printing for heavy newspaper advertising on the project. Sixty-three inches of the store's ads yesterday were devoted to the plan. 1,500 orders for seats for the Palace engagement have been received by the store.

Charge Account Is Billed

Under this plan, readers fill out an order form at the 721 Fifth Avenue store, or the suburban stores in White Plains or Manhasset and receive a coupon listing the accommodations which is exchanged at the ticket office. This can be done by mail. Payments go on the customers' charge accounts.

Bonwit Teller executives report hundreds of letters received from customers praising the new service. Twenty-Fifth Century-Fox paid for sending out 200,000 pamphlets to the department stores and the store took over the cost of the newspaper advertising when it discovered how popular the arrangement has become.

'Cat' Nears $6,000,000

The blackbuck pace set by "Cat on a Hot Tin Roof" in its early weeks is continuing as the box-office gross nears $6,000,000, M-G-M has announced. Holdover strength is evidenced by four engagements which are now in their seventh week: the State, Boston; the Albee, Cincinnati; the Tech, Buffalo; and the Stanley Theatre, Baltimore. Over 20 theatres in key cities are holding over the picture for additional holdover weeks forecast for many of these engagements, the company added.

Personal Mention

DAVID A. LIPTON, Universal vice-president, will arrive in New York tonight from Chicago and the Coast.

Milton R. Rackmil, president of Universal Pictures, will leave New York today for the Coast.

Max E. Youngstein, vice-president of United Artists, will leave here today for the Soviet Union, Greece and Brazil.

Roger Levine, United Artists director of advertising-publicity, will be married this Sunday at Montclair, N.J., to Lisa Danels, of Birmingham, England.


Manny Reiner, Independent Television Corp. vice-president in charge of foreign sales, will leave here on Saturday for the Far East.

Fred Goldberg, United Artists promotion executive, left New York yesterday for Chicago.

Milt Brauman, of the Screen Guild of Pittsburgh, is in New York from that city.

Bob Dornman, Buena Vista exploitation manager, has returned to New York from Dallas.

Burt Lancaster will return to New York this week from Dallas.

Joseph E. Levine, president of Embassy Pictures, Boston, is en route to Hollywood with a stopover in Chicago.

lk. Placid Closing Due To 'Normal' Regression

Special to THE DAILY

LAKE PLACID, N. Y., Oct. 14.—Peter Roland, president of Adirondack Theatres Corp., operators of the Palace Theatre here, today stated that the Palace will be closed tomorrow because of "normal" seasonal losses and not because of the action by Mr. James T. Lyng, pastor of St. Agnes Roman Catholic Church here in imposing a six-month ban on the house for the members of his parish.

Msgr. Lyng had sought without success last August to have the theatre withdraw the film, "And God Created Woman."

Alfied Artists Expects Profit in 1st Quarter

Allied Artists Pictures expects to show a profit for the first quarter of the present fiscal year, ended Sept. 27, S. Brody, president, said yesterday in releasing the financial report of the company. Preliminary figures indicate a profit for the first quarter, he said, and final results will likely be reported after the annual financial meeting of stockholders meeting Nov. 12 at the office of the company in Hollywood.

Principal businesses of the stockholders will meet to reelect nine directors July 15. Among them is Mr. Brody, George D. Burns, Roger Horbuck, Sherrill Corwin, Edward Morey, Paul Porzelt, Norton V. Ritchey, and Herman Rill.

For the fiscal year ended June 28, 1958, the company had a loss of $1,189,688, which compares with a loss of $2,458,910 for the preceding year. The loss for 1957 was $1,783,910 after a credit of $675,000 for Federal income taxes for prior years recoverable under the loss carry-back feature of the Federal tax law. In 1958 no tax credit was available but the company had available, as of June 28 this year, a carry forward for tax purposes of losses relating to years ended June 30, 1957 and June 30, 1958, amounting to approximately $1,700,000 to be applied against future profits.

Allied Artists plans to release 32 pictures in the current year, including four in the high-budget class.

Funeral Tomorrow
For Roy D. Edwards

Funeral services will be held tomorrow at 2 P.M. at the George Davis Funeral Home, New Rochelle, for Roy D. Edwards, newsreel cameraman, who was killed Sunday when a helicopter crashed in the Hudson River near the George Washington Bridge.

Edwards, born in Oklahoma, started as a newsreel cameraman in silent film days with Paramount News. Twenty-five years ago he moved to Universal News and during the intervening years covered almost every major news event. Widely known and liked in the trade, he was a past president of the Radio-Newsreel-Television Working Press and of LATSE Local 644. At the time of his death he was on assignment for News of the World. An obituary following the maiden voyage of the "Santa Paula" up the Hudson River.

Charles Klein Dies
DENVER, Oct. 14.—Charles Klein, 72, president of the Black Hills Amusement Co., died at St. Joseph's Hospital from a cerebral hemorrhage following a long illness. He is survived by his wife, two sons and a daughter.
THE NOTED PICTURE-MAKER AND SHOWMAN

LEO McCAREY DOES IT AGAIN!

the creator of motion pictures of great heart, humor and happiness has completed a new entertainment to stand beside his unforgettable hits... GOING MY WAY, THE BELLS OF ST. MARY'S, THE AWFUL TRUTH, AN AFFAIR TO REMEMBER. Soon, from 20th, for the whole world to love and admire...

LEO McCAREY'S RALLY ROUND THE FLAG, BOYS!
More than one year on the nation's best-seller lists!
MAX SHULMAN'S most popular book comes to the screen at the peak of its popularity!

Max Shulman's RALLY ROUND THE FLAG, BOYS!

MAX SHULMAN'S most popular book comes to the screen at the peak of its popularity!

Director: Leo McCarey
Screenplay by: Claude Binyon and Leo McCarey

Paul Newman - Joanne Woodward

boxoffice-hot star of "The Long, Hot Summer" and "Cat on a Hot Tin Roof"!

This year's Academy Award Winner 'Best Actress' of 1958!

Joan Collins - Jack Carson

in her finest performance...adding the sparkle of comedy to great beauty!

in the most delightful role he has played in years!

20th is with it... Get with 20th!
Foreign Films

(Continued from page 1)

The details of the plan were explained yesterday to an audience of about 50 men and women interested in providing film entertainment for the young as a conference in the Hampshire House. Represented were Parent-Teacher Associations, magazine and newspaper writers who specialize on children's subjects, and others.

Mrs. Dawson has recently returned from Belgium where she was an official observer for the State Department at the Children's Film Festival at the Brussels Fair. Participating nations rose from five to 20 in the last days of the conference, she reported.

The United States has fallen behind in developing children's programs, she said. The Children's Film Library has resulted from a reduction of films suitable for children from a high of 43 per cent per annum to a low of 8.13 per cent for the period from January to July 1958, she pointed out.

See Participation Vital

"To regain the children's audience," she said, "it is desirable at this time to participate in the UNESCO special program of international exhibition of children's films."

Rendle reported that he had tested films produced by the British Children's Film Foundation and several European countries in his own theaters and had found the reactions of youngsters were the same as in this country. He has arranged to put on a series of eight adventure films as a starter. If the plan works out, he predicted, exhibitors will ask for replacements to the Children's Film Library. The first series incorporated consists of eight features, as eight-part British serial and American short subjects.

WB Meeting

(Continued from page 1)


The regional meetings will take place today and tomorrow in Philadelphia and Detroit, tomorrow and Friday in Chicago and next Monday and Tuesday in New Orleans. Charles Boasberg, the company's general sales manager, will address all four meetings.

Abe Stark Club Member

Sol A. Schwartz, president of RKO Theatres and head of the Metropolitan Motion Picture Theatres Association, and Harry Brondt, president of the Independent Amusement Owners' Association, will appear at the Abe Stark Club membership card. The club affords folks who have reached age 60 or more the privilege of enjoying the newest screen productions in neighborhood theaters at reduced prices.

Supreme Court

(Continued from page 1)

59 term, said the exhibitor's appeal was dismissed "for want of substantial Federal question." It added that Justice Douglas had favored hearing the appeal, the other justices prevailing to reverse the dismissal.

The court made no other comment on the case conceivably broad enough to cover similar laws in other states.

The appeal to the high court by Robert John Brochwirak, manager of the State Line Drive-in near Antra Township, was arrested for showing a film on Sunday in violation by the local Justice of Peace, and had his conviction upheld by a succession of state courts. Pennsylvania laws ban commercial films showing completely on Sunday morning, and ban their showing after 2 P.M. unless approved by local voters.

Points to TV Showing

In his appeal, Grochowski pointed out the film was being televised in the area at the same time. He said this created an unconstitutional discrimination against theatre owners. His attorneys also challenged the law as an unconstitutional violation of freedom of the press. The State, however, conceded no federal question was involved, and the high court apparently agreed.

Royal Succeeds Sims

(Continued from page 1)

tion of Motion Picture Theatre Owners of Arkansas, Tennessee and Mississippi at the Hotel Chica here. Royal received the injury when he fell through a walkway at a fair a few days ago at Meridian.

Leon Boudreau, Holly Springs, was elected president, Henry Miss W. L. Pullen, Little Rock, was elected vice-president from Arkansas; Bill Bruster, Dickson, vice-president from Tennessee.

Gordon Lovelace, Russellville, Ark., was elected secretary-treasurer. Theatre Owners of America representatives elected were: R. B. Cox, Eureka, from Mississippi; Allen Sims, Memphis, from Tennessee, and K. K. King, Stuttgart, from Arkansas.

The convention adopted the TOA plan for insurance of its theatre managers and employees if it was presented by T. E. Moorehead.

Sims, Memphis, retiring president, became the chairman of the board of the organization.

Vikings' Does $330,720

Kirk Douglas' "The Vikings" rolled up a huge $330,720 at the Loew's circuit theaters in New York during the first week which ended last night. Receipts were reported for the 27 Loew's theaters in the five boroughs and southern Westchester, it was announced by United Artists.

Honors for Coyne

(Continued from page 1)

manski of TOA, Abe Montague of MPAA and Ben Marcus of National Allied.

Time and place of the luncheon are expected to be announced in the near future. It was emphasized that those attending the affair will include leaders of all phases of business from various parts of the country.

The COMPO triumvirate's announcement indicated that plans for the luncheon were first broached shortly after the successful conclusion of the industry's most recent tax campaign.

The result of this campaign, which was guided by Coyne, with Robert J. O'Donnell acting as chairman, the industry won complete exemption from the 10 per cent Federal additional tax of the first $1 of all admissions.
New TESMA and TEDA Directors Are Named

BY RAY GALLO

CHICAGO, Oct. 14. — Robert Deneen of Bausch & Lomb and Leonard Satz of Technikote Corp., were elected to the board of directors of Theatre Equipment and Supply Manufacturers Association for three-year terms, replacing Fred E. Aushauer and A. J. Platt, whose terms have expired.

Reelected to the board for three-year terms were J. H. Hardin of Hardin Theatre Supply Co., Dallas; E. F. Herber of Herber T. S. Co., Dallas; and P. E. Comi of Mascheraburres T. S. Co., Boston. Re-elected to the TEDA board were: Ray G. Colvin, executive director for the 20th year, and J. Eldon Peck of Oklahoma T. S. Co., chairman of the board, and F. E. Geisler of Wil-Kin T. S. Co. Other members of the 14-man board will continue for another year.

Panel Discussion Held

A panel discussion featured a joint TESMA-TEDA luncheon meeting during the annual meetings and trade show in connection with the Allied States convention at the Morrison Hotel here, ending tomorrow. On the panel for TESMA were Larry Duvee of Century Projector Corp., V. J. Nolan of National Carbon Corp., and Marty Wolff of Altex. TEDA was represented by Geisler, W. A. Hodges of New Orleans, and Al Boudoirs of EFRAD Co. of Toledo. Colvin acted as moderator.

Allied Regular, Drive-In Conclave ‘Experimental’

Special to THE DAILY

CHICAGO, Oct. 14. — Horace Adams, Allied president, said that the joint national convention and drive-in convention tentatively scheduled for January, 1960, at the Conrad Hilton hotel here will be an experiment. If results are satisfactory the practice may be made of having such a joint meeting every year under Allied’s sponsorship.

Adams said that a number of equipment and supply manufacturers have found it increasingly costly to exhibit at two Allied national meetings each year. The January date was chosen because that is a time of year when most drive-in operators are free to attend such a meeting.

Allied Board Pledges B-B Support; Congratulates Paramount on Product; Queries Goldwyn on TV

Special to THE DAILY

CHICAGO, Oct. 14.—Allied pledges its best efforts to stimulate and secure support of the business building project in a resolution passed Monday by the board of directors. After expressing regret that the radio phase of the program was not put in operation last summer when the drive-in theatres would have benefited, Allied voiced the hope that the project would be revived at an early date.

The board also congratulated Paramount for its recent announced increase in releases. At the same time certain apprehensions were expressed that Paramount would not make available “an adequate quota of prints” and would reserve some of the pictures for merchandising at selected theatres only. Allied said for a return to the release of all pictures with the maximum availability.

On Monday the board also wired Samuel Goldwyn calling attention to certain reports that he had instructed James Mulvey, Goldwyn Productions president, to negotiate for the television release of Goldwyn pictures, including those released since 1948. The Allied wire requested an answer to their query whether Goldwyn plans to release any part of his film library to TV.

U.S. Scores Allied’s ‘White Paper’ Charges

(Continued from page 1)

and 30th Century-Fox’s for “Peyton Place.”

It asserts that “It is within the business prerogative of a distributor to decide the number of theatres it will license in a given community on a particular run.” The point is made that the slower playback of the films referred to was advantageous to the public, if also, to the exhibitor, in that it is licensed for successive patrons the maximum opportunity to see the films at the convenience of the individual.

Price-Fixing Had Been Charged

The Allied contention that Paramount’s licensing of “The Ten Commandments” on the basis of a film rental of so much per centum of ticket price-fixing, and that the company’s insistence that drive-ins charge for children is an invasion of exhibitor rights, are refuted by the Department’s statement.

“It is not illegal,” it declares, “for Paramount to license a motion picture on the basis of so much per person admitted . . . for the exhibitor is left to determine for himself how the admission prices shall be . . . This is no different from what the purchaser of a commodity for resale generally does. The fact that a motion picture may be licensed at a royalty charged per person is calculated to effect a certain admission price. . . . The fact remains, however, the exhibitor is entirely free to determine for himself what his gross shall be, that is, how much above the per capita royalty payment which he is required to pay Paramount he will ask his patrons to pay.

The statement notes that Allied some time ago joined in urging the Department to permit diverted circuits, prohibited by their decrees from doing so, to engage in film production, with preemptive rights to such circuits’ theatres.

Plan Held Inconsistent

It relates that the Department refused to agree to this because it was convinced “that it would be inconsistent with the maintenance of competitive conditions in the industry, and that it would work to the detriment of small independent exhibitors in that the right of preemption to be exercised by one exhibitor would give them a distinct advantage over their competitors.”

Declaring that for those reasons it ruled against National Theatres, the Department’s statement asserts this is “an indication of our earnest concern for the preservation of true competitive conditions in the industry and for the small exhibitors.”

Six Decisions Cited

Referring to the subject of acquisition of theatres by diversified circuits, the statement notes that in the more than two years since the Senate Small Business subcommittee hearings, only six additional theatre acquisitions by diversified circuits have occurred and none by court hearings opening to any affected exhibitor. “In each of such instances the court found that the acquisition will not unduly restrict competition.”

It noted, too, that last August the court refused authorization for one proposed acquisition.

The statement details its position with respect to acquisition by American Broadcasting-Paramount Theatres of the Mercury Theatre in Chicago, concluding that “The government felt that AB-PFT should have the same freedom to compete as its competitors have.” It observes that, “It is not consistent with the anti-trust laws to freeze the runs on which theatres operate or the clearance which theatres may take; and bidding for a picture between theatres which are in competition with each other, with the theatre winning the picture taking a reasonable clearance over the other is both lawful and occurs frequently.”

Of the acquisition by Paramount Pictures of the Esquire Theatre in Chicago, the Department’s statement notes that Paramount’s decrees does not enjoin such acquisitions, and states the general law governing such matter is established by the Supreme Court opinion in the Paramount case, which held that “vertical integration of producing, distributing and exhibition production pictures was not illegal per se.”

Federal Decree Treated

Discussing the Federal decree provisions requiring licensing upon the merits and without discrimination, or theatre by theatre, the statement notes that the provision is “not a compulsory scheme” and does not require that a picture offered for licensing in one city must also be offered in another. “Nor does it require a picture to be licensed upon equal terms because it has been licensed on those terms to other exhibitors in other competitive areas.”

It does require that if a run is offered for licensing in one competitive area, each competing theatre in that area must be given the same opportunity as his competitor to license that run, the statement says. Thus, it asserts, Paramount and 20th-Fox have shown that for the licensing ‘Ten Commandments’ and ‘Peyton Place,’ respectively.

The statement concludes that the additional information it provides, together with the small business subcommittee’s 1958 report and the statement submitted to the latter by the Anti-Trust division, together with other available references, “demonstrate the essential differences (Allied) pamphlet that the Anti-Trust Division does not enforce the judgments entered in the Paramount case is not a fair one.”

CHICAGO, Oct. 14. — Abram F. Myers, Allied States counsel and board chairman, who is author of the “white paper,” said today he was aware of the existence of the Department statement on Allied’s contentions and has prepared an answer to it for Allied units which are asked about it.

This answer has not been made public, nor did Myers release it to the press at the Allied annual convention.

‘Buccaneer’

(Continued from page 1)

tion, Mayor Morrison designated Dec. 11, Jean Lafitte Day.

A joint tribute was extended to the heroic role played by pirate-patriot Jean Lafitte at the Battle of New Orleans, and Cecil B. DeMille’s new motion picture presentation of “Paramount’s ‘The Buccaneer’” is set in the closing days of the War of 1812.
Allied Board Meet in
Pittsburgh, Jan. 24-25
Special to THE DAILY
CHICAGO, Oct. 14. -- Next board of
directors meeting of Allied will be
in Pittsburgh on January 24, 25,
preceding the Drive-In convention
to be held there January 26-28. The
Spring Allied board meeting will be
held in Boston at a date to be
selected.

Call for Action on
Trade Practices
Special to THE DAILY
CHICAGO, Oct. 14. -- Calls from
exhibitors for aggressive action to
force distributors to alter certain trade
practices marked.

At a special ses-
tion of the Al-
 lied convention
this morning,
while some spokes-
called for a month or even a year
boycott of a se-
lected distrib-
tor, others pointed out that a
boycott was illegal. Horace
Adams, Allied
president, said that consideration was
being given by the board to the vari-
ous proposals and that action would
be taken before the convention ad-
journs tomorrow afternoon.

Jack Kirsch proposed that Allied
sponsor a national film buying service.

Session followed brief film clinics
held under the following moderators:
Frank Matzko, A. C. Myers.
Edward L. Ornstein for small towns;
Edward W. Lider, Milton H. London
and Sidney E. Stern for large cities
and Louis A. Arno, Julius M. Gordon
and F. G. Schmuff for drive-ins. Large-
est attended of the clinics was that for
small towns with about 40 dele-
tates reported present.

Arra, for drive-ins, reported similar
difficulties on availability. He also
said that revenue from heaters is not
to be included in the gross subject
to per cent share with a distributor
and that heater rental is not a condition
of admission.

Led by Ben Marcus
Ben Marcus led off the general discus-
sion, reviewing what he had said
a year ago at the Allied convention at
Klamath Lake, N.Y. In addition
to comments on availability, Marcus
discussed advanced admission prices.
Truman Rembusch called for a one-
month ban on booking pictures of a
selected distributor. George Wasko
made a statement that he had can-
celled an engagement of "The Ten
Commandments" and planned to run
an explanation in his local newspaper
that the increased admission was ex-
cessive, in his view.

Ruben Shor urged exhibitors to
stick together. Abner Klein said the

Myers Backs ‘White Paper’

(Continued from page 1)

pictures in the circuit’s theatres but
with suitable safeguards, a show of
hands disclosed that the Allied mem-
bers present were virtually unanimous
in favor of such a decision. For the
past two years Allied, in conjunction
with Theatre Owners of America and
other exhibitor organizations, has
urged such a course of action on the
Department of Justice. Myers com-
mented that in his view nothing
would ever come of the proposal until
there was a change in the administra-
tion.

Others who participated in the
forum included Sidney Stern, Ted
Manos, F. C. Pratt, Jr., Ruben Shor,
Claude Schlandor, Abe Berenson,
Julius Gordon, Sig Goldberg and Ab-
ner Klein.

Points to Little Rock

Myers pointed out that in the Little
Rock segregation case the Supreme
Court has said that decrees of Fed-
eral courts are the supreme law of
the land and must be obeyed. He
asserted that the only parts of the
consent decrees that involved "con-
sent" were those concerning theatres
to be divested or retained and that
all other provisions were written by
the court, resulting in litigated decrees
affirmed by the Supreme Court.

After each major point was made
by Myers there was an open forum,
with questions from delegates and
answers by Myers and Truman T.
Rembusch, Irving Dilling and Adams.

Major topics were discrimination,
clearance, "waiting time" and avail-
ability, roadshows, fixing of admission
prices, circuit expansion and block
booking.

In connection with the matter of
production by former affiliated cir-
cuits, including the right to play such
pictures in the circuit’s theatres but
with suitable safeguards, a show of
hands disclosed that the Allied mem-
ers present were virtually unanimous
in favor of such a decision. For the
past two years Allied, in conjunction
with Theatre Owners of America and
other exhibitor organizations, has
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Claude Schlandor, Abe Berenson,
Julius Gordon, Sig Goldberg and Ab-
ner Klein.

Robert Wagner Introduced

Robert Wagner was introduced by
Sol Gordon, 20th Century-Fox Mid-
West exploitation man. A special trail-
er of "In Love and War" was shown.
The afternoon session concluded with
a business-building workshop at
which Sid Blumenstock, academy
awards telecast coordinator for the
Motion Picture Association of Amer-
ica, spoke. Panel members were Mil-
ton London, Elmer DeWitt, Ben Mar-
cus and Julius Gordon. Various busi-
ness building ideas were discussed in-
cluding the Detroit plan and special
radius spots.

Velde and Fitter

(Continued from page 1)

managers, key exhibitors and branch
managers. The conclive will seek to
implement the spaced-release program
calling for 20 “blockbusters” in 1959
at the rate of seven per quarter.

Officials participating in the meet-
ings include Ralph Clark, Western
district manager; Frank Harris, San
Francisco branch manager; Richard
Carnegie, Los Angeles branch man-
ger; Arthur Sullivan, Seattle branch
manager; Donald Eide, St. Louis
branch manager; Joseph Imhof, Mil-
waukee branch manager, and Donald
V. McLucas, Omaha branch manager.
BLESSED EVENT FOR THANKSGIVING!

"SOCK BOX-OFFICE!
Undoubtedly the raciest, most ribald treatment of sex in pictures in years. One of the funniest!"
—VARIETY

WIRE FROM SCHINE CIRCUIT—"Only once in a blue moon such a riot of rowdy uproarious entertainment as MGM's Tunnel of Love. Will be first of the fall big ones. Do your patrons a favor by showing it. Perfect holiday show although it will be a holiday anytime you run it. Doris Day great and has two hit songs. Widmark surprise comedy performance. MGM sure back on top with pictures like Tunnel of Love.—George V. Lynch" (Watch for Theatre Previews in Exchange Cities)

"Belongs right up there with the Big Ones!"—FILM DAILY
"Highly exploitable box-office bet!"
—M. P. DAILY
"Sure-fire money-maker!"
—HOLLYWOOD REPORTER

M-G-M Presents A JOSEPH FIELDS PRODUCTION

DORIS DAY . RICHARD WIDMARK

The Tunnel of Love

Screenplay by JOSEPH FIELDS
Based on the Novel by Julian De Vries
Starring GIG YOUNG·GIA SCALA·ELISABETH FRASER·ELIZABETH WILSON
Directed by GENE KELLY·Produced by JOSEPH FIELDS and MARTIN MELCHER

M-G-M BACK ON TOP IN '59!
Unity, Action to Preserve Industry Urged by Skouras

Film Ad Criticisms
Up At MPAA Meeting

The problems involved in both specific and general complaints received by industry sources against motion picture advertising were discussed at a meeting at the Motion Picture Association offices here yesterday.

Address at Allied Convention Suggests Appeal for Federal Loans to Theatres; Seeks 'Workable Arbitration System'

By MARTIN QUIGLEY, JR.

CHICAGO, Oct. 15—Spyros P. Skouras, president of 20th Century-Fox, today sounded a solemn warning to Allied States exhibitors at the closing session of the organization's national convention that unified action is necessary to preserve the motion picture industry as well as the investment of every theatre owner in America.

"The convention could have no higher purpose," Skouras said, "than to begin a unified campaign to regain the supremacy of the motion picture industry in entertainment.

[Before the convention adjourned a resolution was passed calling on Skouras to issue a call for a roundtable meeting at a later date.]

Must What Public's Appetite: Harrison

Special to THE DAILY

CHICAGO, Oct. 15. — Alex Harrison, 20th Century-Fox general sales manager, sounded the theme of the equipment forum this morning at the Allied States convention when he said, "If we do not continually what is wanted, the public will not wait for what is not wanted."

Injunction Denied in Acquisition of AAP

A motion for a temporary injunction restraining the proposed acquisition of Associated Artists Productions Corp., by United Artists Associated, Inc., was denied yesterday by Justice Henry Clay Greenberg of the Supreme Court of New York. The motion was made by a small group of minority stockholders.
PERSONAL MENTION

ROBERT S. FERGUSON, Columbia Pictures director of advertising-publicity, and Richard Kahn, exploitation manager, are in Boston today from New York.

Marty Wolfe, Allied Service Co. sales manager, has returned to New York from Chicago, and will leave here next Tuesday for Miami.

W. Dickenson Wilson, Life magazine publicity manager, will return to New York from Europe today aboard the "Liberte."

Error, Flynn returned to New York yesterday from the West Indies via B.O.A.C.

Leslie Norman, director, left London yesterday on the return trip to Hollywood.

Alex Guinness will arrive in Los Angeles on Saturday from London, and will leave shortly thereafter for Mexico City.

Jack Lleewood, producer of "The Little Savage" for 20th Century-Fox, and Brown Hassen, director, have left here for Mexico City and Acapulco.

C. M. "Hank" Miller, Universal salesman in Dallas, has retired after 20 years with the company.

Sye Missak, Columbia Pictures' home office publicity representative in London, has left there for the Continent in connection with Samuel Goldwyn's "Porgy and Bess."

Leonard Shannon, Walt Disney publicist, has returned to New York from London.

Benjamin Glatz, veteran member of the M-G-M staff in Philadelphia, is recuperating at West Jersey Hospital, Camden, N. J., following an attack of pneumonia.

Martin Davis, Paramount assistant advertising-publicity director, is in Philadelphia and Washington this week.

Calvin C. Leeder, supervisor of branch operations for Bank Film Distributors of America, will return to New York on Friday from Atlanta.

STAY DENIED IN AAP DEAL

(Continued from page 1)

holders in an action instituted last week to enjoin the holding of an A.A.P. stockholder meeting and enjoin the proposed transfer.

The decision means that the stockholders meeting will be held as scheduled in Wilmington, Del., today, and that all proposed transaction will be closed on Friday, U.A.A. said yesterday.

The latest count of tenders by A.A.P. security holders pursuant to the invitation of 11,483 shares that more than 80 per cent of the A.A.P.

S-W Acquires 61% Of Shares in CPC

Stanley Warner Corp. now owns more than 61 per cent of Cinemora Productions Corp., as a result of its offer to stockholders to exchange shares in CPC for an identical number of shares of common stock in Cinemora. This was reported by CPC in a special statement to its stockholders issued yesterday.

Will Be Renewed, Says S-W

At the same time CPC said Stanley Warner had advised it that the stock offer will be renewed for the benefit of any remaining shareholders still wishing to avail themselves of it. At Oct. 10 over 2,000 CPC stockholders, including several company officers and board members, had taken advantage of the exchange offer, it was reported.

‘U’ Switches ‘Furlough’ To Mid-Jan. Release

Universal - International has announced it will push back to mid-January the release of "The Perfect Furlough," which it had originally scheduled as a Christmas-New Year's release.

Two purposes are behind the move, according to Henry H. Martin, general sales manager. First, the release will give the company more time to present the film. Secondly, exhibitors can book the picture at a more advantageous time than during the holiday period when there is a "product logjam."

The film will also be available for special New Year's Eve performances in key cities as part of the pre-selling campaign.

M. H. Jacks Dies

Funeral services will be held tomorrow in Red Bank, N. J., for Maurice H. Jacks, of Raritan Theatres, vet-

(Continued from page 1)

logical Seminary, will conduct the service.

DeBra first became connected with the MPA in 1926 under the late Will Hays as director of research. For ten years, prior to his retirement last year, he was director of the community relations department. He was well known among national women's organizations throughout the country. Prior to his affiliation with MPA, DeBra served with the American Red Cross for seven years.

He is survived by his wife, Ger-

dieu, two brothers, and one sister.

In lieu of flowers the family suggested contributions to the Cancer Fund.

Eric Johnston, MPA president, upon learning of the death of DeBra, said he served the MPA "and the industry with distinction for more than 30 years. He was always in the forefront of the battle against film censorship."

Reeder Ad-Publicity

Head for FWC Circuit

From THE DAILY BUREAU

Hollywood, Oct. 15 — Fay S. Reeder, a veteran of 31 years with Fox West Coast Theatres, today was appointed to head the FWC advertising-publicity and public relations department by M. Spencer Leve, vice-president of theatre operations for National Theatres Amusement Co.

Present personnel of the depart-

ment, consisting of Pete Labsky, Al Hysell, Abe Sonosky, Russ Brown and Jack Case will remain the same, Leve said.

Rooney in ‘Mudslinger’

Hollywood, Oct. 15 — Mickey Rooney, who will star in “The Mudslinger,” based upon an original story by George Jessel, which will be co-produced by Red Dolf, president of Fryman Enterprises, and by Jessel.

The film, to be distributed by A.M. Cannon for which no release has as yet been set, will be jointly owned by Fryman, in which Rooney is the major stockholder, and by Jessel.

Donkeyville Hospitalized

Hollywood, Oct. 15 — Eugene Dougherty, Production Code Adminis-

tration staff member, was reported in good condition today at the U.C.L.A. Medical Center following major surgery at the Theatre Hospital officials said Dougherty would be confined for about a month.

Victoria Books ‘Live’

“Will I Want to Live?” Figaro, Inc., film for United Artists release, will be the next attraction at the Victoria Theatre here.

DeBra Dies

Hollywood, Oct. 15 — Edith DeBra, who was associated with the Motion Picture Daily, died today of cancer. She was 57 years old.

Parishioners at the St. Andrew’s Presbyterian Church here held a special service in her honor.

DeBra was a member of the board of managers of St. Andrew’s Church and was active in many of the church’s charitable work.

Born in New York City, DeBra was the daughter of Mr. and Mrs. M. DeBra and was a graduate of the University of Rochester.

She was the wife of the late John E. DeBra, a former member of the board of directors of the Motion Picture Daily.

DeBra is survived by her husband, Dr. John E. DeBra, and her son, John E. DeBra Jr., and by her sister, Mrs. Elizabeth DeBra of New York City.

DeBra was a member of the board of managers of St. Andrew’s Church and was active in many of the church’s charitable work.

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Our deepest thanks to
SOL SCHWARTZ
President, RKO Theatres,
to Harry Mandel
and to the entire staff of the
RKO Palace Theatre, New York
for their wholehearted collaboration
in making the Palace engagement of
THE BRIDGE ON THE RIVER KWAI
one of the most memorable
in that picture's history.

SAM SPIEGEL
and
COLUMBIA PICTURES
CORPORATION
The Roots of Heaven

The Roots of Heaven (Continued from Page 1)

wide publicity for his cause. Some of those who espouse his mission do so for selfish reasons, such as exploiting his new position for a "religion" of their own. But a few who join with the fanatic, including a French

CinemaScope," the Theatres industry's most watched, a meeting projection

doubly needed. Theatres was founded by Samuel Goldstein and was

headed and operated by him with Marie L. Goldstein as vice-president.

Theatres Involved

The following theatres are included in the transaction: Amherst, Amherst;

Lafayette; Chicopee; Victoria, Chicopee; Fall, Chicopee Falls; Garden, Green-

field; Larue; Greenfield; Solel; Holyoke; Holyoke; Pan-

month, North Adams; Calvert, North

field; Casco, Ware; Strand, Westfield; Blend, Palmer; Bing, Springfield, all in Mas-

sachusetts, and the Paramount, Brat-

dleboro, Vt.

Film Ads Hit

(Continued from Page 1)

(Continued from page 1)

ty of the industry advertising advisory council.

Newspapers and magazines at the subject will be taken up again at a

meeting of the advertising-publicity directors next Tuesday.

Ralph Hetzel, MPAA vice-presi-

dent, was chairman of the meeting. Gordon White, director of the Advertis-

ing Code Administration, submitted reports on various criticisms of film

advertising and moves to censor it which have come to the attention of his

department, and Manning Clagett, MPAA legislative representative, reported

on possible censorship legislation in one of the more than 40 state legislatures

which will be in session next year. Also mentioned was the hearing next month by the N. Y.

state committee studying publication and dissemination of offensive and obscene materials, at which film advertising will be included.

Attorneys Present

In addition to distribution company advertising-publicity directors who are members of the advertising advisory council, the meeting was attended by industry attorneys, representatives of some advertising agencies with film and theatre clients, and Ernest Emer-

ling, advertising-publicity director of Loew's Theatres, and Blanche Living-

stone of the RKO Theatres advertising department.

New WB Regional Head

Kenneth Daniels, former sales director for station KPOL, has been named Western sales representative for the industrial and commercial division of Warner Brothers.

The Roots of Heaven

(Continued from Page 1)

the appetite of the public, we shall fall into a rut.

"We think we have a good standard process in Cinemascope," Harrison continues, "but we do not want to discourage the development of other new processes." He also appealed to exhibitors who had machine equipment to keep it in operating condition to maintain the magic of film prints.

Dave Modestor

Larry Devere, vice-president of TESMA and general manager of Century Projector Co., served as moderator of the panel. Members also included Fred J. Peiff, chief engineer for Todd-AO; Arthur Hatcher, pres-

ident, Strong Electric Co.; Arthur Meyer, General Precision Laboratories; Willard Cosby, manager theatre sales, National Carbon Co. and Hugh Mc-

Lachlan, Y & T Mfg. Co.

Within the past six years five new carbon processes for projection and studios have been introduced, Cosby said, adding that by late next month three more projection processes will be on the market. He also said that a new type of studio carbon is being intro-

duced for the production of "Porgy and Bess.

McLachlan said many theatres have been negligent in putting the best picture possible on their screens. He deplored the use of projectors "20 or more years old." A modern projector definitely increases the box office, he said. He also called attention to improvements in screens.

Myers Heard in Question Period

In the question period A. F. Myers, Allied general counsel, on behalf of the board, read a communication from Mark Cole, General counsel, that calculated and single picture size so that conventional and drive-in theatres would not need change aperture and screen masking. Panelists agreed that such an expansion was theoretically possible but most unlikely. Davey stressed that producers have different viewpoints on the ideal shape of the picture on the screen. It was also pointed out that there are advantages to variety in screen proportions.

Richard Lochtry, Indianapolis, de-

plored that fact that so little use was made of full magnetic stereophonic sound. Harrison, in reply, said that only 3,000 theatres in the United States and Canada have stereophonic sound systems and that some do not maintain that equipment. He admitted that this act of stereophonic sound had not yet been fully exploited.

AIP Host at Luncheon

American International Pictures sponsored the luncheon. An address was given by Richard C. McKay, director of advertising. McKay said 'Box office dollars are more difficult to obtain than previously and in order to maintain a profitable grossing level, the ratio of advertising dollar to box office dollar is going up. This is the day of the showman. Whether or not advertise, publicize, exploit to hold our own.'
Skouras Pleads for Industry Unity, Action

(Continued from page 1)

meeting of company presidents and representatives of groups in all branches of the business.)

Skouras told how in 1945 he addressed an Allied convention in Columbus, Ohio, and warned that investments in theaters were the brink of danger and prosperity would be shortlived. He appealed to you at that time to avoid divestiture of the theaters from the producing companies. This would introduce a steady flow of product. It was only logical that if the producers lost their theaters, there would be no necessity for them to produce as many pictures.

Had Warmed of Television

"You were also told that this situation was complicated by another threat—the approach of television." Skouras recalled.

The speaker noted that he was laughed at, ridiculed and accused of creating unrealistic threats to prevent Allied from seeking divestiture. Skouras observed that "these terrible predictions came true. In fact, the results were more devastating than I had envisioned," and he added:

"I come before you today—for the same reason I came before you in 1945—to plead for the survival of our industry. This is a time of even greater ancient calamities. We are faced with a critical war crisis—and today we are not as fortified as we were in 1945."

Points to 'Old Days'

First of all Skouras urged an appeal to the Government. "We must appeal for governmental help in the form of Federal loans to modernize our industry. We must revitalize the theatre hospitality which was responsible for the motion picture's popularity in the old days, and these improvements should be financed by long-term loans carrying low interest rates."

"The present clearance system, which is a liability to all of us, should be revised. Our pictures are going through the market too quickly."

On competitive bidding Skouras said, "In the long run it hurts both the distributor and the exhibitor." He also pointed to hardships of selling pictures singly.

Says 'Seller's Market' Resulted

By insisting on the ban on block booking, Allied, according to Skouras, "created a seller's market which operated against the exhibitor, because as pictures became scarce, film rentals increased. . . the elimination of block booking also was responsible for the increased cost of production."

Skouras continued, "any exhibitor—or any other person who wants to go into production and is financially able to do so is welcome. This is needed in our industry today. In the same spirit the distributor should be permitted to have decrease theaters in important situations in order to properly exploit films for your benefit.

The final suggestion was for a workable arbitration system fair to both the exhibitor and the distributor.

Cites 'Holder' Agitation

Turning to difficulties of the film companies, Skouras asked, "do you want the producers to quit making films? If that is what you want, I will have lots of help because many stockholders believe that film companies are better off dead than alive."

There is constant stockholder agitation for liquidation."

He said further, "practically all the companies failed to make a profit on their current production in the past eight years. Without the help of income from television backlogs, reissues and other sources, they could not show profits or pay dividends. And we must pay dividends; otherwise the companies will be liquidated."

Allied delegates were told, "if we put ourselves further into the hands of the Department of Justice, it could mean the establishment of oppressive rules that would discourage production. You could wake up one day—in the not too distant future—without a source of supply."

Skouras admitted that the distributors had made mistakes. He said it was a mistake to sell the pre-1948 backlog to television and "would be even more disastrous if the post-1948 were sold to television. He called for a defense against toll-television, bringing an exhibitor committee bringing the matter to the attention of Congress.

Aids 3-Year Clearance

Skouras suggested that no films be shown on toll-television until a minimum of three years or a maximum of five years after its theatrical release.

The 20th-Fox president called also for a reduction in cost of production. Before the war 20th-Fox made 48 pictures; 24 A's and 24 B's at a total cost of $17,500,000. The current year's program of 34 pictures will cost $70,000,000, he said.

In conclusion Skouras asked for an end of recriminations and criticisms within the industry and a rebirth of self-confidence and the ingenuity that made the industry great.

Elect Wormser, Takiff

Mortimer Wormser and Harry J. Takiff have been elected to the board of directors of Columbia Pictures Realty Corp., wholly owned subsidiary of Columbia Pictures.
THRILLS GALORE AT 'ROOTS' PREMIERE!

Darryl F. Zanuck's "The Roots of Heaven" received a spectacular Broadway premiere last evening at Broadway's famous and fabulous RKO Palace Theatre. On hand for the debut were the stars of the CinemaScope-De Luxe Color drama: Trevor Howard, Juliette Greco and Errol Flynn. Thousands jammed the Times Square area to see the arriving celebrities. The "New York Daily News" sent the picture off to a four-star flying start.

Arriving directly from Chicago are 20th Century-Fox president Spyros P. Skouras and his wife. Skouras delivered a dramatic address to the delegates at the Allied States convention in the Windy City, then left directly for New York to attend the premiere.

Famed producer Darryl F. Zanuck (right) chats with 20th Century-Fox vice-president Charles Einfeld. "The Roots of Heaven" proved a smash hit with the show-wise premiere audience. The Lighthouse benefitted from the evening's receipts. Zanuck's production of "Roots" marks another milestone in the career of the man who is a three-time Academy Award winner and holder of the Irving Thalberg Award.

RKO Theatres president Sol A. Schwartz and his wife arrive for the festivities. One of the most eagerly-awaited attractions in years, "Roots" today begins a reserved-seat, ten-shows-a-week engagement.

Glamorous Suzy Parker, in her first public appearance since she made those top headlines several weeks ago, arrives with her husband, Pierre de la Salle. Suzy is up for a top role in Jerry Wald's forthcoming "The Best of Everything."

Twentieth Century-Fox eastern division manager Martin Moscowitz pleasantly surrounded by beauty. On his left is the wife of 20th's general sales manager Alex Harrison and on his right is Mrs. Moscowitz. The box-office potential of "Roots" marks the attraction as one of the really big ones.

Highlights of the evening were beamed around the world. Above, producer Zanuck tells the world, via Armed Forces Radio Service, of the many perils which beset the cast, producer John Huston and everyone connected with "Roots" while on location in some of the wildest sections of Africa.

Among the many society notables present was Bernard Gimbel and his wife. Another department store, Bonwit Teller, has been capturing public attention these days with a spectacular merchandising device enabling charge account patrons to purchase tickets for "Roots" through the store.
Canada Papers Giving More Space To Motion Picture News Coverage

TORONTO, Oct. 16—Expanded space in newspapers in Canada is providing more coverage of the motion picture scene, particularly on Sundays. All three Toronto newspapers, The Globe and Mail, The Telegram and The Star are giving better coverage to films, a survey revealed.

The Globe and Mail has columnist Stan Helleur covering the daily picture along with reviews and gossip daily, with a special column on Saturday.

The Telegram carries a column of movie criticism by Clyde Gilmour whose reviews also appear in the Vancouver Sun and Maclean's Magazine. Gilmour does reviews for the Trans-Canada network of the Canadian Broadcasting Corp.

The paper also carries columns by.

(Continued on page 4)

Compo Ad Calls Films 'Newest Fad at 50'

Motion pictures are the "newly discovered darling" of those people "who pride themselves on being ahead of all others in the things they talk about," says the 90th in the series of Compco ads in "Editor & Publisher," which will appear tomorrow. The ad urges newspapers to widen their readership appeal by increasing their coverage of movie news.

Under the caption, "These Amazing Movies—The Newest Fad at 50," the ad says, in part: "Mind you."

(Continued on page 4)

EDITORIAL

Skouras to Allied

S

PYROS SKOURAS'S straightforward statements in his talk to the Allied States convention in Chicago on Wednesday should give pause to every thoughtful exhibitor who heard him or who reads the reports of the speech in the trade press.

Skouras's theme, the survival and betterment of the industry, required a statement of the facts of life in the industry today for the benefit of those who, preoccupied with their own problems, are inclined to forget the other fellow has his, too.

Going beyond that, however, the 20th Century-Fox president, whose record of cooperation with and concern for the exhibitor's welfare is both extensive and well known, offered constructive suggestions for the improvement of exhibition's lot.

Certainly, the greater welfare of the exhibitor as well as the industry

(Continued on page 2)
would be served if organized exhibition were to adopt Skouras' suggestion that organized theatre owners push to a successful conclusion the efforts to obtain governmental aid to the forest of Federal loans to modify their places of business and make them more attractive to the public.

No fair-minded exhibitor can disagree with his statement that high cost pictures on which the survival of the industry depends are going through the market too quickly to realize the best results for either exhibition or distribution, and that the remedy lies in the revision of the present clearance system.

Another trade practices handicapping the industry and slowing its recovery which Skouras asked exhibition's cooperation in eliminating were competitive bidding, single picture selling and Federal decree bars on the ownership and operation of showcase theatres in a limited number of key situations for the better promotion and exploitation of special features.

Finally, Skouras called for an industry arbitration system, "fair to both the exhibitor and the distributor."

In reminding the Allied convention of production-distribution's problems Skouras related the constant pressure of stockholders and others for the liquidation of the companies, rich in physical assets but either unable to earn consistent profits in their theatrical film operations alone, or doing so modestly and only with the forest of Federal loans to modify their places of business and make them more attractive to the public.

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Japanese Trade Hails Paramount 'Message'
Special to The Daily

TOKYO, Oct. 16 (By Cable)—The future of the Japanese motion picture industry is inseparably dependent on the stability and prosperity of the American film industry, Henry F. A. Walter, president of the Federation of Japanese Motion Pictures Industries and the Japanese Producers Association, warned here today before 90 other leaders of the Japanese film industry at the initial Paramount marketing and merchandising luncheon-meeting on the foreign film situation. "We congratulate them and Paramount," Walter said. At the conclusion of the luncheon-meeting, N. Metor, vice-president of Paramount Pictures, Ltd., of Japan, said the general comments of exhibitors present was the most enthusiastic in his experience.

Mass Horror bookings

Universal-International's new horror film combination of "Blood of the Vampire" and "Monster on the Campus" is being booked into 150 situations from coast to coast for special Halloween Night showings including multiple runs in the Los Angeles, Chicago and New York territories. In many of the situations the combination will play on Halloween Night and then open at a later date, including New York, where it will play outlying houses of the Skouras and Walter Reade circuits and then open throughout the Greater New York territory on Nov. 15.

S-W Club Elects

At a meeting of the board of directors of the Stanley Warner Club, the following were elected national officers for the ensuing year: president, Charles P. Kountz; vice-president, Harry Harrel; treasurer, Stanley Winsor, in charge of membership; Stanley Wachtel, in charge of welfare; Elta Rother, in charge of student; president in charge of social activities, Harriet Pettit; treasurer, John T. Holmes; secretary, Stuart H. Arons.

Three Join TOA

Three more small theatre owners, all from the Carolinas, have joined the Theatre Owners of America. TOA, New York headquarters announced yesterday. They are: George P. F. Habor, P. E. Theatre, Lancaster, S. C.; Bertha P. Martin of the Salisbury Drive-In Theatre, Salisbury, N. C.; and Charles B. Martin of Colonial Theatres, Valdese, N. C. Their memberships were secured by George Roscoe, TOA field representative.
THE Canadian Pioneers Announced (Continued from page 1)
**Television Today**

**Who's Where**

Robert Bergmann has been appointed vice-president in charge of the TV division, and Thomas White- sell has been named vice-president in charge of motion picture production at Transfilm, Incorporated, it was announced by William Miesegaes, president of the two TV and industrial film company.

Henry Cabot Lodge, Jr., U.S. representative to the United Nations, will be guest speaker at a luncheon of the CBS Radio Affiliates Association on Wednesday, Oct. 29, during its fifth annual luncheon in New York, it was announced by Charles C. Caley, WMWD, Peeoria, Ill., chairman of the Association's board of directors; and Arthur Hull Hayes, president of CBS Radio. Lodge has accepted an invitation to speak to the convening affiliates at 1:00 P.M., EST, on the opening day of the two-day meeting, Oct. 29-30 at the Waldorf-Astoria's Starlight Roof.

Veteran musical director Jack Donohue has been signed to produce and direct the first of two full-hour colorcasts of "The Dean Martin Show" on the NBC-TV Network during the 1958-59 season. The first special will be on Saturday, Nov. 22 (9 to 10 P.M., EST).

M. Peter Keane, technical director of Screen Gems, has been appointed a member of the board of managers of the Society of Motion Picture and Television Engineers, New York Section. A sound and film technician since 1930, Keane has been in charge of the technical operations of the Columbia Pictures TV subsidiary since 1951.

Peter B. Kenney, vice-president and general manager of WNBC-TV and WKBW-Radio, West Hartford, Conn., has been re-elected vice-president and named a director of the New Britain Broadcasting Corp., subsidiary of the National Broadcasting Company.

**Screen Gems to Start New ‘Command’ Series**

A new 60-minute series titled "Strategic Air Command" will go into production shortly at Screen Gems, Inc., with Robert Carlisle and Paul F. Herd producing in association with the Columbia Pictures television subsidiary. It will have the full cooperation of SAC, the U.S. Air Force and the Department of Defense.

Negotiations with the producers were made by Fred Briskin, Screen Gems production executive. The first script is being written by Frederic F. Frank.

**TV Set Production on Increase But Below ’57**

WASHINGTON, Oct. 16—Television set production in August totaled 507,526, the Electronics Industries Association announced, compared with 274,990 made in July and 673,734 last August.

Cumulative production for the first eight months of this year amounted to 2,950,455, compared to 3,758,333 sets made in the same period last year.

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**Television Today**

In Daytime NBC Orders

Armour and Company has placed new 52-week daytime orders with the NBC Television Network amounting to $2,000,000 in gross billings, it was announced by Walter D. Scott, vice-president, television network sales, for NBC.

The orders are effective immediately and call for sponsorship of an alternate-hour-segment in three Monday-through-Friday programs, and sponsorship of two alternate-week segments in a fourth program. The segments and programs include an alternate: "Beverly and her alter-" and alternate-Wednesday segment in "Concentration" (telecast 11:30 A.M.-12 noon, EDT); an alternate-Tuesday segment in "It's Cold Be You" (telecast 12:30-1 P.M., EDT); an alternate-Thursday segment in "Today Is Ours" (telecast 3-3:30 P.M., EDT), and an alternate-Friday segment in "Dough-Re-Mi" (telecast 10-10:30 A.M., EDT).

**MCA Executives Benefit In Stock Distribution**

From THE DAILY Barren

HOLLYWOOD, Oct. 16—C. Stein, chairman of the board of Music Corporation of America, has announced that in a series of distributions of common stock representing ownership of the MCA companies. The new allocations were to the following eight officers of MCA or its subsidiaries: Robert B. Stein, Laurence Evans, Jerry Gershwin, Richard Lewis, Lou Lindsay, Abe Meyer, Jerry Zeitman and Mort Viner.

56 Now Own Stock

The distribution increased the total number of individual executives now owning stock in MCA to 21. In addition, the MCA profit sharing trust, who hold MCA common stock for the benefit of all participating companies.

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**One Man’s TV Views**

By Pinky Herman

HOLLYWOOD

The 7:45 a.m. United Airlines plane brought us back to L. A. Tuesday, Oct. 29, and back to our office in the Yucana-Vine Bldg. Pretty little Lois Slater, efficient Gal Friday to Sam Berns, handed us a handful of phone messages and kindly typed a few letters for us... Sam informed us that at a special preview Monday the Desilu version of "Bernadette," for Westinghouse, starring Peter Angelil, could top the "Emmy" for her magnificent performance and might get Johnny Green a duplicate award for his terrific original musical score. ... We finally got to meet Ira Cook, the town's top-rated disk jockey whose KMPCChatter about music reveals an amazing ken of music of all types. Between playings, we chatted about music, Broadway, people we knew. Peter Angelil could top Ira really "COOKS" in this town of talented folk. All he possesses is charm, dignity, gracefulness and understanding, besides the ability to deliver a steady stream of intelligently perceptive splices on music and local news.
Night of the Blood Beast
American-International
ALBANY, N. Y., Oct. 16
Roger Corman, functioning this time as executive producer; his brother, producer; and Bernard L. Kovaski, director, turn dramatic attention to the possibility of global destruction and subsequent control by unknown elements from outer space in this science-fiction entry. Exploration stress, understandably, should be on picture's content rather than on unknown cast roster.
A satellite from Cape Canaveral, Fla., is launched into space and a portion jettisons from the satellite with a man inside guiding it back to earth. Once returned to land, the unit containing the man from outer space, who proceeds to bodily take over the pilot, guiding his every action without changing the latter's outward appearance.
Islanders wander their way, pilot (Michael Emmett) is killed convincing perplexed scientists that the creature must be destroyed. Dying, Emmett tells horrified listeners: "Our civilization is threatened by destruction that can be brought about by the thoughtless use of the hydrogen bomb mirrors the destruction of the creature's planet. Therefore, when the creature was able to come to earth, it led us to our way of life: its advance knowledge which the creature hoped would prevent our destruction." And the creature (Ross Sturful) voices similar sentiments as he also expires at the conclusion.

She Gods of Shark Reef
American-International
ALBANY, N. Y., Oct. 16
Roger Corman, turning out consistently appealing product with aplomb, is responsible for this rather typical, attractive, embellished color, considerably through adroit use of Pathe-color, and people with relative unknowns who display considerable spirit and knowledgeability.
The Ludwig H. Gerber production, directed by the redoubtable Corman, working from a Robert Hill-Victor Stoloff screenplay, casts Don Durant and Bill Cord, living in the lush green paradise of mid-Pacific islands. After Durant kills a native while engaged in theft of guns and ammunition from a storage room, he convinces brother Cord to seek another island retreat.
A storm breaks out while the two young men are carousing. Lisa Montell and other native girls from a nearby village rescue the brothers, the latter learning that the particular colony to which they are brought is an all-woman community, engaged in pearl diving. They learn, too, that the superstitious female colony has traditionally tossed a young maiden to sharks to appease a stone god ostensibly located beneath off-shore water.
Durant's criminal instincts lead him to steal a cache of pearls and head out to sea in an outlaw canoe. Cord pursues his renegade brother and later is subsequently attacked by sharks. Cord and Miss Montell sail off for another island and a new life together.
Running time, 63 minutes. General classification. Release, current.

Acquire Screening Room
DETOIT, Oct. 16. — Mickey Zebedy and Sidney Blumenthal have acquired the Film Exchange Screening Room founded by the late Max Blumenthal 25 years ago and operated since his death by his widow, who is now Mrs. Ruth Lask. The small theatre has been the screening room for all pictures judged by the censorship board operated by the Police Department.

Drive-In Anniversary
ALBANY, Oct. 16. — The Turquoise Drive-in, at Westmere (outside Albany) gave a free pass to every driver for a future show at the first anniversary party of its operation by Alun V. Iselin. He purchased the 700-car drive-in from John W. Gardner a year ago. Gardner has since built and opened the Glen Drive-in at Glenn Falls, N.Y.

Gets Concession Firm
Benjamin Sherman, chairman of the board of ABC Vending Company, has announced the acquisition of the theatre-rental concession business of Shea Enterprises, Inc., under a ten-year contract effective last Oct. 1.

Screenplay to Novel
Producer Albert Zagnit has advised to write a novelization of his next M-G-M film, "The Beat Generation," for publication by Bantam Books.

IFD, DCA in Deal
International Film Distributors, Inc., has acquired foreign distribution rights to seven films from Distributors Corporation of America in a deal announced yesterday by Joseph Wahl, IFD president, and Fred Schwartz, DCA president. Among the pictures are "Battle Hell," "Bernarda Affair" and "Monster from Green Hell."
UAA Concludes Deal to Acquire AAP; No Operation Change Contemplated

United Artists Associated, Inc., which was recently organized for the purpose, at the weekend acquired all the assets of Associated Artists Productions Corp., it was announced by Robert S. Benjamin and Eliot Hyman, chairman and president, respectively, of U.A.A.

The acquisition represents the culmination of negotiations which began more than a year ago. Approximately 96 per cent of the outstanding shares of AAP sought were tendered.

Benjamin, who is chairman of the board of United Artists Corp., and Hyman stated there would be no change in operation or in operating personnel under the new ownership.

Principal assets acquired by U.A.A. are the Warner Bros. pre-1950 film library, consisting of about 800 sound and 200 silent pictures; 60 "Looney Tunes," 277 "Merrie Melodies" cartoons; and about 1,400 short subjects; 334 "Popeye" cartoons; and ownership of many other films. Re-make, reissue, and foreign rights to the pictures are included in the deal.

U.A.A. will continue to distribute.

(Continued on page 6)

Norman Jackter Upped To Division Manager

Norman Jackter, manager of Columbia Pictures' Los Angeles branch, has been promoted to manager of the Southern California & Rocky Mountain division, with headquarters in Los Angeles, it was announced by general sales manager Ruben Jackter.

Norman Jackter succeeds Wayne Ball, who resigned, in the post which supervises the Los Angeles, Denver and Salt Lake City territories.

Joining Columbia as a booker in the

(Continued on page 2)
TOA Urged to Use SBA

(Continued from page 1)

which officially gets underway on Tuesday at the Alhambra Hotel. Reston will begin tomorrow morning at 9 o'clock in the Caribbean Suite of the hotel.

Meanwhile, the TOA executive committee met several times during the day and was already here to hold its sessions and plans to meet all day tomorrow.

Other committees submitting reports included those on foreign films, foreign companies, and local legislation, insurance, and concessions.

$150,000 Loans Authorized

In the report of the small business committee it is pointed out that new legislation, adopted at the last session of Congress, permits the formation of investment companies having capital-in surplus and of at least $200,000, for financing of small business in a specified area. The Small Business Administration is authorized to lease the companies its property or land for their de-burdening. Up on being organized the companies have the further right to borrow, issue bonds, or notes or other obligations.

By Saturday, chairman of the TOA committee, says it is felt that "there is tremendous opportunity to aid every exhibitor in the U.S. by the creation of these companies, as well as helping to cultivate a rehabilitation program off the ground."

"It should be a matter of prime importance," the committee report states, "that at least an initial applications be made in as many areas as is suggested by TOA to launch these investment companies for and on behalf of exhibitors and the affiliated industries."

Re-Evaluation Pledged

The report also reviews the committee's efforts during the year to have drive-ins included in the loan benefits the SBA extends to conventional theaters, as a result of which the SBA loan policy board has agreed to re-evaluate its policy. The report also conveys the feelings of the SBA's attitude toward drive-ins.

Fight Against Taxes

On Local Level Urged

Special to THE DAILY

MIAMI BEACH, Oct. 19. — TOA members are advised to take vigorous action in combating all "legislatory" local admission taxes, following the pattern set by Compo, in the annual reports of the TOA state and local legislation committee, presented by co-chairmen of the latter group, Larras Sarra and Robert Bryant.

The committee also pays tribute to the "untiring efforts and unselfish devotion of Bob O'Donnell, as exhibitor chairman, and Bob Gayne, as special counsel for the Compo tax committee," in securing tax relief at the Federal level. The committee "should prove helpful to all exhibitors in their plea for state and local repeal of discriminatory emergency taxes," the TOA gets says.

Reporting on censorship, the committee declares the "threat is still real." Several states and a fairly large number of municipalities during the past year have adopted "clearly drawn statute" to place motion pictures in the "censoring strait jacket," it is stated. The committee foresees further intensification of state censors in the future to make even more prominent the work of the TOA in this area.

Warm Against Ads

For Foreign Films

Special to THE DAILY

MIAMI BEACH, Oct. 19. — A warning to exhibitors of foreign-made films to "stop shooting films of the back" by advertising their sex exploitation possibilities in questionable taste, is made by Theatre Owners of America's foreign film committee in its report for the TOA convention here this week.

Walter Reide, chairman of the committee, states that otherwise the foreign films here are excellent and predicts that their theatre gross for 1958 will be near $50,000,000 and theatres showing them will number more than 500.

The committee's report points out that the increased use of foreign films has helped to alleviate "some of the product shortage problems caused by the greatly reduced number of films made from Hollywood." At the same time, theatres playing them "take little or no product away from houses playing commercial pictures."

Concessions Promotions

Seen Attendance Aid

Special to THE DAILY

MIAMI BEACH, Oct. 19. — "Since attendance is the crux of the matter" concessionaires were urged to adopt practices and working for campaigns to increase theatre attendance in a concessions committee report submitted by Van Myers of the Wometco circuit to a Theatre Owners of America convention.

"I suggest," Myers said, "that particularly now concessionaires use all their resources and the resources of their theatres and help to make up for promotions, exploitations and incentive plans geared to increasing box office audience attendance." The chairman of the committee reported on a 12 week campaign staged in labor disputes over almost all circuits and larger theatres, it is predicted.

"However," the report continues "even if a theatre qualifies under the $500,000 figure the NLRB can still decline to take jurisdiction if in its judgment this action is not feasible."

The committee also reported on minimum wage and hours, stating that although some 27 bills to extend Federal laws were introduced in the House and Senate, and the 85th Congress, no legislation on the subject was enacted. The matter is thus open for action by the next Congress, but all indications are that the new bills will have to be introduced next spring.

Norman Jackson

(Continued from page 1)

Charlotte broke in 1946, Norman Jackson later worked as a salesman for the exchange and was named Albany manager in 1952. He assumed the Los Angeles branch management in April, 1957.

Goodfellow to Columbia

HOLLYWOOD, Oct. 19. — Bob Goodfellow, studio publicity manager at Paramount, will leave there Oct. 31 to join Columbia Pictures to handle special assignments in A.H. Horwitz's publicity department.

Goodfellow joined Paramount in 1951 and after coming to the coast for PRC and Eagle Lion.

Previously, in the East, he was a theatre executive with Skouras Theatres, and from 1943 to 1945 was in the exploitation department at United Artists, serving under Paul Lazarus, now vice-president at Columbia.

by the Wometco concessionaires during which $5,000 was given in prizes to theatre managers as a stimulus to increase attendance.

Reduced Rates for Drive-In Insurance Sought

Special to THE DAILY

MIAMI BEACH, Oct. 19. — The Insurance Committee report, submitted to the Theatre Owners of America convention by chairman Jack G. Wallers, stressed the advance in rates on every category of insurance existing in the South. The category committee urged the necessity of seeking reduced rates for drive-ins.

Work is now being undertaken, the report said, in the New England area, considered a key territory because others follow the New England Fire Rating Association, on persuading the carrier companies to file different methods of rating drive-in theatres.

This should produce lower premiums.
Lab Practices Before SMPTE

(Continued from page 1)

the convention will be an exhibit featuring the latest in motion picture and television equipment. Leading manufacturers in the field will show their most up-to-date equipment.

At the session on laboratory practices tomorrow morning John R. Turner of the color technology division, Eastman Kodak Co., will read a paper entitled "Photographic Processing Equipment." He will relate the conventional methods of photographic processing with the methods used in specialized fields and those as yet have had only limited commercial application, but offer increased speed and simplicity.

Lawler and White Scheduled

Following this, T. J. Lawlor of Kodak's film testing division, will describe a pneumatically-operated film end detector and film brake for continuous motion picture film processing machines, which is said to offer advantages over those of previous design. F. E. White and John Federico of Kodak's Chicago processing lab, will then describe an improved 16mm tear detector for film processing machines.

The belief that variable-area sound recording on film is immune from processing variations will be questioned by George Lewin, Army Pictorial Center, Long Island City, N.Y., in his paper titled "The Effect of Developing Time Upon Distortion in Variable-Area Recording." Lewin will contend that there is need for study of the effect of changes in the developer upon cross-modulation.

"Windjammer," a Subject

The laboratory procedures in processing the negative, timing, color balancing, printing and vignetting Cinemiracle release prints for the production of "Windjammer" will be discussed by Paul A. Kaufman, Detroit Film Laboratories, Inc., and Coleman T. Conroy, Jr., National Theatres. Then Kaufman, with Ferdinr India and Robert M. Smith, also of D-Art, will describe a technique which has been developed whereby contrast reduction is effected with release positive stock under normal developing conditions, from negatives of normal or excessive contrast.

To round out the session, Hans Christine Wohlrab, Bell & Howell Co., will deliver two papers, one concerning an automatic shutter control for the D & L printer and the other on the Bell & Howell additive color printer.

Business Meet After Luncheon

Luncheon is scheduled for 12:15 tomorrow and the annual business meeting will follow at 1:45.

In the afternoon there will be a symposium on 16mm color interpositive/positive process of release printing. Three 16mm motion picture laboratories in the Midwest using the system will describe the various methods used in their respective laboratories to obtain satisfactory prints. Each laboratory will also describe special printing equipment that was designed and built by it for its exclusive use to meet the requirements of this system.

Colburn Chairman

Serving as chairman for the symposium will be Robert A. Colburn of the Geo. W. Colburn Laboratory, Inc., Chicago. In addition to making the opening remarks, Colburn will talk on the preparation of originals for 16mm interpositive printing.

Following this, John R. Stillings, Lakeside Laboratory, Gary, Ind., and William D. Hedden, The Calvin Co., Kansas City, Mo., will describe the processing controls currently in use at their respective organizations.

The second half of the symposium will be devoted to the actual equipment in use for the processing of the film. Geo. W. Colburn will describe two new 16mm printers designed especially for the film. One printer handles the internegative, the other the positive. Then, R. Paul Ireland of the EDI Co., Gary, Ind., and Lloyd Thompson and Kenneth B. Curtis, The Calvin Co., will describe the printers in use at their labs. A panel discussion will follow the concluding speaker.

An evening session has been scheduled to start tomorrow night at 7:30 on documentary and educational film production.

Odd-Ball Camera an Item

Initial speaker on the agenda is William Witherell, Jr., Video Films, Detroit, who will discuss some of the more unusual methods of using "odd-ball" cameras for documentary and educational film production, the producer of this type of film finding that the conventional equipment is too inflexible for him.

Following this, Alfred Jenkins of the Photoguard Corp., New York, will demonstrate how a camera, designed by his organization, was instrumental in solving a bank robbery last year. Jenkins will show a film of the actual crime and explain the problems in manufacturing this camera and making it 100 per cent reliable. A visitor from Central Africa, Geoffrey T. C. Mangin, Central African Film Unit, Salisbury, S. Rhodesia, will describe film production in that region. The problems in producing various types of films under semi-primitive conditions will be explored.

In another direction, Mrs. Gilbert Stenholm, Unusual Films, Bob Jones University, Greenville, S. C., will describe the work of the unit which produces and distributes in 16mm feature length dramatic motion pictures, providing experience in all the phases of film making for students at the university.

Convention-Filming an Agenda

The problems confronting those wishing to film conventions assemblies, trade shows and other special events are formidable. Henry Ushijima, John Colburn Associates, Inc., Wilmette, Ill., will discuss these problems and offer some pertinent suggestions.
SMPTE CONVENTION EXHIBIT

EXHIBIT FLOOR PLAN

Numbers opposite exhibitors' names in adjoining list refer to booths as numbered in plan.

EXHIBITING COMPANIES

The Animation Equipment Corp., New Rochelle ........................................... 23
Bell & Howell Co., Chicago ............................................................................. 26
Camera Equipment Co., New York ................................................................. 24
Canadian Applied Research Ltd., Toronto, Ont. ............................................. 14
Andre Debre Mfg. Corp., College Point, L. I. ................................................. 4, 5
Electronic Systems of Illinois, Inc., Chicago .................................................. 12
Florman & Babb, Inc., New York ..................................................................... 10
Harwald, Inc., Evanston, Ill. ........................................................................... 2
Karl Heitz, Inc., New York ............................................................................. 21
Hi-Speed Equipment Co., Waltham, Mass. ....................................................... 6
Hollywood Film Co., Hollywood ....................................................................... 19
Kling Photo Corp., New York ........................................................................... 15
Lipsner-Smith Corp., Falls Church, Va. ............................................................. 3
Macbeth Instrument Corp., Newburgh, N. Y. ................................................... 22
Motion Picture Printing Equipment Co., Skokie, Ill. ......................................... 7
Neumade Products Corp., New York ................................................................. 16
Precision Laboratories, Brooklyn ..................................................................... 1
Reevesound, Inc., Long Island City, N. Y. ......................................................... 13
Ro-Nan, Inc., Van Nuys, Calif. ........................................................................ 17, 18
S.O.S. Cinema Supply Corp., New York ............................................................ 9
Unicorn Engineering Co., Hollywood ............................................................... 20
Westrex Corp., New York .............................................................................. 27
Wollensak Optical Co., Rochester, N. Y. .......................................................... 8

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See... the NEW VIDIOSCOPE

16mm Anamorphic Lens for PROJECTION and TAKING

RKO Teleradio
(Continued from page 1)

of Regan, Goldfarb, Powell and Quinn, with offices at 1270 Sixth Ave., where RKO Teleradio offices also are located.

Regan, brother-in-law of Thomas F. O'Neill, president of RKO Teleradio, is a director of that company and was its general counsel for several years. Goldfarb was general counsel for MBS for 10 years. Powell was a member of Levine and Powell, which handled tax matters for RKO. Quinn has been picture counsel for RKO Teleradio and was its representative on the Motion Picture Association board for a number of years. The RKO Teleradio and MBS accounts will continue with the new firm.

‘80’ Closes in Frisco
After 95-Week Run
Special to THE DAILY

Could Have Held, He Says

Arnold Childhouse, treasurer of the United California circuit, said the film could have gone on at the Coronet for probably another 10 weeks, but a previous commitment to start Warners’ "The Old Man and the Sea" on Wednesday forced the Todd-AO classic into local limbo.

In the THEATRE EQUIPMENT and Refreshment WORLD...

... with RAY GALLO

THE 84th semi-annual SMPTE convention opens a five day session in Detroit today at the Sheraton-Cadillac Hotel. It’s the first one held in autowest since Charles S. Stoddor replaced Boyce Nemec as executive secretary. Mr. Nemec is now executive vice-president of Revere-sound, Inc., in New York City. This convention will again display new studio and television devices for both motion pictures and television. The exhibition program is under the supervision of Kenneth M. Mason of Eastman Kodak’s Chicago branch. The program chairman is National Carbon’s C. E. Heppberger.

The Coffee Shop made famous by RCA for many years at these conventions is sponsored at this session by Jack A. Frost, Inc., Detroit firm specializing in the rental of lighting equipment.

Among the equipments displayed here are a new Oxberry standard animation stand, which has complete compound shadow board, upper and top lighting and electric zoom. Frank Luecker’s Camera Equipment Co. is exhibiting the new Gaumont-Kodak sound attachment for the Arriflex camera, and the new Protoscan splicer.

As a new subsidiary of the Belock Instruments Corp., many new devices for TV have been added by the Andre Debride Manufacturing Co. Another subsidiary of a Chicago company is Electronic Systems, now part of Electric Eyes Equipment Co. They display the new Harletron high-speed automatic shutter for motion picture printing.

The Harleed company has added a fully enclosed high-fidelity 16mm sound projector to its line, which includes film editing machines. The famous Zoomar lenses and other optical devices are being displayed by Karl Heitz, Inc. Hi-Speed Equipment Co. exhibits a new spray type developing machine for professional black-and-white film. A new ultrasonic film cleaning machine will be exhibited at the Lipex-Summit booth. It has a rapid drying device too. At the Macbeth Instrument Corp. booth a brand new Quantolux photomultiplier and several electronic meters are being exhibited for the first time. The Peterson optical picture reduction printer will be on display at the booth of the Motion Picture Printing Equipment Company.

Again this year the S.O.S. Crit-

UAA-AAP Deal
(Continued from page 1)

the pictures to television station throughout the world. This entire operation will now be under the supervision of United Artists Corp., under an agreement between U.A.A. and U.A.

At the closing of the U.A.A.-AAP deal, funds were turned over to the depository banks for the payment to A.A.P. stockholders of $11 plus per cent from July 1, 1958, for each share they held, and the note and prior payments made in connection with the acquisition brought the total involved in the deal to an amount substantially in excess of $30,000,000.

3 Regional Bows
(Continued from page 1)

charity openings of the Warner-Cole film will take place Thursday at the Coronet Theatre in San Francisco and Friday at the Astor Theatre in Boston and the River Oaks in Houston. All engagements will be on a reserved seat basis.

Leland Hayward, producer of the Warner Bros. release, and Meye Hutner, national publicity manager of Warner Bros., will attend the Boston premiere, sponsored by the city United Fund. John Sturges, director of the film, will be present at the San Francisco opening.

‘New Spirit’
(Continued from page 1)

back.” He welcomed George Weltner Paramount Pictures vice-president in charge of world sales, as “the harbinger” of that new spirit.

One of the leading exhibitors in the East, Lake George, at the bi-annual luncheon-meeting at the Cathay Hotel, following Weltner’s presentation of his company’s "faith in the future" program to an audience composed of all the theatremen of Malaya.

Weltner left here today for Bombay where he will make his presentation tomorrow before the exhibitor and the press of India.

Close S-W Theatre
PITTSBURGH, Oct. 19. — The Rowland Theatre, last of three house, which once flourished in nearby Wilkinsburg, has been closed by the Stanley Warner Corp.

ma Supply Corp. has a lot of new equipment on display. The Video scope photography lens and studio Quick-Splicer have been added to the S.O.S. line. Westrex is exhibiting reproducers and recorders for studios and for laboratory re-recording.

An SMPTE convention will be held in Miami Beach, Fla., for the first time with the 1959 spring meeting. An equipment exhibit will be included.
U.N. TV Show

(Continued from page 1)

hour programs. Its coast to coast premiere, on a city by city basis, is scheduled for United Nations Day which will be observed throughout the world on Oct. 24.

The series is designed to give the American viewing audience "an understanding in depth" of the role which the United Nations has assumed in world affairs. While avoiding all "live" news "because networks and stations are doing an excellent job in this area," the program is nonetheless aimed to supply a graphic, interpretative background for current developments.

Aided by Lodge

The entire project is an outgrowth of concern by an initial group of television executives over what they termed "a critical lack of understanding of world affairs and, therefore, interest in what the UN is doing. They agreed to underwrite a joint program production venture, obtained encouragement and support from U.S. Ambassador Henry Cabot Lodge, along with the cooperation of the UN's Radio and Visual Services Division.

Since the program series is strictly a non-profit one, stations are being charged nominal rates for broadcast privileges. More than 60 stations have signed for the series to date through an initial mail solicitation. The sponsoring organization has adopted as its name the United States Broadcasters Committee for the United Nations, with headquarters in New York.

The hour documentary study is titled "Thou Shall Not Kill!" and it offers the case for and against capital punishment in the state of California. It is understood that there was some diverse criticism of the program to the effect that it was not sufficiently objective, in that it leaned to the side of opposition to gas chamber execution. This, to our way of thinking, was invalid criticism. The program, without fear, favor or pretense, was viewed as an editorial presentation of the viewpoint of the station, and since the KNXT view was clearly in opposition, it was well within its province in presenting the presentation, which has been endorsed by station management. Indeed, it might well be said in its favor that there was a degree of objectivity in the presentation, since time and again the other side of the proposition was stated, and documented.

The assumption of a distinct editorial position on a controversial issue by a television station required, in this first instance, a degree of moral courage. But that the decision to do so was well taken is borne out by the fact that following the program the station received a number of calls, telegrams and letters, all complimenting the station on having taken a stand, regardless, apparently, of the side of the issue which was espoused by the station.

A word here for the superlative job done on the program by Bill Stout, the station's top newscaster, whose forceful yet controlled presentation went far indeed to maintain an air of calm and dispassionate objectivity in the exposition. Deserving of praise also are Irwin Rosten, credited with the research and writing; William Whitley, KNXT and CBS Pacific net director of public affairs, the producer, and all others who had a part in the technical production of the program.

It is only in the closing minutes of the program that Mr. Stout, after a proponent of capital punishment voiced his reasons, summed up the viewpoint of the station. Throughout the documentation, which included interviews with prison and law enforcement officials, legislators, the man and woman in the street and even prisoners, in and out of the death house, and a rather grisly delineation of the procedure immediately preceding a gas chamber execution, the case is presented rationally but forcefully.

Here, as never before, is demonstrated clearly the enormous power of the television medium to sway the mind and the heart. It is a power to be wielded with thought, and one which should guide television authority in the utilization of that power.

—Charles S. Araonson

**Review: Party Girl**

**Euterpe—MGM—CinemaScope**

Robert Taylor and Cyd Charisse make a fine romantic combination, with Lee J. Cobb and his prohibition era Chicago marksmen supplying enough menace to keep the audience in a state of extreme tension. Taylor is a man of considerable distinction in the eyes of the underworld characters because of his ability to sway juries and keep his clients out of the electric chair. When not in court advising his clients to leave town he relaxes in a smartly extravagant night club where the music is excellent and where Miss Charisse is a dancer in the chorus until Taylor's sudden interest causes Cobb to advance her to star soloist.

Her performance provides some pleasant interludes, but she is no "party girl" in the accepted sense of the designation. Taylor's interest and the disfranchisement of his legal talents cause him to try to break way from his associates and go abroad for treatment for a crippled leg.

By the time he returns, enough of the gangsters have gotten in trouble to make his legal talents indispensable, but he can't quit. The machinegun stage of gang life comes to the surface. Cobb threatens to throw acid at Miss Charisse. There is no actual shooting visible to the audience, but windows crash and gangsters fall.

For Taylor the picture is a return to the earlier well-dressed roles done with restraint and poise that made him one of the screen's great drawing cards. The role of Miss Charisse is a departure inasmuch as dancing becomes secondary to the dramatic requirements of rapidly-moving situations in which tragedy lurks in the background. She does a very convincing job.

Cobb, as leader of the prohibition racketeers, is impressive. All seven of the gangsters—John Ireland, Kent Smith, George Allen, Louis Charles, David Opatoshu, Kem Dibbs and Patrick McVeay—are seasoned performers.

Contrasting with this grim group, there are at least 25 show girls in the night club scenes and at apartment parties to satisfy the seekers of glamour. There also is a musical theme based on a number written by Nicholas Brodszky and Sammy Kahn which runs through the picture.

Joe Pasternak, who is adept at extracting the entertainment values from both the genuine and girls scenes, makes the whole production impressively real, with Nicholas Ray as the director. George Wells did the screenplay from a story by Leo Katcher. Younger adult audiences probably will give it high-powered word-of-mouth advertising as a thriller. Running time, 99 minutes. Adult classification. Release, in November.
When color is the problem, there are many answers. For example, for 16mm release there are 9 ways out, each with its own technical pros and cons, each with differing costs. To select the most advantageous solution requires broad experience. To supply basic know-how to the industry is the function of the Eastman Technical Service for Motion Picture Film. Offices at strategic centers. Inquiries invited.

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

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

Midwest Division
130 East Randolph Drive
Chicago 1, Ill.

West Coast Division
6706 Santa Monica Blvd.
Hollywood, Calif.
Radio Phase of B-B Drive Assured
By Action of TOA Board of Directors

MIAMl BEACH, Oct. 20 — Exhibition has given the green light for the radio phase of the business building campaign. The announcement was made by Ernest C. Stellings and George C. Kerasotes, retiring and new president, respectively, that the organization's board of directors voted today to guarantee any deficit between the present amount collected and $1,000,000.

The TOA pledge is limited to $5,000 but this sum covers the entire amount still due from exhibition for the radio part of the business drive. Stellings said that with the favorable action taken at the recent Allied convention concerning the radio campaign, it is expected that some money (Continued on page 3)

TOA Board Favors Buy Of Post-'48 Features

Cultural 'Offensive' In Films Is Urged

By FLOYD STONE

This country, by not participating in the United Nations international children's film program, and by its merely adequate showing at the international conference on such programs, in Brussels in mid-September, is damaging its public relations, and allowing (Continued on page 16)

TOA Calls on Samuel Goldwyn to Deny
He Contemplates Backlog-Sale to TV

Miaml Beach, Oct. 20—Samuel Goldwyn has been asked by Theatre Owners of America "to deny reports that he is planning to sell his backlog of theatrical films to television."

The TOA request was in the form of a letter to Goldwyn from Ernest C. Stellings, retiring TOA president, who wrote, "I am also certain you must realize that were your backlog of quality films to be released to television at this time, it would create competition that could only hurt the revenue you anticipate from the forthcoming release of "Porgy and Bess."

The letter ends with request that Goldwyn say before the TOA convention adjourns that he has no intention of selling his film backlog.

Kerasotes Is Elected New Head of TOA

Pickus, Stellings, Pinanski In Other Top Positions

By MARTIN QUIGLEY, JR.

MIAMI BEACH, Oct. 20—George Kerasotes was elected president of the Theatre Owners of America by the board of directors of that organization meeting here today in advance of the opening of the annual convention and trade show tomorrow.

The board also named Deborah Kerr "Star of the Year." Miss Kerr will come here later in the week to receive the (Continued on page 3)

Compo Again to Aid in Promoting 'Oscar' Show

From THE DAILY Bureau

HOLLYWOOD, Oct. 20—Samuel Goldwyn has been voted the Screen Producers Guild Milestone Award for his "historical contribution to the Amer (Continued on page 16)

Television Today
Dr. Simmons Elected President of SMPTE

Dr. Norwood L. Simmons, west coast division, motion picture film department, Eastern Kodak Co., has been elected president of the Society of Motion Picture and Television Engineers for the next two years, it was announced here. Dr. Simmons, who has had such posts in the Society as governor, executive vice-president and executive vice-president, succeeds Barton Kreuzer, who will serve in the capacity of past president.

Succeeded by Service

Succeeding Dr. Simmons as executive vice-president is John W. Zide, president of National Theatre Supply Co. Resigned for a second term was editorial vice-president, is Glenn Matthews, also of Eastman Kodak.

Taking over the duties of convention vice-president is Reid H. Ray, president, Reid H. Ray Film Industries, St. Paul, Mira. He succeeds G. Cartwright Hunt, General Film Labs, Hollywood.

Wilton R. Holm, E. I. du Pont de Nemours, Photo Products Div., Park, N. J., will continue in the capacity of treasurer that he has held for the Society since 1955.

Six New Board Members

Newly elected members of the board of governors due to take office for two-year terms are: Gerald C. Graham, Robert G. Reineke, Kenneth M. Mason, James L. Wulff, U. Iwerek and Theodore B. Grenier.

 Raises Admission 5c

HARTFORD, Oct. 20. — Attorney Samuel I. Safenofit, owner and operator of the Yale Theatre, Norwich, Conn., subsequent-run, has increased both matinee and evening admission prices. Distributing the increase the move to add additional costs of operation. At the same time he is advertising discount books, containing 10 adult books, worth $4 and good for any admission, plus a $1 premium. Also, permitting children under 14 accompanied by parents after 6 P.M., seven nights a week, is being continued.

New Zide Company

DETROIT, Oct. 20. — Jack Zide has announced the formation of a new Detroit distributing organization, Specialty Pictures Corporation. The new firm will devote itself to “art” and exploitation releases.

Renovation at Charlotte

CHARLOTTE, Oct. 20. — The Manor Theatre here is currently renovating its 600 seats, the work being done at night following closing of the house.

Compo to Aid (Continued from page 1)

Coyne, Compo special counsel. The council’s participation in the promotion has been approved by the Compo executive committee, he said.

Requested by Simonelli

Request for Compo’s cooperation was made by Charles Simonelli, chairman of the MPAA advertising and publicity directors committee, and was immediately relayed to the members of the Compo executive committee. Sid Blumenstock, recently appointed by the MPAA committee as coordinator of the Academy telecast promotion activities, will work in cooperation with Charles F. McCanick, Compo information director, who directed Compo’s activities in promoting last year’s Academy telecast in cooperation with Oscar A. Dobr and Maurice Bergman, acting for the MPAA.

McCarthy and Blumenstock started their promotion planning yesterday at a meeting in the Compo office.

Record Set Last Year

Newson and Trendex figures issued after last year’s telecast showed that nearly 130,000 people voted for the Academy Awards show, a record for all broadcasts for the year preceding. Jerome Pickman of Paramount Pictures and Roger H. Lowe of United Artists, who comprise the subcommittee of the MPAA advertising and publicity directors committee that has charge of the industry’s promotion of the event, have expressed the belief that the show’s audience this year will be larger than last year’s audience by several millions.

Juan Bueno President

Of Clasa-Mohme, Inc.

From THE DAILY Bureau


Bueno predicted that in addition to maintaining its place in the field of Spanish-language pictures throughout the world, the Mexican industry would accelerate its embrace into the international market during the coming year.

Take Over Erlanger

DETROIT, Oct. 20. — A local exhibition has leased the Erlanger Theatre in Chicago for a ten-year period. They are: H. H. Levin, president, and his son James and Joseph, who have two theatres here.

NEW ORLEANS—Variety Club, Tent No. 45, has scheduled for Nov. 25, its annual membership election and meeting of new board of directors and officers. The nominating committee, consisting of Page M. Baker, chairman, William Holladay, Carl Marby, William Murphy and George Nungesser, is now drawing up a slate of nominees.

The organization also has slated, in connection with its monthly Midnight Meeting on Nov. 25, the presentation of a low-rent costume party, with music furnished by Phil Zito and orchestra.

DETOIT—Installation of new officials of the Barkerettes (Variety Women’s Auxiliary) took place at the clubrooms last week. Officers are: Mrs. Louis Marks, president; Mrs. Robert Lott, vice-president; Mrs. William Clark, recording secretary; Mrs. Arthur Herzog, corresponding secretary; Mrs. Louis J. Mitchell, treasurer, and Mrs. Carl Buereme, secretary. A total of $250, three members at large were elected to the board of directors.

CLEVELAND—Mrs. Marie Livingston, wife of Jules Livingston, local 20th-Fox sales manager, was installed as president of the Variety Club Auxiliary at a membership luncheon held at Stouffer’s Shaker Square Restaurant. She succeeds Mrs. Faye Weiss, who held the post for two terms. Other newly elected officers are: vice-president, Mrs. Annette (Irwin) Shenker; treasurer, Mrs. Frances (Leonard) Greenberger; corresponding secretary, Mrs. Eleanor (Jerry) Lipow, and recording secretary, Mrs. Mel Weitz.

NEW YORK THEATRES

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ELIZABETH TAYLOR • PAUL NEWMAN • BURKE MEYERSON
JACK CARSON • JUDITH ANDERSON
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Always Get Your SPECIAL TRAILERS from Dependable FILMACK

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D 1275 22nd Street Chicago, Ill.
**Aides to the New President of TOA**

**Hearing on Fabian Theatre Postponed**

**Eastman Reports Third Quarter Sales Advance**

**Heller Earnings At**

**Per-Share Earnings Rise**

**Special for Students**

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**Geo. Kerasotes**

(Continued from page 1)

award at the President’s Banquet Saturday night.

Serving with Kerasotes will be Albert Pickus, chairman of the executive committee; Ernest G. Stellings, who retires as president, chairman of the board of directors; and Samuel Pinanski, honorary chairman of the board.

Assistant presidents are Roy Cooper, John C.糊涂, Philip Halpering, R. H. Kennedy, Henry C. Plitt, J. J. Rosenfeld and John B. Schuyler. Robert J. Livingston will be secretary, S. H. Fabian, treasurer, Mitchell Wolfson, chairman of the committee, and Herman Levy remains as general counsel.

**Afterman Named**

Joseph Altman, former executive secretary has been named administrative secretary; George Roscoe, former field representative, was named director of the United Artists. Albert Florsheimer remains as director of public relations.

The new TOA president is a native of Springfield, Ill., and is the son of Gus Kerasotes, pioneer exhibitor who started with a nickelodeon, the Royal, in Springfield in 1906. Active in the motion picture business since he was old enough to work around the theatres, George Kerasotes assumed management of the family theatre interests in 1933 upon graduation from the University of Illinois. His father, John, once operated the Strand and Savoy Theatres.

**Has 26 Theatres**

George Kerasotes embarked upon a program of expansion, acquisition and construction of additional theatres and by 1958 had run the circuit of theatres up to 17 conventional houses, eight drive-ins in Illinois and one in Missouri. Only last week, he acquired the Alger Circuit of nine theatres in Illinois for a current total of 35. A leader in the social and civic affairs of his community, Kerasotes is a director and social chairman of the Oakcrest Country Club, active in the YMCA, director of the Henry Hassen Savings and Loan Association, and has been the driving force in the establishment of the new St. Anthony’s Hellenic Orthodox Church in Springfield.

A Founder of Illinois UTO

His leadership in industry affairs is evidenced by being one of the organizers of the Theatre Owners of Illinois in 1947. He has been its vice-president, president, and chairman of the board. His activity in TOA began in 1948 at the first Chicago convention. In national TOA exhibitor affairs he has been director from Illinois; vice-president; assistant to the president; and chairman of the executive committee. In 1957 and 1958 he was appointed by Eric Johnston as one of the six exhibitor members of the Production Code Review Board.

Kerasotes headed numerous committees for the various drives of the motion picture business, usually representing the Illinois exhibitors outside of the Chicago area. He resides at East Hazel Dell on Lake Springfield, Ill., with his wife, Marjorie and their two sons, Michael S., and Robert E. He is associated in the Kerasotes Theatre operations with his brothers, Nicholas, Louis, and John; his father, Gus; uncle, Louis; and cousins, Steve and George L.
Gordon Hails Speech
Of Skouras to Allied

The speech delivered by Spyros Skouras, president of 20th Century-Fox, to the convention of Allied States Association last week, is described as "one of the finest that I have ever heard," by Julius Gordon, former Allied president and head of the Jefferson Amusement Co., Beaumont, Texas. In a letter to Skouras Gordon says the speech "was obviously delivered from the heart and, in light of his condition, a tour de force made in 1945, it should be given the most serious consideration."

Gordon makes reference in the letter to Skouras' proposal for a government subsidy, which an is convinced "is an absolute necessity." Gordon advocated a similar plan at an Allied convention last year and feels the idea is "sound," he also tells Skouras.

W. M. Sendy Dies; Was
N. O. Theatre Owner

Special to THE DAILY

NEW ORLEANS, Oct. 20.—Funeral services were held here today for W. M. "Bill" Sendy, 64, local theatre owner, who died Friday morning at Baptist Hospital, where he had been taken following a stroke. A native of Newark, N. J., Sendy had been here for the past 35 years, most of which time he was engaged in operating theatres in Buras and Kenner, La. He was a charter member of Allied Gulf States Theatre Owners, having served consistently as a member of the board up to the time of his death.

Survivors include his wife, Peggy, who was associated with him in theatre operations, one brother and two sisters.

Reopening of Oriental
In Portland, Ore. Seen

Special to THE DAILY

PORTLAND, Ore., Oct. 20.—Portland's downtown area has expanded, and with better bridges and an improved highway system, the east side is now practically in the downtown area. Indications point to the reopening shortly of Evergreen's Oriental, 2,000-seat theatre, which has been closed for several seasons.

The theatre was built by the veteran showman Walter E. Tobbetts and opened Dec. 31, 1937, finished at a cost of $1,000,000. Included in the equipment is a $50,000 Wurlitzer organ.

P. A. Snider, 77

SEATTLE, Wash., Oct. 20.—Prosper A. Snider, 77, motion picture projectionist in Seattle for the past 50 years, the Seattle hospital of a heart attack. He helped install Cine- rama in the Paramount Theatre and was for many years at Hammer's Music Hall. He was a member of Local 154, Motion Picture Operators Union.

REVIEW:
Torpedo Run
M-G-M—Cinemascope

As action-filled submarine thriller, which adds several welcome twists to the standard ingredients of such pictures, is provided by producer Edmund Grainger in "Torpedo Run." Numbered among its assets are a tightly organized script, tart direction, some excellent underwater photography in Cinemascope and Metrocolor, and a fine ensemble performance from a cast headed by Glenn Ford and Ernest Borgnine.

The central situation is familiar: the commander of a U.S. submarine in World War II acquires an obsession to track down one enemy ship in particular, in this case the Japanese carrier which led the sea attack on Pearl Harbor, no less. But script writers Richard Sale and William Wister Haines have developed their story along lines that are generally far from pat. And Joseph Pevney has directed for a strong sense of tension and drive.

Before the crew of the American sub finally achieves its aim of sinking the Japanese flattop, there are three battle encounters, each of which is more exciting than the one before. The first comes near the start of the picture and presents the American commander with a dilemma that is personal. The enemy vessel he is after is "screened" or protected by a transport about which are U.S. criminals of war, two of whom is the commander's wife and child. He makes the terrible decision to fire at the objective, anyhow, in hopes of hitting the flattop only. The torpedo misses, and the transport is sunk instead.

The second encounter comes when the American sub follows its target right into Tokyo Bay. In this sequence the action really sizzles as the U.S. ship must break an underwater net protecting the entrance of the harbor and then make its way through a heavily mined area. Any slip-up along the way would be fatal, and this is communicated to the audience in graphic style. Once again the sub fails in its mission before it escapes to the open sea.

The third encounter is the final one and makes for the most unusual and thrilling episode of all. The sub blows up the Japanese carrier with torpedos but is itself hit when one of the missiles unexpectedly twists around. From the bottom of the ocean, where the wounded sub has drifted, the crew must abandon ship, donning breathing apparatus to make their way to the surface where a ship is standing by to rescue them.

"Torpedo Run" makes only a slight concession to romance with two flashback sequences in which Ford, as the submarine commander, reminisces about his pre-war experiences with his wife, played by Diane Brewster. (Incidentally, her fate and that of their child is left up in the air; whether they were rescued from the sinking transport is not revealed.) Borgnine portrays Ford's executive officer and best friend, and members of the crew are enacted by Dean Jones, L. Q. Jones, Fred Wayne, Don Keefer, and others.

One more point worth mentioning: the corny jokes usually delivered by crew members in submarine pictures are kept to an absolute minimum in "Torpedo Run."


Richard Gertner

Defiant Ones’ Hailed
At Mexican Festival

Special to THE DAILY

MEXICO CITY, Mexico, Oct. 20.—An estimated crowd of over 13,000, described as the largest single motion picture audience in Mexican history, attended the opening of the Interna
tional Film Festival Review, Saturday night to see Stanley Kramer's "The Defiant Ones." The festival is being held at the National Auditorium here.

The audience applauded the United Artists release several times during the screening and "thunderously" at the end, it was reported. Dignitaries attending included United States Ambassador Robert Hill, also Hollywood and European film stars.

Houseboat Is Strong
In First Three Dates

"Houseboat," Paramount’s new comedy starring Cary Grant and Sophia Loren, started its national release over the weekend with top grosses in its first three dates. Bettering the two-day weekend records for all three of the situations, "Houseboat" on Saturday and Sunday grossed $88,869 at the Arcadia, Philadelphia; $6,925 at the Ontario, Washington, D.C., and $8,064 at the Saenger, New Orleans.

For its first five days at the Arcadia "Houseboat" racked up $19,880. In the first four days at the Ontario the gross was $10,955, while at the Saenger it was $13,678 for four days.

U’ Promotion

(Continued from page 1)

contests at the home office at which he presided. The meetings were held to set realistic promotional plans for the first four months of the 1958-59 selling season starting next month and projected plans for the company years in the promotion.

Nine new films and four re-releases will be placed into release during the first four months of the 1958-59 selling season, Martin announced, which will be found in a special promotion list of specific promotional plans of these pictures. Titles and dates were published in Motion Picture Daily, Sept. 23.

Daff Participates

Alfred E. Daff, executive vice-president of Universal, also participated in the meetings. F. J. A. McCarthy, assistant general sales manager; James J. Jordan, circuit sales manager, and Joseph B. Rosen, regional sales manager, who headquarters in New York City, also were the sales executives participating.

Attending the meeting with Lipton were Charles Simonelli, Eastern advertising director; Thomas L. Sendy, Eastern division manager; Philip Gerard, Eastern theatre manager; Jeff Livingston, Eastern advertising manager; Herman Kass, Eastern exploitation manager; and Robert Gillham, vice-president of Cunningham and Walsh, Universal’s advertising agency.

Elstree Studio Will
Undergo Remodeling

From THE DAILY Bureaus

LONDON, Oct. 20. — Following the example set by British Lion and its Shepperton Studio, plans have been finalized by Associated British Pictures for the modernization of the famous Elstree Studio.

Stage No. 1 at the Studio will be split to provide extra and more comprehensive facilities. Both of the two new stages will each provide 7,230 square feet of floor space and will be equipped with the most modern production plant.

ABPC's board states that there are several reasons for the new development. Firstly, producers needing only a large and a medium-sized stage can be accommodated without having to occupy two stages. The new stages are also more convenient for TV production, artists' tests, process work and rehearsals.

Hope for January Competition

There are four other stages at Elstree, three of which cover a floor space of approximately 15,000 square feet, and one covering just over 16,000 feet. Present plans call for work to commence on the division of Stage I during the present month, with completion due in January.

This additional production facility, the Board states, is in line with Associated British’s policy of maintaining Elstree as one of the most modern studios in Europe.
BUDDY ADLER is with 20th for The Inn of The Sixth Happiness • EDDIE ALBERT is with 20th for The Roots Of Heaven • EIKO ANDO is with 20th for The Barbarian and The Geisha • INGRID BERGMAN is with 20th for The Inn of The Sixth Happiness • PAT BOONE is with 20th for Mardi Gras • JOHN BRABOURNE is with 20th for Harry Black and The Tiger • CHARLES BRACKETT is with 20th for The Remarkable Mr. Pennypacker • MARLON BRANDO is with 20th for A Streetcar Named Desire • CHRISTINE CARERE is with 20th for Mardi Gras • JACK CARSON is with 20th for Rally 'Round The Flag, Boys! • FRED CLARK is with 20th for Mardi Gras • JAMES B. CLARK is with 20th for Sierra Baron • VILLA • CHARLES COBURN is with 20th for The Remarkable Mr. Pennypacker • JOAN COLLINS is with 20th for Rally 'Round The Flag, Boys! • GARY CROSBY is with 20th for Mardi Gras • BRADFORD DILLMAN is with 20th for In Love And War • ROBERT DONAT is with 20th for The Inn of The Sixth Happiness • PHILIP DUNNE is with 20th for In Love And War • RICHARD EGAN is with 20th for These Thousand Hills • TOM EWELL is with 20th for A Nice Little Bank That Should Be Robbed • CHARLES K. FELDMAN is with 20th for A Streetcar Named Desire • RICHARD FLEISCHER is with 20th for These Thousand Hills • ERROL FLYNN is with 20th for The Roots Of Heaven • HUGO FREGONISE is with 20th for Harry Black and The Tiger • EUGENE FRENSKE is with 20th for The Barbarian and The Geisha • RITA GAM is with 20th for Sierra Baron • EDMUND GOULDING is with 20th for Mardi Gras • STEWART GRANGER is with 20th for Harry Black and The Tiger • JULIETTE GRECO is with 20th for The Roots Of Heaven • TREY OR HOWARD is with 20th for The Roots Of Heaven • JEFFREY HUNTER is with 20th for In Love And War • JOHN HUSTON is with 20th for The Barbarian and The Geisha • RICK JASON is with 20th for Sierra Baron • CURT JURGENS is with 20th for The Inn of The Sixth Happiness • ELIA KAZAN is with 20th for A Streetcar Named Desire • BRIAN KEITH is with 20th for Sierra Baron • VILLA • HOPE LANGE is with 20th for In Love And War • VIVIEN LEIGH is with 20th for A Streetcar Named Desire • HENRY LEVIN is with 20th for A Nice Little Bank That Should Be Robbed • The Remarkable Mr. Pennypacker • LEO McCAREY is with 20th for Rally 'Round The Flag, Boys! • DOROTHY MCGUIRE is with 20th for The Remarkable Mr. Pennypacker • DINA MERRILL is with 20th for A Nice Little Bank That Should Be Robbed • DON MURRAY is with 20th for These Hundred Hills • ANTHONY MUTO is with 20th for A Nice Little Bank That Should Be Robbed • PAUL NEWMAN is with 20th for Rally 'Round The Flag, Boys! • SHEREE NORTH is with 20th for In Love And War • MARDI GRAS • FRANCE NUYEN is with 20th for In Love And War • PATRICIA OWENS is with 20th for These Thousand Hills • MILLIE PERKINS is with 20th for The Diary Of Anne Frank • LEE REMICK is with 20th for These Thousand Hills • MARK ROBSON is with 20th for The Inn Of The Sixth Happiness • CESAR ROMERO is with 20th for Villa! • MICKEY ROONEY is with 20th for A Nice Little Bank That Should Be Robbed • BARBARA RUSH is with 20th for Harry Black and The Tiger • TOMMY SANDS is with 20th for Mardi Gras • JOSEPH SCHILDKRAUT is with 20th for The Diary Of Anne Frank • PLATO SKOURAS is with 20th for Sierra Baron • VILLA • ANTHONY STEEL is with 20th for Harry Black and The Tiger • GEORGE STEVENS is with 20th for The Diary Of Anne Frank • ROBERT WAGNER is with 20th for In Love And War • JERRY WALD is with 20th for In Love And War • MARDI GRAS • JOHN WAYNE is with 20th for The Barbarian and The Geisha • CLIFTON WEBB is with 20th for The Remarkable Mr. Pennypacker • DAVID WEISBART is with 20th for These Thousand Hills • ORSON WELLES is with 20th for The Roots Of Heaven • STUART WHITMAN is with 20th for These Thousand Hills • SHELLEY WINTERS is with 20th for The Diary Of Anne Frank • JOANNE WOODWARD is with 20th for Rally 'Round The Flag, Boys! • ED WYNN is with 20th for The Diary Of Anne Frank • DANA WYNTER is with 20th for In Love And War • DARRYL F. ZANUCK is with 20th for The Roots Of Heaven.
was for many years at riannick's Music Hall. He was a member of Local 184, Motion Picture Operators Union, attending included United States Ambassador Robert Hill, also Hollywood and European film stars.

The first four days at the Ontario the gross was $10,955, while at the Saeng it was $13,678 for four days.

Associated British's policy of maintaining Elstree as one of the most modern studios in Europe.
Fold-out Placeholder

This fold-out is being digitized, and will be inserted at a future date.
20th IS WITH IT IN '58-'59
WITH the greatest inventory of properties, stars, producers, directors, writers, technicians, fresh distribution concepts, merchandising ideas!


WITH supreme dedication to our pledge of service to every segment of exhibition, and to the needs and dictates of showmen everywhere!

WITH devotion to the principle of building new stars today and developing the box-office personalities of the future, with confidence in our ability, with faith in our industry and with profound optimism about its destiny!

AND WITH MORE PICTURES, BIGGER PICTURES, BETTER PICTURES... LIKE THESE WE NOW TAKE PLEASURE IN ANNOUNCING FOR THE MONTHS AHEAD...
GET WITH 20th!

JERRY WALD'S production of
IN LOVE AND WAR
Robert Wagner - Carere
Directed by Philip Dunne
Screenplay by Eugene Frenke and Charles Brackett
CinemaScope COLOR by DE LUXE

STEWART GRANGER
BARBARA RUSH - ANTHONY STEEL
THE ADVENTUROUS LIFE STORY OF
HARRY BLACK and the TIGER
Produced by Herman J. Mankiewicz
Directed by ROBERT MERRILL
Screenplay by SYDNEY RIGBY
CinemaScope COLOR by DE LUXE

20th IS WITH IT '58-'59!

JOHN WAYNE
THE BARBARIAN AND THE GEISHA
with Eiko Aono
SAM HITE
Directed by JOHN HUSTON
Produced by EUGENE FRENKE and CHARLES BRACKETT
Directed by PHILIP DUNNE
Screenplay by EDWARD ANHALT
CinemaScope COLOR by DE LUXE

PAT CHRISTINE BOONE - CARERE
JERRY WALD'S production of
Mardi Gras
Directed by EDWARD GUGLIELMINO
Screenplay by WILLIAM MILLER and HAL KANTER
CinemaScope COLOR by DE LUXE

Buddy Adler production
THE INN OF THE SIXTH HAPPINESS
INGRID CURT BERGMAN - JURGENS
ROBERT DONAT
Directed by MARK ROBSON
Screenplay by ISABEL LENKART
CinemaScope COLOR by DE LUXE

Marlon Brando's Greatest Hit!
A STREETCAR NAMED DESIRE
An ELIA KAZAN production
Directed by ELIA KAZAN
CinemaScope COLOR by DE LUXE

BUDDY ADLER production
IN LOVE AND WAR
ROBERT DANA WAGNER - WYNTER
JEFFREY HOPE
HUNTER - LANGE
Directed by JOHN HUSTON
Produced by EUGENE FRENKE and CHARLES BRACKETT
Directed by PHILIP DUNNE
Screenplay by EDWARD ANHALT
CinemaScope COLOR by DE LUXE

STEWART GRANGER
BARBARA RUSH - ANTHONY STEEL
THE ADVENTUROUS LIFE STORY OF
HARRY BLACK and the TIGER
Produced by Herman J. Mankiewicz
Directed by ROBERT MERRILL
Screenplay by SYDNEY RIGBY
CinemaScope COLOR by DE LUXE

SIERRA BARON
KENNETH KEITH - RITA MALA - STEVE POWERS - BRODIE
Produced by PEALD A. SUKOUR
Directed by HUSTON BRASH
Screenplay by SYDNEY RIGBY
CinemaScope COLOR by DE LUXE
Looking Ahead

With 20th-Fo.

THE ROOTS OF HEAVEN. A Darryl F. Zanuck production directed by John Huston. From a unique story based on a prize winning French novel, it was filmed on location in Equatorial Africa under extraordinarily difficult conditions, in Deluxe color and CinemaScope. Errol Flynn, Trevor Howard and Juliette Greco, new and exciting French star, center in the scene at left, play the leads.

IN LOVE AND WAR. With a strong accent on youth—none of the principals is over 30—Jerry Wald whose latest successes were "Peyton Place" and "The Long Hot Summer" enhances his established reputation for bringing along young players with this war picture. It was directed by Philip Dunne whose last was "Ten North Frederick" and it stars Robert Wagner, Dana Wynter, Jeffrey Hunter, Hope Lange, Bradford Dillman, Sheree North and France Nuyen, all names to conjure with on a marquee. In the scene at right are Sheree North, this time in a dramatic role, and Robert Wagner.

MARDI GRAS. The versatile award winning Jerry Wald turns his production genius to rollicking romantic musical in this tale of youth and high jinx. Directed by Edmund Goulding it features a covey of stars whose appeal for the teen-age audience is immeasurable. They include Pat Boone, Christine Carere, Tommy Sands, Sheree North, Gary Crosby, in his screen bow, and Fred Clark. There is exploitable music, color and CinemaScope, the campus of the Virginia Military Institute and the New Orleans Mardi Gras. At left is star Pat Boone, darling of the record buyers and now of the screen.
PEARHEADING the 20th Century-Fox program of blockbuster releases for the immediate future are six productions with built-in or pre-sold successes apparent to any showman. Scenes from these, along with a listing of the assets which guarantee them success at the box office, are shown on these pages.

THE INN OF THE SIXTH HAPPINESS. A Buddy Adler production, starring Ingrid Bergman, Curt Jurgens and the late Robert Donat, this story of indomitable courage and sacrifice is based on the story of Gladys Aylward, Englishwoman who earned the love and respect of the people of a Chinese province before and during the Japanese invasion. Direction was by Mark Robson, a master of this type of material. The three principals are shown in the scene at right.

THE DIARY OF ANNE FRANK. This George Stevens production comes to market with an extraordinary measure of advance word-of-mouth expectation. Based on an authentic story of Jewish refugees in Amsterdam, and the subject of a tremendously successful stage play, it introduces Millie Perkins as the sensitive heroine and stars Joseph Schildkraut, Shelley Winters, Richard Beymer, Lou Jacobi and Ed Wynn. It is awaited as another box office winner from the maker of "A Place in the Sun," "Giant" and "Shane."

RALLY ROUND THE FLAG, BOYS! Leo McCarey, master of comedy since "The Awful Truth" has produced this screen adaptation of the hilarious Max Shulman novel. Starting from that best-selling point, McCarey assembled a masterful cast starring Paul Newman, Joanne Woodward, Joan Collins and Jack Carson, all except the latter new to comedy but not to acting honors. It rates as a fun picture of the first order.
Cultural Drive

(Continued from page 1)

ing the Russians and their friends complained.

Marjorie Dawson, who for years ran the Motion Picture Association children’s film library, until it suffered what she termed “cultural vandalism” called

national and trade reporters to Co-

humbia’s ninth floor conference room

yesterday afternoon and proposed a
cultural offensive. This Government,
shall, should support, by witness or recognition such as citations, the
making of films especially for children.
UNESCO should contribute.

She knows there are other who de-
liberately seek not to make money, and
acclaim might make them give their
talents. It might, she feels, apply to certain of the trade unions. The company agrees.

MPPA president Eric A. Johnston—his support would be necessary. She believes each company
should make one children’s picture per
year. In countries with lowest costs, and probably where funds are blocked.

Points to Brussels

She said at Brussels, where she was an
observer for the United States National Commission for the
UNESCO—a private group—the Rus-
sian films, many of them, were fea-
tures; and never in her life, she com-
mented, had she seen such “exquisite programs.” “They reeked of money
well spent, of talent, production, and
watching, and combined realism and
fantasy and delightful humor.”

She could not say where such films are shown in Europe—what and how many theatres and what arrangements
—nor did the people, she told her Russian and satellite youngsters’ films are shown “widely.”

She stressed she was speaking priv-
ately, rather than as a member of any association she would speak to company presidents, and said she would not approach
Johnston, but he is free to call upon her.

Milestone Award

(Continued from page 1)

ican motion picture.” The veteran film
maker will receive the award, accord-
ing to SPG president Carey Wilson,
next awards dinner in January.

Previous Milestone Award winners have been Jesse L. Lasky, Louis B. Mayer, Darryl Zanuck, Cecil B. De-
Mille, Walt Disney and Spyros P. Stavros.

This year’s presentation will be ex-
clusively for members of the guild,
the men and women who produce motion pictures for film and televis-
iing, both in the United States and abroad.

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clusively for members of the guild,
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iing, both in the United States and abroad.

Love’ Here Oct. 31

Jerry Wald’s “In Love and War,”
will open Friday, Oct. 31, at the
Paramount Theatre here, 20th Cen-
tury-Fox announced yesterday.

REVIEW:
 Inspector Maigret

Lopert Films

HARTFORD, Conn., Oct. 20.
An intriguing mystery yarn by the
proficient Georges Simenon serves
as the basis for this suspense-laden
Gallia
import (with English sub-titles) peop-
led with Continental thespians
known and respected on this side of
the Atlantic. Jean Gabin tops the cast,
artfully directed by Jean Delannoy,
working from an adaptation of the
Simenon work (originally called
“Maigret Sets a Trap”), by R. M.
Ardila, Michel Audnir and himself.

Gabin, of course, is the resourceful
Inspector Maigret, this time confront-
ed with a series of fiendish stabbing
murders. The unknown killer, it is
learned, persistently strikes at dusk
and his victims are plump brumette
women.

At the 11th hour, a jacket button from
the killer’s coat turns up, and the
valet of the lady on whose coat it is
found, eventually, to the killer. Enroute, the viewer en-
counters as diversified a roster of
small-time criminals and character
delinquents as can be found in many a contemporary
suspense study.

Gabin paces his supporting players
with superhuman timing.

Running time, 118 minutes. Adult
classification. Release, not set.

A. M. W.

Eagle Lion-Loew Case

Seen Off Until November

From THE DAILY Bureau

WASHINGTON, Oct. 20. — The
Supreme Court argument in the
Eagle Lion-Loew’s, case, originally
scheduled for late this week, may not
be heard until November.

The case was put on the calendar
as the last one to be argued in this
court term, which closes Thursday.
If it is not reached by then, and some
doubtful that it will be, the argument
will go over until Nov. 10. It is a
case which the industry is watching
with great interest, because it asks
the court to rule on the wide applica-
tility of the Paramount Case Decision.

Circuit Court

(Continued from page 1)

from brokers concerning the theatres to be disposed of had been ignored or
discounted, and they held that the
record showed some of the theatres
had been omitted from advertising
offering the properties for sale.

The Schine defendants, including J.
Mayer Schine, president, had been
found guilty by Judge Howard Burke
in U.S. District court in Buffalo in
1957, and fines aggregating $73,000
had been assessed. The Schine con-
tempt decree required the company to
divest 39 theatres, and when those
terms were not met, the government
filed suit in 1954 charging the de-
fense and contempt of court.

It could not be learned here yester-
day whether Schine would make a
further appeal of the conviction.

Television Today

Officially It’s ‘Twentieth
Century-Fox Television’

From THE DAILY Bureau

HOLLYWOOD, Oct. 20. — T
official name of the television sub-
Scriary at 20th-Century-Fox will
Twentieth Century-Fox Television,
broadcasts, according to executive
producer Buddy Adler and Martin Ma-
lis, executive head of television pro-
duction.

NBC Affiliate Officers

Meet in N. Y. This Week

Executives of television and radio
stations affiliated with the National
Broadcasting Company will hold
their programs, Mark at New York
Plaza Hotel starting tomorrow.
Wednesday morning officials of
NBC Radio Network will deliver
presentation to the radio affiliates.
Thursday afternoon, the television
affiliates will visit the David Sarnoff Research Center in Princeton, N. J., for a special tour.

Presentation Thursday

The NBC-TV Network present-
tion to television affiliates will take
place Thursday morning. This will
follow in the afternoon by a gen-
eral meeting of both radio and te-
vision affiliates.

The election of new officers in
NBC-TV affiliates board of delegate will take place at a closed session on
Friday morning. Election of officers to
the NBC radio affiliates executive committee also will take place during the
three-day meeting.

AFM, Mark VII Sign Ne
Television Agreement

From THE DAILY Bureau

HOLLYWOOD, Oct. 20. — T
American Federation of Musicians
announced that it has signed a five-
year agreement covering music in TV
films produced by Mark VII Ltd.
under which the company will use live music on all of its programs.

The contract calls for an individual
music session for each program, a
complete use of live music on all Mc
VII programs. Mark VII has also
used live music on its programs, will
“Dragnet” one of the first TV films use live music.

Undoubtedly a new agreement, music
class will be paid $50 per program
each as a minimum, with a 10 per-
cent increase in all economic for
after three years. The traditional by-
per-cent formula on payments to The
Music Trust Fund has been elimi-
nated and has been replaced by tol-
payments to the Fund on a new pattern established by the AFM trade agreements.

NBC Host This Week

To TV Radio Editors

NBC this week in New York is
planning to host some 80 TV and radio
editors of newspapers in key cities
across the country, in the second an-
nual renewal of what has proved to
be a highly successful and fruitful
promotional endeavor. A full schedule
of events has been arranged for the
TV and radio television divisions alternately serving as host-
of-the-moment, at a series of lun-
cheons and group reports.

Opens at the Plaza

Yesterday the opening event was
a luncheon given by the radio division,

at the Plaza Hotel.

During the week the events are
scheduled: a luncheon and reception
today at El Morocco; a report on radio
with plans for the future, tomorrow
at the Plaza; a Television Network
report on progress of the NBC ser-
vice; Thursday morning a press confer-
ence with Robert W. Sarnoff, NBC board chair-
man, Friday morning, and a reception
and dinner at the St. Regis Friday.

King Stations to Join

NBC Network Affiliates

The King Broadcasting Co. and the
National Broadcasting Co. have en-
tered into affiliation agreements for
the former’s television and radio sta-
tions in Seattle and Portland, it has
been announced by Otto P. Brundt,
vice-president in charge of the broad-
cast division of KING, and Harry Banister, vice-president in charge of
station relations for NBC.

Secondary NBC affiliations for
KGW and KGTV have become effective Oct. 14, and with
KING and KING-TV, Seattle, Oct.
15. Primary affiliation for KGW be-
commences Jan. 1, 1959; for KGTV-
GW, May 1, 1959; and for KING-

Anti-Trust Complaint on
TV Commercials Pends

From THE DAILY Bureau

WASHINGTON, Oct. 20. — Justice
Department officials said an anti-trust
complaint by producers of television
film commercials is still under study.

The producers had complained公开课
charge in the broad-

and the networks were making their
own commercials and making video
tape facilities available to advertising
agencies in a manner calculated to
drive the independent producers out
of business. Justice officials said they
had not yet decided whether any
anti-trust violation was involved and
had not decided how long they would
be studying the matter before reaching a
decision.

‘Dawg’ one of the first TV films
used live music.
Says Industry Must Explore
Preserve what we have . . .
Stress Unified Action
As TOA Meet Opens
Time for Fighting Over' Pinanski Tells
Delegates to Miami Beach Convention

By MARTIN QUIGLEY, Jr.

MAI MI BEACH, Oct. 21.—Motion picture exhibition is going through a period of "flux, of trial and error and of self-examination" but it will emerge stronger, healthier and more attractive than ever, B. J. O'Donnell declared in the keynote speech at the opening of the Theatre Owners of America convention here today.

Addressing the delegates at the (Continued on page 3)

Subcommittee Named to
Tackle Ad Criticism

A subcommittee charged with preparing recommendations for dealing with problems arising from mounting criticism of film and theatre advertising in diverse quarters was appointed (Continued on page 2)

CONCESSIONAIRES OPEN
Trade Show at Miami

MIA MI BEACH, Oct. 22.—Officers of the Theatre Owners of America and the National Association of Concessionaires opened the annual trade show being conducted in conjunction with the TOA convention here, with a ribbon-cutting ceremony this afternoon. (Continued on page 3)

By Richard Grainger

COLUMBIA (Continued from page 2)

COLUMBIA here offers exhibitors an enchanting comedy, both literally and figuratively. "Bell, Book and Candle," adapted from John Van Druten's stage hit of several years back, is a gay and delightful film based on the supposition that witches do exist and that, in fact, they can help make life more worth living even in such a sophisticated burg as present day New York. In this case, too, they should exercise any evil spirits still hanging around the box office.

No comedy in recent months has been loaded with so much talent, with (Continued on page 6)
**PERSONAL**

**MENTION**

A MONTAGUE, executive vice- president of Columbia Pictures, and Brie Jactier, general sales manager, left here yesterday to attend the TOA convention in Miami Beach.

THOMAS E. RODGERS, Trans-Lux vice-president, will return to New York tomorrow from a Mediterranean cruise.

Morris Lefko, Michael Todd Co. vice-president in charge of sales, has left New York for Jacksonville, Fla.

JOSEPH FRIEDMAN, Paramount's national exploitation director, is in Detroit from New York. He will visit Chicago before returning here at the weekend.

JERRY WALD, 20th Century-Fox producer, will arrive in New York today from the Coast.

JEROME PICKMAN, Paramount vice-president, will leave here today for Miami.

J. MYER SCHNE, president of the Schine organization, has returned to Gloversville, N. Y., from here.

KENNETH LAND, Buena Vista Southeastern manager, has returned to Atlanta from Hollywood.

BENNY HARRIS, head of the American Film Exchange, Philadelphia, is continuing his visit here. He will leave the Hospital there following a heart attack.

JERRY BLICKWELL, associated with the Capitol Theatre here, was married yesterday at Christ Church Methodist to Jean Ellen McKee.

SAMUEL I. SAVENOVITZ, attorney and owner of the Yale Theatre, Norwich, Conn., has returned here from New York.

JAMES SHERMAN, associated with his brother, JACK SHILLMAN, in Cleveland and Passaicville, N. J., theatres, will be married on Thanksgiving Day to Shirley Ellis of Cleveland.

BRK BIXNARD, district manager of Stanley Warner Theatres in Philadelphia, has been discharged from Jefferson Hospital there following surgery.

HARRY KAPLOWITZ and JOE DE LOUIS, of Stanley Warner Theatres, New Haven, have returned here from Albany, N. Y.

**RKO Theatres Division Managers to Meet Here**

A two-day meeting of RKO Theatres division managers will be held at the home office next Monday and Tuesday, Harry Mandel, vice-president in charge of theatre operations, announced yesterday.

During the Schweitzer, RKO Theatres president, will welcome and address the group. Mandel will preside over the meeting which will discuss bookings, merchandising, theatre operations, and any other phases of business. Matthew Polon, chief film buyer, will discuss future attractions. Tom O'Connor, vice-president in charge of real estate, his maintenance chief, will discuss their department's activities, as well as other office home executives and division heads.

**Drawn from All Sections**

Among the division managers who will attend are Jay Golden, Rochester; Harry Weiss, Minneapolis; Edward Suttermann, Trenton; Wilmore A. Anderson, Los Angeles; Joseph Alexander, Cincinnati; Edward McClone, Columbus; Asa Winston, Dayton, and from the Metropolitan: Michael Edesto, Sigurd Wexo, Charles Oelreich and Tom Crenan, assistant to Mandel.

**Warner Sales Meeting On Coast Saturday**

Warner Bros. will hold a west coast sales meeting Saturday at the St. Francis Hotel, San Francisco, with Charles Bossberg, general sales manager, as the principal speaker.

Fred Greenberg, western division sales manager, will preside over the meeting. Participants at the session will be branch managers Donald Urquhart of Denver, Joe Safary of Los Angeles, Al Ostoby of Portland, Keith K. Pack of Salt Lake City, Al Shainke of San Francisco and Carl Miller of Seattle.

**Bercutt to Attend**

Max Bercutt, western field exploitation representative, who is on special assignment as salesman and promotion liaison for "The Old Man and the Sea," also will participate.

The San Francisco gathering follows four regional sales meetings in Philadelphia, Detroit, Chicago and New Orleans during the past week. The last of the four, the New Orleans session, was concluded yesterday.

**Criterion Books ‘Night’**

The J. Arthur Rank Organization's "A Night to Remember" will be the opening night at the Criterion Theatre here, where it will play on a reserved seat policy. No date for the opening has been set yet.

**Johnston Due**

(Continued from page 1)

at which additional details of the film industry's attack on Russia are expected to be announced. The deal, calling for the sale of 10 American films to the Soviet, and the purchase of seven of their films for exhibition here, was made as part of the State Department's cultural exchange agreement with the Soviet.

The Johnston party will leave here immediately for Washington. He is scheduled to leave for Mexico City for an appearance at the film festival there at the end of the week.

**Subcommittee Named**

(Continued from page 1)

yesterday at the second meeting of the Motion Picture Association Advertising Advisory Council on the situation in a week.

The committee consists of Charles Einfeld, Paul Lazarus, Roger Lewg, Jerome Pickman, Si Seidler and Charles Simonielli, chairman. After studying the problems involved, the subcommittee will make recommendations to the full committee.

Also named to work with the subcommittee were Ernest Merling of Loew's Theatres, Harry Goldberg of Stanley Warner Theatres and Harry Mandel of RKO Theatres.

**N. A. Taylor Canadian Pioneer of the Year**

**Special to THE DAILY**

TORONTO, Oct. 21. — The major honor of the Canadian motion picture industry, the Pioneer of the Year, will be presented to N. A. Taylor of Toronto, president of 20th Century Theatres and currently in his second term as Chief Barker of the Variety Club of Toronto, at the annual award banquet of the Canadian Picture Pioneers, to be held in the King Edward Hotel Nov. 18, it was announced yesterday.

Now 52, Taylor sold advertising to theatres after school hours when he was 12 and retained his connection with the industry during his student days. Included in those which took him through the University of Toronto and Osgoode Hall Law School, today he wields wide influence in the Canadian film and TV industry.

**One Award Posthumous**

The committee of judges, headed by A. R. Hansom, gave ancillary honors to another pioneer, one which is posthumous.

J. Howard Booth of Vancouver, oleo's chief officer in British Columbia until his retirement in 1951, will get an ancillary award, as will Walter Wilson of Edmonton, who retired in 1954 while manager of the Paramount Theatre, Edmonton, after 45 years in the industry. A. J. Laurin promotion director of United Artists in Toronto, and William Singleton of Montreal, president of W. J. Singleto & Co., film directors, also earn the ancillary awards. Charles Krup of Winnipeg was named posthumously.

**Deecate Fatal Blow**

O'Donnell Declares

**Special to THE DAILY**

MIAMI BEACH, Oct. 22. — The consent decrees in the Government suit were "almost a fatal blow to the exhibition of motion pictures in the theatre," B. J. O'Donnell declared in his keynote speech today at the opening of the TOA convention. "In recent months," he said, we have heard about the possibility of having the decree altered so that former affiliated circuits may enter production. It is my hope and prayer that all of us will use whatever influence we exert to cause the production of more good pictures under any plan."

**Golden Cites Importance Of Census Of Business**

**Special to THE DAILY**

MIAMI BEACH, Oct. 22. — The importance of the Census of Business conducted every four years was explained by Nathaniel B. Golden of the Department of Commerce in an address during the opening session of the Theatres Owners of America convention today.

Golden emphasized the numerous uses to which the data gathered in the census are put and urged every exhibitor to fill out forms for the census and return them promptly to the Bureau of the Census. The results of the 1954 Census, he said, were published in eight volumes containing approximately 6,000 pages of statistical tabulation and hundreds of pages of explanatory material.

**Calls It Vital to Progress**

The material, he said, is of tremendous use to anyone interested in the progress of the industry. Golden explained in detail the processes used by the Bureau in compiling the data and emphasized the pains taken to prevent disclosure of any facts concerning a particular business or operation.

**Nathan Golden**

Nathan Golden, to whose address the material referred, is associate editor of the Motion Picture Daily and he is also a member of the Motion Picture Herald.
THE COUNSELLOR, at the TOA meeting is former president Ernest G. Stellings, and his listeners Richard M. Kennedy, left, and Henry G. Pilt.

Unity, Action Pinanski Plea

(Continued from page 1)

THE COUNSELLOR, at the TOA meeting is former president Ernest G. Stellings, and his listeners Richard M. Kennedy, left, and Henry G. Pilt.

Unity, Action Pinanski Plea

(Continued from page 1)

the industry would find ways and means of dealing with the various ghosts which have been troubling it.

"In a brief unscheduled talk Pinanski declared the battle was on to stop the many new windows and new techniques are still being tried. Other ideas included ad lines that new pictures will not be seen on TV, ad sales of reserved seats for special showings; and sold out shows. A housewives' mate; high school screening council; student tickets, which were successful; and tie-ups with a chain of restaurants in Dallas for dinner and movie ticket coupons, unsuccessful as done but productive of ideas for other similar promotions.

Exploration Stress

"These were a few of the things we tried," he said, "but my point is that we did venture, amble and explore." Touching on other matters, the 'ex' theatre executive pleaded for more product and added, "It's quite an odd situation, a studio, producers and directors have to demand for pay and participation might help so that more good pictures could be made and sold. You can build upon the bases of the "off-season" pictures. O'Donnell reported also on the gravity of the problem in connection with showings of first run pictures in large urban areas. He also mentioned that a clearance plan was being worked out. In conclusion he said the relationship between distributor and exhibitor "must be a partnership," one in which "we do, honestly and sincerely, everything we can to get every last penny into the box office . . . and then share that penny with distribution and production on a basis that will allow us to live and let live, that will allow them to continue in fine, wonderful pictures, and will allow us to run fine, clean, modern and attractive theaters."

Favors Insurance Plan

The TOA board is to send a committee to Washington to seek relief from Army censors. The plan is to be known as the "off-season" pictures. O'Donnell reported also on the gravity of the problem in connection with showings of first run pictures in large urban areas. He also mentioned that a clearance plan was being worked out. In conclusion he said the relationship between distributor and exhibitor "must be a partnership," one in which "we do, honestly and sincerely, everything we can to get every last penny into the box office . . . and then share that penny with distribution and production on a basis that will allow us to live and let live, that will allow them to continue in fine, wonderful pictures, and will allow us to run fine, clean, modern and attractive theaters."

Kerasotes Hits

(Continued from page 1)

Kerasotes pledged himself to help obtain increased production and to work for the amendment of the consent decree to permit divorced circuits to produce pictures, with preemption rights for their own theatres to such product. He said the nation's theatres cannot survive on a diet of 50 films per year. He pointed out that 85 fewer features had gone into production up to Oct. 1 this year than in 1957, and predicted it will mean more theatre closings, further reduction of competition and great harm to small town and suburban run theatres.

He pledged to continue support for the TOA plan for the establishment of an investment trust to purchase post-1948 film libraries to keep them from television. He reminded his listeners that they will need their help to sell this plan to all theatres and the cooperation of all producers and distributors. He noted that free films on television still constitute the greatest single competition for the leisure time of the theatre patron.

Kerasotes said opposition to all forms of toll TV will be continued, "whether broadcast or by cable."

B-B Support to Continue

The new TOA president also pledged support to continue the business-building campaign and pledged "help and assistance to the small exhibitor in all his trade practice problems and to make every effort to secure fair and equitable terms in film rentals. Without the small exhibitor, this industry cannot survive," he said.

Kerasotes urged industry unity and said if it (the industry) is destroyed "it will not be because of the strength of the competition but the accumulatioin and inherent weaknesses within the industry. We have no fear to but ourselves."

Concessionaires

(Continued from page 1)

noon. To allow TOA delegates to inspect, no convention sessions were held after luncheon.

Lee Koken, Burt Nathan, Harold Chesler, Van Myers and Thomas J. Sullivan were hosts to the press for banquet and a preview of the trade show which has 13 companies represented who were not exhibitors at last year's convention.
“MERRY CHRISTMAS! HAPPY NEW YEAR!”
(that’s what they’ll say when you play the year’s BIG HOLIDAY PICTURE!)

M-G-M Presents
A George Pal Production

“tom thumb”
the wonderful musical adventure

... it’s colorsome!

Starring
Russ Tamblyn • Alan Young • Terry-Thomas • Peter Sellers • Jessie Matthews • June Thorburn
Bernard Miles and the Puppetoons with the voice of Stan Freberg • Screen Play by Ladislas Fodor • Based on a Story From the Pen of the Brothers Grimm • Songs by Peggy Lee and Fred Spielman • Janice Torre • Kermit Goell • Photographed in Eastman Color • Technicolor® • A Galaxy Picture • Directed by George Pal
The world-loved story of "tom thumb" has become a milestone of movie imagination. Not since M-G-M's "The Wizard of Oz" has there been a comparable offering with such universal appeal. It is a unique screen entertainment.

The challenge of making a production with a real live leading man only five and a half inches high was formidable. Magician-director-producer George Pal, already a four-time Academy Award winner, met it so adroitly with a combination of live players and animated Puppetoons, his own invention, that our advice is not to wonder how it's done but just to enjoy the wonder of it.

Russ Tamblyn is especially suited to the role of the thumb-high hero since it requires unusual gymnastic and dancing skill. Tamblyn's minute size on the screen in proportion to the normal height of the other players and the big world about him is a continued source of amazement and delight at the ingenuity of it all.

"tom thumb", A Galaxy Picture in Technicolor®, literally teems with talents, for instance: screen, radio and TV star Alan Young; June Thorburn, his pretty sweetheart who magically disappears when he becomes too amorous; Terry-Thomas and Peter Sellers, Continental comedy duo of villainous mien; plus Jessie Matthews, Bernard Miles and many more.

Ladislas Fodor did the screenplay based on the story from the pen of the Brothers Grimm. Peggy Lee has written several of the delightful songs: "tom thumb's tune" and "Are You a Dream". Popular Stan Freberg is heard as the voice of "The Yawning Man" written by Fred Spielman and Kermit Goell. Mr. Spielman, collaborating with Janice Torre, also contributed the songs "After All These Years" and "The Talented Shoes", one of the most imaginative among the spectacular sights and sounds.

The wonderful world of "tom thumb" beckons to you. The tiny star's joyous musical adventure is indeed destined to become a giant of the screen.

Read all about it! 

BIG CAMPAIGN!
Bell, Book and Candle

(CONTINUED FROM PAGE 1)

the special abilities of each contributor being utilized to the fullest extent. The stars are James Stewart and Kim Novak who are, in turn, supported by a featured cast headed by Jack Lemmon, Ernie Kovaks, Hermione Gingold, Elsa Lanchester and Janice Rule.

Under the direction of Richard Quine they contribute to an unusual production that is as beautiful and imaginative as it is funny. Two other major contributors are photographer James Wong Howe and special color consultant Eliot Elsas. It is indeed their splendid use of Technicolor that helps to make so successfully (and romantically) the comic and fantastic points of view.

The Daniel Taradash screenplay casts Miss Novak as a beautiful and talented witch who lives in Greenwich Village and on the side runs a posh primitive art showroom. Out of sheer boredom one Christmas Eve she casts a spell over Stewart, a successful publisher who lives uptown. Immediately and inexplicably (to him) he falls in love with Miss Novak and in the ensuing enchantment breaks his engagement to a lovely, pernickety society girl, Miss Rule.

Complications arise when Miss Novak's warlock (male witch) brother, Jack Lemmon offers to help bibliophilous, Ernie Kovaks, write a book on witches which Stewart will publish. Miss Novak, however, doesn't want any such expose printed and in her own special way she "does something about it." Stewart, again inexplicably, thinks the manuscript is trash and when Lemmon threatens to tell him about Miss Novak, she herself confesses all. Stewart is understandably angered and gets to an other witch to have the spell broken. True love triumphs, however, in that it has caused Miss Novak to lose her powers and the stars are reunited in the end.

That this lightweight and improbable material is so much fun is due to each of the aforementioned contributors. The film opens on just the right note, with Miss Novak, fondling her magnificent Siamese cat a "familiar" named Pyewacket, moving aimlessly in an eerie twilight among her African masks and totems. It is a lyrical dance of Bacall and Stewart, atop the Flat Iron Building watching the sunrise over a green-gray snow-covered New York. And it is wonderfully wacky whenever it shifts to the smoky cellar nightclub where the witches and warlocks gather to talk shop and listen to bongo drums. In two brief moments the film surveys the scene through Pyewacket's dispassionate eyes; everything china blue in sharp, elongated focus.

Stewart and Miss Novak are very appealing in the central roles though the featured players have the most colorful material. Lemmon and Kovaks, the other witch to have the spell broken, are beautifully played; the blonde of witches seen here in a red, Harpo Marx-type wig.


VENICE CANY 

Danish Industry Plans 23 Features This Year

From THE DAILY BUREAU

WASHINGTON, Oct. 21 — Danish film producers expect to produce 23 feature films this year, Commerce Department film chief Nathan D. Golden reported.

He said 21 had already been produced and two more are planned. Danish producers get substantial Government subsidies, and there are now nine Danish companies producing feature films, Golden reported.

Gross earnings of the Danish features have averaged about $87,000.

Wis. House Re-Opens

MILWAUKEE, Oct. 21 — The Sheboygan Falls Theatre has been re-opened.

India Executive Praises Para. Officials, Product

A tribute to Paramount Pictures, to its executives and to its current schedule of pictures was paid in Bombay, India, on Monday by Keki Modi, chairman of Western India Theatres, Ltd., It was reported yesterday in a cable to the Paramount offices here.

The Modi addressed the "faith in the future" presentation made there by George Weltner, Paramount Pictures vice-president in charge of world sales, at the Taj Mahal Hotel. More than 100 exhibitors and press representatives attended the meeting.

Modi's tribute to the executive personnel of Paramount mentioned specifically Adolph Zukor, Barney Balaban, Weltner, Y. Frank Freeman and James E. Perkins.


**New Appointments in UA Foreign Units**

Arnold M. Picker, United Artists vice-president in charge of foreign distribution, has announced several appointments involving the company's operations in Europe and Latin America.

Eric Pleskow, formerly manager in Germany, has been named executive assistant to Mo Rothman, UA Continental manager, with headquarters in Paris.

Eugene C. Kniel, former manager in Switzerland, succeeds Pleskow as manager in Germany.

Hans J. Meier, salesman in the Geneva office, has been promoted to manager in Switzerland.

Seymour Tisser has been handling special assignments in the Far East, has been temporarily assigned to Puerto Rico, succeeding manager George Kallman, retired.

**Traveling Auditor Named**

Rounding out the new appointments is the assignment of Nicholas T. Termini, retired UA foreign manager's travelling auditor, Falgataro, a newcomer to the UA ranks, was previously associated with Columbia Pictures for six years in administrative, sales and auditing capacities.

**UA Opens Campaign For 'Want to Live'**

United Artists this week will open an all-media campaign for Figaro, Inc.'s "I Want to Live," including personal appearance tours by Susan Hayward, star of the picture, in 36 cities through the winter season, and the foreign manager's travelling auditor, Falgataro, a newcomer to the UA ranks, was previously associated with Columbia Pictures for six years in administrative, sales and auditing capacities.

The film, designed to increase awareness of the picture, is a music drive scheduled for more than 1,000 radio stations.

**Will Start Nov. 10**

Miss Hayward will start her tour in Chicago, Nov. 10, the day before the picture opens at the State Theatre, and she will be joined there by Walter Wagner, producer of the picture, who will accompany her to New York for a series of press, radio and TV interviews starting Nov. 12.

**Cut Price for Shoppers**

BALTIMORE, Oct. 21—All downtown, first-run theatres here have inaugurated a "shoppers' special" 50-cent admission to all houses from opening day to and including every Monday. The plan is to continue for as long as it has been successful. The "south Pacific" shows are not included since they do not have a Monday matinee.

**Balto. Showcase Closing**

BALTIMORE, Oct. 21—The Film Centre is due to close the latter part of the week when "Gigi" finishes its run there. The theatre first brought Todd-AO here with "Oklahoma" and "Around the World in 80 Days." Leased by Rappaport, The Film Centre驱动 which opened today under the leadership of campaign chairman Jimmy Stewart.

The first move in realizing aims of the campaign started this morning when over 600 volunteers began canvassing film studios and allied industries for employees who have previously gone unsolicited.

**Report 'Blob' Strength in 5 Saturation Areas**

Strongly supported by newspaper, radio and TV promotion, Paramount's "The Blob" is reported by the company to have drawn 921,166 in its first 55 openings in five saturation areas throughout the country. Already booked by more than 400 theatres following its recent test saturation campaign in the Far South, reports from these houses tell generally of capacity audiences and broken box-office records.

**PCC Campaign Starts:**

Stewart Is Chairman

From THE DAILY BULLETIN

HOLLYWOOD, Oct. 21—More money from more people than ever before is the keynote of 1959 Motion Picture Campaign which is a "red, white and blue" drive which opens today under the leadership of campaign chairman Jimmy Stewart.

The first move in realizing aims of the campaign started this morning when over 600 volunteers began canvassing film studios and allied industries for employees who have previously gone unsolicited.

**WANTED**

MANAGER FOR NEW DELUXE ART THEATRE

BAY MIAMI BEACH

Write Stating Experience, Age, Salary

REPLIES HELD IN CONFIDENCE

M. P. DAILY

Box 1922, 1270 Sixth Avenue, New York 29
“HOUSEBOAT” LAUNCHING SMASHES EVERY RECORD IN-

Philadelphia - ARCADIA THEATRE
Washington, D.C. - ONTARIO THEATRE
New Orleans - SAENGER THEATRE

...set to sail to new records everywhere!

PARAMOUNT PRESENTS
CARY GRANT and SOPHIA LOREN in "HOUSEBOAT"
costarring MARTHA HYER, HARRY GUARDINO with EDUARDO CIANNELLI
TECHNICOLOR®
Produced by Jack Rose
Directed by Melville Shavelson
Written by Melville Shavelson and Jack Rose
VISTAVISION®
EDITORIAL
Universal’s Plans

By Sherwin Kane

HE substantially and obviously costly production program being lined up for Universal by Milton R. Raekind is impressive testimony to his determination to keep the company in operation, unyielding to pressures for liquidation.

Although it is quite possible some Universal’s non-productive and idle assets may be disposed of, as has been the case with virtually all of the major companies in the industry, being essential to production will be excluded. In fact, cash realized from the idle assets might well be turned benefit of additional production.

Raekind, an extremely able and experienced executive, is well advised by now to turn his program to obtain Universal as a major source product and to restore its operations to the substantial profit level which he obtained until quite recently. Schedule of 15 important features, one completed, some in work, some in the air, already has been set for a period from November through to Next July, representing an investment of one and a half million dollars. More deals are in the cards.

No one can forecast the future but any member of the industry knows if this program clicks with any phase of the box office, Camel has won his battle.

Universal and he deserve the industry’s support.

Topot Tempest

Some of New York’s newspaper film editors met recently to consider Charles Einfeld, 20th Century-Fox vice-president in charge of public relations, who should be considered for allegedly having protested the publisher of the New York Sun about the editorial treatment accorded the company’s product.

Several critics remained away from the meeting and others took the position that if they or their papers were involved, it was not a matter for the organized group to be concerned with. As an organization, they did nothing.

It would seem to be elementary that it is Einfeld’s business to look after the best interests of his company’s pictures and that, if he feels they are not receiving fair treatment from motion picture departments, he has every right to complain.

Smash Boston Premiere

For Columbia’s

“The Last Hurrah”!

Rocks N.Y. at Roxy Today!

Hits Wash. + L.A. Next Week!

(ADVT)

Changed Conditions Seen Justifying Revision of the Consent Decrees

MIAMI BEACH, Oct. 22.—A discussion on the subject, “What About the Decrees in U.S. v. Paramount?” was the feature of the general session today at the 11th annual convention of Theatre Owners of America. Sumner M. Redstone, Boston, was chairman and panel members were Richard Kennedy, Birmingham; Roy Cooper, San Francisco; Harold Field, St. Louis Park, Minn., and M. A. Lightman, Sr., Memphis.

Redstone recalled that he had served as an attorney in the Department of Justice and said:

“You must not plan an attack on the original philosophy of the Decrees” (Continued on page 6)

30-Day Delay in Mexican Film Workers’ Strike

The Mexican government intervened to obtain a 30-day postponement of a film workers’ strike set for yesterday, the Motion Picture Export Association was advised at a meeting here yesterday.

The film workers, as part of a general labor movement in Mexico, had demanded wage increases of 25 per cent despite the fact that the film companies have an unexpected contract.

(Continued on page 7)

Has 14-Point Solution

Skouras Warns Of Restrictions On Producers

Says More Gov’t Control Might Close the Studios

By MARTIN QUIGLEY, JR.

MIAMI BEACH, Oct. 22. — Large theatre owners were warned today by Spyros P. Skouras, president of 20th Century Fox, “not to stand idly by and for a second time let small theatre owners — sincere but misguided — go through government intervention restrictions that would hamper production.

Skouras said, “you and your predecessors (large circuit owners) (Continued on page 6)

Stellings, Reade Push Anti-Sales-to-TV Plans

Special to THE DAILY

MIAMI BEACH, Oct. 22. — The matter of withholding theatrical film from television, especially the post-war product, was discussed in detail at the Theatre Owners of America convention here today by Ernest G. Stellings, new TOA board chairman, and Walter Reade Jr., president of Walter Reade Theatres.

Stellings gave a report on the present status of the TOA-sponsored plan for a motion picture trust to acquire all features produced by the major companies since 1948.

“We do not know how much money is outstanding (Continued on page 1)

Television Today
Clark Clarifies Soviet Deal

(Continued from page 1)

prices of the films selected are set at $60,000 for standard films and $65,000 for wide screen. Four of the 10 American films and three of the Soviet seven remain to be chosen. Clark said additional Russian films have been approved for Washington viewing and he has screened there in the immediate future, with a view to completing the selection.

While the group visited several European countries after leaving Moscow, no additional film deals were concluded. Poland, Hungary and one or two others are now showing American films, Clark noted, but deals completed by Johnston last year. Clark reported that Danny Kaye’s "Knock on Wood" is the current sensation of Budapest, playing to absolute capacity for months.

Only One Fact Closed

Actually, no negotiations were conducted outside of Moscow. None of the contracts being more or less informative as to the interest in American films and probable future demand for them.

Johnston was given a free hand in Moscow negotiations by the MPAA board, whose object mainly was to cooperate with the State Department in its cultural exchange program.

Johnston will not make an appearance at the Mexican City film festival this weekend, as had been reported earlier.

Harry Brandt to Head

V. C. Cancer Group

Harry Brandt, president of the Independent Theatre Owners Association of New York and Brandt Theatres, has accepted the presidency of the Cancer Control Research Foundation of the Variety Club of New York, it was announced by Ira Meinhardt, chief banker of the metropolitan tent. The Cancer Control Research Foundation is the "Project" of the New York tent and serves as a fundraising arm for the Institute of Applied Biology, which is affiliated with Tralphal Hospital.

Piec for the Foundation’s forthcoming efforts will be announced by Brandt at a luncheon meeting of the Variety Club of New York membership at the Hotel Astor on Tuesday, Nov. 13. Harold Klein, former chief banker of the local tent, will serve as coordinator for the luncheon.

Col. Interfaith Unit

Offers Film Guidance

Special to THE DAILY

COLUMBUS, O., Oct. 22 — In

A group of representatives of the United Church Women of Columbus and Franklin County, the Diocesan Council Catholic Women and the Temple religious Sisterhood, has been formed to give guidance to patrons in the selection of film entertainment for children.

Mrs. Lowell Riley, chairman, of the committee was formed "in order that we might combine our efforts to support good entertainment that is offered people of Columbus, and that we might combine the efforts of those who are working for that for the time being the committee is not concerned with recommend them."

Committee for Coyne

Luncheon Is Announced

Co-chairmen of the committee making arrangements for the luncheon be given by the industry in honor Robert W. Coyne on Dec. 11 were announced yesterday by Martin Lee of TOA, one of the co-chairmen.

The other co-chairmen are Irving Tollinger, representing national field; Philip Harling, representing TOA; the Montague, representing MPAA and the COMPO Governor Committee, and Solomon Srausser representing MMPTA. Harling served as treasurer.

It was further announced that other members will be added as plans for luncheon continue to be formulated.

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Atlanta Gas Party Set

ATLANTA, Oct. 22 — The Atlanta Women of Motion Picture Daily, a group that has planned a party for members and friends on Nov. 1 at the Atlanta Variety Club.

Giant Parade Set for

'Hurrah' Bow at Roxy

Marching bands, torch and placard bearers, local political candidates and their supporters and sound trucks will take part in a 27-block-long parade here that will wind through the midtown area from 9 to 10:30 tonight and finish up at the Roxy Theatre, where Columbia’s "The Last Hurrah" opens today.

The giant parade, in which the entertainment industry and the political parties, and the personalities of each, will join in a "Get Out the Vote" drive, will kick off from 52nd St., west of 8th Ave. It will proceed to Broadway, go south to Times Square, west on 40th St. to Sixth Ave., north to 51st St. west to 7th Ave. and south to the Roxy.

As part of the promotion, which had sounded the drum for the city for the past few days, eight leading TV and radio personalities are recruiting listeners to join the line of march. Participating in the promotion are Joe Frumkin and his band, and the Lou Andrews, Ray Hefferson, Bob Haynes and Ed Herlihy of WRGB and Stan Burns and Jack Lacy of WINS.

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"I HAVE JUST SEEN
THE 7th VOYAGE
OF SINBAD
... AND IT'S TREMENDOUS!"

To My Exhibitor Friends:

Many of you in the top theatres of the country pencilled in THE 7th VOYAGE OF SINBAD for a Christmas show. You did this on the basis of my enthusiasm for this project and an unusual scene trailer. Sight unseen you reserved your best playing time.

Well, I have just seen THE 7th VOYAGE OF SINBAD and it's tremendous. The picture justifies all of our enthusiasm and all of our faith. The new Dynamation process is indeed the eighth wonder of the world and THE 7th VOYAGE OF SINBAD is the most perfect entertainment ever devised for the holiday season. THE 7th VOYAGE OF SINBAD is more than a novelty—it tells one of the great motion picture adventure stories in breathtaking scene after scene. Dynamation creates never-before-experienced thrills for young and old. I promise you that you will cheer—and so will your audiences when the last exciting scene fades from the screen.

Don't take my word for it—see it for yourself. Then, if you have not already booked it, I know that you, too, will want THE 7th VOYAGE OF SINBAD for Christmas.

Rube Jackter
General Sales Manager
COLUMBIA PICTURES CORPORATION
GROWING! GROWING! OVER Grosses Bigger and Bigger... Day after Day... in City after City for Paramount's fabulous

THE Blob

DEVOURING BOXOFFICES NATION-WIDE!

DALLAS DEVASTATED! Saturation surpasses record after record!

L. A. K.O'D! Saturation rocks box-office!

BOSTON BOFFO! Saturation swamps competition!

BUFFALO BOMBSHELL! Saturation amazes veteran showmen!

CLEVELAND CAPTURED! Saturation talk of town!

PHILADELPHIA FA... Saturation booking blockbusters!

Starring and Co-Starring
STEVEN McQUEEN | ANETA CORSEAU | EARL ROWE

Produced by JACK H. Directed by IRVIN S.

Screenplay by THEODORE KATE

HARRIS YEAWORTH, JR. SIMONSON and PHILLIP
Hollywood, Oct. 22

Based on an off-Broadway play, "Teach Me How to Cry," by Patricia Jourdy, the screenplay of "The Restless Years" by Edward Anhalt finds momentum in a cross-section of family life in a small town, the kind of town on which "gossip" and "snobishness" appear to thrive. A combination of seasoned performers like Teresa Wright, James Whitmore, Margaret Lindsay and Virginia Grey, with such bright newcomers as John Saxon, Sandra Dee, Luana Patten and Jody McCrea to attract the "teenage" audience, have been assembled by producer Ross Hunter.

All of the situations are governed by Saxon's respectful and forthright attempt to prove to Miss Dee, a schoolmate, whose illegitimacy appears to be a "public secret," that he is in love with her. Whitmore and Miss Lindsay, as Saxon's parents, try to dissuade him from any attentions to her for business reasons. Teresa Wright as Miss Dee's mother bears the burden of withholding the secret from her daughter, and at the same time tries to guide her against the possibilities of any similar shame.

Integrated is a successful attempt on the part of Virginia Grey, a school teacher sympathetic to Miss Wright's problem, to get Miss Dee to play the lead in the school's presentation of the play, "Our Town." This causes Luana Patten to display a jealous streak, since her boy friend Jody McCrea, playing the male lead, evidences a special interest in Miss Dee. Pleading with Miss Dee, to no avail, to give up the part to her, Miss Patten creates a scene at a "Parents' Night" dance at the school, calling attention to a "dishonorable" romance between Saxon and Miss Dee.

This stirs a climax in which Saxon is compelled to beat up McCrea; Whitmore, proud of his son's action, tells Miss Patten's father, Alan Baxter, whom he had been appealing to for help, what he thinks of him; and Miss Wright faces the reality that her daughter and Saxon are meant for each other, but with the knowing satisfaction that her daughter will not suffer the same tortuous years of waiting for "the man" to return.

Helmut Kautner directed.

Running time, 86 minutes. General classification. Release, in December.

SAMUEL D. BEINS

Ownbey Chief Barker Of Calif. Variety

From THE DAILY Bureaus

Hollywood, Oct. 22—Lloyd C. Ownbey was elected chief Barker of Southern California Variety Club Tent 35 last night at the organization's annual membership meeting. The new chief Barker succeeds O. N. (Bill) Seere.

Morton Scott and Armand L. Schaefer were elected first and second chief barker, respectively. A. M. Ahkikog was re-elected dough guy. William R. Jarnagin was named property master.

Carousel elected to the crew were Dan Sonev, Tom Cherek, Hal Linadle, C. R. Knouton, Ralph E. Blow and Alfred Lapidos. Alternates are George Bowers, Harry Marx and Floyd Lewis.

Following the election, the board of directors approved a motion empowering the new officers and crew to take over their duties immediately. In the past club's change of administration has been effective at the beginning of the calendar year, but it was decided to advance the new term this year in view of activities now in the planning stage which must be carried out by the newly elected officials.

Mexican Strike

(Continued from page 1)

with the workers now. In the 30-day interval, mediation efforts are scheduled to take place.

The MPEA meeting also heard an interim report from Irving Maas, vice-president, on the progress of negotiations in which he is presently engaged in Tokyo for a new remittance agreement for the industry with Japan. Maas will remain in Tokyo until a new agreement is concluded, probably within the next 30 days. When concluded, the new agreement is expected to involve another loan by the companies of blocked yen to Japanese companies. Two such loans have been made heretofore.

On leaving Tokyo, Maas will proceed to Manila to discuss labor demands there for general wage increases for industry employees, the eventual agreement to be retroactive to Nov. 1.

Close Phila. Theatre

Philadelphia, Oct. 22—A. M. Ellis Theatres closed its Dixie, neighborhood operation, and sold the property for non-theatrical purposes. The Ambassador, also a neighborhood house, has been reopened as an art house.
Gov't Decrees

(Continued from page 1)

partment of Justice and the courts, but you must show how conditions have changed with the passage of time. You must find a way to get access to the Department of Justice during the coming year that it would be a disaster if exhibition is to be put out of business because of a scarcity of proofs.”

Kennedy pointed out how before the consent decree the existence of long-term contracts was beneficial to exhibitors as well as the producers, and added, “Along came Mac West and some said block booking made it necessary for exhibitors to play pictures to which the public objected—that was not exactly right but government got interested.”

The small exhibitor, Kennedy said, especially needs to be able to buy pictures in large groups.

Cooper asks ‘Clarification’

Cooper explained that he also was talking for exhibitors in smaller situations, as his theatres are in communities of from 1,800 to 25,000. He held that many of the problems of exhibitors such as shortage of pictures, shortage of prints, long runs and high rentals are due to consent decree conditions. He called for a clarification of some of the decree provisions. In conclusion he said that there was a need for former affiliates to make pictures.

Field called for what he termed “a Congress of exhibitor meetings in every exchange area to be attended by all exhibitors.” The purpose of these meetings would be “to broaden the basis of direct participation by exhibitors and to create a climate of opinion in each exchange for forwarding to the proper authorities in Washington.”

Points to ‘Career Men’

Before introducing the last member of the panel, Bedstone again referred to his experiences, saying, “you can’t sell short the views of the career men in the Department of Justice, many of the men in the anti-trust division have spent their entire lives fighting monopoly and discrimination. They have become crusaders. They believe in this. These men look with some suspicion on what a former circuit affiliate says. We must know the will and need of the representatives views of every independent exhibitor in the United States. The independents need decree revisions every bit as much as the circuits.”

Lightman concentrated on the problem of getting more pictures produced, saying, “If some circuits make pictures, others will, too. The more

Skouras Has 14-Point Plan for Exhibitors

(Continued from page 1)

Skouras continued, “for reasons of your own, actually wanted divestiture and while you could not come out openly for it, you were willing to stand by while the little independent theatre owners—sincerely but misguided—pressed for relief from the Department of Justice.”

Skouras predicted, “if the small exhibitor—in this ill-advised effort to improve his situation—succeeds in having additional regulations imposed upon the film companies, this may result in such onerous restrictions that our studios will be forced to close and the producing companies will face liquidation.”

To show the extent of highly paid personnel Skouras gave figures for 20th-Fox: 200 persons paid over $50,000 annually; 75 over $75,000; 100 pictures we can get the more chance we will have to survive.”

In the period from 1930, to 1935, Lightman said, Paramount would have been unable to make pictures from the theatres; likewise RKO Theatres earnings at one point kept that company going.

“Should we do everything possible to see that these circuits make pictures and get the producers the right to own these houses around the country. Let them have 10, 15, 30 or 40 theatres—we in this room have plenty of theatres we would like to sell—we’ll be glad to see them in exhibition,” he declared.

On the subject of block booking Lightman said, “It was the saddest day in the history of motion picture exhibition when they took away the booking. The old 5/5/5 contract carried a liberal cancellation clause. We did not have to book all the pictures,”

over $150,000, 25 over $250,000 and at least 10 who get $500,000 or more. These include those on contract or fee basis for one or more assignments as well as regular employees.

Skouras concluded his talk with this suggested program:

Government loans to theatres
Revision of clearances
Lower admission prices
Centralization of 1st runs
Elimination of competitive bidding
Elimination of single picture selling
Development of new faces
Production by exhibitors
Exhibitors buy stock in film companies
Theatre showcases for producers
Establishment of a fair arbitration system
Full use of technical advances
Roadshows at advanced prices for costly productions

Keeping features off-toll-TV for years.

Some sections of his talk were identical with those given at the Allied Chicago convention, as Skouras reminded his listeners. These sections included Skouras’ catalogue of the problems of exhibitor, distributor and producer and of the advertising department; also his glowing words on the importance of the motion picture in a community and before the world at large for the benefit of the United States Government.

Skouras furnished some details on costs that were not in his Chicago talk. He cited one recent film deal in which each of two stars is to receive $600,000, plus a percentage participation; the director $250,000 plus a percentage of the producer his expenses plus $2 per cent plus $125-000 salary.

He referred also to others in which a star has been guaranteed $500,000

against 10 per cent of the gross

Deploring what he called “a voice in leadership talent” Skouras said: “In the United States there are 4,000 persons within this industry are paid in excess of $50,000 a year. This makes executives as creative workers in all branches the industry the highest paid group of people in any industry anywhere. Nevertheless,” Skouras charged, “these highly paid executive and creative talent, frequently guilty of making very little effort to work toward the salvation of our industry. As a result there is little initiative and virtually no leadership exercised.”

On the question of exhibitor ownership of film company stock Skouras said:

“You should be on the boards of directors of some of the companies you would have stopped the well of the backlogs to television. Companies were principally forced to make the sales by their stockholders at directors.”

Introduced by Wolfson

Skouras ended with appeal

“encourage a new and a fighting industry. We are on the threshold of a golden age of entertainment—a golden age of the motion picture. Of problems can be solved with determination and organization.”

Mitchell Wolfson introduced Skouras, hailing “his leadership, integrity, straightforwardness, integrity, manliness and rigid adherence to fair play.”

After the talk Wolfson said: “Skouras would answer any question from the floor. There were none.
Anti-TV Plans

(Continued from page 1)

计划将不会实现。Stelling said, could be $200,000,000. It could be $1,000,000,000.” The speaker estimated that between 3,500 and 4,000 studios were involved. About 20 to 25 percent of the 60,000 films produced each year are re-used with perhaps 50 to 60 percent in certain types of theaters and the drive-ins.

Stelling told the delegates TOA believes that the plan will pass any or U.S. Treasury objections. If the plan is put into operation and the state of the product to theaters will be released of some of the sums to television ultimately produces a profit, the bank, or the group said. Stelling said that “secures” reduce film rentals, establish some organization to do a job for the industry or for charitable purposes.

Bea Reade Clarifies Jameson Plan

Reade explained the workings of Howard E. Jameson-sponsored motion Picture Investors Company, investing company which has C.P. approval and has a substantial portion of its stock subscribed - invested in eight film companies, its purpose of this company is to enable exhibitors to have a voice in the affairs of producer-distributor and to help protect them from the king such action as selling back to television.

The new investment company is under the control of directors experienced in industry and financial matters, and at present plans are under way to secure the services of a paid executive. Stocks sell at $10.75, with 75 to 75 representing the commission of sales expense.

The company functions as a closed-end investment company, Reade said, and would not use the stock it issued in order to make up the money until the stock was sold.

Women Entertained Nicely at Conventions

Special to THE DAILY

MIAMI BEACH, Oct. 22. — Mrs. Mary Shepherd, chairman of the ladies committee, prepared a most unusual program for the women attending the conventions of the Theatre Owners of America and National Association of Cinemachises.

Luncheon was served at the Sky- room of the new DunPoo Plaza Hotel downtown Miami. Mrs. Harry Bot- tick, assistant chairman, and Mrs. Jay Weiss, representing delegates to the convention.

The feature of the event was the visit to the arrt Jungle where there was a walk through the tropical jungle to see beautiful birds flying all around. The picturesque Floridian hostesses on this occasion included Misses Frances Harrison, Franklin Maury, Mrs. Howard ettingill, Mrs. Ethel Stern, Mrs. Al Veis, Mrs. Richard Wolfson and Mrs. William Scully.

TOA Resolution Pledges Opposition to All Pay-TV

Special to THE DAILY

MIAMI BEACH, Oct. 22. — A re- solution unanimously reaffirming the opposition of Theatre Owners of America to all forms of pay-television was passed today at the 11th annual convention of the association. The TOA pledged itself “to present before all appropriate governmental agencies the information in the public interest by any form of pay-television.”

The resolution also authorizes the organization’s Toll Television Committee to help pay for TV networks necessary to carry out its work and take whatever action it deems necessary to bar toll-TV whether over the air or carried by coaxial cable.

The resolution was presented to convention by Philip F. Harling follow- ing his talk on the subject.

Gene Tierney Returns In GE’s ‘Doll House’

Gene Tierney will renew her career, after an absence of four years from the screen, when she stars in The General MotorsTheatre’s production of the Olsen classic, “A Doll’s House,” on the network TV series. This was the very same story on which Miss Tierney began production for its first TV program when the series began on the air in 1954—a role she was forced to abandon when she became ill. It went on to become known as “Our Little Girl,” with Playbill Theater cast as an emergency re- placement.

KOMO, Seattle, Newest ABC Network Affiliate

KOMO-TV, of Seattle, Wash., has signed as a primary affiliate of the ABC Television Network, it was an- nounced jointly yesterday by W. W. Warren, executive vice-president and general manager of KOMO-TV, and Alfred R. Beckman, vice-president of ABC television station relations. The affiliation will become effective Dec. 10, 1959.

Harrison Joins SG

Paul Harrison has joined Screen Gems as an executive producer, it was announced by Harry Ackerman, vice- president in charge of production for the Columbia Pictures TV subsidiary. Harrison has just completed directing the new Ann Sothorn series at Desilu.

Banner, IFD Deal

Banner Films and International Film Distributors, Inc., announced yesterday that they will distribute in all areas except the U.S. and Canada the 35 feature films known as the “Package Plan” and the series “Night Court.”

B&B Formula for ’59 Is Launched by NAC

By GUS BACOLINI

MIAMI BEACH, Oct. 22. — Lee Koken, president of the National As- sociation of Concessionsaires, today launched the association’s 1959 busi- ness building formula entitled “Better-Merchandising Equals More Prof- its.”

Members and theatre operators were introduced to an adaptation of the Harvard Case Book method prepared under the direction of James O. Hoover, Martin Theatres, Georgia, program chairman of NAC con- vention, Koken was discussion leader of a session on conventional theatres.

The next Harvard Case Book method discussion will be conducted by Phil Lowe, Lowe Merchandising Servi-
CONGRATULATIONS ON AIP FOURTH ANNIVERSARY. WE ARE HAPPY TO CO-OPERATE WITH YOUR PLAYDATE DRIVE OCT. 31 TO NOV. 6TH WITH AN AMERICAN INTERNATIONAL PICTURE ON EVERY SCREEN. WE LOOK FORWARD TO BREAKING ALL RECORDS WITH YOUR BIGGEST AND BEST PICTURE TO DATE..."THE SPIDER". OPENING OCT. 29TH IN OUR TOP THEATRES. REGARDS.

NAT FELLMAN STANLEY-WARNER THEATRES.

...LAUGH ALL THE WAY TO THE BANK — BOOK AMERICAN!
$300,000,000
In New Films

Special to THE DAILY
MIAMI BEACH, Oct. 23.—Over $300,000,000 worth of pictures for 1959 release were described by representatives of seven companies at a "Better Business through More Quality Product" session of Theatre Owners of America convention this morning. The estimate of production costs (Continued on page 5)

Redstone Pleads for Revision

Consent Decrees Hit, Backed at TOA Meet

By MARTIN QUIGLEY, JR.
(Pictures on Page 4)

MIAMI BEACH, Oct. 23.—The appearance of the head of the Department of Justice's anti-trust division at Theatre Owners of America convention here today took on some aspects of a lively debate.

Following a prepared address by Hon. Victor R. Hansen, Assistant Attorney General, in which production with preemptive rights by former affiliated circuits was rejected, Sumner M. Redstone made a plea for consent decree changes which would increase (Continued on page 4)

National Screen, Distributors Cleared
Of Charges in Poster Renter Suit

Special to THE DAILY
PHILADELPHIA, Oct. 23.—National Screen Corp. and the major film distributors were cleared of charges of monopoly and conspiracy in the production and distribution of poster accessories in a ruling delivered here yesterday by Federal Judge C. William Kraft, Jr. of the Philadelphia District Court.

The anti-trust action had been brought some nine years ago against NSS and the distributors by Lawlor and Pautzer, operating the Independent Poster Exchange here.

The case has held wide industry interest since all parties had stipulated that the result would be binding on six other actions brought by other poster renters against National Screen and the distributors.

In his opinion Judge Kraft held that NSS had not monopolized or attempted to monopolize the advertising accessories or poster renter business. He also found that none of the distributing companies had conspired with one another or with NSS in granting exclusive licenses to NSS to produce and distribute their poster accessories.

The court held further that the plaintiffs had not shown any damage (Continued on page 3)
Vogel Reports Earnings Up

(Continued from page 1)

pany’s operations are in the black, the most important factor in the favorable result is the showing made by the MGM studios. He related that Booz, Allen & Hamilton, management consulting firm retained by Loew’s last year, predicted the pictures would show a loss for the released results from September, 1956, to September, 1957 would lose $17 million. Actually, Vogel said, they lost $13,500,000.

"Shooting for 10% Increase"

He said the entire Loew’s organization is shooting for a 10% increase in gross revenues in this fiscal year over last, and expressed confidence that the present rate of earnings will be maintained. He discussed his administrative staff which has saved the company $8,000,000 per year by reduction of fixed costs and expenses in the overall company.

He spoke enthusiastically of the company’s forthcoming releases, and predicted that "Ben Hur," which will be ready late next year, will be "one of the biggest money-makers in the history of the business." He noted that $2 million had been spent, "that its production costs are running away, or are greatly exceeding expectations." He said it may be a few hundred thousands over its $13,000,000 budget.

In a question-and-answer session which followed his talk, Vogel said the proposal of Louis Green and Jerome Newman, directors, to spin off the picture company instead of the loan company to eliminate the company’s onus decree divestment is receiving careful attention.

To Be Presented Wednesday

Management’s plan, providing for the separation of the theatre company, and a formula for dividing the assets and liabilities of the parent, has now been completed and will be presented to the board at its meeting next Wednesday. At the same time, a committee which has had the Green-Newman plan under study, is scheduled to make a report on it to the board. Indications are management’s plan will be referred to the committee for study, also.

Vogel said the board is agreed that the divestment should be accomplished as soon as possible, without considering an extension of the August, 1959, deadline. He said indications are one-for-one share of stock in the new picture company will be exchanged for one share of Loew’s held. The outstanding stock of each company then would be 2,050,000 shares. The long term carried from $2 million of the picture company, Vogel said, is $18-$19 million before taxes.

He said there are many ways of splitting the company to comply with the court order should it be decided to go to work to the injury of the stockholders. "It is our duty," he said, "to effect a split-up that will result in making the company worth more and with the ability to earn money.

Vogel disclaimed knowledge of a proxy contest over the divestment issue, saying he wouldn’t want one as it would be bad for the company.

He said the company will receive about $85 million from pre-1948 films leased to television, and that its income from that source over the next five years will amount to $53 million. He said total contracts represented $52-$53 millions, of which Loew’s has received to date about $20 million.

Today’s acquired MGM’s post-’48 films at 250 and cited some of the major reasons for not disposing of them—participation claims of Hollywood guilds, their effects on theatre bookings.

Theatre business this quarter, he said, is far ahead of a year ago. The theatres earned $4 million last year before taxes but after a depreciation charge of $2 million. He said the theatre multiples made three years ago, put a valuation of $65 millions on them, which he called too high.

"I feel from now on business will improve," he told his audience.

R. L. Friedman to NTA

Robert L. Friedman, formerly a sales executive with Universal Pictures, has been named manager of the Mid-Atlantic division of NTA Pictures, Inc., it was announced yesterday by H. H. Greenblatt, general manager.

Two Disney Dividends

Hollywood, Oct. 23.—Directors of Walt Disney Productions, at a special meeting today, declared a quarterly cash dividend of 10 cents per share on the company’s common stock, together with three per cent stock dividend on the company’s common stock, each payable Jan. 1, 1959 to stockholders of record Dec. 3, 1958.

Skouras Services Set

Los Angeles, Oct. 23. — The fourth annual services in memory of the late Charles C. Skouras will be conducted Sunday at Saint Sophia Greek Orthodox Cathedral here.
NSS, Distributors Win Poster Renter Suit

(Continued from page 1)

sustained by them as a result of any action by NSS or the film companies. Lawlor and Pantzer are barred from claiming that the exclusive licenses from NSS to the distributors were illegal since the plaintiffs, as well as other poster renters, had obtained sub-licenses from NSS for access to the NSS supplied posters and had distributed these to exhibitors in competition with NSS.

Seen as Test Case

The Pantzer-Lawlor case has had a stormy history in the Federal courts because of its being the test case for all the poster renter litigations, which are now disposed of at the same time. Twice the case had been up to the U.S. Court of Appeals in Philadelphia, and twice to the U.S. Supreme Court. These had been on motions which had disposed of it on legal grounds. However, the U.S. Supreme Court had ruled that the case be tried in full. It was then tried from October through December, 1957, before Judge Kraft.

Judge Kraft dismissed the action in December, 1957, on the ground that no damage had been proved and issued his final decision yesterday.

Nizer and Beck for NSS

Trial counsels representing NSS were Louis Nizer and Walter S. Beck of Phillips, Nizer, Benjamin, Krim and Ballon. Representing some of the distributors were Bradley Ward and Richard Segal & Lewis. Warner Bros. was represented by Louis J. Goffman and Mitchell E. Panzer of Wolf, Block, Schorr and Solis-Cohen. The poster renters were Francis T. Anderson and Cornelius J. Malloy of Gray, Schaffer, & Malloy.

In the course of the trial leading film executives took the stand to testify. Leading Abe Schneider, Ned E. DePinet, the late Neil Agnew, Adolph Schinmel, Samuel Schneider, Thomas J. Connors and Andrew W. Smith.

During the trial Nizer cross-examined the plaintiff, Mitchell Panzer, for about a week. Panzer testified he had obtained all of the standard accessory posters which he required from National Screen and at prices which were less than those he had previously paid when obtaining the posters from the film distributors. Panzer was also questioned concerning his acquisition of posters from other sources than NSS.

Business Had Doubled

In his findings of fact Judge Kraft held that lawlor and Lawlor had received full supplies from National Screen and that lawlor and Lawlor had received full supplies from National Screen and that it had also obtained some posters from a truck delivery man called Sacco, knowing that the posters thus obtained were not the property of the plaintiff. Under cross-examination Pantzer had also testified that his business had doubled during the years 1949 to 1950, the period in suit, and his profits had increased. However, Judge Kraft concluded from this that Pantzer "had suffered no injury".

In finding that National Screen was not a monopoly nor intended to monopolize, Judge Kraft pointed out that National Screen had been the only agency equipped to render the service which the motion picture distributors had delegated to it with respect to standard accessories. He analyzed the "predominant" of each of the film companies which had been suffering because of losses in the standard accessory business and who found it necessary to increase the prices of accessories which would eliminate their use and thus reduce the advertising necessary to stimulate the box office.

War Conditions a Factor

Judge Kraft also found as a fact that the war conditions in 1942 had created a shortage of manpower as well as a shortage of space, and that these were additional economic reasons why the motion picture companies wanted National Screen to undertake this service. Judge Kraft therefore concluded that natural economic business reasons motivated each of the motion picture companies at different times to hand over their accessory business to National Screen as an exclusive agent, and that this was not a conspiracy.

He made separate findings that the executive of each motion picture distributing company who made the decision to designate National Screen as its agent, did so without conflicting with any other executives of any other motion picture company as to whether such a decision should be made, and that there was no other agency equipped and experienced to undertake this function.

The court pointed out that National Screen was required under these contracts to open additional exchanges throughout the country and enlarge its staff in order to give efficient service nationally, and that National Screen had invested several million dollars for this purpose. Therefore, to protect its investment, had asked for five year exclusive contracts, and the Court did not find under these circumstances that there was any illegality in the conduct of the motion picture distributors or National Screen.

In dealing with the relationship of National Screen and its sub-licensees, the poster renters, the court referred to the fact that National Screen was obligated under its contract with the distributors to maintain a full line of supplies, including boxes, tickets, posters, etc., at least four to a group, at a price of $24 for sheets and 6 sheets, whereas the poster renters dealt only in profitable items and avoided the unprofitable ones. Judge Kraft also found as a fact that National Screen, in order to maintain available supplies for all exhibitors, suffered a substantial obsolescence loss since it was impossible to anticipate how successful a movie would be and supplies had to be laid in.

Herman Robbins Present

Herman Robbins, president of National Screen, who testified at the trial and who was in court when Judge Kraft read his lengthy decision, said, "This decision vindicates the position of National Screen that we have always been engaged in a useful enterprise more necessary today than ever to stimulate box office receipts, and that fair and honest dealing with exhibitors, distributors and poster renters which we have attempted to make a trade mark of National Screen integrity had been recognized by the courts."

Huge Radio and TV Hurrah's

For Columbia's The Last Hurrah

500 radio stations! 150 TV outlets! 120,000,000 viewer-listeners!

Unprecedented airwaves of excitement in sensational American Heritage tie-up!

FLASH! Spencer Tracy photos planted with major newspapers coast-to-coast!
Consent Decrees Hit and Backed at TOA Meet

(Continued from page 1)

the flow of product to the nation. Judge Hansen made it clear that the Department of Justice was not in a mood even to listen to further arguments that circuits should be allowed to produce with preemptive rights to the resulting pictures. Only on the subject of production without exhibition rights did he hold the door open. Judge Hansen made it evident that even this concession would not be easy to obtain.

Cites National Theatres Case

Referring to the request of divorced circuits to enter production and distribution, with pre-emptive rights to their productions, Hansen declared that the Department had been implored to deny National Theatre’s request “because the direction in which the proposal pointed was back to a system of favored theatres which had led to the Paramount case in the first place.” In a kind of anti-trust divestiture the Justice Department cites the responsibility of not doing anything which impairs free competitive access of producer-distributors to the market.

In his assistant attorney general further said that even a proposal to produce and distribute without pre-emptive rights “would by no means be free of difficulty.” He pointed out that the decree prescribe “the interests of the merits” and that a circuit bidding for its own picture could always afford to make the best business proposal because what it would lose as an exhibitor it would make up as a producer-distributor.

‘Not Shouting the Door’

“Nevertheless,” he added, “because the motion picture industry has some real problems and because we are deeply convinced that a strong motion picture industry is a great national asset, we are not shouting the doors for a solution in the distribution by the divorced circuits on a non-preemptive basis. I do not say we will go for it. But I do say that the opportunity to convince that we would do so is still there.”

Obliquely answering critics of the Department, Hansen said, “These judgments have received more continuous attention on the part of the Department than the judgments in connection with any other case or any other industry.”

[Although TOA and Allied States Association are far apart on many issues, there is general agreement that production by former affiliates is desirable. At its recent convention Allied reaffirmed its approval of such production, even with preemptive rights, but added the proviso of provisions to prevent discrimination. So on this subject the Department of Justice stands alone.]

Redstone Reply Applauded

Redstone, speaking for TOA and especially for independent exhibitor members, delivered an eloquent and forceful reply to Judge Hansen.

While his tone was polite and his mood restrained, thunderous applause when he finished showed how he was what in the minds of the assembled TOA delegates.

Redstone told the head of the anti-trust division that he had served as moderator and chairman of the convention considering the decrees and had been asked by Ernest Stellings, TOA board chairman, to summarize the views. “The fact is that there is no longer. Redstone said, “and there has not been for many years, a suffi- cient supply of those high quality pictures’ to which Judge Hansen referred as the prime need of the industry.

“The problems are all symptoms of the real disease which finds its source in the decree of the Federal Courts in the U.S. vs. Paramount. Do you think for one moment that we would have the price of motion pictures available for exhibition which confronts us today if producers had a vast stake in motion picture theatres throughout the United States? We independent theatre owners, regardless of any affiliation, with or without the help of the major circuits and of the trade associations— we ourselves have to come to grips with the effects of the decree. Our problem lies not only in the fact that there is a disparity between the interests of motion picture production and motion picture exhibition— we are also in the relatively unique position in American industrial life where exhibitors, as suppliers of a product to the public, are restricted from correcting inadequacies of that supply by producing it themselves.”

Hansen Had Cited ‘Movie-givers’

Hansen had touched on the requirements to the bill to the enforcement of the decrees into a path which would perpetuate extensive day and day bookings which in turn would limit a picture’s property. He referred to provisions granted to divorced circuits to acquire theatres, he said, “We feel we must take into account the interest of the moving-picture public. It does not serve the long term interest of the industry unnecessarily to deprive the patrons of modern and convenient theatre facilities.” The judgment test is whether competition will be unduly restrained. This does not mean there is not any of the existing theatres against competition.”

Hansen sympathized with the problems of the industry but he pointed out that these problems have arisen from economic factors and from the growth of television. In this construc- tion he said, “In the competitive struggle for programming, television is able to command certain product, under our system of film sales, he feels it is entitled to such product. Accordingly our sympathetic approach to the problems of the motion picture industry must take the form of giving it every possible freedom to compete; we cannot preclude it from competition.”

After defending the decrees as instruments of creating a competitive climate, Hansen emphasized what they do not do, saying that “it is not always understood.” They do not, he said, remove all business disere from distributors in the marketing of pictures; they do not contain compulsory selling provisions; they do not prescribe how many successive runs of a picture are to be licensed; they do not prescribe to how many theatres a particular run is to be licensed; they do not preclude move-over runs; they do not limit or regulate the length of runs and, most importantly, they do not regulate film rentals.

Sees Free Competition

“The judgments also do not protect any exhibitor against competition and do not take away the right of any exhibitor, including the divorced circuits, to compete,” he declared.

Redstone, on the other hand, said, “Somehow we independent exhibitors must find a way to bring home to the Department of Justice the most basic principle that, while fears about discrimination are not without merit and without reason, it is, nonetheless, nothing to protect from the possibility of discrimination an independent exhibitor who is going to go out of business because he doesn’t have motion pictures to exhibit.”

Points to ‘Vast Changes’

Redstone concluded by urging the Department of Justice “to take into account the vast changes that have been brought about by the passage of time and by new circumstances... the people in this industry with the resources, both material and human, who have a large stake in ex- hibition must be considered— at least experimentally— on an economically feasible basis, of producing pictures which they and we now lack... neither I nor any other independent exhibitor is protected from the possibility of discrimination by major circuits that we are, in fact, destroyed by an inability to operate our theatres at all.”

Sees Art Houses’ $10,000,000 Week!

Special to THE DAILY

MIAMI BEACH, Oct. 23.—Slye-Bea- se, president of Walter Reade Theatres, estimated today that present grossing potential of 50 art theatres in the U.S. is now $10,000 per week.
Motion Picture Daily

October 24, 1956

Television Today

00,000,000 in New Films

(Continued from page 1)

**Ralph Cohn on U.S. TV Delegation to Russia**

Ralph M. Cohn, president of Screen Gems, has been asked by the State Department to serve on the U. S. television delegation that will visit the Soviet Union. He will represent the TV film industry of the U. S. in the mission scheduled to start its study of the Soviet broadcasting system in Moscow on Monday of next week.

Other members of the delegation will represent the networks, independent broadcasters and educational broadcasters. Cohn will concentrate on Russian TV film production and distribution methods and facilities. At a later date, a broadcasting delegate from the S.S.R. is expected to visit the industry in the U. S.

The present mission, arranged by the State Department, results from a provision in the Agreement on Exchanges concluded between the U. S. and the U.S.S.R. on Jan. 27, 1958.

Joanne Woodward

(Continued from page 1)

Joanne Woodward has won a rising star status in Hollywood. Although she is only 26, she has already starred in several major films and has become a popular figure among her co-stars.

**Television Today**

TV Industry Unity
Iss Urged by Sarnoff

Robert W. Sarnoff, chairman of the board of the National Broadcasting Company, told the network's television affiliates yesterday that the future of television depends on how well "we jointly withstand" the constant stresses from divergent interests that pull a network and its affiliates in opposite directions.

Sarnoff spoke before more than 300 TV affiliate executives and members of the press gathered at the Plaza Hotel here for the 12th annual NBC television affiliates meeting.

"This far," he said, the forces of cohesion have withstood those of division. "I personally feel they always will—if the fundamentals of our relationships continue to be viewed in clear perspective. The danger is that expediencies of the moment may obscure the enduring values of this fundamental partnership."

Sarnoff stressed the need for unity and the stability of the network-affiliate relationship. "It's a relationship which was born before the advent of TV," he said. "Today, it is one of the most important areas of our lives, and it should be the most secure of them all."

**U. S. Majors**

(Continued from page 1)

Picture Export Association, said today, "The major distributors have promised me that they will buy every Russian picture that is released here."

U.S. Congress, however, is not sure if the promise will be kept. "It's a promise that's been made before," said one member of Congress.

**Buying and Selling Stock**

**Pickman Speaks of Meetings**

Pickman found by a show of hands that the majority of the delegates had attended a regional Paramount product meeting so instead of going over each picture, he outlined a new policy on cooperative advertising, saying that the company was looking for new ways to reach the audience.

We are not going deep enough. How do we get the public know where the picture is playing when they want to see it? We believe that cooperation on TV is cut off too soon. Paramount is prepared to expand its base of cooperative advertising where such expansion is justified."

Pickman pointed to the fact that there are now as many as 8,000 possible peripheral engagements on a top picture. Pickman said the company will extend cooperative advertising to every situation where such spending is justified.

"We do not want our money used in place of your money," Pickman explained. "We believe that new policy on cooperative advertising will be tested with the company's next four attractions." He also said that the installation of a new business machine now needed in order to pay the company's share of cooperative advertising within seven days of the receipts of the approved records.

We will cooperate with exhibition in all branches of the business and above a realistic house budget, based on our honest appraisal of the box office potential of the attraction," Pickman declared.

Radio Executive Heards Readers

The talk by sales executives, in McClelland theatre executives who were books really being used, was all that could be understood.

MGM 'On the Way Back'

The to OA members that was on the way back and it intended to remain "the company." We will be 100 percent in the company as is now well known," he pledged. On the product was next 12 months he said that before the company had been to project a program that in brief is the schedule on the market.

McClendon had the audience laugh most of the time. His quips into those every group wants government control; another one is, I'm confused. If you're not sure you'll confound Congress and don't take much to confuse.
After 12 years of planning and 4 1/2 months of filming, shooting is complete on JOHN PAUL JONES, significant saga of our Navy's fiery founder.

Moviemakers had long eyed Jones' colorful career, long shied at costs of scenes from Virginia to the Volga; from European courts to African coasts. It remained for producer Samuel Bronston and director-writer John Farrow to consummate the monumental undertaking.

They have—on an unprecedented scale. Madrid's Royal Palace and Versailles' grandeur are only two of their elaborate locations. Full-scale replicas of 18th-century man-o'-wars re-create the battles in which Jones forged young America's fame. No miniatures or tank shots here!

More than 100 speaking parts are played by an international cast headed by Robert Stack and studded with more stars than the original flag, including Charles Coburn, MacDonald Carey, Marisa Pavan, Jean Pierre Aumont, Erin O'Brien, Bruce Cabot and guest star Bette Davis.

Filmed in Technicolor and Technirama, JOHN PAUL JONES will be distributed by Warner Bros.

LITTLE-KNOWN confrontation—Jones as command fleet for man-hungry Catherine of Braganza (Bette Davis). Her other demands lead him to

**SHOOTING ENDS FOR STAR-SPANGLED**

**John Paul Jones**

LOVE of Jones' (Erin O'Brien) was aristocratic Mrs. Danders of Virginia (Erin O'Brien).
Arkley Urges Consistent Plan or Exhibition

By MARTIN QUIGLEY, JR.

MIAMI BEACH, Oct. 26. — There will be no change in the screening policy, Sidney M. Arkley, president of American Broadcasting-Paramount Theatres on Friday told the 11th annual convention of Theatre Owners of America. Arkley said: “We are not going to change our ‘better business’ program, and if we have to lose a theatre over it, so be it.”

Arkley said he was sure that the owners would keep their theatres open even if they would lose one or two of the older ones.

Arkley said that he had heard of a possible grouping of the theatres in the area and that it would be a mistake to group the theatres. He added that the only way to succeed in the theatre business was to build better theatres and keep them open.

Arkley said that he believed in the future of the theatre business and that it would be better in the future than it was now.

Arkley said that he had been assured by the president of the American Broadcasting-Paramount Theatres that they would not try to force anyone to leave his theatre.

Arkley said that he believed in the theatre business and that it would be better in the future than it was now.

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Arkley said that he believed in the theatre business and that it would be better in the future than it was now.
Bar Circuit Post-'48 Buying

(Continued from page 1)

Broadcasting-Paramount Theatres and IKKO Theatre do not.

However, if the legal opinions proved to be sound, it is doubtful whether the TOA or any other post-'48 plan could succeed without the financial help and active participation of the thirteen national circuits.

"Consistency" Sought

One attorney pointed out that since that moment, by filing suit, has taken the position that Screen Gems cannot distribute the pre-'48 libraries of both Columbia and Universal, even if its legal position is untenable, it would almost certainly have to challenge distribution of all or even several companies' post-'48 films by a combination of exhibitors, especially in the event that some of the participants were barred from engaging in film distribution by Federal decrees.

The TOA plan contemplates formation of a non-profit trust to acquire post-'48 films, some of which would be reissued to theatres, some distributed to television and others kept on the shelf. Bonds would be issued to producers-distributors and participants' subscriptions and income from distribution would underwrite bond payments.

New York Plan Clarified

The Metropolitan New York plan is similar but contemplates only the purchase of local or territorial rights to post-'48 by participating exhibitors in competition with local television stations.

A sidelight on the legal aspects of the post-'48 libraries situation was afforded late last week when Benjamin Bader, New York's vice-president and general counsel, replied to Wall Street reports that the company's pre-'48 films were earmarked for the new theatre company in the event of division of the post-'48 is to effect the divolement required by the Loew's consent decree.

According to the reports, if the theatre company were to acquire post-'48 library and refuse to grant a share of the income therefrom to talent and other guilds, the latter would be powerless to retaliate against a theatre company, as contrasted with a producing company.

Opinion of Melniker

Melniker, denying there is any basis for the reports, said it is his opinion that Loew's Theatres would be prevented by its consent decree from taking the library and in so doing becoming a "pipeline" when Benjamin Bader is the company. Incidentally, he also pointed out that, even if this were not the case, the theatre company would be highly unlikely to distribute the post-'48s to TV to compete with itself.

At the same time, industry attorneys appear to be in general agreement that the purchase of stock in produced exhibitions controlled by exhibitors, including divorced theatre companies, with the aim of using a stockholder's voice to influence policy against the disposal of pre-'48 libraries to television, is legally in the clear.

Moves of this kind were recommended to exhibitors at the Allied States and Tobacco Communications by Spyros P. Skouras, president of 20th Century-Fox, within the past two weeks as a means of combating the release of new films to TV.

Jameson Trust Recalled

In addition, an investment trust has been formed by H. E. Jameson of Picture 20th Century-Fox, with the same purpose in view.

The legal opinion is that the purchase of stock in picture companies by divorced circuits is free of trusteeship provision; of course, that exhibitors' holdings did not represent control of the companies concerned.

Uncle Tom's Cabin

Brought Up to Date

A revised, re-edited, and updated screen version of the 1937 Carl Laemmle production of "Uncle Tom's Cabin," now introduced and narrated by Raymond Massey, was shown at the Paris Theatre here last week by Jules Well and Carroll Pucillo, of Colomara Pictures, Inc.

The film will premiere in December on Broadway and be distributed nationally, timed to herald the centennial of the War Between the States, scheduled for April.

The narration and introductory screenplay were written for Massey by Sheldon Stark. Marion Kraft, who directed the original silent version, edited the new version.

The narration, against this background of a typical 19th century town, explains the events which led to the writing of the book, and sets the scene for the subsequent drama.

Spiegel Buys 'Summer'

Producer Sam Spiegel at the weekend announced he had purchased the screen rights to Tennessee Williams' short play, "Suddenly Last Summer," and will film it for release by Columbia Pictures next year.

(Continued from page 1)

that all of the companies have expressed willingness to handle the Soviet films and that each company may take one. In that case, it is felt, the films will be distributed by which companies.

It is also expected that Turner, Sherlock, head of the motion picture division of the Information Agency, will call a meeting of exhibitors in Washington to inform them of the importance the State Department attaches to the Soviet film play as part of its cultural exchange program and request their cooperation in giving playing time to the film as a patriotic if not a commercial venture.

Johnston has scheduled a press conference at the Association offices tomorrow morning.

Fourth Russian Film

For U.S. Release Set

WASHINGTON, Oct. 26.—The Russian film "Circus Artists," has been added to the four pictures for their distribution in the U.S., according to Eric Johnston, president of the Motion Picture Export Association.

Under the terms of the agreement between the U.S. and Russia for sale and purchase of each other's films, two more Soviet pictures may be selected by the second week in November for a release in December.

It is estimated at that there will be a "very wide audience running into tens of millions of people."

Mrs. Myrtle Audas, N. Theatre Owner, Dies

Special to THE DAILY

BRIIDGEWATER, Nova Scotia, Oct. 26.—Funeral services were held yesterday for Mrs. Myrtle Audas, owner of the Gem theatre, Parrsboro, who died Oct. 19 at a home in the city. Myrtle Audas, 62 years old, was the wife of the late Frank Audas and member of the Fielding family who have had theatre interests in Maritime Provinces for half a century.

She started her theatre career years ago in the Princess, Truro, N.S., then operated by her brother Arthur. Later, she became manager of the Empire and Capitol theatres, heretofore, N.S. After the death of husband she continued to operate Gem in Parrsboro until a few months ago. Her brother Arthur Fielding president of the S.F.A. circuit of Bridgewater, N.S.
THE
BUCCANEER
THE
PICTURE FOR '59

With the boxoffice cast!

Produced by HENRY WILCOXON • Directed by ANTHONY QUINN • Screenplay by JESSE L. LASKY Jr. and BERENICE MOSK • A Paramount Picture

* Special Advance Engagements For Christmas!
Showmanship

(Continued from page 1)

advanced in presenting more adult subjects, better quality pictures and better projection techniques and called it "exhibitors and promotion executives to similarly modernize their pre-selling operations and techniques.

"We are in a battle for survival," he said, "and we are stupidly trying to fight it with ammunition that is 30 or 40 years old. The situation demands new ideas, new approaches and new manpower, too."

'Subsidy No Substitute'

Refering to various proposals for Federal aid up to and including a subsidy, the UA executive declared, "Subsidy is no substitute for enterprise. Federal funds don't sell tickets. It is up to us, not the Treasury Department, to create fresh excitement and fresh interest in motion pictures."

On specifics he remarked, "It is incredible that ten years after the introduction of television we have not yet found out how to use it to sell pictures. We are failing to realize that exhibitors who have failed in some instances to utilize tools made available to them, he cited the special audience groupings which UA compiled for the use of exhibitors in setting up previews of new releases. "Though these selective previews created strong word of mouth in field tests supervised by UA, exhibitors failed to capitalize on the program by holding their own showings.

Wants Regular Communication

To implement his modernization ideas, Lewis suggested better yearround liaison between exhibition and distribution. Periodic contacts at conventions are fruitless, he said, but they are not enough. A plan of regular communication must be devised, he said.

'Dark' Opens Nov. 6

Warner Bros.' "Home Before Dark" will have its world premiere at Radio City Music Hall here on Thursday, Nov. 6.

(Better Business thru Better Selling Theme)

(Continued from page 1)

give attention to developing young manpower. It was suggested that circuit heads employ some bright young college people to train them to be tomorrow's executives.

Pickman, vice-president of Paramount, reported that he had noted a "tremendous resurgence of selling in the last six to eight months" and that this be continued by "spending" as much time in selling as in buying. In the past that percentage had run as high as 90 per cent in buying and only 10 per cent in selling to the public, he estimated.

Advances 'Idea of the Day'

For his "Idea of the Day" Pickman said exhibitors should demand equal time with television in the local newspapers. He went on to explain that by this he meant an effort should be made to secure free directory listings of showtimes of the theaters playing attractions throughout the area served by the newspaper. Such a directory should be alphabetical by picture title so that patrons could find out where pictures are playing, he said.

Pllt for Markley Plan

Pllt, Paramount Gulf Theatres, urged exhibitors everywhere to adopt "the picture plan of Ole Markley, supervisor of all United Paramount Theatres in the south." The key to this plan is simply "to do it."

Pliit explained that amazing results can be obtained by having managers follow out suggestions in the press books—to do it. He also cited how increased space in newspapers can frequently be obtained by merely asking for it. He urged establishment of an exchange area advertising combine, in which the exhibitors in an area would jointly engage a man to work on advertising and promotion much as a buying organization buys books for a number of exhibitors.

'Do It Yourself' Says Morris

Morris, Schine Theatres, pleaded for a "do-it-yourself" approach and not to wait for others to do promotional activities. He outlined a number of successful stunts that had benefited his own theatre, stressing all kinds of premises.

Greene, advertising and publicity director of Welworth Theatres, Minneapolis, explained the Business Building Forum established in the Minneapolis area to furnish exhibitors with various aids such as mats for cooperative advertising with local merchant banner cards and valences. This way is being supported by contribution of sending the head-office in the art at the rate of 10 cents per seat. Currently, Greene said, efforts are being made to find a advertising man with administratively ability to head up the activity on permanent basis.

Lipton, vice-president in charge of advertising, publicity and exploitation for Universal, summarized a number of points made by other speakers. He said:

"Can we survive from one block buster to another? We must get the most out of other good pictures."

Citing figures to show that only half as many people read the movie mag of newspapers as the television page, Lipton urged greater use of run-of-paper advertising in styles that would stand out in the department store advertising. He also stressed the importance of using radio to reach teenagers.

Mrs. Twayman, community relation director of the Motion Picture Association, tried to make the exhibitor understand the importance of making a more effective appeal to women, saying that in this area the motion picture industry has lagged behind other businesses. She said that it is estimated that women influence between 68 per cent and 83 per cent of a consumer spending.

'New Faces' Is Wald Plea

(Continued from page 1)

have been guilty of ignoring the value of new names," Wald said. "Instead of capitalizing on them they have been afraid of them. Of course, it takes courage to strike out in new directions and to make constructive use of the untold and untested. But if we are to survive, this is exactly what we have to do. We have to build star names today for tomorrow."

Wald pointed out that he did not mean to minimize the importance of established stars whose names "shine brightly on marquees all over the world." His criticism is directed to the attitude "that makes us dependent on a mere handful of top star names to sustain our business."'n'

Stresses 'Really Good Story'

In today's market, the producer observed, "a really good story is the most important element of a film. In other words," he said, "if the picture is good, it can have new stars. One appearance in a good picture can do more toward creating a new star than any number of appearances in bad pictures."

On the other hand, the producer added, "It's not good showmanship to go off the deep end and turn up whole casts of unfamiliar names, either. The best solution is a combina-

'Queen Attending Bow Of 'Colonel' Tonight'

LONDON, Oct. 26.—Queen Elizabeth turned to royal command Performance motion picture in invitation for the same night, will lead an array of royalty, society and diplomatic figures tomorrow night at the royal premiere of Columbia's "Mr. and Mrs. the Colonel" at the Odeon Theatre.

Danny Kaye, Curt Jurgens and Nicole Maurey, stars of the film, and producer William Goetz will lead the list of show business personalities who will be greeted by the Queen, Prince Philip and the Duke and Duchess of Gloucester at the royal event, which is being held to aid the British Empire Cancer Campaign of which the Queen is patron. Among other Americans who will be in the reception line are Mrs. Kaye, Mr. Goetz and Frank Sinatra.

It is expected that the royal preview, which is looked upon as one of the leading social events of the season, will raise some 30,000 pounds for the cancer fund.

French Film Party

The French Film Office here will give a reception on Wednesday in its offices for Jacques Tati, Gerard Philipe and Genevieve Page.
Commercialism Vies With Glamor As NAC Concludes Its Convention

By GUS BAColini

MIAMI BEACH, Oct. 26.—The final business session of the 1958 convention of the National Association of Concessionaires here took the form of a combined meeting of AIP and the American Legion, according to the report of a delegation, headed by Mrs. George Eby, which was sent to Miami Beach.

In his address, Mr. Eby said that the national convention was the largest ever held and that it included over 1,000 members.

He commented on the progress of the motion picture industry and the need for continued cooperation between exhibitors and distributors.

He also praised the efforts of the AIP in promoting the motion picture industry and the importance of continued education and training for exhibitors.

He looked forward to a continued growth of the industry and urged exhibitors to work with distributors to ensure the continued success of the motion picture industry.

Meeting of TOA Directors

On Final Convention Day

Special to The Daily

MIAMI BEACH, Oct. 26. — On Saturday, the final day of the convention, the Theatre Owners of America board of directors was in session and morning.

In the afternoon there were two round tables: "The Future of the Small Theatre Owner," Albert M. Pickus, moderator, and "Drive-In Theatre Operations, Equipment, and Problems," Edward L. Fabian, moderator.

The long week convention ended with a cocktail party sponsored by Mrs. Maryanne A. Levin in behalf of the board of the TOA's Ladies committee.

Fashion Show Luncheon

Held for the Ladies

Special to The Daily

MIAMI BEACH, Oct. 26. A fashion show and luncheon here was sponsored by the Eden Roc Hotel, Mrs. Ernest Stollings, on behalf of the board, thanked the TOA ladies committee for all their hospitality.

Evelyn Sullivan, daughter of Thomas Sullivan, executive secretary at N.A.C., won the door prize. Mrs. George Hoover introduced the fashion show presented by Jordan Marsh, Mrs. Margarita Dewey, community relations director of MPAA spoke on the topic "Today's Fashionable Wife." She outlined the role of the fashion designer in motion picture making. The message she had for exhibitors' wives was that they are working partners in a business, and must keep up with fashions in living, including community activities.

Miss America Is Guest

Breakfast with Miss America of 1959 was highlighted in the final day's program for women. Mrs. Sonny Shephard introduced Mitchell Wolfson, honorary chairman of the convention, Robert Wagner and John Cavin spoke briefly.

After breakfast there was an enjoyable boat tour of the Miami area.

Technicolor Earnings

(Continued from page 1)

stock outstanding, it was announced today. Dr. Herbert T. Kelms, president and general manager of the Technicolor company, said that the company's earnings for the first nine months of 1957 were $35,184, up 50 cents per share.

In this comparison it should be borne in mind that profit for 1957 included a non-recurring capital gain of $850,700. Hence the earnings from operations for the first ten months, of the current fiscal year show a marked improvement over the corresponding period for 1957.
IN OUR VIEW

Television Today
Sarnoff Wins Critics' Appliance with Answers on Network Operations

By FLOYD STONE

Robert Sarnoff Friday morning in a New Yorker hotel meeting lounge turned his weekly public television critics from Atlanta, and Seattle as everywhere else—and for two hours in behalf of the NBC he commands, a mind, a critic's obligation is to be informed.

Other topics, and comments. He CBS' Life of Stalin, which got barred from Soviet Russia, was questionable judgment. A "Presidential Hour," which one critic suggests would be impractical in time and commercially, he thought, "Specials" permanent, "in almost every case their ratings are higher than the programs they replace." Publicizing a bugs is "unrealistic, unjust—and table." He'd like to eliminate doge network coverage conventions—and boredom—but no one is act. As for color, "We give it a great deal of attention, and I don't know what more can be done. I expect you will have a rise in interest, geometrically."

He doesn't believe in but hurried, previews of live shows. Personality factors make perform- vary, and previews a poor basis judgment. As for "editorial viewpoint presentation of problems is "dis- sion," which is proper and of what there is enough. Taking a "posit is editorial. More and more stations will take a position. No networks, cannot think of anything worse for network than to support a candidate.

Did he have any favorite program any which he would not want to miss? Yes, several, but he'd prefer to name them. Did he feel NBC's developed talent? Yes, wherever possible, but it didn't and would run a talent school at "Farrin."

Which NBC experiment? Yes, especially duri- ing summer months it developed n programs. Did he feel it had x programs with creativity? Yes, well, why do they. If on the vision it is newness, impact, ob- n and rememberance, yes, a "Concentration for instance, is o

ASCAP Meet Thursday

The biannual East Coast meet of the general membership of American Society of Composers, Authors and Publishers will take place Thursday at Waldorf-Astoria here, Paul Cunningham, ASC president, announced at the wee- end. The meeting will be held in Empire Room and will begin 2:30 P.M.

Beers Joints TNT

John L. Beers has been appointed president, central division, serving the midwest, of Theatre Network Tele- vision, Inc., it was announced by NL than L. Halpern, president.

Name Four More Films
For Director Awards

FROM THE DAILY BULLET

HOLLYWOOD, Oct. 26.—Four addition feature films have been nominated for directorial achievement by the Screen Directors Guild, it is announced by George Sidney, president, for the third quarter of 1938. They are "The Big Country," director William Wyler; "On a Hot Tin Roof," Richard Brooks; "Damn Yankees," George Abbott and Stanley Donen; "Our Gang," director Vincente Min- nelll, and assistant directors William McGarry and William Shanks.

Rank Regionals Set

Kenneth N. Hargreaves, president of Rank Film Distributors of America, Inc., has set a series of regional managers conferences for New York, Chicago and Los Angeles for the pur- pose of having field sales personnel meet general sales manager Foster M. Blake, to review current operations, and to discuss forthcoming releases.

Hargreaves and Blake will meet, starting this week in New York, with regional managers Abe Weiner of Boston, Robert Folliard of Washing- on, and Otto Ebert of Detroit.

Schine Ruling

(Continued from page 1)
market existed for the Schine Class B theatres. He held such a finding to be "unrealistic" and supported his conclusion with detailed figures on losses expected by such theatres.

Jugd. Moore also held that the lower court erred in holding defendants Donald Schine, Howard Antevil and Darnell Theatres, Inc., in con- tempt for conspiring with other de- fendants because they were not named in the original civil action and the consent judgment entered into by Schine Chain Theatres in 1940 could not bind them. He held that the conviction as to the two in- dividuals and the corporate defendant should be remanded for further hearing and findings.

The dissent could be the basis of an appeal to the U.S. Supreme Court, but the Schine defendants have not indicated yet whether they will appeal.

The Federal District court at Buf- falo had found the defendants guilty of contempt in failing to meet the divesture terms of its Federal con- sent decree and levied fines totaling $75,000. Schine appealed to the Circuit Court and the two-to-one rul- ing upholding the lower court was handed down here last Monday.

A n intelligent, objective attempt to learn the precise truth about the programs offered the vast Ameri- can viewing public is vital to the success of the television medium, it is the contention of Donald W. Coyle, president of radio and television sales manager of the ABC Television Network, was speaking recently before a seminar of the Advertising and Sales Executives Club of Kansas City. Television, he said, must give from and information to maintain a balanced schedule, and must to that end utilize every avail- able means of acquiring information. "We must keep in constant liaison with that anonymous audience, the largest and most complex of us desires," he said, "We must keep a close tab on this audience's many facets, its opinions, its likes and dislikes, its needs and directions." He said television can't know if the programs have been devised to attain this end, but that newer and better methods to measure the pulse of the public are desirable.

Mr. Coyle cited the use of mail and audience measurements. There is a great deal of value in letters, he said, since simply writing to them will tell what representative members of the vast TV audience are thinking and feeling at a given time, with respect to a given television offering. "It helps us shape our programs, it molds our thinking, it gives us an invaluable hint as to the trends and turns of the future," he said. Succinctly, he de- scribed ratings: "Ratings are guides, marks. In no manner does the rating program achieve an iceberg qual- ity. Ninety per cent of the truth is hidden, and we must dive beneath the surface for the full story."

Mr. Coyle made his valid point that a look behind those ratings affords a sharper picture of the real impact enjoyed by the particular pro- gram, and its relationship to the particu- lar sponsor. On the basis of in- formation so gathered and carefully and intelligently studied, he intim- ated, it is possible to predict the potential success, or know its limits, of a new program with a reasonable de- gree of accuracy.

There is no question but that Mr. Coyle has a valid point when he de- scribes ratings as mere suppositions, if they are taken solely at their face value. The application of intelligent research to the program success area can be of immense value if that information is properly as- sed and studied with sufficient objectivity; in other words, if the analysis is con- ducted without fear or favor, and with the utmost care and regard to someone's sacred cow.

Another important point was made by Mr. Coyle and one which should...
YOU GET EXTRA CARE ON UNITED AIR LINES

FOR EXTRA COMFORT,
FLY UNITED—THE RADAR AIRLINE

United Air Lines Captain Jack Holst tells how radar works: "With radar, United pilots can look 150 miles ahead day or night, 'X-ray' cloud masses, and avoid centers of turbulence without long detours. We can give you smoother flights, more on-time arrivals, for United is the only coast-to-coast airline with radar on every plane, deluxe First Class or economical Air Coach." Next time you plan to travel, for extra care, fly United, the Radar Airline. For reservations, call United Air Lines or your travel agent.
Thanksgiving will be **MARDI GRAS** time across the U.S.!
'Breakthrough' Predicted in Canada
On Drive for Sunday Operations

TORONTO, Oct. 27.—Sunday movies, always a hot issue in Canada, may soon see a breakthrough. The issue is to be debated at the meeting of the Motion Picture Industry Council of Canada which is scheduled here for Wednesday.

The Council three years ago paid $5,500 for a report on how the people of five cities felt about Sunday films. Of the cities, only Toronto (58.2 per cent) and Ottawa (53.3 per cent) returned yes answers.

In London, only 25.3 per cent of those canvassed said yes. Windsor was 45.9 per cent in favor, and Hamilton a meager 42.6 per cent in the affirmative.

But the picture in Canada is changing. Theatre lights are going on. (Continued on page 2)

Marshall Neilan, 66,
Veteran Director, Dies

HOLLYWOOD, Oct. 27.—Marshall (Mickey) Neilan, veteran director and Hollywood celebrity, and one of the film capital's most colorful individuals died last night of cancer at the film colony's hospital. He was 66. He had been critically ill for the past several months and had undergone several operations.

He entered the industry in 1909 and quickly rose to prominence as writer, producer and director. He directed Mary Pickford in "Rebecca of Sunnybrook Farm" in 1917 at Paramount. He also directed Charlie Chaplin, Colleen Moore, Jean Harlow, Wallace Beery.

(Continued on page 3)

Final Action
TOA Calls for Research on Film Industry

Board Also Endorses U.S. Participation in Festivals

MIAMI BEACH, Oct. 27.—Theatre Owners of America has called for a public service foundation or fund to undertake a research program on behalf of the motion picture industry, compiling statistical data on theatres, attendance, income of various segments of the industry, employment and the impact of American films on foreign lands, among other matters.

Action requesting the survey was taken in one of two resolutions adopted by the TOA board of directors and executive committee at the weekend as the organization's 11th annual convention was brought to a close at the Americana Hotel here.

In a second resolution, the TOA board endorsed the participation of (Continued on page 3)

M-G-M to Make 'Finn';
Claims World Copyright

M-G-M announced yesterday that it plans to place a musical version of Mark Twain's "Huckleberry Finn" into production in 1959 as one of its top attractions. The project has been pending since 1953, which since its page was reported to be stymied by casting problems.

Announcement of intentions to go ahead with the film, made in Hollywood yesterday by studio production head Sol C. Siegel, came right on the (Continued on page 6)
MANY on the distribution side do not share TOA board chairman Ernest Stellings’ optimism that the radio disc jockey phase of the all-industry business-building program will be under way before the end of the year. Stellings expressed confidence that the radio promotion would be in progress by Christmas after the TOA board meeting in Miami Beach last week authorized the organization to contribute up to $5,000 to make up the $165,000 which represents exhibition’s share of the radio campaign. . . . However, distribution has still to express itself on whether it will agree to inaugurating the radio promotion separate from the newspaper campaign and public relations program, which were equally integral parts of the business-building campaign. . . . Distribution is pledged only to match $1,150,000 in exhibition cash, if it is raised, to finance the complete $2,300,000 program which was to have gotten under way last June 1. Before it can scrap that commitment and approve (or disapprove) the new, one-shot procedure, board action by the Motion Picture Association of America will be necessary. From many current indications, affirmative action on such a procedure is far from certain. Instead, many distributors think exhibition would do better to apply all of its energies between now and next spring to trying to raise its full $1,150,000 as originally planned so that the full program might be gotten under way on January 1, 1959, when radio listening is at a peak season and all drivers are open to benefit from the campaign along with conventional theatres.

SOME INDUSTRY advertising men occasionally wonder just how serious or widespread is the criticism of film and theatre advertising. Is it really objectionable to any significant segment of the public? Has it actually offended patrons and friends of the theatres? Or, was it minor, passing unrest caused largely by a succession of simultaneous releases of imported films, sensationized advertised, together with simultaneous release of numerous so-called “horror” films? . . . The answers are not come by easily but it goes pause when the limited reaction to the recent strident cry for censorship raised by the Scripps-Howard columnist Miss. Walter Ferguson is considered. One writer-to-the-editor, obviously rejecting Mrs. Ferguson’s invitation-to-do-something-about-it, reminds that “To agree to censorship means that we accept the concept that someone else knows what is best for us. It is our duty as parents to perform this job ourselves and not to delegate this responsibility to others.” . . . Another says, “. . .it behooves parents to read the film) reviews diligently. However, the censorship reins must be tightened on plays that can be viewed when we flick on our tv machine.” . . . Some patrons, it seems, are far less exercised than those who presume to speak for them.

APPEARING ON Edward R. Murrow’s CBS-TV Sunday evening program, Eric A. Johnston, Motion Picture Association president, referred to Bridge to ‘‘12’ American films having been purchased by the Soviet. ‘‘The bridge on the River Kwai’’ among them; whereas the agreement Johnston concluded in Moscow calls for 10 American films and ‘‘Kwai’’ is not one of them. It seems the program was taped several weeks before Johnston left for Moscow and those were among the expectations at the time. Just as Joseph R. Vogel, Loew’s president, was denying to a Wall Street audience in a luncheon talk last week that ‘‘Ben Hur’’ costs are running away, Frank Farrell, World Telegram & Sun columnist was giving the discredited rumor further circulation. The picture, he wrote, ‘‘is reportedly 75 days behind its shooting schedule and around $4 million over the budget.’’ Vogel said it may be several hundred thousand over budget” when completed, and the company is not complying.

NEW YORK THEATRES

ROCKETS CENTER, THE TV CITY MUSIC HALL

Elizabethtown, N. Y.

CAT ON A HOT TIN ROOF

Elizabethtown, N. Y.

Jack Carson & Justin Anderson

From M-G-M in Metrocolor

AND GALA NEW STAGE SPECTACLE

J. BROWNE

FILMACK

Rockefeller Center

520 Ninth Ave., New York, N. Y.

660 Fifth Ave., New York, N. Y.

2126 Sixth Avenue, Rockefeller Center

Don’t Be Disappointed!

Always Get Your

SPECIAL TRAILERS

From Dependable

FILMACK
TOA Calls for Research on Film Industry

TOA Midwinter Board Meet
In Washington, March 1-4
Special to THE DAILY
MIAMI BEACH, Oct. 27. — The midwinter meeting of Theatre Owners of America’s board of directors will be held at the Mayflower Hotel in Washington, D.C., on March 1-4, 1959, it was decided at the board’s final session here at the weekend.

Joe Harling, president of Interstate Theatres, Dallas, was honored at a luncheon there last week on the occasion of his 70th birthday. The affair was held in the executive dining room of the Republic National Bank.

Milton Schwebel, head of Schwebel Theatres, Baltimore, who donated the $1,000 for the new Enoch Pratt Free Library, attended with Mrs. Schwebel the opening-night ceremonies presented over by the city’s mayor, Thomas A’Dentino, Jr.

Frank O’Neill, formerly in charge of the Stanley Warner Palace Theater in New York, Conn., has been named manager of the Delaware, the circuit house in Albany, N. Y. John McKee has been placed in charge of the S. W. Avon Theatre, Utica, under city manager William Leggiero.

Three Circuit Heads Join TOA at Meeting

Theatre Owners of America announced yesterday that heads of three circuits had joined the organization during its 11th annual convention at the Americana Hotel in Miami Beach last week.

The new members are: Gerald J. Shen, head of Shen Enterprises, Inc.; Ben Svek, president of Varsity Theatres of Somerville, Mass.; and Philip L. Low, new president of the National Association of Concessionaires, head of the Lowe Merchandising Service of Newton Centre, Mass.

Woolf Resigns from British Lion Board

FROM THE DAILY Bureau
LONDON, Oct. 27.—John Woolf today announced his resignation from the reorganized board of British Lion Films “in order to be free to make my own varying arrangements for future financing and distribution.” Woolf is now active as a director of Anglia Television, recently appointed commercial TV contractors for East Anglia.

Financed 40 Films

Since 1950 Woolf, through his own companies, has financed and organized the production of some 40 films distributed through British Lion.

Douglas Collins, B.L. chairman, said today that the company looks forward to distributing future Woolf productions.

Tati Presents Scroll
To Stallings at Miami

SPECIAL TO THE DAILY
MIAMI BEACH, Oct. 27.—Jacques Tati, French comedian and director, presented an honorary scroll to the French film industry to Ernest G. Stallings, outgoing president of Theatre Owners of America, at the convention dinner here Saturday night. The scroll was given to Stallings in appreciation of his work on behalf of the French film in the U.S.

Handed by Continental

Tati’s latest picture, “My Uncle—Mr. Hulot,” was screened for TOA delegates at the Surf Theatre here Saturday afternoon. The picture is being released in this country by Continental Distributing, Inc.

Frenay Resigns Post as French Prod. Delegate

BY HENRY KAHN
PARIS, Oct. 24 (By Air Mail) — Henry Frenay has resigned as delegate general of the French Producers Syndicate, and has learned today, though enough, that he will resign his office under the terms of his contract until March 31, 1959.

His resignation was learned of with dismay by many industry quarters, for he brought to the industry the sense of duty and discipline of his Resistance days. He was a member of General de Gaulle’s post-war government and later was invited by the French producers to create and fulfill a service similar to that created by Sir Henry French.

Committee Unproductive

Frenay’s work was very difficult and exciting because the producers syndicate has several hundred members who rarely produce films, and their conflicting viewpoints made discipline difficult to enforce. Frenay set up a committee to read film manuscripts, a special control commission and a cooperative to study means of reducing production costs. Unfortunately none of the committees was able to achieve very much.

Frenay has nevertheless continued to try to reorganize production, but his efforts led to a split in the syndicate and this is believed as having brought about his resignation. It is regarded as unlikely that Frenay will be replaced.
BIIG BOOK! BIIG CAT!

JEFFREY HUNTER as Adam
DIANNE FOSTER as Maeve
PAT O'BRIEN as Gorman
BASIL RATHBONE as The Banker
DONALD CRISP as The Cardinal

Screen Play by FRANK NUGENT • Based on the Novel by EDWIN O'CONNOR • Directed and Produced by JOHN FORD • A COLUMBIA PICTURE • A JOH
ST! BIG PICTURE!

SPENCER TRACY

at his triumphant top as Frank Skeffington

THE LAST HURRAH

FROM Columbia!

FRANK McHUGH as Festus
JANE DARWELL as Delia
EDWARD BROPHY as Ditto
RICARDO CORTEZ as Sam
WALLACE FORD as Hennessey
FRANK GLEASON as The Editor
JOHN CARRADINE as The Editor
MGM to Make

(Continued from page 1)

heels of a statement by the new Shenandoah Company that it was preparing a script for "Huckleberry Finn" for filming early next year as a "roadshow" attraction.

Jame Poes, writer, and Paul Stuart Millar, producer, who formed the Shenandoah organization, said they would make the picture in a widescreen process in color and with over 50 top Hollywood personalities portraying characters from the Twain novel.

Without mentioning the Shenandoah announcement directly, the M-G-M statement yesterday said that, although the Mark Twain property is in public domain in the U.S., M-G-M has the world copyright in every other foreign country in conformity with the Bern copyright law, giving M-G-M sole international rights. The deal for the motion picture rights was made by M-G-M in 1952 with the Mark Twain estate and renewed in 1956, it was stated.

Siegel said that Arthur Freed will produce the film from a script by Alan J. Lerner and a score by Barton Lane and Lerner.
I Want to Live!  
(CONTINUED FROM PAGE 1)

brutal murder of an elderly San Francisco widow. While there seems to have been some controversy at the time as to Miss Graham's guilt, this film states unequivocally that she was innocent and that she was convicted on flimsy circumstantial evidence and because of her admittedly lurid imagination.

This is pretty gory and sensational material for the motion picture screen. However, Wangier and Wise, being men of purpose as well as taste, have used this material to make one of Hollywood's most effective and scarcely documented attacks on capital punishment. And, by the very fact that they have utilized as their "innocent" victim of this practice such an amoral and anti-social character as Barbara Graham, they have stripped the issue of all false sentimentality and fuzzy romanticism. They are switched characters, that all God's creatures, including the perjurers and the prostitutes, deserve the same compassion.

The screenplay by Nelson Gidding and Don Mankiewicz, based on the newspaper articles by Ed Montgomery, spares no rough details in detailing Barbara Graham's early life. In and out of reform school and then prison, she was a hard-as-rocks dame who would do almost anything to make a buck. It was almost inevitable that the man she married, a weak-willed bartender, would turn out to be a dope fiend and that the small time hoods, whose crooked poker game she shilled, would eventually involve her in the sordid murder of an old lady.

Throughout the story, in fact, there is a terrible inevitability about the events which led to the gas chamber. The last third of the film tells of the hysteria of the trial of "the tiger lady," shows how she was tricked into a confession and then, agonizingly, gives an almost minute-by-minute account of her last hours in the San Quentin death house. The three stare-downs of execution she received are probably more ingenious forms of torture than any devised in the Dark Ages.

The production which Wangier and Wise have given this story is sharp and vivid. It pulsaties with graphic visual images, dramatic scene shifts, and crackling dialogue, all backed by a white-hot jazz score written by John Mandel and played by Gerry Mulligan. The actors are equally fine. Miss Hayward, tremendous in her big moments, is surpassed only by Virginia Vincent, as her girl friend who eventually goes straight; Philip Coolidge and Lou Krugman, as the two small-time hoods; Wesley Lau, as her husband; Gage Clark and Joe Dantine, as her lawyers; Simon Oakland, as the newspaper man, and Theodore Bikel, as the psychiatrist.

"I Want to Live!" is going to stir talk and, perhaps, even controversy. And, properly sold, it will be a well-deserved blockbuster with adult audiences. It is a Figaro production for United Artists release.


V incent Canby

My World Dies Screaming

Howco International

A modest little murder mystery with a few shaking and shivers, "My World Dies Screaming" may most properly be classified as a picture which introduces the Psychorama technique to the motion picture public. Psychorama, as explained in a short epilogue to the picture, is an adaptation of that subliminal advertising technique which caused so much comment about a year ago.

Words and symbols, designed to excite and thus heighten the viewer's sense of participation in the story, are flashed on the screen at strategic moments in the picture, so quickly as to be consciously eye level perception but not below perception by the subconscious mind. According to the epilogue of "My World Dies Screaming" the audience here has been titillated by the word "DEATH" at various intervals, by a crude drawing of a snake and by a blazin' skull. A reviewer of only ordinary skills is prevented from the very definition of the technique to appraise its effect. His subconscious mind may have been dazzled but his subconscious mind is unassailable.

Gerard Mohr and Cathy O'Donnell are starred as a couple of young Americans who meet in Switzerland and marry on what seems like impulse. They have been until Miss O'Donnell starts having strange nightmares about a house which she cannot remember ever having seen. When they return to the States, Mohr takes her to Florida where, oddly enough, he has rented an old mansion that exactly fits the house of her dream.

Little by little it's revealed that (1) a series of terrible murders took place in the house, (2) Mohr's family lived in the house, and (3) Miss O'Donnell as a small girl in some way played a part in the murders.

For most of the film Mohr is seen as the villain of the piece, apparently bent on driving his wife crazy. His cousin, William Chang, seems like the hero, and John Qualen, the batty caretaker, like the film's macabre comic relief. Not surprisingly, these roles are slightly switched around in the picture.

William Edwards produced and Harold Daniels directed an original screenplay by Robert C. Dennis.


V. C.
When it comes to whooping it up for whopping grosses, trailers swing it—motivating 87 admissions for the price of one!*
No wonder the Prize Baby runs rings around every other hoopla medium!

*The latest Sindlinger survey (copy available on request) measures trailer impact on an admission basis. It reveals that a 50 cent investment (the equivalent of an average admission ticket) in a trailer showing to 200 people per performance will motivate 87 of these people to return to see the picture advertised...a return of $43.50 for each 50 cents of expenditure.
Johnston Backs Moves to Replenish Child Film Library; Cites Soviet Work

The Motion Picture Association will continue its efforts to revive a Children’s Film Library, which has been virtually obliterated by the sale of pre-1948 film backlogs to television, Eric Johnston, MPAA president, said yesterday.

Mrs. Margaret Twyman has been assigned to the project, Johnston recalled, and said she is working on it regularly.

He endorsed the project strongly and said it should be made effective, if only for reasons of self-interest.

Johnston, who returned last week from Russia and eastern European (Continued on page 6)

Finance Leaders Honor Management of UA

The management of United Artists, headed by Arthur Krin and Robert Benjamin, was acclaimed for their record of achievement in business growth by the 300 members of the National Commercial Finance Conference at (Continued on page 2)

Radio, TV Promotions For ’Oscar’ Presented

Ideas to promote the upcoming Academy Awards telecast on both network and local radio and television were presented by industry TV and radio contact men at the first of a series of meetings on the “Oscar” (Continued on page 2)

Mid-November Meet Theatre Help On Soviet Films Sought

Johnston Tells of Moscow Negotiations; Sees Benefits (Picture on Page 7)

The State Department tentatively plans to call exhibitor leaders to a meeting in Washington during the second week in November to explain the significance it attaches to a successful culmination of the motion picture phase of its cultural exchange agreement with the Soviet and the importance of exhibitor cooperation in the program. Secretaries Dilles is expected to attend if he is in Washington at the time.

This was disclosed by Eric Johnston, president of the Motion Picture Export Assn., at a press conference here yesterday.

Johnston later reported to the MPEA (Continued on page 7)

Mexico Festival Lauds ‘Defiant’ and ‘Mouth’ Special to THE DAILY

MEXICO CITY, Oct. 28. Two American films, “The Defiant Ones” and “The Horse’s Mouth,” drew particularly high praise today as diplomas were awarded at the International Film Festival.

“The Defiant Ones” was lauded for “its brilliant presentation of the human-brotherhood theme, an intense (Continued on page 3)

MPAA Votes $50,000 To Will Rogers Hospital

The Motion Picture Association board of directors at its meeting here yesterday voted a contribution of $50,000 to the Will Rogers Memorial Hospital and Research Laboratories at Saranac Lake, N. Y., after listening to an appeal by Richard Walsh, IATSE president, in behalf of support for the hospital.

The MPAA contribution is in the same amount as one made by it last year.
Finance Leaders Honor UA

(Continued from page 1)

their convention luncheon at the Waldorf-Astoria yesterday.

Presenting the Conference's Award of Achievement to chairman of the board Benjamin, who represented the company, Herbert R. Silverman, honorary chairman of the Conference, proclaimed the award was made in recognition of a firm that has set a standard of performance for American business and which has made full use of its opportunity to grow.

United Artists was the first motion picture company ever honored by the organization. The Award was given to UA in the big business category. Two others were made in small and medium-sized groupings.

Cites Two Features

In his presentation speech Silverman traced the rise and decline of United Artists from 1919 through 1955 when it showed a net loss of $851,000 and seemed ready to fall into bankruptcy. "It was a moribund company with a sinking industry." He highlighted UA's revival when the new Kim-Benjamin management group took over. He described how United Artists was able to overcome with the help of a substantial loan from Walter E. Heller Co., a serious product shortage and within a short time guarantee exhibitors 36 films a year. In this conversation he mentioned such early successes as "The African Queen" and "High Noon," as well as top grossing feature films of the industry.

"In an industry that has never been known for cost-consciousness, they (UA management) saw a way to cut costs to a minimum," he said. The industry has looked for its profits to the production end and had never considered distribution a profitable source of business. United Artists management encouraged the production of quality pictures, even to the point of letting production losses on one offset production profits on another. It built distribution into a major source of revenue.

1957 Compared with 1951

In 1957, he added, UA had built its worldwide gross to $70,008,242 (it was $19 million in 1951) and in that year (1957) UA went to the public with an offering of debentures and stocks and were successfully placed. The gross revenues for 1958 are estimated to exceed $80,000,000.

"This type of management does not merely save a company," Silverman said, "it makes it a company for vital communications medium, a major art medium in which the United States has been the pace-setter of the world.

World Travel Congress

(Continued from page 1)

To Meet at Music Hall

Radio City Music Hall will be the scene of the opening session of the 29th annual convention and World Travel Congress of the American Society of Travel Agents on Monday, prior to the regular opening of the theatre for the day. The convention sessions, during which the 2,000 delegates are expected to attend, will take place at 9:30 A.M. The Music Hall will open for its regular schedule of 11:30 A.M.

The opening meeting is being held at the Music Hall at the invitation of Russell V. Downing, president of the theatre, to enable delegates from all the world to see for themselves the theatre to which they have been sending tourist groups for so many years. Delegates are being invited to join the public in seeing the Music Hall's first show.

Weiner to Push Stamps

Sanford Weiner, vice-president and general sales manager for Film Reprisal, has been named national franchise sales representative for Movie Stamps Inc. He has disclosed that franchises have been set for the stamp plan in all the theatres of Washington and Dallas.

Ad Committee to Take Up Complaints Nov. 6

Problems resulting from public criticism of motion picture advertising and recent newspaper and legislative attentions paid to it will be discussed by the full advertising-publicity director committee of the Motion Picture Association at its next meeting on Nov. 6.

Several recent meetings of the Advertising Advisory Council and of subcommittees have directed attention to the problems.

Y. Frank Freeman, Paramount vice-president and studio head, met with a subcommittee recently to discuss the attitude of the Los Angeles Newspaper Publishers Assn., which recently proposed the submission of film advertising to it for approval.

A report on the meeting with Freeman is expected to be made to the full committee on Nov. 6, at which time proposals for dealing with this and other problems will be discussed.

S-W Dividend 25c

The board of directors of Stanley Warner Corp. has declared a dividend of 25 cents a share on the common stock, payable Nov. 26 to stockholders of record Nov. 10.

'Damn Yankees' Title on Foreign Prints

Warner Bros. is retitling "Da Yankees" on all prints to be abroad to "What Lola Wants." T switch is based on the theory that the word "baseball commotion has no meaning for patrons outside the U.S. "W Lola Wants" is the name of Ge Verdon's big song-and-dance num in the film.

'Oscar' Drive

(Continued from page 1)

event for April 6 here yesterday. T meeting, held in the board room the Motion Picture Association, called by Robert Ferguson, COLUM Picture director of advertising-pr, and sub-committee chairman for radio and TV of the MFA abroad, and publicity directors commitee.

The group agreed to prepare a consolidated plan incorporating the b switch of the English and French en and submit it to Sid Blum stock, coordinator of all MPA pro and publicity activities for the 1959 telecast.

Blumstock outlined the status current plans for the telecast at the meeting yesterday. In addition Charles McCarthy, information dir of COMPO, explained the co of the exhibitor chairman for the field last year. Plans are to set similar committees under the sup vision and direction of "COMPO" the 1959 revelat.

Attending the meeting yesterday from the major companies were F Greenfield, Warner Bros; Bud Young, United Artists; Roger Col Columbia; Paul Blackburn, United Versal Pictures; Bill Stuttman, Twentieth Century-Fox, and Marvin Le M-G-M.

Similar meetings of other com exploitation men will be held.

Buccaneer Bow

(Continued from page 1)

raising efforts will be assisted by motion picture opening.

The premiere will be followed same evening by a celebrity's ben the Grand Ballroom of the H Astor. As an integral part of the p iere celebration, the ball too will sponsored by the American Cus Society chapter.

Government officials, civic bus leaders, celebrities of st screen and television will be in the guest list for the premiere a ball. It is expected that many of personage at the table at the making of the picture also the and attend the dual event.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gerner, News Editor; Floyd K. Silver Editor; Herbert Peck, Advertising Manager; Gus H. Faust, Production Manager; TELEVISION DAILY, Charles S. Aaronson, Editorial Director; Pinky Hermann, Vice-President; Donald S. Louisa, Eastern Editors; Howard Burroughs, Detroit; Larry F. Buremeister, St. Louis; Twitch-Vice Building, Samuel S. Dins, Manager; Telephone: HOLLYWOOD 7-2750.

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Loew's Board

In Love and War

(Continued from page 1)

ing decree companies, namely, the divestment of the theatres through formation of a new company to conduct all major production-distribution operations.

The second plan, proposed by John Green, chairman of the exchange, and Jerome New- lon, a director, proposes the spinoff of the picture company and the union of theatre operations.

It was not certain that the board would make its decision today, some reports suggesting that the proposals might go back to committee for further study. Financial quarters have suggested that the possibility that the situation might result in a proxy contest the annual meeting next February, whenever the board's decision is made on the divestment plans.

The Federal court has given the company until next Aug. 31 to complete the separation.

Johnston to Go Abroad

(Continued from page 1)

attitude agreement based on another plan of blocked terminals which industry have been begun. Johnston said American film companies have a far from balance of about $11 millions, amount from the loan from Japan, he plans to go to Thailand, the Philippines and Indo-China.

hila. Area Drive-Ins

dopt Winter Practices

Special to THE DAILY

PHILADELPHIA, Oct. 28 — Economies for winter drive-in operations are agreed upon by local operators to have handed together as an association under the chairmanship of Joe Hellman.

For the winter months the operators were agreed to limit the amount of space to be used in their newspaper advertising, and industry have begun. Johnston said American film companies have a far from balance of about $11 millions, amount from the loan from Japan, he plans to go to Thailand, the Philippines and Indo-China.

When Off Today for

atin American Meets


The Havana conference will be ended by Peter Coli, Warner sales supervisor for Cuba; Ari Lima, supervisor of the Brazil-Argentina-Chile-Peru-Brazil-Farmer and Ar- nold Trucios, supervisor for the exigo - Central America - Ecuador-Colombia area.

Lange, Fox's newest young star, is outstanding. Robert Wagner, Jeffrey Hunter and newcomer Bradford Dillman play the three Marines with experience and clan and Dana Wynter, Sheree North and exotic France Nuyen are their loves.

Wagner, whose oppression by a stepfather has made him a coward and lost him the respect of the lusty Miss North, finds his way in the bullet torn jungle to a selfless heroine. Hunter, a born leader and a combat veteran who has trained the others in boot camp, chooses to return to the front leaving Miss Lange to bear his son whom he has just legitimized by marriage. He dies in an act of supreme heroism, blowing up a tank which would have wiped out his squad.

Dillman, aesthete and scion of a wealthy family, rejects his father's efforts to have him transferred to a safer duty and turns in disgust from the excess of the gay society led by his fiancee, Miss Wynter, to the abiding love of Miss Nuyen.

The battle scenes, including cut-in footage from Navy films, are extraordinarily effective in conveying the full effect of the war in the Pacific and additional impact is given them by intercutting with the effect of the war news on the women at home.

The screen play, by Philip Anhalt, successfully eludes the emphasis on the intimate details of the men's sex lives which was prominent in the novel by Anton Myrer but leaves the dialogue and situations sufficiently frank to limit the audience to adults.

The production reflects producer Wald's genius for selecting box office material and talent. The story, while a war picture, lends itself rather to exploitation of the romantic, an angle which is facilitated by the presence of four such glamour representatives as the Misses Lange, Wynter, North and Nuyen. The male players led by the proven experience of Wagner and Hunter have enthusiasm, talent, and a freshness which should give new life to the screen.


JAMES D. IVERS

Jack Ellis Winner in B'nai B'rith Drawing

Jack Ellis, head of Ellis Films, was the winner of the 1958 four-door Cadillac sedan awarded as a climax to the 1958 New York Cinema Lodge B'nai B'rith contribution share certificate drive to raise funds for the B'nai B'rith agencies. Drawing was held at Toot's Steak Restaurant, Wednesday, attentions by industry leaders, Cinema Lodge members and their guests.

Larry Morris of Moss Theatres was the winner of the second prize of an 11-day all-expense-paid cruise for two aboard the S.S. Statendam leaving Dec. 8, awarded through the courtesy of the Tassie Travel Agency. As the seller of the winning certificate for the Cadillac, Joe Ingher, Brault Theatres executive, was the winner of a $200 U.S. Savings Bond.

Norman Robbins, chairman of this year's fund-raising drive, announced that well over 500 certificates were sold even though the goal of 600 was not reached and he hoped that the goal would be reached in next year's drive, Emanuel Sonnenreich, District Grand Lodge Number one member- ship Director of B'nai Brith, was the speaker, touching on the plight of the Jewish community in the South today and the face of the integration struggle. Joey Adams, aided by Al Kelly, assisted in the selection of the winner.

Alce Guinnas was a guest.

Cinema Lodge president Joseph B. Rosen presented.

Musical Tent Stated

HARTFORD, Oct. 28.—Walrath J. Beach, formerly with Trans-Lux Theatres, New York, and more recently in the free-lance promotion field, has announced plans for a $100,000-project-a 1,800-seat musical tent, to be known as the Springfield Musical Theatre, on the Eastern States Exposition grounds, west Springfield, Mass. A mid-June, 1959, opening is anticipated.

Canada Group

(Continued from page 1)

ried, and did not specify the forms of TV.

The resolution is ironic in that both the major circuits — Famous Players and Odeon — are to share in a tele- meter experiment in London, Ont.

Exhibitors were asked for comment on this, but would not be quoted.

While no action was taken by the exhibitors on the question of Sunday movies endorsed by the Ontario board, Monday, the issue will come up during the meeting of the Motion Picture Industry Council of Canada. The national body of exhibitors feels the issue is one for the provincial bodies to decide.

Forseyth Elected

E. G. Forseyth was elected chairman to succeed Morris Stein, who in addition to being made a life director of the Ontario exhibitor group, was also elected honorary chairman of the national group.

Reelected vice-chairmen were G. Spencer for the East and Douglas Miller of Tabor, Alta., for the West.

Dick Main was reelected secretary-treasurer.

Mexico Festival

(Continued from page 1)

and beautiful story of unusual honesty and sincerity," as well as for "its magnificent acting and direction.

"The Horse's Mouth" was cited for "highly imaginative, original humor and character interpretation.

Coast SAG Members

To Meet on Nov. 25

From THE DAILY Bureau

HOLLYWOOD, Oct. 28.—The Screen Actors Guild has issued a call to its membership in Southern California for a meeting to be held Nov. 25 at the Beverly Hilton Hotel. In a formal notice of the meeting, the guild reads: "There will be full discussion of recent developments in the video tape situation and of proposals that Screen Actors Guild merge with AFTRA.

Howard Keel will be elected new president of guild without opposition, succeeding Leon Ames; MacDonald Carey, first vice-president; James Lydon, second vice-president; Rosemary DeCamp, third vice-president; Robert Keil, recording secretary, George Chandler, treasurer.

Lippert Pictures Wins

Suit Filed by WGA-W

From THE DAILY Bureau

LOS ANGELES, Oct. 28.—U.S. District Court Judge Thurmond Clarke today ruled in favor of Lippert Pictures, in the suit filed by the Writers Guild of America, West against Lippert on behalf of various writers who worked on pictures distributed to television by Lippert.

Lippert, the Guild had charged, violated a 1951 pact with the Motion Picture Producers Association.

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From "Eternity's" author another powerful novel—'with "Eternity's" great star headling a brilliant cast—

M·G·M presents
A SOL C. SIEGEL PRODUCTION
starring

FRANK SINATRA

DEAN MARTIN

SHIRLEY MAC LAINE

You can say that again:

YOU CAN BANK ON M·G·M
THE BIGGEST PICTURE FOR THE BIGGEST HOLIDAY!

A great, great attraction for New Years! The company that brought you “Cat On A Hot Tin Roof” does it again—yes, another blockbuster—and at the holiday when it counts most! We’ve seen it! A power house of drama, heart-sock, humor, humanity!

...“SOME CAME RUNNING”

costarring

MARTHA HYER

ARTHUR KENNEDY

NANCY GATES

with LEORA DANA

Screen Play by JOHN PATRICK and ARTHUR SHEEKMAN

Based On the Novel by JAMES JONES • in CinemaScope and METROCOLOR

Directed by VINCENTE MINNELLI • Produced by SOL C. SIEGEL
**Television Today**

**Harris Is Chairman Of NBC-TV Affiliates**

Jack Harris, vice-president and general manager of KPRC-TV, Houston, Texas, was unanimously elected chairman of the NBC Television Affiliates board of delegates at the annual meeting of the affiliates at the Plaza Hotel here. Harris succeeds Walter J. Dunn, vice-president and general manager of WTMJ, Milwaukee, who retired from the position.

Other officers include: Edwin K. Wheeler, general manager of WJW-TV, Detroit, who was elected to succeed Harris as vice chairman representing the basic affiliates; Harold Eaves, vice-president and general manager, WJSJ-TV, Winston - Salem, N.C., who continues as vice chairman representing the regional stations; and Harold Stuart, president of KVOQ-TV, Tulsa, Okla., who continues as secretary-treasurer.

**NTA Named Winner In Financial Competition**

National Telefilm Associates, Inc., was judged as having the best annual report of the movies and theatres industries by an independent board of judges in the eighteenth annual survey conducted by "Financial World" magazine. The award, a bronze "Golden-Eagle-of-Industry," was presented to Oliver A. Unger, NTA president, at the annual awards banquet in the grand ballroom of the Hotel Sheraton-Atlantic last night.

**Disney Runner-Up**

Approximately 5,000 reports originally were entered in the Washington petition to determine the best reports in the various categories. NTA was awarded first prize in the movies and theatres category. Walt Disney Productions was runner-up for the award, while Technicolor took third place.

**RCA's Patent**

(Continued from page 1)

The story about the marshal in the Old West, unable to rally the support of the townspeople when it came to a showdown with the heavy, has been dressed up with some intriguing variations in "Frontier Gun." Made to order for the Western fans, it moves the action at a fast pace and offers more moral worth repeating: that responsibility of the individual citizen extends beyond mere lip service in carrying out law and order in a community.

This well-timed addition within the framework of a script that develops some interesting characters and contains action episodes and romance.

**Johnston Backs**

(Continued from page 1)

countries, said the Soviets are emphasizing children's films, teaching films, and documentaries "more than we are." He noted that some of the Russian films already have been bought and are being shown on television here.

**One Man's TV Views**

By Pinky Herman

YOUR roving reporter has just returned from the Nation's Capital with a keener insight on that fabulous city's even more fabulous radio and TV folk. Irving Berlin once said and we quote:--I care not who writes the Nation's laws, so long as I can write the Nation's Hit, unquote.--Mr. Berlin has certainly made good his wish because since he made that famous remark, his repertoire has been enhanced by more hit songs than we have space here. But by the same token, WABC, D.C. (Disk Champions) deejays aver, "we care not who writes the Nation's hits but when they write them, we'll spin them."

And they do. Wonderful purveyors of waxed music including Milton Q. Ford, Bill Mayhugh and Tom Barry of WOL, Felix Grant, Billy Batchelder and Jerry & Jinnly Strong at WMAL, Al Ross and Art Lamb of WRC, Fred Fiske and Jack Rowzie of WWDC, Milt Grant of WTTG-TV, Patti Cavin of WRC and Steve Allison of WWDC, the latter two, dynamic quizzers of interesting people from all walks of life. In meeting the pleasure was all OURS . . . SUCCESS STORY--He was born in 1924 in McKinney, Texas, where he was an all-round athlete and class president. His football prowess earned him a scholarship to Murray College in Oklahoma and in 1942 he entered the U.S. Air Force. Started his radio career at KFLT in Paris, Tex., and in 1946 joined KMBC, San Antonio, as chief announcer where Tex Ritter discovered him and signed him as comic, singer and emcee for the "Tex Ritter Theatre." Later he joined "Grand Ole Opry" at WSM, Nashville, during which he also served as disk jockey where his fame spread all over the south. During this period several of his original compositions including "I Wish I May I Wish I Might," "Rock City Boogie" and "Sweetheart" helped to increase his fame and in 1955 he joined KRKD in Los Angeles. Moving into the big time now he. became host of one of the "Most-listened to" programs in that area, "Country America," over KABC-TV and last week started another 5 times a week morning television series, "Allison's Wonderland," featuring besides himself vocalist Ginny Jackson and various guests from all facets of show biz with Whitman, producer-director. His name--Joe Allison . . .

Did you know that Ann Sothern, in collaboration with Billie Barrie, called "Katy," the theme song of Ann's newest TV series "Ditty" is published by Keys-Hansen and Gen. Mgr. Bill Hansen sez the song can't miss making the Hit Parade. Bill should know as he not only is a songwriter of note himself but early in his career he was a member of the Three Little Sacs which used to be one of the most popular trios in radio.

**Review:**

**Frontier Gun**

Regal--20th-Fox

Mr. John ________
Gov't Seeks Theatre Help for Soviet Films

Details of Deal With U.S.S.R. Are Outlined

(Continued from page 1)

end of directors on the deal which concluded last week when seven deals for the sale of 10 American features to the Soviet and the purchase of seven of its films for distribution in the U.S. It was Johnston's first meeting on the board since his return from a trip to Moscow last Wednesday.

Johnston said that it had not been confirmed which American companies will take which Soviet films for distribution. He added that no definite action on that would be taken until after Nov. 10, when announcement of the deal is made by Johnston of the Retailing Soviet films his group has closed sale to purchase, and the distribution by the Soviet group of the four American films has it decided upon.

"Circus Artists' Likely"

It was indicated that "Circus Art," which Johnston described as a circus picture that could be very popular here, will be one of the running Soviet films to be chosen, rather than announced on Oct. 30, shortly after the deal was closed.

Johnston said a drawing might be used to determine which U. S. companies will take which Soviet pictures, but added that details have not been reached yet. However, he counted it would be unfair to expect companies which had not sold one of a picture to the Soviet to distribute any others now.

Describing the background for the deal, Johnston said the State Department is hopeful that through the cultural exchange agreement it concluded with the Soviet better understanding may result, international tensions may be eased, and the huge costs of the cold war be reduced.

Johnston negotiated the film deal in Moscow as a representative of the State Department with diplomatic status. He also had been authorized by the MPEA board to make any deal that in his judgment was acceptable.

He was accompanied to Moscow by Kenneth Clark, MPEA vice-president, and Turner Shelton, head of the film division of the U. S. Information Agency.

Cites 'Misconceptions'

The MPEA head pointed out that the average Russian has been shut off from news of the outside world for several generations and, in consequence, has many misconceptions, most of them about the U.S. These cannot be changed by force from the outside but attempts to change them by education, information and evolution, although admittedly a slow process can and should be made.

"We can attempt to do it by exchanges of tourists, scientists, information and in other ways," Johnston said.

"But the most effective means is by motion pictures. It is one of the most powerful means of exchanging information. Lenin recognized that and on our visits to film studios in Russia we saw banners quoting Lenin to that effect hung on the walls.

Recalls Wartime Service

"The government has asked us to help," Johnston continued. "This is a patriotic industry. I know how much it did to assist the government in war time. I believe it will respond again by cooperating in an effort to make a success of the film agreement with Russia.

"With authorization from the MPEA board we made the best deal we could after lengthy negotiations.

As a precaution against using the entertainment pictures as propaganda, the dubbed versions will be examined by both sides before release approval is given. Embassies will check on exhibition contents from time to time thereafter.

asked what circulation the American films might get in Russia. Johnston said there are 55,000 exhibition places in the country, of which 5,500 are regularly operated theatres showing 35mm films. The largest is about 1,500 seats and the average is 400-500 seats. The others are rural meetings places or social centers, equipped with 16mm.

No Guarantees

He said there is no guarantee of any minimum number of showings for our films there, any more than guarantees of specific theatre outlets here could be given for their films.

Johnston spoke enthusiastically of some of the Russian films, commenting that they have some techniques Hollywood could profitably study. Their "Swan Lake," a ballet film and one of those selected for distribution here, is comparable to "Red Shoes," Johnston said.

Co-production deals can be set by individual companies after basic arrangements are completed, Johnston pointed out. He said several producers wanted to go to Moscow to discuss co-production deals while his negotiations were in progress. He had to refuse permission because he felt a basic deal should be negotiated first.

Other Nations Unconcerned

Since the announcement of the deal there have been no repercussions from other foreign markets for American films, demanding a similar picture exchange deal, he said in reply to a question. "Many of the countries we deal with have had experiences of their own negotiating with Russia," he said. "I think most of them know you have to do business differently when you deal with Russia.

He defended the price obtained for the American films—$67,500 for a standard film; $87,500 for a wide-screen one; saying it was net, with no distribution, advertising or any other costs involved, and was money that the companies would not otherwise have received.

"We already have sold on the same basis in Yugoslavia, Turkey and a few other places," he said. "On the basis of population, we received even less for our pictures in some of those.

Johnston's group visited Poland, Hungary, Romania and Czecho- slovakia also. Poland is buying U.S. films now and will show them starting in December. The Czechs are interested now and a film list is being submitted to them with expectation that they will select about 10. Hungary has purchased some and will buy more. Romania may purchase a minimum of 10.

Visiting with Khrushchev

Johnston related that he had had a five-hour off-the-record visit with Premier Nikita Khrushchev in the latter's Caucasus residence, having been flown there in Khrushchev's plane and was an overnight guest of the family.

Johnston said that while he could not disclose those topics covered, he believed it was known that he would relay the gist of it to President Eisenhower. He indicated, without confirming it when asked, that the CBS-TV network broadcast of a program concerned with the alleged murder of Josef Stalin had been discussed. The CBS correspondent in Moscow was asked to leave in retaliation for the U.S. telecast.

Replying to another question, Johnston said Khrushchev appeared to have things well under control, so well, in fact, that there was no noticeable sign of bodyguards or other security measures about the man or his residence during the Johnston visit.

'Salt' Propaganda Turns

Red Faces Redder

Rumania bought "Salt of the Earth," the film made several years ago by the pro-Communist Mine, Mill and Smelter Workers Union in New Mexico, with a view to exhibiting it for its anti-American propaganda in its film "Sal Creda," Motion Picture Export Assn. president, reported yesterday.

However, what impressed the Rumanian workers most, he reported, was the film's disclosure that American workers are free to take strike votes and drive away from labor meetings in their own automobiles.

Labor behind the Iron Curtain does neither, Johnston pointed out.
A VERY BEWITCHING COMEDY ABOUT AN ENCHANTING SUBJECT...

COLUMBIA PICTURES PRESENTS
JAMES STEWART · KIM NOVAK
BELLS, BOOK AND CANDLE
JACK LEMMON · ERNIE KOVACS
HERMIONE GINGOLD · ELSA LANCHESTER · JANICE RULE

Screenplay by DANIEL TARADASH · From the play by JOHN VAN DRUTEN · As produced in New York by Irene Mayer Selznick
Directed by RICHARD QUINE · Produced by JULIAN BLAUSTEIN · A PHOENIX PRODUCTION · TECHNICOLOR®

WORLD PREMIERE AT THE WARNER BEVERLY HILLS NOVEMBER 11
Loew's Board Approves Management Division Plan

Nathan Cohn Appointed To Top Columbia Post

Nathan Cohn, who since 1945 has been manager of the New York sales division of Columbia Pictures, is being transferred to the company's home office in a top executive capacity, it was announced yesterday by A. Schneider, president.

In addition to motion picture activities, Cohn will spend a substantial part of his time in the new position on such enterprises as are developed as a part of Columbia's current policy of diversification, Schneider said.

Cohn's first connection with Columbia was in 1939, and in 1943 he was employed in the company's New York sales office.

Plan to Maintain Picture And Theatre Companies Separately Now Goes to U. S. Court; Opposition Declines Comment

The plan for division of Loew's assets and liabilities proposed by the company's management headed by Joseph B. Vogel, president, was overwhelmingly approved by the company's board of directors at a meeting yesterday.

The plan provides for the maintenance of the picture and theatre companies as separate entities, rather than the spin-off of the picture company and retention of the theatre company, as proposed by directors Louis Green and Jerome Newman.

With the full membership of 19 present, the board's vote was 16 to 3 for management's plan. Joining Green and Newman in support of the opposition plan was Joseph Tomlinson, who led an unsuccessful proxy fight against management for control of Loew's.

Time' Attacks and Clark Backs Production Code

"Time" magazine, in an article in its Nov. 3 issue, headlined "Hollywood-Debated," charges that the Production Code "is being observed these days about as often as the hooching crane." The charge was immediately answered by Kenneth Clark, vice-president of the Motion Picture Association, who said, "Time" magazine is entitled to its opinion.

Fox Acquires 16 Literary Properties

Sixteen literary properties have been acquired by 20th Century-Fox in the past three months, including the company's backlog of story material on an all-time high, according to David Brown, head of the studio's literary operations.

Under the direction of executive production head Buddy Adler, 20th has purchased a wide variety of properties.

All First-Run Theatres in Baltimore Now Operated Under Same Management for 1st Time

Baltimore, Oct. 29.—All the first-run, downtown motion picture theatres are now being operated under the same management which marks a "first" in the theatrical history of Baltimore. This situation results from an organizational merger of the Jack Fruchtman and the Iadar Rappaport theatre chains, and eliminates competition in what had been an extremely competitive field.

The houses affected include the Hippodrome, Town, Little and Aurora of the Rappaport Enterprises and the Stanley, Mayfair, Century, New, Charles and Rex of the Fruchtman group.

Major reason for combining interests is to erase "cut throat" competition which, Fruchtman states, does not benefit the theatre management nor the ticket-buying public. By bidding against each other for preferred attractions, Fruchtman states he and Rappaport often were obliged to make enormous box office guarantees to a distributor thereby necessitating extension of the film's run much longer than public interest seemed to demand.

Two-Shows-Nightly Set As S.F. Festival Opens

The San Francisco International Film Festival is setting a two-show-a-night schedule for the 1,000-seat Metro Theatre here tonight for the opening of the two-week International Film Festival with the showing of Poland's "Eve Wants to Sleep," a brash comedy that was warmly received.

Due to an uncalculated rush for reservations in the past few days for the scheduled 14 night and three matinée shows, executive director Irving M. Levin of the Art Commission, sponsors of the international competition, revised the schedule to include two screenings nightly, at 6 and 9 P.M.

Thus this night's premiere of "Eve" (Continued on page 4)
Management Plan Approved

(Continued from page 1)

Loew’s at the annual meeting last winter.

While Loew’s has until now Aug.
3 to complete the divestiture of its film from its theatre operations, Vogel said following yesterday’s meeting that management’s plan will be submitted to Federal District Court in S. S. District court here for approval at the earliest possible date, and probably within the next week to 10 days.

Starting Work on Papers

Louis Nizer, special counsel for the company, said lawyers would begin work immediately on the necessary papers and as soon as they were completed they would be submitted to the court.

Green and Newman, when asked as they left the meeting if they had any comments on the plan, said the "Let management talk. If we have anything to say we will say it to-morrow or the next day." Both expressed the word "if.

Neither James nor Newman was asked if he was satisfied with the board’s action.

"Definitely not," he replied.

"I don’t think any further opposition, he was noncommittal.

Proxy Contest Rumored

It has been rumored in financial circles for weeks that if the Green-Newman plan was rejected by the board two plans, probably with Tomlinson’s support, would attempt a proxy fight at the annual meeting of stockholders next February.

However, the size of management’s victory at yesterday’s meeting might discourage both a proxy contest and any punitive action courts to stall or halt approval of the management plan by the Federal judge.”

Tomlinson is a representative of Lehman Bros. and Lazard Freres, who represent substantial Loew’s stock holdings, voted in support of management’s position and to a reporter’s question after the meeting, Vogel said there had been no indication from the opposition that the plan will be further contested.

Quiet Meeting, Says Kil lion

“IT was a very quiet meeting,” he said. “George Kil lion, chairman of the board, presided both plans. The Green-Newman plan was voted down and management’s plan was adopted after everyone had been given an opportunity to present his views.”

Tomlinson said management’s plan was adopted without change, and, although it includes a provision for the new theatre company to own the radio station, WCMG, in addition to all existing Loew’s theatre assets, the plan does not represent a compromise of any kind. Except for the radio station transfer, it is the same plan that management proposed in 1953 and the stockholders subsequently approved.

Value of Station Stressed

Even the radio station transfer is not recent, it was said, having been a part of management’s thinking for some months past. It was generally agreed that the radio station would be an asset of course, but the stockholders were concerned about the picture company in view of the heavy concentration of Loew’s theatres in the metropolitan New York area covered by WCMG.

Of the 122 loose of expected compensation in the U. S. and Canada, 44 are in New York.

Lending strength to management’s plan is the fact that with consolidated earnings, including theatres, running at the rate of 45 cents per share for the first quarter of the current fiscal year, after taxes, the improvement in MGM’s position is largely responsible. The new picture company, under management’s plan, will receive the present MGM production-distribution assets, its television interests, foreign theatres, MGM Records and the 62 per cent interest in Loew’s presently holds in the music companies.

Appointment Outlined

The plan would apportion the funded debt between the two companies on a basis assigning $20,000-
000 to the film production company and $5,000,000 to the theatre company and the set-up of this basis would constitute民国’s present obligations to creditor insurance companies, since the same assets would remain pledged to secure the obligation. Neither would any refunding of bonds be required.

In a statement issued following the five-hour meeting, Vogel said: "The board is finally satisfied after careful study and consideration that the plan would create two strong, independent companies, each fully capable of sound operations in its own field.

Vogel Sees ‘Major Step’

"In our judgment, approval of this plan by the board constitutes a major step forward in our corporate history. Many serious problems had to be solved so that the resulting companies would have a potential equal, at the very least, to the potential that existed in the original structure.

Loew’s is not expected to be committed at a time when every division of the company is in the black. Perhaps the

Troy, Oct. 29. — (Special to THE DAILY)

ALBANY, N. Y., Oct. 29.—Tiein to the issue for "back license plates" weekly awards, five Stanley Warner theatres in Albany and Troy are not only receiving fea-
ture-story publicity—in return for 15 tickets to each newspaper— but the paper’s Saturday “View” supplement listing all TV programs for the week.

It is believed to be the first time that theatres have "cracked" the board of editors, but the list is known in many homes for the entire week and won valuable space in competition with television. The listings of theatre movement picture covers the Strand-Ritz, Madison and Delaware in Alb-

any, and the Troy in Troy.

Must Be Claimed Within Week

In addition to furnishing the 150 passes which, like the $100 cash awards, must be claimed within a week, the Stanley Warner houses have recep-

ciple boxes in the lobbies for patrons to mail their tickets.

Last year, when the Hearst daily conducted a somewhat similar promotion—with only the Strand tied in, and this year the Tuesday—more than 22,000 entries were received.

The number of application blanks being filled at downtown cooperating theatres is large. Alfred C. Swett, SW district manager and Strand manager, made the hookup with Jack Stein, circ-

ulation manager of the T-U. It prob-

ably will be hi with a series of prizes, awarded at Christmas.

M. D. Crandall Dies

BALTIMORE, Oct. 29. — Fumera services will be held here Friday for M. D. Crandall, 65, free-lance

field exploitation representative for Universal Pictures and other film com-

panies in recent years. Crandall dies of a cerebral hemorrhage at his home here yesterday.

most important factor in the new earnings picture of the company his has been the turnaround at our MGM stu-
die, which again is reporting a profit after a period of heavy losses.

Robert O’Brient, Loew’s vice-presi-
dent, said in the opinion of company counsel, the plan will not have to be submitted to stockholders a second time.

Loew’s domestic and Canadian theatres have been operated independ-

ently since Sept. 1, 1954, with the their own film companies, headed by Fredyman, president, board and em-

ployees.

Vogel noted that the plan approved by the parent company board was carried out by the board of the theatre subsidiaries be-

fore being submitted to the court.
“A SUREFIRE BOXOFFICE WINNER!”

“DESIGNED STRICTLY FOR LAUGHS ... SHOULD GO ON TO BIG BOXOFFICE RETURNS”

“JUST WHAT THE DOCTOR ORDERED FOR EXHIBITORS AND LAUGH-LOVING MOVIE-GOERS ALIKE!”
**Time' Attacks**

(Continued from page 1) article adds, "In many cases, e.g. 'The Key', Desire Under the Elms, the defiance of the Code has produced superior films that would have been forgotten if the Code were not in the way of the stars. . . . But," it concludes "Hollywood, faced with the stinging competition of TV and foreign films is in the mood to shed any garment that will help to get in the way of the box office."

Clark in his answer, said, "The Code is being administered today in the same fair and objective way as it has always been administered . . . b a dedicated and highly competent Administrador, and a highly competent staff. . . . There is no possible doubt that any picture approved by the Production Code Administration conforms to the provisions of the Production Code, 'Time's opinion to the contrary notwithstanding."

**Fox Acquires 16**

(Continued from page 1)

etries, ranging from stage plays to short stories and novels.

Among the recent purchases at John O'Hara's soon-to-be-published "From the Tresses" and Grace Me- fers, was "The Trench of the Sun," by Leopold Rabiner, the best-seller, "Return to Peyton Place.


**Nathan Cohn Named**

(Continued from page 1) bid dates back to 1924, when he was the New York area franchise holder for the newly incorporated motion picture distribution firm. Later, the firm was absorbed by its franchise holder, who was named manager of the New York branch and in 1945 was promoted to division manager.

**Clumb Re-Opens One:**

Continuing Expansion

Spots to THE DAILY

MILWAUKEE, Oct. 29.—Clumb Theatre has taken the Badger Theatre at Reedsburg, Wis., close for the past two years, adding another unit to its expanding operations, had also taken over and reopened the Highway 33 Drive-In in the same area earlier.

Last year, Ervin J. Clumb took over the Al Ringling and the Julliet Theatres in Baraboo. An all-day civic at the Coliseum was marked the re-opening of the Badger.
Robert Lamont, of Lamont Theas-
has been named chairman of the
motion picture industry committee for the
Massachusetts Drive in Al-
any County. It marks the first time
a chairman has been named to
dict donations from theatres in the
area from film exchanges. Cam-
dignation goal is $15,000.

Maurice H. Bailey, head of the
congresses operating the Shubert, Crow-
ney, Whalley and Westville thea-
es, New Haven, has been elected
resident of the Independent Booking
ce, agency for booking attractions
to legitimate theatres.

Midge Hamilton, for nine years
ivy secretary to Russell Birdwell,
been appointed executive assistant
the latter's Los Angeles publicity

Albert Glaubinger and Carl Rear-
, new branch managers in Phila-
sphia for, respectively, United Ar-
 and Universal Pictures, will be
ially introduced to the trade
ere at a welcome luncheon to be
ed at the Bellevue-Stratford Hotel
Nov. 17 by the Motion Picture
society of Philadelphia.

'B. to Use Clark
PHILADELPHIA, Oct. 29—Clark
vice, Inc., film delivery service, will
lde the delivery of all prints for a
oral Warner exchanges, while
film exchange will continue
ations at its present quarters
50 No. 13th St., there will be no
ping facilities there.

Release 'Stories'
'Three Stories High,' film based on
play by Winifred Wolfe, will
the first release of Franklin Produc-
ers, a new film company organized
M. Marvin Waite, president, and
or Robert Da, and also features Danil Na-
William Redfield.

Beauty 'for February'
Walt Disney's "Sleeping Beauty,"
00,000 animated feature based on a
celebrated story, will be exhibited
selected, key cities commencing
uary 1959 in the new Techni-
process and in six-channel
phone sound, Buena Vista an-
duced yesterday.

Houseboat Benefit Set
Paramount's "Houseboat" will have
enefit opening the evening of Nov.
at the Capitol Theatre on Broad-
, with the proceeds to go to the
David Hollander Fund.

Stranger 'to Bow'
Allied Artists' "Never Love a
ranger" will have its New York de-
it at the RKO Albee Theatre in
oklyn Nov. 5.
for Veterans' Day

THE WHOLE BATTLED-SCARRED, LOVE-SCORCHED SAGA OF THE U.S. MARINES!

JERRY WALD'S production of

In LOVE AND WAR

ROBERT WAGNER • DANA WYNTER • JEFFREY HUNTER
HOPE BRADFORD • SHEREE DILLMAN • NORTH FRANCE NUYEN
COLOR by DE LUXE
CINEMASCOPE
DIRECTED BY PHILIP DUNNE • SCREENPLAY BY EDWARD ANHALT

for Thanksgiving

C'MON TO NEW ORLEANS FOR ALL AMERICA'S FAVORITE FESTIVAL OF FUN!

JERRY WALD'S production of

MARDI GRAS

STARRING PAT BOONE & CAREERE CHRISTINE

TOBY SANDS • NORTH • CROSBY • CLARK

EDMUND GOULDING • WINSTON MILLER • HARKANER
CINEMASCOPE • COLOR by DE LUXE

When they get with 20th they stay with 20th!
EDITORIAL

Vogel’s Victory

By Sherwin Kane

The second major victory for Joseph B. Vogel and his policies and plans for Loew’s, Inc., in a period less than a year over powerful and determined opposition is cause for rejoicing not only within Loew’s throughout the film industry. Fortunately, it is a well-deserved victory, as it does, on the heels of a complete reversal of the Loew’s rating picture which has obtained during the past several years. Not only the company’s last fiscal year has been the black, however modestly, but nothing in the first (current) quarter the new year are running at 45 cents per share, as Vogel pointed out, the best the company had been able to show in any quarter since 1947.

When it is remembered that Vogel is able to achieve this result while building the company from a New York and Calvert City, and unilaterally fighting off dissident stockholder forces, board opposition to proxy contest, the improvement is near-miraculous. The results to date certainly have proved Vogel’s administration the right one to the wholehearted support of board of directors and the company’s stockholders.

This, the board already has given its overwhelming approval of Vogel’s divestiture program at Wednesday’s meeting. With the full board 19 members in attendance, the vote was 16 to 3. The three dissenting votes are those of the opposition, standing alone.

The vote, together with the appeal of management’s divestiture plan by Loew’s stockholders, several years ago, unquestionably will count invisibly in favor of management with courts and stockholders should the opposition endeavor to prolong its cause by moving in either direction.

The industry as a whole.

In Vogel’s words, “The board is well-deserved.”

Loew’s Theatre Board Unanimously Supports Plan for Company Division

The board of directors of Loew’s Theatres voted unanimously at their meeting here yesterday for the plan for the division of assets and liabilities of the parent company, Loew’s Inc., which had been proposed by the management of the latter and was approved by the board of directors on Wednesday.

The announcement was made by Leopold Friedman, president of Loew’s Theatres, following the brief meeting of his company’s board yesterday morning.

The plan now will be presented to Federal Judge Edmund L. Palmer in U.S. District court here for (Continued on page 4)

To Induct 36 Pioneers

At Dinner November 24

Thirty-six new members will be inducted at the 20th annual Motion Picture Pioneers’ dinner honoring United Artists president Arthur B. Krinn and board chairman Robert S. Benjamin as the Pioneers of 1958. The gala event will be held at the Waldorf-Astoria on Nov. 24. This will be the first time since (Continued on page 4)

Dynamation Process Combines Animation, Actors, Trick Effects

By JAMES M. JERAULD

Columbia Pictures has a new color process for “The Seventh Voyage of Sinbad,” soon to be released, called Dynamation. Called by any name, it probably will develop into a sensation in the genre of horror films. A demonstration trailer of the process was shown here yesterday.

The process was used in the “Sinbad” film after two years of experimental work, with the exteriors done in Spain and Majorca and the interiors in London. It takes up where “King Kong” left off in 1933 with extremely magnified figures and tiny ones as well, with live people. The difference is that it’s in color for the first time. This not only brings out the background, it also provides a mild illusion of a third dimension.

Charles H. Schneider, producer, worked with Harry Hanser, the man who developed the figures in “King Kong,” for two years. Itching Technicolor onto blue tinted stock was a complicated technical problem. It had to be done under exacting atmospheric conditions with tests every few seconds. The color mats were put on one frame at a time. It was achieved (Continued on page 6)

Sudden Daff Resigns As Exec. V-P, ‘U’ Director

Is Given Non-Exclusive, Consultant Status in Firm

Alfred E. Daff, executive vice-president of Universal Pictures and a member of the company’s board of directors, resigned from the company yesterday, effective tomorrow, Milton R. Rackett, president announced here.

Daff also has resigned as president of Universal International Films, the company’s foreign subsidiary. However, Rackett announced that Daff has entered into a new agreement with Universal Pictures as a (Continued on page 5)

Double-Barrel Send-Off For ‘Mardi Gras’ Set

Jerry Wald’s production of “Mardi Gras” will get a double-barreled send-off next month with a special preview showing of the attraction for the Virginia Military Institute cadets followed a few days later by a spectacular world premiere in New Orleans, home of the Mardi Gras festival.

A myriad of press, radio, television, newspaper and national magazine activities have been set for the advance build-up of “Mardi Gras,” slated as the 20th Century-Fox Thanksgiving Day release. The film stars Pat Boone, (Continued on page 2)

Television Today
Lees Named Director Of UA Records Sales

Lester Lees has been named director of sales and promotion for United Artists Records, it was announced by Max E. Youngstein, president of the company. Lees, who immediately assumed responsibility for directing the sales of all UA Record products, is a veteran of the record industry. He has served as a sales manager for United Artists and post of Atlantic Records.

Double-Barrel

(Continued from page 1)

Tommy Sands, Gary Crosby, Christine Charles and Shere Katar.

The picture was filmed partially on location at VMI, hence the preview for the corps.

Has a Bid from the Corps

Miss Carere has received from the cadets a scroll, inviting her to the preview and signed by every cadet at VMI. She will fly to Lexington, Va., home of the Academy on Nov. 11 for the preview that night. In addition, the actress will be given a complete tour of the Academy, will review traditions and participate in all of press, radio and television activities.

On the 14th, producer Wald, stars Boone, Carere, Sands, Crosby and North will attend the opening at the Saenger Theatre in New Orleans and participate in a preview parade of the 1959 Mardi Gras. Dozens of floats, which will participate in next year’s festival parade will parade to the theatre.

Stars to Be on Floats

Plans for the parade have each of the stars on a different float with newsmen brought in from surrounding areas also riding floats.

To Tour for ‘Want’

Ed Montgomery, Pulitzer Prize-winning San Francisco reporter whose articles on the controversial murder trial of California “B” girl, Barbara Graham, inspired the making of the Famous Inc. Production “I Want to Live,” will begin a 15-city coast-to-coast personal appearance tour in behalf of United Artists release next week. The itinerary includes Los Angeles, Denver, Chicago, New York, Boston, Philadelphia, Baltimore, Pittsburgh, Cleveland, Detroit, Dallas, Atlanta and Fort Worth.

New Booking Outlet

BOSTON, Oct. 30.—Tom Fernoyne and Johnny Glazer have formed a new buying and booking service here. Both men are experienced in the buying and booking field as they started with the old Public theatres chain. Fernoyne later went with M&P Theatres and then with Sam Finzaki of the American Theatres Corp., while Glazer became head buyer and booker for Western Massachusetts Theatres, which recently was transferred to L&H Theatres of Boston.

Royalty Payments Again ASCAP Subject

Discussion of royalty payments and scale procedures again highlighted the semi-annual meeting of the American Society of Composers, Authors and Publishers at the Waldorf-Astoria Hotel here yesterday. Paul Cunningham, ASCAP president, presided at the well-attended session.

In his report to the membership, Cunningham praised the work done in Washington by Senator Joseph O’Malley on behalf of Senate Bill 1870 designed to improve songwriters’ position in relation to record companies. He also reported that ASCAP membership now stands at 4,270 writers and 2,339 publishers.

Radio Pact Expiring

Jack Bregman, chairman of the executive committee, alerted members to the fact that the ASCAP radio agreement, made originally in 1941, expires this year and that negotiations that are now in progress will be held as soon as possible. An important factor in these negotiations, he said, is the change in radio programming from a primarily network schedule to the current multiple station broadcasting.

The treasurer’s report, delivered by Frank Connor, revealed that in the eight months from January through August this year ASCAP had receipts of $19,251,584 and expenses of $3,418,886, leaving a balance of $15,872,697 available for distribution.

Board member Ned Washington pointed out to the membership that many of ASCAP’s most popular old standard songs now are going into the public domain, thereby reducing the organization’s bargaining power with its customers. He urged more good new songs to keep the organization strong.

Floor Motion Rejected

A motion from the floor by Pinky Herman to dispense with the president’s report at the start of the meeting, to allow more time for general discussion, was defeated. The matter of royalty payments was later aired following a report by Herman Finklestein, ASCAP counsel.

Newspaper

E D I T O R I A L

(Continued from page 1)

finally satisfied, after careful study and consideration, that the plan he would create two, strong, independent companies, each fully capable of sound operations in its own field. The result is “a potential equal, the peer potential that existed in the original structure.” With that, those most familiar with the situation, are in complete agreement.

Sovereign Gets Para.

16mm Can. Franchise

Special to THE DAILY

TORONTO, Oct. 30.—Sovereign Film Distributors Ltd. has taken the 16-mm franchise for the Canadian distribution of Paramount’s theatrical films. Sovereign, a subsidiary of Empire-Universal Films Ltd., takes over the franchise from General Film Ltd., which has held it continuous since 1943.

The company already handles other companies’ products, including Columbia, RKO and Walt Disney and RKO Pictures. Warner Bros., M-G-M, 20th Century-Fox and United Artists have their own 16-mm outlets.

J. R. Joyce, Ad Man with Donahue & Coe, Is Dead

Joseph R. Joyce, a vice-president of Donahue & Coe, advertising agency which handles considerable picture and theatrical work, died suddenly Tuesday night. He was 49 years old and had been with the agency three years, having previously been with Rothrauff & Ryan and other agencies.

Funeral services will be held at Ignatius Loyola Church, Manhattan at 11 A.M. today.

Zoe Akins Dead

HOLLYWOOD, Oct. 30.—Zoe Akins, Pulitzer prize-winning playwright, whose works have been adapted for films, died at her home here last night. She would have been 72 today. She was working on a film script, “Teller With a Gun” when she was taken ill.

NEW YORK THEATRE

NEW YORK THEATRE

RADIO CITY MUSIC HALL

Radio City Center • CI 6-4000

“CAT ON A HOT TIN ROOF”

ELIZABETH TAYLOR · PAUL NEWMAN · BURL IVES

JACK CARSON · JUDITH ANDERSON

From MGM IN METROCOLOR

GALA NEW STAGE PREMIERE
SINCEREST THANKS
FOR THE OVERWHELMING RECEPTION
ACCORDED OUR TELEVISION SHOW OF
OCTOBER 17th OVER N. B. C. FOR
THE CHRYSLER CORPORATION

Loew's Board Backs Division

(Continued from page 1)

Green and Newman, included only Joseph Tomlinson, Loew's director who waged a proxy contest against management last winter, and lost.

Vogel's plan calls for retention of the company by Loew's, Inc., which would receive all of the MGM production and distribution assets, its 40 theatres abroad, the Record company and a 2 per cent interest in music publishing companies, all television interests, including $33 million of contracts from lease of pre-1948 films to TV. The films revert to MGM at the end of the lease period.

WMG Included

The theatre company would receive the 102 U.S. and Canadian Loew's theatres and New York radio station WMG.

Criticized Studio Costs

The two have been outspokenly critical of Hollywood costs and the financial record of the studio. Their plan for separation of picture operations from theatre operations, as required by Loew's Federal consent decree, proposed the spin-off of the film company, rather than the theatre company, with the latter remaining the parent of the Loew's company. The board of directors on Wednesday rejected the plan by a vote of 10 to 3, and approved the plan of Joseph R. Vogel, president of Loew's, Inc., by the same vote.

The opposition, in addition to approval as soon as attorneys have completed preparation of the necessary papers. Present indications are that will be some time next week.

Whether or not there will be further legal action to block the film company in court or in an attempt at a proxy contest later, was not disclosed yesterday by Louis A. Green and Jerome A. Newman, the Loew's directors who head the opposition.

Questioned yesterday as to his plans, if any, Green repeated the statement he and Newman made following the board's meeting: "If we have anything to say we will say it in the next 48 hours."

Sunday Plea

(Continued from page 1)

Mountain States Indoor and Drive-in Theatre Association which opened here today to an attendance of some 50 exhibitors drawn from both states. The delegates emphasized their belief that, given a satisfactory supply of pictures, the period following Christmas could be very profitable. At the same time, however, they stressed that a "fewer pictures" policy would do serious harm to their theatres.

Gillette Reports on Miami

S. L. Gillette, president, gave a report on the recent Miami Beach conclave of Theatre Owners of America.

The convention voted to push a campaign for more members.

The next convention will be held here in May.

"Hurrah" Big Weeks

Columbia’s "The Last Hurrah" has completed the first weeks of its initial two engagements with "tremendous success." In Boston, the Loew's Orpheum reported a huge $30,051 for the first full week plus one extra show. In New York, despite bad weather conditions, the Roxy reported an excellent gross, missing $75,000 by less than $40.

Kerr, David Niven, Rita Hayworth, Burt Lancaster, Wendy Hiller and Gladys Cooper.

WALTER HAAS
Daff Resigns

(Continued from page 1)

consultant on a non-exclusive basis for several years. His original contract with the company had two and one-half year to run.

Daff supervised Universal's world wide sales and distribution and was consulted on production and company policy in recent years, dividing his time between the home office and studio and traveling extensively.

Insofar as could be learned yesterday the resignation was sudden, although reports that he was dissatisfied and others linking him with a few companies have been in circulation for the past several months. Daff has denied them emphatically when asked about them. Hacknell did not mention a successor to Daff and indications are the post will not be filled, at least for the present. Henry Martin will continue in charge of the production and B. M. Snyder, executive vice-president, will handle the company's affairs.

Born in Australia

Daff is a 38-year veteran with Universal. A native of Australia, he joined the company there in 1920 after several years in other film and theatre work. He was made manager in Japan for "U" in 1935. Far Eastern supervisor in 1938. He was called to the home office in 1942 and was appointed foreign department supervisor the following year, and vice-president, then president of Universal-International in 1944. He was placed in charge of world sales for the parent company in 1951, and has been executive vice-president and a director since 1952.

AA Acquires 'Cosmic'

Allied Artists has concluded arrangements with Futura Pictures, Inc., to handle the world wide distribution of its science-fiction film, "The Cosmic Man.

The central character is Charles Bronson as a tough bookie who gets out of a court Jim in a fractions to our story about a German woman, Tilly (Violet Rensing), a German girl who is living in a badly damaged house in a German town.

Tilly is different. She accepts his gifts of stolen food and clothing, and drinks with him alone in her little room, but resists his advances. For the first time in his tyrant life his appetite is not satisfied. But, as might be expected, he finds a way to gain the girl's confidence. And with his new information he gains control of the camp's administration at a high pitch. The film was designed for action fans. It meets the specifications of the era, under the direction of Kenneth Hill, and the additional supervision and approved by Fred Frank, Jr., vice-president for the eastern central, western and southeastern divisions, respectively; Allen Hoodley and Robert Holt.

The clinic will conclude Monday, Nov. 10.

Wild Joins GKS

Raymond W. Wild has joined Gross-Kraine-Sillerman, Inc., as vice-president for the Central Division, it was announced by Michael M. Sillerman, GKS president. He assumes his new duties immediately, headquartered at the GKS office in Chicago and will attend the forthcoming national sales meeting in New York.

Cite ABC Pittsburgh Station Progress Role

SPECIAL TO THE DAILY

PITTSBURGH, Oct. 30.—A special report on the rapid progress being made by Pittsburgh and the ABC Television Network, with emphasis on the key role the new ABC-TV station, KDKA, is playing, was released today. The network's surge was presented recently to an audience of leading businessmen, advertising and agency executives.

The reports, titled "Business Builds Business," was presented at WTAE's new studios.

Goldenson a Participant

Among those taking part in the ceremonies were; Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, Inc.; Oliver Terry, president of the ABC Television Network; Donald W. Coyle, vice-president and general sales manager of ABC-TV; Leonard Kappor, executive vice-president of WTAE; Franklin C. Snyder, general manager of WTAE, and Bert Briller, director of sales development for ABC-TV.

Pittsburgh, the only major city which lacked at least three commercial TV stations, achieved full three-network programming on Sunday, Sept. 14, when WTAE began operations.

GKS Slates First National Sales Meet

Gross-Kraine-Sillerman, Inc., will hold its first national sales clinic here starting Wednesday, it was announced by Michael M. Sillerman, GKS president. Phillip N. Krause, GKS board chairman, is flying east to attend the conference.

The meeting will be devoted to outlining GKS sales plans for the next six months and presentation of a new sales plan for "Affliate Patrol," recently placed in syndication.

Among those attending will be the following: Gerry King, administrative vice-president; Mel Schub, vice-president in charge of sales; Robert Brahm, Robert Hill and Fred Frank, Jr., vice-presidents for the eastern central, western and southeastern divisions, respectively; Allen Hoodley and Robert Holt.

The clinic will conclude Monday, Nov. 10.

TV Academy Forms New Service Bureau

The New York Chapter of the Academy of Television Arts and Sciences has set up a public information and service bureau, for the purpose of providing authoritative speakers and consultants from all phases of television to schools, colleges, foundations and other organizations which have need of expert advice or information.

Hal Davis, vice-president of Grey Advertising, who suggested the formation of the speakers and consultants service, was named chairman of the new bureau by chapter president Robert F. Lewine.

Lewine also appointed Don Cash of NBC, Bertram Berman of CBS, Paul Tripp, producer and star of "On the Carousel," and puppeteer Bill Baird to serve with Davis. Other members will be announced shortly.

Will Meet Shortly

Davis said his group will meet in a few days to study where the needs lie for the services of their speakers and consultants, to determine the areas of television production and administration in which experts will be required, and to set up a screening process whereby the knowledge and ability to communicate will be established. After the bureau's personnel has been set, announcements will be sent to schools, colleges and other interested organizations, advising them of the availability of the Academy's services.

Sara Lee to Sponsor ABC 'Election Night'

Kitchens of Sara Lee, Inc., in its first network television buy, has signed to sponsor "Election Night 1958" on ABC Television, Tuesday, Nov. 4, 10 P.M., to conclusion, it was announced by Charles W. Lubin, president of Kitchens of Sara Lee, Inc., and William F. Mullen, vice-president in charge of sales for ABC Television.

ABC News chief John Daly will head a staff of 14 commentators for "Election Night." The group will be assembled from news reports across the United States. The election special will continue until control of both houses of Congress is determined.

At stake are 35 Senate seats, 432 House seats, and 32 governorships. Control center will be ABC's Studio 2 in New York.

Paul Henreid to Direct

Paul Henreid has been signed as one of the directors of "International Airport," a dramatic series of 39 half hour filmed programs starring Lee Bowman, a Haiman Brown production, authorized and distributed by United Artists Television, Inc., which is financing and distributing.
Charles Schlaifer, head of the advertising agency hearing his name, has been reelected to a fourth term as secretary-treasurer of the Joint Commission on Mental Illness and Health.

Seventh Berkowitz has resigned as salesman for United Artists film exchange here to become a partner in DeLuxe Theatre Premiums with Sam Goldstein. With UA for three years, Berkowitz formerly was with the Columbia exchange.

Jules Alberti, president of Endorsements, Inc., this week was presented the Meritons Award of 1958 by the Navy League of the United States for his assistance in raising a fund to build the Navy-Marine Corps Memorial Stadium at Annapolis.

Kenneth A. Hoagland, director of engineering for tube operations at Allen B. Du Mont Laboratories, Clifton, has been named head of color tube research and development. He has been succeeded in his former post by Albert E. Beckers.

**Sees Bright Future If Economies Are Made**

The industry should pay heed to current economic reports indicating a rise in prosperity and in available spending money during 1959, Roy Rowland declares in an article in the product merchandising section of this week's Motion Picture Herald.

The independent producer, quoting from a McCann-Erickson study indicating a continuing upswing of gross national income and funds available for personal spending, said, "It's now up to us, acting as a well-coordinated team, to see to it that film production is stepped up, both in quality and quantity, to meet the demand; and that the product itself is backed by the best efforts of all engaged in distribution, exhibition and exploitation."

**DeCrees Wage Demands**

Rowland said in the article that while the need for an increased number of quality pictures to meet this market is apparent, the need for economies in production is also apparent. In this connection, he said, "To my knowledge, productions have been crippled and sometimes prevented by the unreasoning and exorbitant wage demands of top-billed stars."

The producer also stressed the importance of new talent. Declaring that other industries learn early the validity of the farmer's credo that "seed money" is a basic budget item, he said the motion picture industry "has one extraordinary opportunity to get rich quickly" by which funds should be diverted—the development and exploitation of new star material.

**Canadian Film Board Producing 160 Films**

Special to THE DAILY

TORONTO, Oct. 30.—Canada's National Film Board, a government agency whose 1958-59 allocations come to $4,258,915 has 160 films in various stages of production right now. Eleven theatrical shorts are planned with the rest being non-theatrical. Last year the NFB produced 318 films, all shorts.

Considerably less than half of the NFB funds go into production, the bulk going for distribution and other costs.

**Interviews for LeRoy**

Motion picture editors of newspapers across the country are currently interviewing Mervyn LeRoy, producer-director of "Home Before Dark," by long distance telephone in connection with the Warner Bros. release. Cities included in the series of conference-call talks are: St. Louis, Detroit, Chicago, Pittsburgh, Montreal, Cleveland, Columbus, Dallas, Portland, Ore., Denver, Salt Lake City, Houston, Atlanta, San Francisco and Seattle.

**Refuse Plea to Ban 'Birth of a Nation'**

Special to THE DAILY

BALTIMORE, Oct. 30.—The Maryland Commission in Interparlial Problems in Race Relations has refused a plea today to ban showing of "The Birth of a Nation" at the Cameo Theatre here. Through its executive secretary, Samuel T. Dennis, the group urged the operator of the house not to show the picture, claiming it "places the Negro in an unfavorable light."

However, Robert B. Fischer, president of Artistic Film Inc., said the engagement would continue as scheduled.

**Had Been Banned**

Six years ago, the Maryland State Board of Motion Picture Censors banned the showing, saying it could "induce to riots and other crimes" because of the nature of some of its scenes and subtitles.

Explaining the lifting of the ban, C. Morton Goldstein, chairman of the censors board, said the law has been changed since 1955 and there are not now any legal grounds to forbid licensing or permit cuts.

**Dynamation**

(Continued from page 1)

do the gorgeous effects demonstrated in the trailer at the Columbia home office yesterday the producer combined an action, normal human action an trick-photography like that by other producers. The results are just as surprising as was the appearance of Mickey Mouse in color in 1935.

In the trailer a narrator with the real style of a radio announcer explains some of the curious scenes where Kathryn Grant shrugs to a figure about three and one-half inches high. It's done by moving the camera back slowly above a Cyclops, one-eyed monster, seems tremendous on the screen. He was made from foam rubber.

**Man vs. Skeleton**

In another sequence Korv Mathews fences with a skeleton. He blade goes through the skeleton while his bones are doing a living movement.

**Realism Strong**

Using figures and mixing the action with real humans is not new, but the addition of color makes it seem real as well as pictorially beautiful.

"Skeletons" will be screened for the trade in a few days and is due for Christmas release.

**Sam Miller, 64**

SAN JACINTO, Calif., Oct. 30.—Sam Miller, 64, veteran exhibitor who owned theatres in Rhineland, Wis., and Gladstone, Mich., died yesterday at his home here, where he had lived for the past 10 years. Death was attributed to heart disease, which he was first stricken five years ago. He is survived by his widow, Mrs. Mildred Miller.

**’Love Has Been Here**


**Cooper's Mother-in-Law**

SOUTHAMPTON, L. I., Oct. 30.—Mrs. Paul V. Shields, 67, mother of Mrs. Veronica Cooper, wife of Gary Cooper, died Tuesday night at her summer home here.
Adler Outlines Fox Program of 30 Top Films for '59; Looks Ahead to '60

Production plans of 20th Century-Fox for 1959, including a program of 30 major productions set for the year, were outlined by Buddy Adler, executive in charge of production, at executive meetings at the studio office here con- cluded on Fri- day. Adler also outlined plans for 1960 based on the company's library of pictures, it was announced. The studio, Adler said, will keep the studio in constant activity "on a scale previously unmatched in the company's production history." He predicted a sustained, orderly production program at the (Continued on page 3)

Daff's Plans Not Set; Will Vacation First

Alfred E. Daff, who resigned last week as executive vice-president and director of Universal Pictures, and as president of Universal International, the foreign distribution subsidiary, said on Friday his future plans still are undefined.

"The first thing I'll do is take a good vacation," Daff said. "I haven't (Continued on page 5)

Elephant-Lion Case heating for Nov. 12

From THE DAILY Variety

WASHINGTON, Nov. 2—Supreme Court argument in the so-called Eagle-Lion case is now scheduled for Wednesday, Nov. 12, court officials said.

Eagle-Lion is appealing a lower court decision dismissing its anti-trust suit against Loew's and RKO Theas- ters, charging a conspiracy to exclude films from first neighborhood run- ways in New York City. The case (Continued on page 4)

Television Today Page 5

Censorship of Ads Hit by Nicholson

By JAMES M. JERAULD

Now that the picture industry has reduced the impact of censorship the reformers are trying to introduce cens- sorship of advertising, according to James H. Nicholson, president of American International Pictures. Nicholson is the man who stirred excite- (Continued on page 4)
PERSONAL MENTION

JOSEPH H. HAZEN has arrived in Hollywood from New York for conferences with Hal B. Wallis.

GEORGE WELTMAN, Paramount Pictures vice-president in charge of world sales, arrived in Paris over the weekend from Rome.

SHANNON KRAMER, RKO Teleradio foreign sales manager, has returned from a series of sales meetings in Latin America and the Caribbean area.

DANIEL TAHABASH, screen writer, left New York for London on Saturday via B.O.A.C.

CALVIN C. LEEHER, supervisor of branch operations for Rank Film Distributors of America, will leave New York today for Minneapolis and Chicago.

RAYMOND NELSON, assistant to the chairman of the board of NTA, will leave here today for Washington.

ALEC GUINNESS returned to London from New York on Sunday via B.O.A.C.

HAROLD MINSKY, Eastern sales manager for International Telecenter Corp., will return to New York today from Milwaukee and Chicago.

LOCCY WALDHEINER, German producer represented at the San Francisco Film Festival, has arrived in the Golden Gate City from Germany by way of New York.

AARON SPELLING, writer-director, and his actress wife, CAROLYN JONES, are in Dallas from Hollywood.

PAT BOONE left here on Friday for London via B.O.A.C.

JAMES MACARTHUR was married yesterday in Sorebury, Pa., to actress JOYCE BULFANT.

D. A. DORAN, Paramount studio executive, returned to Hollywood at the weekend from New York.

No Paper Tomorrow

Motion Picture Daily will not be published tomorrow, Election Day, a legal holiday.

Conciliation Use Still Slight

(Continued from page 1)

full year was less than 50, but more put the number at "around 75."

Despite the modest use made of conciliation to date, there is no indication in evidence to terminate it. You can only depend on the system and the fact that it requires no formal machinery to maintain and entails no costs other than the time of those involved in the effort. It is obvious that in a situation where the parties are not willing to work together, the process must be utilized at the discretion of the parties.

The majority of exhibitors will be in favor of conciliation, but it seems to be that it really adds little or nothing to the time-honored system of talking out a grievance with a salesman or branch manager. Exhibitors are continuing to do this obviously, and this itself explains much of why the formal conciliation procedures are so few in number.

Appeal Factor Is Popular

The fact that an exhibitor with a grievance can come back with a second opinion for formal procedures in question if he is dissatisfied with his informal talks with salesman or branch manager, adds effectiveness to the first informal discussion of a problem’s executives point out.

The further fact that the aggrieved exhibitor can take his case to the distributor’s chief sales executive at the home office if he is not satisfied with the branch’s disposition of it, also opens up a search for a solution at the outset, they state. The pressure to reach an agreement is supplied both by branch manager and exhibitor by such circumstances as the time, trouble and money involved in a home office hearing; the branch’s unwillingness to confess inability to resolve its own customer’s complaint; the exhibitor’s disinclination to go over the head of the local manager with whom he will continue doing business, and other similar considerations.

Existence, as Such, Beneficial

Thus, it is felt that the very existence of a conciliation system acts to improve the effectiveness of normal buyer and seller attempts to work out disagreements on their own, and in doing so accounts for the relatively few unsettled disputes which become formal conciliation cases.

The conciliation procedure was an outgrowth of the industry arbitration agreement, as it was reached on conciliation and it was made effective as on Nov. 1, 1935. No mention is made of it.

J.D. Officials

(Continued from page 1)

Key City Bookings for ‘tom thumb’ Scheduled

Important key city bookings for MGM’s Christmas attraction, “tom thumb,” have already been set, John P. Byrne, MGM’s general sales manager, announced this week.

Included among the first bookings are Hippodrome, Baltimore; Orpheum, Denver; Brown’s Theatre, Louisville; Music Hall, Oklahoma City; Capitol, Salt Lake City; Warfield, San Francisco; Music Hall, Seattle; Majestic Theatre, Tulsa; Shea’s Theatre, Youngstown, plus 15 holiday bookings in New York and 100 holiday bookings in Los Angeles and its surrounding territory.

All for Pre-Yule Week

All of these bookings are set to open between the 17th and 31st of December and, of course, will include Christmas week. In addition, a large number of bookings have already been set in non-index city situations.

Music Hall Has Album

For Christmas Season

“Christmas Holidays at Radio City Music Hall,” a new recording package of songs from the album devoted to the famed showplace, is being currently released by RCA Victor Records. The new long-playing record, available in both monophonic and stereo, and versions, features the Radio City Music Hall Symphony Orchestra under the direction of Raymond Paige, Richard Liebert at the Grand Organ, and the Radio City Music Hall Choral Ensemble. The music includes the complete score of the famed holiday pageant, “The Nativity,” as well as carols and other music from the theatre’s Christmas shows.

‘Tables’ Paperback Set

A 22-country promotion carefully set up with distribution in conjunction with the Hecht-Hall-Caster production “Separate Tables,” it was announced by Roger H. Lewis, United Artists national director of advertising, publicity and exploitation. The paperback book is a novelization of the Terrence Watanag-John Guare screenplay of Rattigan’s Broadway and London stage hit of the same name.

Handy Releases ‘Look’

DETOIT, Nov. 2. – The Jin Handy Organization, film producer and distributor, will release “American Look,” a 20-minute featurette in Technicolor and Super-8 gauge, reviewing the careers of America’s designers to “the beauty and comfort of American living.” Picture is booked currently with “Torpedo Run” at the Oriental Theatre in Chicago.

Stewart Lauds Goldwyn

For Aid to the MPPC

HOLLYWOOD, Nov. 2. – Samuel Goldwyn, largest single contributor to the Motion Picture Permanent Charities, yesterday made his regular annual donation of $30,000 to industry’s fund organization. In a letter to James Stewart, MPPC campaign chairman, Goldwyn said:

"The motion picture industry can take great pride in the wonderful work that the Permanent Charities Committee has done over the years. I know of no industry whose members have given in greater numbers or more generously than our industry, and I am sure that the fine record of the past will be equaled and surpassed by this year’s campaign under your leadership."

Acknowledging Goldwyn’s gift, Stewart stated:

“You symbolize the whole spirit of Permanent Charities and I consider it a great honor to be connected with this organization of which you are so much a part. Permanent Charities has become a thing that the movie industry can be proud of and more, that the public is responsible for making it so. I am very grateful to you for your support, and we will do our best to maintain these, which are important key city bookings for MGM’s Christmas attraction, ‘tom thumb’ have already been set, John P. Byrne, MGM’s general sales manager, announced this week.

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THE BUCHANEEER

THE PICTURE FOR '59

The dramatic, romantic adventure!

CECIL B. DeMILLLE presents

YUL CLAIRE CHARLES BRYNNER BLOOM BOYER in BUCHANEEER

Produced by HENRY WILCOXON • Directed by ANTHONY QUINN • Screenplay by JESSE L. LASKY Jr. and BERENICE MOSK • A Paramount Picture

TECHNICOLOR®  VISTAVISION®
Nicholson Hits Ad Censoring

(Continued from page 1)

ment at the Theatre Owners of America Miami Beach convention by replying to Jerry Wald's strictures on advertising.

"This is a carnival business, no matter what the puritans say about it, and in the carnival business you have to put your most sensational foot forward," Nicholson said at a press conference at the Astor Hotel Friday.

"If your appeal is to teenagers, it has to be an emotional appeal," he added.

The company has a national selling organization, but does most of its distribution through states rights' operators.

Six years ago youngsters were interested in Davy Crockett, he stated, but now the atomic age has made them sophisticated.

"You can't scare them," he insisted. "They are amused even by the horror films. There is no self-indulgence with monsters in our horror films.

The company has distributed 22 films in 1958, he averred. When it started the average market ran to 2,500 accounts. Now it is 7,000, and in many small places, he declared, theatres would go out of business without his pictures.

In further defense of the company's advertising, Nicholson said that all but four of its pictures received "A" ratings from the Legion of Decency and all of them were given the Production Code seal both for the pictures and advertising.

20th-Fox Consolidating Houston, Dallas Offices

Twentieth-Century-Fox will consolidate its Houston and Dallas branches as of Dec. 1 it was announced on Friday by Alex Harrison, the film company's general sales manager. Headquarters of the single branch will now be located in Dallas.

The move Harrison stated, is in keeping with the company's continuing policy of streamlining distribution operations.

Adler Outlines

(Continued from page 1)

studio matching the release schedule for the new year.

Adler stressed the need for flexibility in meeting changing public taste and assured his colleagues of the studio's ability to meet these needs. He referred many times to the stockpile of best-selling books, prize-winning plays and stories which he has assembled at the studio and said the program will be supported by a major array of top performers and craftsmen who are in the process of being assembled.

Spoke with Top EXECUTIVE

The final meeting on Friday completed Adler's three-day stay during which he met with president Sprys P. Skouras, the board of directors, and company executives, W. C. Michel, Murray Silverstone, Joseph H. Moskowitz, Charles Einfeldt, Donald Henderson, Otto Kogel, Alex Harrison, Glenn Norris, Martin Moskowitz and Emanuel Silverstone.

Ferguson to Detroit

(Continued from page 1)

the purpose of Ferguson's Detroit visit.

Recent criticism of film and theatre newspaper advertising resulted in a meeting of Detroit exhibitors with officials of the Detroit News at which the showmen were informed the paper was contemplating censoring theatre ad copy submitted to it. No action of that kind has been taken by the paper since the meeting. On the other hand, the paper recently informed exhibitors it was planning to advertise in a new Sunday entertainment tabloid, which has met with considerable exhibitor approval and commendation.

William Schachtel

William Schachtel, father of Jack Schachtel, Allied Artists advertising business manager, died here Friday. He was 83 years old.

BUSY?

Then you appreciate

MOTION PICTURE DAILY's policy of

All the News that Is News . . .

Concise and to the Point

with jealous concern for its reputation of

JOURNALISTIC RESPONSIBILITY.

PEOPLE

Sir Alexander Boyne King, who operates some 40 theatres in Scotland and controls the bookings of 40 more was honored on his 70th birthday a luncheon tendered him in Glasgow by industry executives from his native land, from England and America.

King is a former president of the Cinematograph Exhibitors Associations of Great Britain and Ireland.

Archibald Van Beuren, publisher of the magazine "Cine" here has been elected chairman of the board. Mo Glankoff, president, will have the post of chief executive officer; vice-president and treasurer Edward Loeb has been named publisher, while W. T. Long has been elected to a vice-presidency.

Charles Simpson, vice-president of Capital Releasing Corp., Atlanta, has entered Piedmont Hospital there for surgery.

Ed Brauer, former branch manager for Republic Pictures in Atlanta, has been appointed special representative there for Hollywood Television Service, Inc. He succeeds John Forry, who is returning to the Coast with the same company.

Edward Collin, author and personal representative for Harold Robbins, Allied Artists producer, will work on the New York campaign for AA's "Never Love a Stranger."

Say Silent Film Shows Pull at Detroit House

Special to THE DAILY

DETROIT, Nov. 2.—The policy of using old silent pictures at the Capitol Playhouse here, is paying off, it is reported by Pierre LaMaire, managing director, who inaugurated the plan recently as an experiment, and who has disclosed that the "silents" will continue to be shown.

The films, produced 30 and 40 years ago, are obtained from collector's. They are uncut at the Playhouse to the accompaniment of twangy old piano records on the public address system.

"Cat" At $7,500,000

M-G-M's "Cat On A Hot Tin Roof" has rolled up a gross of over $7,500,000 at the box-office since its release for Labor Day, the company said at the weekend. There have been 275 engagements for a total of 800 weeks with the holdover weeks contributing the major share of the gross. Many engagements are into their eighth and ninth weeks with the State Theatre in Boston, the Fox Wilshire in Los Angeles and the Stanley Theatre in Baltimore, currently in their tenth week.

UDT Borrows Orpheus' Lyre

To Explain Scaffolding

Special to THE DAILY

DETROIT, Nov. 2.—United Detroit Theatres is rebuilding the marquee of the Madison Theatre here.

Friday the scaffolding went up. On each side there blossomed the following poetic brain-child of Marie Meyer, publicity director:

"Pardon our skeleton,
We're sorry it shows,
We wish we could dress it
In beautiful clothes.
But since we can't do it,
Please accept our regrets,
And watch our marquee
Become the brightest one yet."

Eagle-Lion Case

(Continued from page 1)

raises the question of the extent the Paramount Case judgment should be admitted in private anti-trust suits.

Court officials said that another appeal, involving the question of whether the Justice Department can bring an anti-trust suit against a station transfer approved by the Federal Communications Commission, might be reached late in the week of Nov. 17, but more likely would be reached in December. The case involves a Justice suit against RCA's acquisition of Philadelphia TV and radio stations.
**U. Directors**  
(Continued from page 1)

**IN OUR VIEW**

FELIX W. COSTE, vice-president and director of marketing for the fabulously successful Coca-Cola Company, last week addressed the annual convention of the National Association of Broadcasters in Washington under the general heading, “New Responsibilities for Broadcasting.” His remarks were of such clear-cut practical value as to merit repetition. In addition, they drew closely to a line we ourselves have often stressed.

He said: "Whereas that the phrase ‘public responsibility’ in his opinion has been much abused and mis-used by the broadcasting industry. It is time, he said, that the industry develop a new definition of the phrase, one more keyed to today’s needs. Changes in public attitudes, he insisted, must be watched, noted and acted upon. 'What do you think about me?' are three shows in terms of audience appreciation instead of audience ratings," Mr. Coste said.

He made the important and thought-provoking point that the industry has lost the interest of the average man. It is not of those opinion-makers, editors, preachers, top business men, bankers, who lastly shape a nation’s thinking, today and tomorrow. It is vital, Mr. Coste said, that long-established and powerful industries realize fully their responsibility begins first and foremost with the communities they serve. The point was made by the speaker that the station-break identification at the same time as the "nerve-krackers," the 10, 15 or 20-second spots, is bad timing from the local station viewpoint. Filling in on one long-held and good business, he told the group, and we heartily agree.

The matter of the donation of free time is another "public responsibility" calling for attention from Mr. Coste, who obviously had thought long and earnestly about television and its problems. With regard to that free time, he asked: "What does it mean to you?" Not those opinion-nourdlers who should know, he feels. And all too often he finds that the donation of time is considered to fully discharge the obligation. That is far from true. The broadcaster should go far deeper than that. He should make every effort to become really a part of the social cultura. He continued that there is a vast difference between producing a show for an educational institution and developing a show with one.

He cited the fact that the broadcasting industry of today is as much as it is, and must be, for that reason, has shown itself to be extremely susceptible to even the slightest pressures. But those pressures must be examined carefully as to their value to the community as a whole, and where there is merit, turned to mutual advantage.

There are in addition social and

**Television Today**

New, NTA Series Set On Mantovani Music

A new television series of half-hour music programs featuring the music of Mantovani and his orchestra plus outstanding guest stars has been acquired by National Telefilm Associates, Inc., for U.S. distribution, it was announced by Oliver A. Unger, NTA president. The series is being produced in England by Harry Allin Towers.

**Operetta Emphasized**

Some of the programs will be devoted to the music of such world-famous composers as Rodgers and Hammerstein, Irving Berlin, Sigmund Romberg, Rudolf Friml, Victor Herbert and Hoagy, Ross, Ross, Ross and foreign composers as well. The series is expected to be a hit with the general public, it was predicted by Mr. Unger.

**New Sales Division Announced by ITC**

Independent Television Corp. has formed a new division called Arrow Productions to be devoted to sales and programming counselling on rerun product. It was announced during the weekend by Walter Kingsley, ITC president.

Kingsley also announced the appointment of a veteran of the film sales and distribution field to head up the new division. Appointed as administrative manager of Arrow Productions is Alvin E. Unger. Unger has just joined ITC after having been with Ziv Television Programs for many years in several sales executive capacities.

**New trot with TPA**

Stanley Levey has been named sales manager of the new division. Levey has been with Television Programs of America for three years in a sales executive capacity and prior to that for many years was with Ziv Television Programs.

**ABC-TV Program Dept. Realigns Executives**

Realignment of ABC Television Network department executive was announced by Thomas W. Moore, vice-president in charge of programming and talent for ABC-TV. In the realignment, the following promotions, effective immediately, were announced:

John Green, manager of the ABC-TV program department, has been named network executive producer. Leonard Maskin, manager of ABC-TV production services, becomes administrative manager of the program department, a newly created post in the network.

**New Post for Kneeshaw**

John Kneeshaw, plant services supervisor, is appointed business manager of production services.

Moore also announced the appointment of Arthur Segal as plant services supervisor, successor to Kneeshaw.

**N.Y. TV Academy Unit To Honor Milton Berle**

Milton Berle has been chosen as the guest of honor at a dinner show to be presented by the New York Chapter of the Academy of Television Arts and Sciences in February or March 1959. In time-honored tradition, Berle will be "honored" by being subjected to the ribbing of a host of his fellow stars of TV, movies and the theatre. Maxine Sullivan will produce the spectacular show to be presented during the dinner.
RINGS THE BELL
FOR THE PERFECT NEW YEAR'S EVE
BOOKING... NOTHING CAN HOLD A CANDLE TO IT!

P.S. If you still don't know what picture we mean ask the man from... Columbia!
IRB Rules Ticket Tax Exemption Won't Apply To Advance Sales Before Jan. 1

The current admission tax applies to all theatre tickets sold in advance of Jan. 1 for performances after that date, according to John W. S. Littleton, director of the Tax Rulings Division of the Commissioner of Internal Revenue's office in Washington.

Details of the ruling were set forth in a letter from Littleton which Charles E. McCarthy, information director of COMPO, received here yesterday.

The letter states that the seller of a theatre ticket in advance of Jan. 1 for a performance after that date may return the cost of the ticket and also the amount of the tax collected, if he so desires.

Littleton's letter in full is as follows:

"This is in reply to your letter of Sept. 30, 1958, regarding application of admissions tax to advance sales of tickets made prior to Jan. 1, 1959, the effective date of amendments to Code section 4231(1) by Public Law 85-859, for performances during 1959 season. "Public Law 85-859, 85th Congress."

‘Quality Is All’

Hyman Sees No Shortage Of Product Difers with Recent Views; Points to Longer Runs

Expressing a view directly opposed to that of many other exhibitors, including several speakers who expressed the opinions of many in attendance at the recent Theatre Owners of America annual conventions at Miami Beach, Edward L. Hyman, American Broadcasting - Paramount Theatres vice-president, does not believe there is a product shortage.

In an interview with Mornon Picture Daily, Hyman said there always is a shortage of high quality, "(Continued on page 3)"

German Industry to Promote Films Here

By FLOYD STONE

With or without government money, German producers plan Film Weeks in this country's cities during 1959, a German industry leader said yesterday. They will be similar to those other national groups have run. They will have two, three, four, perhaps six pictures—the best from a run of about 120. They will feature stars, "(Continued on page 6)"

Pay-TV To Make Debut In Canada Next Fall

Special to THE DAILY
TORONTO, Nov. 4. — Pay TV makes its debut in Canada next fall at London, Ont.

Trans Canada Telemeter, subsidiary of Famous Players Canadian Corp., the company which holds the Telemeter franchise in Canada is headed by Eugene Fitzgerald.

A transmitting studio is to be set up in London's Crown Trust building with the transmission itself being handled by Bell Telephone Co. "(Continued on page 6)"

Movie Quiz Nights In Dallas Comeback

Special to THE DAILY
DALLAS, Nov. 4. — Movie theatre "quiz nights" will have a comeback at the scene of their origin, the Palace Theatre in downtown Dallas, famous for the original Dr. I.Q. show. On Nov. 10 the Wilbur Clark Presents Movie Quiz will flash on the Palace. "(Continued on page 6)"
TOA Readies

(Continued from page 1)

fight against pay-TV. Harling said yesterday that Cohn will attempt to arrange an appearance for him before the Harris Committee when it reconvenes on Monday to present TOA’s position on pay-TV.

In the meantime, Harling said, he is contacting the heads of other exhibitor organizations to advise them of the steps TOA has taken to enlist their support. The groups include Allied States Association, Independent Theatre Owners of America, and the Metropolitan Motion Picture Theatre Owners of America.

Of One Mind on ‘Threat’

At the TOA convention delegates went on record as reaffirming the conviction that pay-TV in any form is a “threat to the public interest.” Harling was authorized “to present before all appropriate governmental agencies the adverse effect of the public interest by any form of pay-TV... and undertake all necessary action to outlaw pay-TV.”

In a speech during the convention Harling, in answer to the Harris Committee earlier this fall persuaded the Federal Communications Commission not to authorize any pay-TV test over the air until Congress could legislate on this matter and that a month ago Harris indicated his committee would broaden the scope of its pay-TV investigation to include cable television as well as over-the-air legislation banning all forms not forthcoming. Harling indicated the TOA committee is prepared to have it drafted and stage a grass-roots national campaign to seek its acceptance.

No Stranger to TV Litigation

Cohn, who represented TOA in its television action and anti-pay-TV activity, is widely known for specialization in TV legislation and litigation.

Contest Will Promote Silent Film Policy

Special to THE DAILY

DETROIT, Nov. 4. — Pierre LaMarre, who recently inaugurated with great success a policy of showing old silent films at the Clawson Playhouse here, is planning a contest for further promotion. He will exhibit films from the silent film’s second floor over the next few weeks. Contestants will be asked to identify photos of the old-time stars and scenes from such classics as “Birth of a Nation.”

LaMarre’s success with the silent films has brought him letters from over 30 art theatres throughout the country with exhibitors inquiring how they can get in touch with collectors in order to book the old pictures.

ABC Vending Sales, Earnings At New High

ABC Vending Corp. set new highs for sales and earnings in its 11-year history for both the third quarter and the first 30 weeks ended Sept. 28, it is reported by Benjamin Sherman, chairman. Net income for the 13 weeks to Sept. 28 of $500,760, represented a 21 per cent increase over the third quarter of 1957.

Net Income Up 20%

Total operating revenues for the third quarter were $20,903,865, up 20 per cent over the same period in 1957. For the 30 weeks ended Sept. 28 net income after taxes was $1,480,000, 20 per cent over that for the same period last year.

Pre-Release Engagement Of ‘Lonelyhearts’ Set

Dore Schary’s “Lonelyhearts,” his initial independent production for United Artists release, has been set by UA to begin the release engagement at the Warners Beverly Theatre, Los Angeles, on Dec. 17 in order to qualify for Academy Award consideration. The film is slated for national release by UA early next year.

Await SEC Approval

Application has been made to the Securities and Exchange Commission for registration of the securities of Motion Picture Investors Inc. but the registration statement has not yet been made effective, it is announced by Spencer Fate, Brit & Brown, attorney for the company. In a report from the TOA convention Oct. 23 concerning the exhibitors investment company, sponsored by Howard E. Johnson, Motion Picture Daily inadvertedly indicated that SEC approval for the company had been issued.

Hayward, Wanger Tour

Susan Hayward, star, and Walter Wanger, producer of Figaro Inc. pictures, are reported to be on their world tour which began a coast-to-coast personal appearance tour next week on behalf of the United Artists release. Miss Hayward and Wanger arrive in Chicago on Nov. 9 and due in New York on Nov. 11, Boston and Washington also are on the itinerary.

Goldsmith, DCA Sign

CLEVELAND, Nov. 4. — Arthur Goldsmith, who recently organized Scaway Film Distributing Co. as an independent exchange to distribute films to northern Ohio, has acquired the area franchise for D.C.A. product. He was local D.C.A. branch manager until the company closed its office last spring.

Personal Mention


GEOFFREY MARTIN, director of advertising-publicity for Rank Film Distributors of America, left here yesterday for San Francisco.


OTTO BADIUS, Buena Vista auditor in Cleveland, has returned to his home there following hospitalization.

ROBERT WAGNER has returned to Hollywood from New York.

RUBE JACKER, Columbia Pictures general sales manager, became a grandfather for the second time on Saturday when his daughter, Mrs. Lindsay Schien, was born at Mt. Sinai Hospital here to her husband, Mrs. Leonard Kahn.

MARTIN DAVIS, assistant director of advertising-publicity for Paramount Pictures, left here for the Coast yesterday for a week of conferences with studio officials on new product and national campaign.

ARTHUR GREENBLATT, Allied Artists division manager, will leave here tomorrow for Memphis to head a sales meeting of the company’s southern division Saturday and Sunday. After that he will make a tour of the branch offices represented at the meeting and return to New York Nov. 21.

WILLIAM HESTON, of Capital Releasing Corp., Atlanta, has resigned his accounting department post there to leave the industry.

BARBARA SALZMAN, of Academy Film Service, Cleveland, will be married on March 22 to Arthur Weitzner, teacher and football coach at Byron Junior High School, Shaker Heights.

EVE CHATTERTON of the publicity department at Rank Film Distributors of America here was married last Saturday to Gene Michell of New York.

Change V.C. Meeting

Meeting of New York Variety Tout No. 35, originally scheduled for Nov. 13, has been changed to Nov. 18 to avoid a conflict with another industry event. The local tent will meet at the Hotel Astor.

IRB Tax Edict

(Continued from page 1)

amends section 4231(1) of the Internal Revenue Code, effective Jan. 1, 1959, to provide for an exclusion of the first $1,00 paid for admission to the show to be eligible to receive only the amount in excess of $1,000. With respect to season tickets, the taxable amount is that portion of the amount paid for a season ticket which is in excess of $1,00 multiplied by the number of admissions covered by the season ticket. This amendment is applicable only to amounts paid for admission after Dec. 31, 1958. The tax on admissions sold prior to Jan. 1, 1959 for performances on or after that date would be the rate of tax currently in effect. The fact that the performance for which the admission price is paid occurs after Dec. 31, 1958 is immaterial.

Provides for Refunds

“Persons having made advance sales of tickets prior to Jan. 1, 1959, for performances on and after that date may refuse such admission charges prior to the date of the performance to which they relate, if the admission was not issued to anyone making a refund of an admission charge upon which tax has been collected may retain the amount of tax so collected. Tickets issued in place of those referred to above, showing any changes in the established price of admission and the correct tax data under the new law, cannot be sold prior to Jan. 1, 1959.”

New Price Drop

HARTFORD, Nov. 4.—The first-run Bijou Theatre, Springfield, Mass., is lowering its prices from 30 cents to 25 cents, effective Monday. It will begin a coast-to-coast personal appearance tour next week on behalf of the United Artists release. Miss Hayward and Wanger arrive in Chicago on Nov. 9 and due in New York on Nov. 11, Boston and Washington also are on the itinerary.

GOLDSMITH, DCA SIGN

Cleveland, Nov. 4. — Arthur Goldsmith, who recently organized Scaway Film Distributing Co. as an independent exchange to distribute films to northern Ohio, has acquired the area franchise for D.C.A. product. He was local D.C.A. branch manager until the company closed its office last spring.

NEW YORK THEATRES

RADIO CITY MUSIC HALL

Rockefeller Center • C 41-6000

“CAT ON A HOT TIN ROOF”

ELIZABETH TAYLOR • PAUL Newman • BURL YESSER

MARTIN QUIGLEY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kazer, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stine, Photos Editor; Herbert H. Fischer, Advertising Manager; Greg H. Fandol, Production Manager; Shirley Craft, Circulation Manager; Charles L. Martin, Eastern Editors; Hollywood Bureau, Buren Yves, Yves Building, Samuel D. Berman, Manager; Telephone: Hollywood 7-2145; Washington, D. C., E. 10th St., New York, N. Y.; Chicago, Christian. Editor in Chief; Peter Barron, Eastern; William Pay, News Director; Correspondents in the principal capitals of the world. Motion Picture Daily is published every week Saturdays; Sundays and holidays, by Quigley Publishing Company, Inc., 1275 Sixth Avenue, Rockefeller Center, New York 20, Telephone Circle 7-1100. Cable address: "Quigfilm, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; then, J. Sullivan, Vice-President; then, J. Sullivan, Vice-President; then, J. Sullivan, Vice-President; then, J. Sullivan, Vice-President; then, J. Sullivan, Vice-President; then, J. Sullivan, Vice-President; then, J. Sullivan, Vice-President; then, J. Sullivan, Vice-President; then, J. Sullivan, Vice-President; then, J. Sullivan, Vice-
Marquee Inspections
Slate in Detroit

HYMAN SEEKS NO SHORTAGE

(Continued from page 1)

His profile consisted of a Mexican novel about a man who...
c'mon along to New Orleans

PAT BOONE
CHRISTINE
TOMMY SANDS
SHERIE
GARY CROSBY
FRED CHER
20th is with it for Thanksgiving! Get with 20th!
German Plans

(Continued from page 1)

directors, producers, and sales executives.

Speaking yesterday at the Warwick, where he served drinks and canapes to tradesmen and German film distributors, press writers and was assisted at times by Munio Podborner, German Export Union representative—Karl F. De Vogt, foreign sales manager for Bavaria-Filmkunst, said the Germans feel of course they should have a subsidy for such promotion. They should have a subsidy for pictures which would go well possibly everywhere. And if they wanted, they are accustomed to doing without.

Sees Similarity to U. S.

He declared Germany’s industry along resembles America’s. It had no support. No government interest. Not even an Eric Johnston. It is a risk industry, and the government, whose executives believe in free trade, re minded him of it.

“For the sort of job of promotion we have to do in the world, and speaking for the Export Union, we need support,” he said. Some day in November, four in Los Angeles, in Chicago, and so on—that’s expensive, more than we can pay for. But, we are going to go ahead.”

As for his own company, which itself makes about 12 pictures per year and for others about 20 or so, he commented, doesn’t want government money.

Seeks Tax Relief

What it does want is relief from a tax which amounts to four per cent and is imposed “five times,” on studio weekly, television, automobile, window, distributor—“and not one cent of which goes to our industry.”

De Vogt really is here, he said, to ascertain what kind of German picture can succeed. He has been talking this week to distributors and especially, he emphasized, to theatre owners. He heads now for the San Francisco Film Festival, to show “Taiga,” and to learn more, and to Hollywood, to start even more. He suspects he may find his answer there rather than here.

He cited a sort of case into point: “The Captain from Koepenick.” It did well at the 72nd Street Theatre, elsewhere he had, it is admitted, in difficulty. The critics liked it; and he was told New York critics are important.

Feels ‘German Flavor’ Vital

He believes so far, and unless a subsidy comes, Germans will have to use forms which keeps a “German flavor”—and the picture must have that and above all has a special style. It must not imitate French or Italians, he admonished. He reminded that historically, German films at one time had acceptable international style; films such as “Machchen in Uniform” and “Blue Angel.”

“Taiga” is “The Heroes,” from Shklovsky’s “Arms and the Man,” and starring Lilow Pulfer and O. W. Fischer, and “Black Lightning,” with singing

Lazarus, Youngstein

(Continued from page 1) service to the cause of community welfare and human rights.

Other industry leaders who will head the JDA campaign are Leslie R. Schwartz, chairman of the theatre division, with Arthur M. Rosen serving as his vice chairman. Members of the theatre division are Emanuel Frisch, Walter Rcade Jr. and Solomon O. Strausberg.

Chairman of the laboratories division is Saul Jaffe, serving on behalf of Cinema Loan Bin’i Bith in the amusement division’s campaign are Joseph B. Rosen, Borden president, and Martin Levine, JDA chairman of the broadcasting committee include Jack H. Levin, Harry K. Shapiro and Al W. Schwalberg.

Honorary chairman of the amusement division, previously announced, include Barney Babban, Harry Brandt and William J. German.

The industry campaign will help meet JDA’s national goal of $5,600,000 to be raised from better group relations, JDA is the fund-raising arm of the American Jewish Committee and the Anti-Defamation League of B’nai Bith.

Jules Stein Here

(Continued from page 1)

three-eighths of a point Monday vol-

ume continued high with approximately 16,000 shares changing hands. The stock closed at 18% on the day’s trading.

Financial sources were inclined to discount an alternate report that Decca was a possible merger partner for Studelbaker-Packard. The latter’s stock also was heavily traded and advanced fractionally on Monday.

Although there is no official confirmation of the price offered by MCA for the Universal studio, Wall Street sources mentioned a profit of $5,80 per share after capital gains. Universal has approximately 927,000 shares outstanding, of which more than 80 per cent are owned by Decca.

Admission Prices

(Continued from page 1)

the end of the third quarter were down to 135.7 per cent of the 1947-49 base period prices, compared with 136.7 per cent at the end of the second quarter and 139.7 per cent at the end of the first quarter. The first quarter figure was an all-time high.

Children’s admission prices dropped from 125.3 per cent of the base period at the end of June to 124.4 per cent at the end of September. This was still higher than the 126.0 per cent at the end of March.

The combined adult-child price in-

dex stood at 136.7 per cent at the end of the third quarter, down from 136 per cent at the end of June and the 137.8 record figure at the end of March.

star Toni Sailer—are candidates, he feels.

He also is here to seek customers for his studio, the biggest, he claims, in Europe, with eight sound stages and completely modern.

One Man’s TVviews

By Pinky Herman

G EORGE PUTNAM, who left N.Y. about nine years ago for the West Coast, is undoubtedly the top newscaster there, his KTTV (L.A.) programs coping citations and awards (including 2 Emmys.) Last month, while in Hollywood we caught several of his newscasts and this observer he MERELY has the staccato delivery of Walter Winchell the sincerity of John Charles Daly and the charm of Edward R. Murrow “Pathers.”

Putnam was the son of F.B.O., Demands Deluxes and ft always feel.

always feel.

With Milton Q. Ford enceasing the festivities, the Washington, D.C. Tent of the Variety Clubs will honor Jack Paar as “Personality of the Year,” Saturday, Nov. 22 at the Statler Hotel in the Capital. We’ve been hearing so many fine things about Milton Q.’s fine work aiding local and national fund-raising endeavors and spending many, many hours with local officialdom to help solve traffic, scholastic and other problems, we suggest someone there hand Milton an Award such as “Washington Personality of the Year.”

With a talented array of brains and beauty (a goodly portion of each possessed by a panel consisting of Julie Wilson, Gary Whitney, Harriet Van Horne and Peggy Cass) WNTA’s “Leaves It To The Girls” feneeced by Maggi McNellis, proved fruitful divertissement for your viewing reporter....

Fred Fiske ace deejay at WWDC introduced us to Jack Rowzie another WBBWChamp record spinner and we remarked about the resemblance between Jack and Bruce Elliot of WOR in N’Yawk "Nothing strange about that" said Rowzie, Bruce Elliot is my younger brother." (See, always speak well of people, you never know when you might meet his brother.)...Rowzie (the Continental) Cesana, has been signed for a featured role in the MGM Musical, "For the First Time," now being filmed in Capri and starring Mario Lanza and Sza Zsa Gabor. By way of passing, just chalk up one of his greatest programs ever. Ed CSullivan’s program last Sunday Night. So long as Smiling Ed continues to travel all over the globe seeking new talent and bringing them to his show, he’ll continue to maintain his position as America’s number ONE Talent Scout.

Movie Quiz

(Continued from page 1)

screen and at two neighborhood houses, the Inwood and Wilshire, all belonging to the Interstate Circuit.

The quiz is a multiple choice and true or false general information type test with the participants pulling off the tab choices included on their quiz cards.

The Palace will start off with a $1000 cash prize for the best answer on theatres $100. Only perfect score means a winner, with consolation prizes given runners-up. The Palace jackpot will increase $100 each week and the Wilshire and Inwood will add $50 if there is no perfect score winner.

Hollywood Shooting
32 Films This Week

FROM THE DAILY Bureau

Hollywood, Nov. 4. — Production continued at the same level this week with the start of two pictures and two completed, making a total of 32 pictures in production.

Started were: "The Mouse that Roared," Highlaand Productions (Co- produced with "The Horse Soldiers," M. G. M. -Backin-Mirisch Prod., De Luxe Color (United Artists)).

Completed were: "Justice Ends with a Gun," Morningside Prod., Color (Columbus); "The Sound and the Fury," Jerry Wald Prod., CinemaScope De Luxe Color (20th-Fox).
Seasonal
Partial Dec. Closings Voted By N. J. Allied

20 Per Cent on Weekend Basis Only to Christmas

More than 20 per cent of Allied Theatre Owners of New Jersey members have indicated they will close their theatres except on weekends during December, Sidney Stern, president, reported yesterday.

The theatres will remain open Fridays through Sundays, closing for the remaining four days, from Dec. 1 until Christmas Day.

Stern described the move as more of an individual than an organizational one, pointing out that each exhibitor must do what he thinks best for his own operation. If he owns his own

Plains Suburban Theatre For Albany, Phila.

ALBANY, Nov. 5. — Albany will be one of two cities where Neil Hellman will build suburban theatres next year. Philadelphia is the other.

He announced here that a 1,200 seat house, equipped with Todd-AO and escalators to the balcony, will be constructed in the spring on a five

Edict on Future AB-PT Production Delayed

No decision on resumption of production by American Broadcasting-Paramount Theatres is likely to be made for another several weeks, Sidney M. Markley, AB-PT vice-president, said yesterday.

Markley has been conferring for

Censorship 'No Monster But a Blessing in Disguise': Flick

ALBANY, N. Y., Nov. 5.—"There is no area in our national or community life more misunderstood than censorship; when you have a chance to understand what this alleged monster, censorship, is, you begin to appreciate that it is a blessing in disguise." Such was the declaration of Dr. Hugh M. Flick, former director of the State Education Department & Motion Picture Division and present executive assistant to State Education Commissioner James E. Allen, Jr., before the Albany Kiwanis Club at its weekly dinner. His 20-minute commentary, historical, philosophical and practical, was described by the toastmaster as "scholarly.

Observing that "censorship in a democracy is, in reality, a dirty word," and that "it is not unusual to associate the word with totalitarianism and thought control, and all the horrors of a totalitarian state," Flick added

See New Congress Highly 'Liberal'

Effect on Industry Measures Is Weighed Viewed As Favoring Stricter Anti-Trust Laws, Receptive to Outlawing Toll-TV

By J. A. OTTEN

WASHINGTON, Nov. 5.—The new highly "liberal" one, likely to look more aid to small business, and similar

Ferguson Finds Detroit Papers Co-Operative

All three Detroit newspapers are eager to give motion pictures maximum publicity and to cooperate in every other way possible, Robert Ferguson, Columbia Pictures advertising-publicity-exploitation director, reported yesterday on his return from

Bergman Resigns As 'Porgy' Press Executive

Maurice Bergman has resigned as executive coordinator for the special publicity organization formed by Columbia Pictures to work exclusively on Samuel Goldwyn's "Porgy and Bess." Columbia announced yesterday Bergman was appointed to the post in mid-September and established his

Fate of B-B Campaign May Be Decided Today

Whether there will be even a radio part of the industry business-building campaign may be decided at a meeting of the board of directors of the Motion Picture Association here today. The board will be asked, it is believed, to act on Theatre Owners of America's recent conviction request that the distribution companies approve

Para. Would Distribute French Films: Weltner

Special to THE DAILY

PARIS, Nov. 5.—Paramount Pictures is looking forward to more active collaboration with French film producers under a policy of obtaining international or area distribution of
Censorship

(Continued from page 1)

asserted that in a democratic society it is "really the giving of a certain amount of our personal freedom to the government for the protection of this same freedom."

He added, "Since 1784, we have been constantly giving a little more and a little more of our personal freedom to the collective group—the government—for our own safety, and the safety of the other."

The first censorship in this state, he said, was taken by the Children's Society against a theatre showing pictures of the Thow trial, alleged to be being seen by youngsters from six to 16.

Cites 1921 Opposition

Speaking of the state legislature's enactment of a film licensing law in 1921, he added, "This legalized motion picture industry used every trick it could to prevent passage."

Flick quoted, with approval, the statement of Governor Nathan L. Miller, in signing the bill, that it was "not censorship, because it contained standards to govern the commissioners and had a licensing system with a door for an appeal to the court."

"This is substantially the law of today," Flick added.

He pointed out the Motion Picture Division has a staff of six reviewers, selected by a commission examining and holding high qualifications. They consist of three men and three women; the three major factors are represented on the board, "through the natural selective process that came from competitive examinations."

Approximately 1,500 films are reviewed annually by the board, of which deletion, "about 10 per cent of which undergo deletion or are banned outright."

No Code Seal on 45 to 52 Per Cent

"You hear a great deal about the Motion Picture Association's Code of Approval," Flick commented. "This is a self-regulatory device to the industry to meet the pressures for control or regulation." The Code is one of four types of control, according to Flick. He reported "45 to 52 per cent of the films submitted to the Motion Picture Division do not have the Code seal."

Most of the states have "post-censorship, or police regulation," Flick stated.

He characterized Chief Judge Albert Connolly's opinion for the majority in the Court of Appeals' recent 4-3 decision upholding the state's censure statute, as stated in "Lady

Injunction Granted in John Paul Jones Case

Judge Sylvester Ryan of the United States District Court, Southern District of New York, has granted an injunction in favor of John Paul Jones Productions, Inc., against Barnett Glassman. The injunction restrains Glassman from acting or purporting to act as an agent or corporation here or in New York, or in any way with the corporate affairs of the company.

Glassman had been charged by John Paul, Inc., with on numerous occasions purporting to be an officer of the corporation and attempting to induce New York Film Company, although the corporation de- nials that he is a stockholder, director, or an officer.

Judge Ryan said, "The film is nearing completion and it is highly probable the irreparable harm apparent to be the likely result of Glassman's acts if unredressed. He held no stock in the first New York corporation (none was ever issued), has no record of stock or office in plaintiff."

Glassman attacked the jurisdiction of the court and the court reserved that issue for hearing on Dec. 1.

Hiller, Kilbride Selling Their Detroit Theatres

Special to THE DAILY

DETROIT, Nov. 3—Veteran exhibitors Kilbride & Hiller are liquidating their theatres in the area. The Globe has been sold to Leslie Moore, and the Beverly and Dawn are in stages of negotiation for their disposal.

The new Globe owner, in association with his son Robert Moore, is new to theatre business. Hitherto they have been identified as real estate operators who also manage fleets of taxicabs for owners. Present plans are to feel their way along, with the Globe booked and bought by Lon Mitchell Theatre Service, and Wally Coulon, present manager, continuing under the Moore banner.

Closing Cancelled

PHILADELPHIA, Nov. 5.—After announcing the closing, A. M. Ellis Theatres decided to keep its Dixie open. The local neighborhood house will continue operations with a new policy calling for adult films only.

Chatterley's Lover," the "finest single statement on the state's type of regulation ever written." He believed it was composed "with the idea the case would go to the U.S. Supreme Court for final adjudication" expected soon. Flick was particularly criticized of "crime and horror" in motion pictures and comic books.

S. F. Premiere Tonight

For "Tarawa Beachhead"

Special to THE DAILY

SAN FRANCISCO, Nov. 5—"Tarawa Beachhead," Morningside production being released by Columbia, we have a gala world premiere here tomorrow night keyed to the 15th anniversary of the Marines' heroic island invasion.

The opening at the Paramount Theatre will be attended by the star of the film, Kerwin Mathews and Julius Adams, local dignitaries, Marine veterans of the Marine Corps League as Second Marine Division Assiciate and their families.

Dover Drive-In Test Successful: Reade

The Dover Drive-In, located in the Dover Shopping Center, Dover, N. J. has announced its successful operation and will close for the winter season after the performance on Saturday evening, it was announced by Walter Reade, Jr., president of Walter Reade, Inc. operators. The drive-in will reopen in the spring.

The Dover, built above ground level, utilizes the new WISP wire sound speaker system which eliminates the conventional speaker post on the deck of the theatre. This enables the theatre deck to be utilized as a parking area for shoppers during daylight hours.

Dec. Closings (Continued from page 1)

theatre, or has a small staff that can be requested to take vacation time during December, the decisions for the most part are being made to close during the week, Stern said.

Where the operation is on less than fixed rent to be met, or when larger stops with specified vacation periods are involved, the economics of such situations do not permit closings, as losses would be considerable. However, as a matter of industry custom, one exhibitor plans to close for the three days—Monday, Tuesday an Wednesday—before Christmas. A plan to return to normal, full-time operations in 1939.

The part-time shutdowns were attributed by Jersey Allied to scarcity of strong attractions available to the theatres to offset the seasonal slump.
Election Effect Is Weighed

Mark Ostrer Dies

Goumain Director

U' Board Again Onits Preferred Dividend

B-B Campaign

Para. Would Distribute

Durwoods Take Victoria For Kansas City 1st Run
Make Those Yuletide Bells Ring
At Your Boxoffice With
FUN'S NO.1 BOY!

PARAMOUNT PRESENTS

JERRY LEWIS

The Geisha Boy

Co-starring MARIE MCDONALD
Sessue Hayakawa

Produced by JERRY LEWIS
Directed by FRANK TASHLIN
Screen Story and Screenplay by FRANK TASHLIN
Associate Producer ERNEST D. GLUCKSMAN
make your holidays merry and book Jerry!

SOMETHING FOR THE BOYS—
and boy ain't that something!

It's his biggest! It's his funniest! It's his boxoffice money-est!

AND IT'S ALL FOR LAUGHS—
Jerry in Japan—oh, man!
Zimbalist Dies
(Continued from page 1)
plans for "Ben-Hur" since 1953 and started actual production here last May. His other credits for M-G-M include such top films as "Quo Vadis," "King Solomon's Mines," "Mogambo," "Boom Town," and "Thirty Seconds Over Tokyo." Zimbalist entered the film industry while still in his early teens and, except for a brief period when he worked in the legitimate theatre, has never left it. He went to work for M-G-M in 1935 as assistant cutter, later being promoted to film editor. During his years as one of the company's top cutters, he cut the first picture of sound film made by M-G-M, ("Alias Jimmy Valentine") and he served as editor on the first "Broadway Melody." In 1929, he became assistant to producer Hunt Stromberg, becoming a full producer himself in 1937. He is survived by his wife Mary Taylor, a non-professional, whom he married in 1932.

Ferguson Lauds Papers
(Continued from page 1)
Detroit where he visited managing editors of the News, Times and Free Press. "I was overwhelmed with offers of cooperation," Ferguson said. "The Detroit papers want film material and will use it. As a result of the talks, I am trying to work out a plan to give them usable material two to three weeks in advance, instead of one week, as is customary now. The earlier cooperation would help, particularly where copy for use in weekend editions is concerned." Ferguson made the visits solely in his capacity as a Columbia executive, not on behalf of the industry advertising and publicity committee which has been studying criticism of film advertising and moves by some newspapers, the Detroit News among them, looking to the censorship of ads deemed objectionable.

Bergman Resigns
(Continued from page 1)
headquarters at the Goldwyn studio there. He returned to New York from the Coast early this week. Paul Lazars, Jr., Columbia vice-president, and Jonas Rosenfield, executive assistant to Lazars, are expected to name a successor to Bergman within the next week. Lazars left for the Coast on Tuesday and Rosenfield leaves tomorrow night.

Edict on AB-PT
(Continued from page 1)
the past 10 days with Irving H. Levin, president of AB-PT Pictures, and Harry L. Mandell, president, on future production plans and policy. With the conferences nearing a close, Markley said it will be some time after Levin's and Mandell's return to the Coast before a decision is reached.

Gov't Trying to Settle Interhandel-G.A.F. Row
From THE DAILY BUREAU
WASHINGTON, Nov. 5. — The government has been quietly attempting to negotiate an out-of-court settlement of its fight to dispose of its interest in General Aniline and Film Corp. Negotiations have apparently been going on with Interhandel, a Swiss holding company which claims to own the stock of the company during World War I, and which so far has successfully sought to bar government disposal of the stock. The negotiations apparently have concerned a possible compromise to give Interhandel either a chunk of the proceeds from government sale of the General Aniline stock or actually a part of some of the stock. The negotiations came to light when representatives of the German I. G. Farben interested filed suit in district court here to block any such negotiations. Interhandel, a Farben group claims it owns the stock. It offered to give up its claim to the stock itself, but reserved the right to seek payment later under any future Congressional action to redivide it in vested property to former German owners. The new suit and the disclosure of the negotiations seemed to have made the Justice Department more reluctant to settle with the out-of-court settlement with Interhandel.

Plans Suburban Houses
(Continued from page 1)
acre site adjoining his Thruway Motel and opposite the State Capitol. The State of New York has erected several large buildings there, and plans others. The location is within the city limits and only 10 minutes from Schenectady, by the State Thruway. Plans are for the presentation of road show pictures, first-runs and special shows. In addition, a convention center and auditorium will be built, with the hotel architect, will design the house. Parking facilities will be provided for 500 cars.

Cost is expected to be around $500,000; the house to be in readiness for operation by Labor Day.

Hillman will also build a 1,400 -acre suburban theatre on a 9½ -acre site in Philadelphia, where he now operates the Lincoln and Andalusia drive-ins. Cost of that project is estimated at $750,000. This includes parking for 500 cars.

Clips Against Turkey
(Continued from page 1)
now in existence against Turkey. This Turkish last year suspended international exchanges. And at the moment some 80 U.S. companies in a wide range of industries are owed about $39,000,000 of back payments from sales in Turkey. In addition, some $82,000,000 of future payments are involved.

There was no indication of how much this sum involves motion picture companies.

Film companies have been distributing films in Turkey under the government's information media guarantee program, which does guarantee convertibility of film earnings. Thus U.S. film companies are not necessarily being hurt too much by the embargo of Commerce. Harry Keams has invited firms owed money by Turkey to the Friday meeting to discuss what action, if any, should be taken at this time.

Television Today
Writers Guild Sets New Rates with Screen Gems

The Writers Guild of America anthology series for TV, three years in planning, with scripts by some of the best known names in radio and TV worlds, is headed for 1959 presentation. It will be produced by Screen Gems, Inc., TV subsidiary of Columbia Pictures, according to an announcement by Irving Briskin, administrative head of the studio, and Leonard Freeman, chairman of the Guild's TV show committee.

A budget of $2,000,000 has been earmarked for the first series of 30 half-hour dramas. The deal was reached after a number of conferences held during the past six months between Briskin, Gordon Stalberg and Art Frankel, representing Screen Gems, and Freeman, WGA-West executive director Michael Franklin, and its counsel, Melville B. Nimmer, for the Guild.

Executive producer of the WGA series will be Harry Ackerman, vice-president in charge of production for Screen Gems, while the actual producer for each segment will be designated by the Guild from a list of producers to be supplied to it by Screen Gems.

'Temple Storybook' Every Third Monday


By PETER BURNUP
LONDON, Nov. 3 (By Air Mail).—The Independent Television Authority, the body administering commercial TV here, discloses in its annual report that its operating income received from the programme contractors was £2.25 million ($6,384,000) in the year to March 31, 1958, compared with £1.7 million ($4,760,000) in the previous 12 months. An eventual rise to £4 million ($11,200,000) is expected when the Authority's first service is in full operation.

The amounts which the contractors pay to I.T.A. have twice been increased since the start of the service. Because of a link in the contracts between the Government's retail price index and station rentals, two advances of 5 per cent have been imposed; one in April, 1956, and a second in October, 1957.

This link means an automatic rise or fall in rentals of 5 per cent every time the retail index changes by 5 per cent. But a third rise is not imminent; Assistant Secretary of the past year the index has gone up only one point.

Outstanding Commitments Large
A revenue surplus of $814,820 was achieved, but the report points out that outstanding commitments, for which no provision has been made in the accounts, are just over $1 million.

The Authority is hoping that the capital spending restrictions, which still prevent it proceeding with plans beyond its present station, will be lifted in 1959 by an increase in permitted hours, and the introduction of a third service are among the Authority's aims.

On the question of a third programme, Sir Robert Fraser, I.T.A.'s director-general, told his questions at an ensuing press conference that "to assume that two television services are all the public needs for ever and ever is absolutely primitive."

Nielsen Joins NTA
Norman Nielsen has been named prairie division sales manager for NTA Pictures Inc., H. H. Greenblatt, general sales manager, announced.

Nielsen will make his headquarters in Omaha, Neb. He will supervise the distribution of NTA theatrical product in the Kansas City, St. Louis, Des Moines, and Omaha territories. Nielsen was formerly branch manager for BKO Pictures in Omaha.
Skouras Calls National Exhibitor Conference Here

Sponsors Move to Seek United Exhibitor Front on Action on Problems; Later Meeting with Company Heads Possible

Exhibitors Pay Tribute To Skouras Dec. 12

Spyros P. Skouras, president of 20th Century-Fox, will be honored by exhibitors throughout the U.S. and Canada for his "constant efforts on the industry's behalf" on Friday, Dec. 12, it was announced here yesterday. The industry film company is expected to show a Fox feature or short subject than on any single day in the company's history, including holidays, it was stated. At the same time the company announced that it will celebrate its annual Anniversary Week from Nov. 23 through 29. Indications are that November and December will thus develop into Fox's outstanding months.

Ad-Pub Committee Reorganizes Operation; Names 4 Coordinators

The advertising and publicity directors of the Motion Picture Association have reorganized its operational procedures, appointing four coordinators each of which will be responsible for a different phase of the committee's activities. Approval of the plan, which was developed by Charles F. Simonelli, chairmain of the advertising-publicity group, was made at a meeting of the committee here yesterday.

Named as advertising coordinator was Si Seidler of M.G.M.; publicity coordinator, Meyer Hutter; Warner Bros.; exploitation coordinator, Redney Bush; 20th Century-Fox; and television and radio coordinator, Robert Ferguson, Columbia. Staffs of each will be selected from the advertising, publicity and exploitation personnel of the companies represented.

Aim of the reorganization plan, it was stated, is "to meet the growing complexities of the committee's day to day operations occasioned by the increasing pressures and problems faced by the industry."

Each coordinator and his staff will have channeled to them the specific problems relating to their activity but with the full committee retaining responsibility for policy making. The coordinators will also work with the newly designated MPA advisory committee consisting of Ralph Heizel, Kenneth Clark, Sid Blumentock, Taylor Mills and Charles McCarthy.

Rank to Release Film On Papal Coronation

"The Coronation of Pope John XXIII," a two-reel "featurette" produced by the Rank Organization in wide-screen and color, will be released here within the next 10 days by Rank Film Distributors of America.

Picture was filmed by Rank Organization camera crews during the Papal ceremonies in Vatican City on Nov. 4. It contains highlights of the events and processions attending the coronation ceremonies.
No Decision on Radio B-B

(Continued from page 1)

posed by the recent Theatre Owners of America national convention at Miami Beach, TOA voted to make up the exhibitor deficit, up to a maximum of $3,000, if the distributors would match exhibitor contributions and agree to a start of the radio campaign around the year-end holidays.

The MIPA board expressed great disappointment that the full amount of the exhibitor share of financing the $3,200,000 program was not forthcoming, especially in view of the fact that production and distribution are providing full financing of the $750,000 1938 Academy Awards telecast.

Differences of Opinion Exist

It is known that distributor opinion is surprisingly divided as to the advisability of scrapping all but the radio phase of the program.

Montague also reported on COMPO, of which he is distribution's trimmest, and he cited the result that the board deemed it advisable to continue its support of COMPO, which entitles member companies matching exhibitor dues payments to COMPO during each yearly period.

However, the board urged that a definite plan for COMPO's future operation be developed. Directors expressed enthusiastic tributes for the fine work of COMPO under Robert W. Coyne's direction.

The board issued an appeal by Warner Bros, from an MPA arbiter's decision denying it the right to use the title, "The F.B.I. Story," because of a conflict in Paramount Pictures Inc.'s copyrighted feature title, "The FBI Story," and ruled that, in the circumstances, and particularly in view that Warners has approval of the Federal Bureau of Investigation to use the title "The F.B.I. Story," registered by it, Warners be permitted use of such title for its picture now in production.

Harold Barden represented Warners and Ingo Preminger, Gramercy Pictures.

UA to Release Three
'Want to Live' Records

United Artists Records has released a stereo and monaural LP album and a single in competition with the UA film's "I Want to Live!" Both LP's are from the sound track of the film produced by Walter Wagner for Figaro, Inc.

Billie Holiday and Count Basie have platters been put for a big-budget music cross plug promotion in conjunction with regional premiers on the film "I Want to Live!" National ads for the UA release will feature the LP's and singles cut for the records. Special theatre lobby displays will highlight the LP's and single and music store display pieces will employ key art from the film.

Reich to AIP

(Continued from page 1)

was announced today by James H. Nicholson and Samuel Z. Arkoff, AIP president and vice-president, respectively.

The production of Reich by AIP follows the recent announcement that the company will handle its own foreign distribution in the future. The move was made to capitalize on the strength of United Artists product abroad, where the market is wide open for action-type pictures.

Offices in Europe, Far East

Reich, currently in the East discussing South American distribution with Paramount, which has handled AIP features in that area, will open offices in Paris and Hong Kong for AIP following his return to the AIP home office here.

Three-Part Trailer

(Continued from page 1)

again approaching the table and placing a book. As shown to the trade press yesterday, this section faded into newscast shots of "The Last Hurrah" openings in Boston and New York.

The third part—231 feet—followed the feature. Miss Novak advanced, changed into a different costume, and placed a candle on the table. This section had scenes from the picture and gave the title for the first time. The last two sections had no titles; the third had a full musical background, with titles, sound and selling copy.

The three parts are to be shipped by the London-Paris office, the scene to which exhibitors can fit them into their programs.
ONCE AGAIN...

UA WILL DELIVER

THE BIG ONES!

Remember this ad?

...This is what we promised—and delivered—\n\nin '58

-AND FOR '59-
<table>
<thead>
<tr>
<th>JANUARY - FEBRUARY - MARCH</th>
<th>APRIL - MAY - JUNE</th>
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<tr>
<td><strong>PORK CHOP HILL</strong>&lt;br&gt;Starring Gregory Peck · Directed by Lewis Milestone· Produced by Sy Bartlett · A Melville Production</td>
<td><strong>TEN SECONDS TO HELL</strong>&lt;br&gt;Starring Jeff Chandler · Jack Palance · Martine Carol· Directed by Robert Aldrich · Produced by Michael Carreras· A Hammer Films-Seven Arts International Production</td>
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<tr>
<td><strong>ANNA LUCASTA</strong>&lt;br&gt;Starring Eartha Kitt · Sammy Davis, Jr.· Directed by Arnold Laven · Produced by Sidney Harmon· A Longridge Enterprises, Inc. Production· Based on Philip Yordan's Broadway hit.</td>
<td><strong>THE MAN IN THE NET</strong>&lt;br&gt;Starring Alan Ladd · Carolyn Jones · Dianne Brewster· Directed by Michael Curtiz · Produced by Walter M. Mirisch· A Mirisch-Jaguar Production</td>
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<td><strong>LONELYHEARTS</strong>&lt;br&gt;Starring Montgomery Clift · Robert Ryan · Myrna Loy· Dolores Hart · Maureen Stapleton· Directed by Vincent J. Donehue · Produced by Dore Schary· A Schary Production</td>
<td><strong>SOME LIKE IT HOT</strong>&lt;br&gt;Starring Marilyn Monroe · Tony Curtis · Jack Lemmon· Directed by Billy Wilder · A Billy Wilder Production· A Mirisch Co. Presentation · An Ashton Picture</td>
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<td><strong>ESCORT WEST</strong>&lt;br&gt;CinemaScope · Starring Victor Mature· Directed by Francis D. Lyon· Produced by Robert E. Morrison and Nate H. Edwards· A Romina Production</td>
<td><strong>CRY TOUGH</strong>&lt;br&gt;Starring John Saxon · Linda Cristal · Directed by Paul Stanley· Produced by Harry Kleiner · A Hecht-Hill-Lancaster Production</td>
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<td><strong>THE RABBIT TRAP</strong>&lt;br&gt;Starring Ernest Borgnine · Directed by Philip Leacock· Produced by Harry Kleiner· A Hecht-Hill-Lancaster Production</td>
<td><strong>THE DEVIL'S DISCIPLE</strong>&lt;br&gt;Starring Burt Lancaster · Kirk Douglas · Sir Laurence Olivier· George Bernard Shaw's world-famous play· Directed by Guy Hamilton · Produced by Harold Hecht· A Hecht-Hill-Lancaster and Bryna Presentation</td>
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<td><strong>THE LAST MILE</strong>&lt;br&gt;Starring Mickey Rooney · Directed by Howard W. Koch· Produced by Max J. Rosenberg and Milton Subotsky· A Vanguard Production</td>
<td><strong>TIMBUKTU</strong>&lt;br&gt;Widescreen · Starring Victor Mature · Yvonne De Carlo· Directed by Jacques Tourneur· An Imperial Pictures, Inc. Presentation</td>
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<td><strong>THE NAKED MAJA</strong>&lt;br&gt;Technirama · Technicolor · Starring Ava Gardner· Anthony Franciosa · Directed by Henry Koster· Produced by Goffredo Lombardo · A Titanus Films Production</td>
<td><strong>ALIAS JESSE JAMES</strong>&lt;br&gt;De Luxe Color · Starring Bob Hope · Rhonda Fleming · Wendell Corey· Directed by Norman Z. McLeod · Produced by Bob Hope· A Hope Enterprises, Inc. Production</td>
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RATATION OF TOP-QUALITY PRODUCT OF THE INDUSTRY!

A minimum of 7 top productions per quarter! Balanced for your year 'round exhibition needs!

<table>
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<th>JULY - AUGUST - SEPTEMBER</th>
<th>OCTOBER - NOVEMBER - DECEMBER</th>
</tr>
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**SHAKE HANDS WITH THE DEVIL**
Starring James Cagney - Don Murray - Dana Wynter
Glynis Johns - Produced and Directed by Michael Anderson
Executive Producers George Glass and Walter Seltzer
A Troy Films Prod. in Association with Pennebaker Inc.

**THE HORSE SOLDIERS**
De Luxe Color - Widescreen - Starring John Wayne
William Holden - Directed by John Ford
Produced by John Lee Mahin and Martin Rakin
A Mirisch Company and Batjac Production

**CAST A LONG SHADOW**
Color - Starring Audie Murphy - Prod. by Walter M. Mirisch
A Mirisch Company Production

**THE WOMAN AND THE PUPPET**
Starring Brigitte Bardot - Directed by Julien Duvivier
Produced by Gray Film S. A. and Pathe Cinema S. A.

**THE SUMMER OF THE 17th DOLL**
Starring Ernest Borgnine - Anne Baxter - John Mills
Angela Lansbury - Produced and Directed by Leslie Norman
A Hecht-Hill-Lancaster Production

**THE WONDERFUL COUNTRY**
Technicolor - Widescreen - Starring Robert Mitchum
Julie London - Gary Merrill - Jack Oakie
Directed by Robert Parrish - Produced by Chester Erskine
An MPL Production

**DAY OF THE OUTLAW**
Starring Robert Ryan - Burl Ives
Directed by Andre De Toth - Produced by Sidney Harmon
A Security Pictures Presentation

**THE UNFORGIVEN**
Color - Starring Burt Lancaster - Richard Burton
Directed by John Huston - Produced by James Hill
A Hecht-Hill-Lancaster Production

**A HOLE IN THE HEAD**
Eastman Color - CinemaScope - Starring Frank Sinatra
Edward G. Robinson - Eleanor Parker - Carolyn Jones
Thelma Ritter - Keenan Wynn
Produced and Directed by Frank Capra
A Sincap Production - From the Broadway hit play

**SOLOMON AND SHEBA**
Technirama - Technicolor - Starring Tyrone Power
Gina Lollobrigida - George Sanders - Marisa Pavan
Directed by King Vidor - Produced by Ted Richmond
An Edward Small Presentation

**ANNIVERSARY WALTZ**
Starring David Niven - Mitzi Gaynor
Produced by Joseph Fields - A Joseph Fields Production
Based on the Broadway smash play

**ODDS AGAINST TOMORROW**
Starring Harry Belafonte - A Harbel Inc. Production

**ORPHEUS DESCENDING**
Starring Anna Magnani - Anthony Franciosa
Directed by Sidney Lumet
Produced by Martin Jurow and Richard A. Shepherd
A Jurow-Shepherd Production - Based on
Pulitzer-Prize-Winner Tennessee Williams' stage success

**ON THE BEACH**
Starring Gregory Peck - Ava Gardner - Fred Astaire
Anthony Perkins - Produced and Directed by Stanley Kramer
A Stanley Kramer Production
Based on Nevil Shute's best-seller

AROUND THE WORLD IN 80 DAYS", too!
AND FOR ’60...

UA WILL DELIVER A MINIMUM OF 30 TOP-QUALITY RELEASES...
including:

Shooting starts in April, ’59
TWO FOR THE SEESAW  Starring Elizabeth Taylor

Shooting starts in May, ’59
ONE AGAINST THE WORLD  Starring Tyrone Power

Shooting starts in June, ’59
THE WAY WEST  Starring James Stewart · Kirk Douglas · Burt Lancaster

Shooting starts in June, ’59
A TERRIBLE BEAUTY  Starring Robert Mitchum

Shooting starts in July, ’59
MY SISTER AND I  Starring Audrey Hepburn

Shooting starts in July, ’59
THE ADMIRAL HALSEY STORY  Starring James Cagney

Shooting starts in September, ’59
INHERIT THE WIND  Starring Spencer Tracy

Shooting starts in September, ’59
THE ALAMO  Starring John Wayne

Shooting starts in November, ’59
KIMBERLEY  Starring Burt Lancaster

Shooting starts in December, ’59
THE GLADIATORS  Starring Yul Brynner

The balance of UA’s 1960 program will come out of more than 75 projects in active preparation—properties such as WEST SIDE STORY, BY LOVE POSSESSED, THE SERGEANT, EXODUS, ROAR LIKE A DOVE, THE CIRCUS STORY, INVITATION TO A GUNFIGHTER

LOOK FORWARD TO THE BIGGEST LINEUP OF BLOCKBUSTERS EVER
Skouras Calls Exhibitor Meet

(Continued from page 1)

setting at which leaders of distribution and production would meet jointly with exhibitor representatives to work out a constructive program for the betterment of mem-
mbers of the several branches of the industry and for the survival and prosperity of the industry itself.

As Skouras’s letter of invitation to exhibitors stated, the initial meeting at Friday may well decide "whether industry will live and prosper, or in a few days, may die.

Outcome of Convention Talks

The scheduling of the exhibitor conference is a result of talks made by Skouras at the recent annual conventions of Allied States in Chicago and Theatre Owners of America in Miami Beach.

In both instances Skouras reviewed current, major problems confronting production, exhibition and distribution departments, and urged a number of actions which, in his opinion, could help solve the problems and improve the position of the entire industry.

The Allied convention, after hearing Skouras, adopted a resolution calling upon him to use his good offices to convene a meeting of representatives of industry organizations and branches with production-distribution company presidents to discuss the industry’s current difficulties and en-

Suggestions Well Received

Skouras was similarly urged by a TOA member and other ex-
bhibitors to discover means of follow-

up on the suggestions he had made for industry betterment. The

for Friday’s meeting resulted.

If exhibitors at that meeting are able to agree on an agenda and other procedures, arrangements for a sub-

sequent meeting with distributors and exhibitors will be arranged, according to Alex Harrison, general sales manager.

As of last Saturday, 10,441 theatres had booked a Fox feature for An-

niversary Week, having transferred to the evening program. This compares with 9,934 last year.

The personal tribute to Skouras will be on the day annually observed as St. Simeon’s Day by the Hellenic Eastern Orthodox Church. The 20th-Fox head was named after that saint.

Pictures booked for the Anniversary Week include "Martin Gage," now set in 200 first-run theatres; "In Love and War," with 382 engagements slated; and "The Barbarian and the Geisha," scheduled in 517 situations.

‘Ones’ Saturation

CHICAGO, Nov. 6—Stanley Kramer’s "The Defiant Ones" opened this week at 58 neighborhood and drive-in theatres in this area. It is the biggest suburban saturation for any feature of the past few years in this vicinity, according to Balaban and Katz Circuit chiefs.

Trans-Lux TV Plans

$50,000 Ad Campaign

Trans-Lux Television Corp. will allo-
cate upwards of $50,000 to a mass-
ive advertising campaign designed to acquaint national advertisers and TV networks with its new "The Cat" color cartoon series, it was an-

ounced by Richard Carlton, vice-

president. The campaign will be handled by the Jules Ponzi-Fox Coe for a late November saturation of trade and metropolitan daily newspapers.

To Stress ‘Pioneer’ Angle

Dominant ad theme directed to na-
tional sponsors will be the fact that " Felix is the first established cartoon character to hit the air in a specially designed TV series.

‘Keep Talking’ Returns

To CBS-TV on Nov. 9

"Keep Talking," the comedy panel show which won popularity as a sum-
mmer series on the CBS Television Net-

work, will return to the air as a regu-

lar Sunday night feature effective Nov. 9 (10:00-10:30 P.M., EST), it was announced by Hubbell Robinson, Jr., CBS Television Network executive in charge of network programs.

Lolliard to Sponsor

The program will be sponsored by P. Lorillard Company.

Carl Reiner, long-time member of the Sid Caesar company, will be ma-

ster of ceremonies, with Audrey Meadow, Joey Gittelson, Dav-

is Holmes and Burt Wolfson as regular panelists. "Keep Talking" will replace "The $64,000 Question," which terminated a three-and-a-half-year run last Sunday.

Commercial Film Unit

Of Desilu Under Savin

From THE DAILY Buren

HOLLYWOOD, Nov. 6—Desi

Anez today announced the appoint-

ment of Lee Savin as director of Desilu’s expanding commercial film division.

Savin, former executive vice-presi-

dent of California Studios and United Television Programs, assumes his new post immediately and will report di-
nectly to Desilu executive vice-presi-

dent Martin N. Leed.

To Produce ‘Moore’

Bob Banner Associates, Inc. will become associated with Red Wing Productions and CBS Television Net-

work, in the production of "The Garry Moore Show," effective with the program of next Tuesday, it was an-

ounced by Hubbell Robinson, Jr., CBS Television network executive vice-president in charge of network programs.

Lesser-Rank

(Continued from page 1) plus a number of pilots to be filmed this season for network sale and syndi-

cation.

In all, an overall budget to exceed $5,000,000 plans are to shoot the telefilms in the U.S., England, and locales throughout the world with American talent aimed at American television. Several of these co-productions just signed is a first option by Sol Lesser Productions for all future Rank co-production TV properties.

All films will be produced by Sy Weintraub and Harvey Hayatin, presi-
dent and vice-president of Lesser Productions and Sydney Box for J. Rank’s Pinewood Studios. Sales to the U.S. will be handled by William Morris Agency.

‘Man from Lloyds’

The first of the series will be “The

Man From Lloyds,” based on the

adventures of an insurance investi-

gator, which will start in January at Pinewood. This is in a situation comedy series to be filmed both in Hollywood and London. Third and fourth series will be announced later.

Weintraub and Hayatin will leave next week for London to consult with John Davis, managing director of the Rank Organization, and Box. They will set dates for the four TV film series and discuss added telefilm projects and pilot ideas and also explore possibilities of a feature picture co-production deal with Rank.

British TV Company

Reports Big Profit

By PETER BURNUP

LONDON, Nov. 4 (By Air Mail)—

Associated-Redifusion, weekday program producers to the London commercial TV station, sprang a sur-

prise by announcing a profit of more than £5,105,216 for the year ending April 30 last. The profit—the biggest so far announced by any of the British TV companies—follows a loss of £6,263,328 in the previous year.

The profit will not be used to de-

clare a dividend. A scrip issue of non-

voting shares is being made, bringing share capital up to £5 million. The losses of £2,899,160 made up to April 30, 1957, are being transferred to a development account.

The chairman of the company said that these losses could be legitimately treated as the cost of developing the undertaking. He added that the new scrip issue would "bring up the ordi-
nary capital to the figure with which we would have started if we had known how much the business was going to take.

By September, 1956, they had lost £3,250,000. The title turned in Febru-

ary, 1957. Other TV companies are now showing increased profits.
**REVIEW:**

**From the Earth to the Moon**

Waverly-Warner

BENEDICT BOGAEUS and his Waverly Productions have taken one of the lesser known works of Jules Verne, mounted it lavishly and given it a careful production which is at pains to point up the amazing parallels between the products of the nineteenth century science fiction writer's imagination and modern reality. A strong cast, headed by Joseph Cotten and George Sanders, and an adaptation by Robert Blees and James Leicester which adds a slight romance and title stunts some of the original's loose ends, give the picture strength and appeal.

These, in addition to the topicality of the subject, give it strong exploitation potential.

Cotten, a mid-nineteenth century scientist whose talents have been devoted to supplying new arms for the munitions makers, develops a new and terrible explosive which he calls "Power X." Attacked as a war monger by Sanders, a metallurgist, he is dissuaded from testing Power X by exploding a warhead on the surface of the moon. Instead he prevails on Sanders to help him build a rocket which will carry them both to the moon and return to earth.

Debra Paget, Sanders' daughter who has fallen in love with Don Dubbins, Sanders' assistant, conceals herself at the last minute on the ship; her father, out of hatred for Cotten sabotages the mechanism endangering all their lives, but the trip is successful anyway with a last minute story switch leaving an intriguing element of doubt as to the fate of the expedition.

Masterful Technicolor photography and the curious juxtaposition of the terms and apparatus of modern rocketry and atomic power with the post Civil War setting and Verne's imagination lift the picture beyond the usual science fiction classification.

The special camera effects, staged by Albert M. Simpson, are enormously effective in creating the proper atmosphere.

Running time, 100 minutes. General classification, Release, in November.

**JAMES D. IVERS**

**Ad-Pub Group**

(Continued from page 1)

an advertising and publicity directors advisory committee consisting of Paul Lazarus, Jerome Pickman and Roger Lewis.

It was also announced in connection with the reorganization that the full advertising and publicity directors committee will hold regular monthly meetings on the first Thursday of every month in addition to special meetings which might be called from time to time. The committee intends to invite to special meetings outstanding leaders in every phase of the industry as well as representatives of the press, television and radio to sit with the committee in round table discussions on mutual problems and projects.

Composition of the staffs of the four coordinators is in the process of being set and will be announced shortly, Simonelli said.

**'Furlough' Campaign**

Universal-International has set an extensive national magazine advertising campaign on behalf of "The Perfect Furlough" as part of a general "all-out" promotion for the film. Ads will run in 18 different magazines with a combined readership of over 55,000,000 in December and January issues.

**Cancel French Film**

MONTREAL, Nov. 6.—Cuts by the Quebec Censors Board in the French film "Maxime" resulted in cancellation of a screening scheduled as the opening of French Film Week here Monday night. Instead a first-night audience was shown "Monsparasse 19." Andre Roche, member of the organization committee of the festival, told the audience the censors had cut about 40 minutes of running time, resulting in an "unintelligible intrigue."

**Bryna Sked**

(Continued from page 1)


Six Are Originals

Douglas said yesterday that six of the 11 film stories are originals. They will not appear in more than five of the pictures, he added, with many of the scripts being tailored to other stars.

At present Bryna has release deals on individual films both with United Artists and Universal-International, but it is not tied down to one distributor. Douglas pointed out: He said he would shoot as many of the films in the U. S. as can possibly be done here. Negotiations are now progressing with the Soviet Union to make "Strogoff" in Russia.

**PCC Raises $892,469**

In 2 Weeks of Drive

**The Daily**

HOLLYWOOD, Nov. 6.—The Motion Picture Permanent Charities raised $892,469 from 20,852 subscribers after two weeks of campaign in the film industry, it was announced yesterday at the organization’s annual report luncheon.

72.9 Per Cent of Way to Goal

The first report total represents 72.9 per cent of the $1,250,000 object set for the industry’s annual charity drive. The remaining campaign will be allocated to 21 Los Angeles charities.

**'Kwai' in Record Here**

"The Bridge on the River Kwai" recorded a one-week gross of $442,378 in the 27 Loew’s theatres in New York City and Westchester for the 14-day run. The business the circuit has enjoyed in 1953, Columbia announced yesterday.

The figures for the week ending Oct. 24 are the best for the circuit at Christmas week of 1953, it adds. "Kwai" will be held over until Monday at the Loew’s houses, and the distributor will have the longest ever for a film, topping the 12 days "Guys and Dolls."

**Zimbalist Rites Sando**

LOS ANGELES, Nov. 6.—Service for Sam Zimbalist, M-G-M producer who died yesterday in Rome, will be held Sunday at 5 P.M., West G. town Avenue, Los Angeles. Rabbi Jacob Pressman will officiate. "I family requests that in lieu of flowers contributions be made to the He.

**The Monarch**

The only flight with all de Luxe seats
Every night, overnight
New York to London

Reservations through your Travel Agent or
BRITISH OVERSEAS AIRWAYS CORPORATION
Delay Action on Settlement with Turkey in Funds Owed U.S. Firms

WASHINGTON, Nov. 9—Motion picture companies and other firms owed money in Turkey have asked the U.S. Government to withhold any compromise settlement with Turkey until 

Expect 25 Exhibitors At Soviet Meet Today

WASHINGTON, Nov. 9—Some 25 top exhibitors are scheduled to appear tomorrow at the State Department for a top-bananza which would involve the wofil and whereabouts of the recent film exchange agreement between the United States and Russia and the need for exhibitor cooperation in showing the Soviet films.

Some 50 officials of theatre chains, art theatres, and exhibitor organizations were originally invited but not all could come.

William S. B. Lacy, special assistant (Continued on page 4)

MPEA Heears Italian Talks Are Continuing

The Motion Picture Export Assn. on Friday was informed that negotiations for new agreement with Italy covering import of American films and payment therefor remains in a preliminary discussion stage.

The negotiations will be continued. (Continued on page 4)

Fan Magazines Pledge Support to ‘Oscar’ Show

Representatives of motion picture fan magazines agreed to give full support to promoting the 1959 Academy Awards telecast in a meeting here Friday called by Meyer Hntner, chairman of the publicity sub-committee of the MPA advertising and publicity directors committee.

The meeting was held in the MPA international board room.

The importance of the fan magazines in overall promotional plans for publicizing the TV program were pointed out by Hntner and Sid Blumenthal. (Continued on page 4)

Adenauer Receives V.C. Humanitarian Award

WASHINGTON, Nov. 9—Konrad Adenauer, chancellor of the Federal Republic of Germany, was presented the Golden Heart of Variety Clubs International as recipient of the 1957 Humanitarian Award. Presentation was made by George W. Eby, international chief banker of Variety, to Ambassador Wilhelm G. Grewe, of the Federal Republic of Germany, at the German Embassy here.

Chancellor Adenauer was selected by a representative group of more than 100 newspaper editors and publishers and university presidents throughout the world for his outstanding contribution to humanity and peace.

Philadelphia Bill Would Eliminate Theatre Tax

Special to THE DAILY

PHILADELPHIA, Nov. 9—An ordinance which would eliminate the five cent tax on motion picture theatre admissions while retaining it on legitimate theatre and other entertainment, has been introduced in city council here. The bill was suggested by Mayor Richardson Dilworth and has been approved by the city law department, which held that court decisions have given the city the right to

(Continued on page 4)

Over 100 Newsman To Attend ‘Gras’ Bow

More than one hundred newspapermen from the South and Los Angeles and New York will attend the New Orleans world premiere of “Mardi Gras” and will ride floats in the preview-parade of the Mardi Gras festival prior to the opening.

Mayor Shep Morrison has advised 20th Century-Fox that New Orleans

(Continued on page 4)
Film-Ad Hearing Delay Seen

(Continued from page 1)

used a supplementary statement last September. This asserted, "We find motion pictures and motion pictures, advertising spreading every kind of nonstoery before our youngsters in action and color."

The joint Committee is also convinced are the extent to which sex and immorality are being exploited and sensationalized in advertisements plastered throughout our cities and accepted and displayed by reputable news media.

"Open Invitation" Charged

It felt, "These advertisements and pictures are repulsive to our young people to imitate their elders in practices which are being presented as accepted standards of conduct, despite their immoral character.

Hence the decision to hold a public hearing in New York this month to which it was planned to summon "distributors, exhibitors, advertising agents and officials of the State Board of Review to testify."

The Board is generally known as the Motion Picture Division of the State Education Department.

UA Circuit Meeting Slated November 24 Special to THE DAILY

BALTIMORE, Nov. 9—Election of a board of 12 directors heads the agenda for the annual meeting of stockholders of United Artists Theatre Circuit, to be held at the company's offices here Nov. 24 at 11 A.M.

The stockholders will also be asked to approve and ratify acts of the board since the last annual meeting and consider authorization to appom the firm of Haskins & Sells as accountants for the company's current fiscal year.

TOA Foreign Film List Made Available

Theatre Owners of America is making the current edition of its foreign film directory available to non-members at a nominal cost to cover printing expenses. Requests should be sent to the TOA home office here.

The directory lists 672 features suitable for foreign or specialized theaters put in current release by 63 distributors.

Kuchel Seeks Post

WASHINGTON, Nov. 9—A strong friend of the motion picture industry, Senator Kuchel of California, intends to bid for one of the Republican vacancies on the tax-writing Senate Finance Committee, it has been reported.

PERSONAL MENTION

SAM ROSEN, executive vice-president of Stanley Warner Corp., is scheduled to return to New York tomorrow from a European trip, accompanied by Mrs. Rosen.

JAMES A. MULVEY, president of Samuel Goldwyn Prods., has returned to Hollywood from New York for a stay of three or four weeks.

GEORGE WITTLIN, Paramount vice-president in charge of worldwide sales, will leave England today aboard the "United States," which will dock in New York on Saturday.

KENNETH N. HARREAVES, president of United Film Distributors of America, and Gregory Martin, director of advertising-publicity, will return to New York today from the Coast.

FRANK CLEAVER, vice-president of California National Productions, has returned to the Coast from New York.

Sal di Cennaro, Eastern division manager for NTA Pictures, will leave New York today for Boston.

CALVIN C. LEEDER, supervisor of branch opers for Thsh Film Distributors of America, will return to New York today from Minneapolis and Chicago.

Charles Baldwin, London representative for Motion Picture Association of America, and Mrs. Baldwin are aboard the "Queen Mary" on route from London to New York. The ship will dock here tomorrow.

BRUNO STEIGMAN, of the Columbia Pictures International home office, will be married on Feb. 7 to Martin Leichter of Gold Medal Studios.

ALBERT OXTOBY, Oregon representative for Warner Brothers, has returned to Portland from San Francisco.

No Paper Tomorrow

MOTION PICTURE DAILY will not be published tomorrow, Veterans' Day, a legal holiday.
THE BUCCANEER
THE PICTURE FOR '59

All splendor...the spectacle!

CECIL B. DIEMILLE presents
YUL BLYNNER • CLAIRE BLOOM • CHARLES BOYER
in
THE BUCCANEER

Produced by HENRY WILCOXON • Directed by ANTHONY QUINN • Screenplay by JESSE L. LASKY Jr. and BERENICE MOSK • A Paramount Picture

TECHNICOLOR® VISTAVISION®

Special Advance Engagements For Christmas!
People

Jack O'Bryan, United Artists branch manager in Portland, Ore., also president of the Navy League of the State of Oregon, has been presented a plaque in appreciation of his efforts in promoting Navy Day.

Pedro Copada and Emil Setzke, Jr., have taken over the Melody Theatre, Inkster, Mich. Buying and booking will be handled out of Detroit by Clark Theatre Service.

Sam Levin, operator of the Esquire Theatre, St. Louis, has become a member of a Theatre Owners of America.

Alex Dubovenko, owner of the Almont Theatre, Almont, Mich., has taken over his own buying and booking.

Michigan Allied Unit Renames All Officers (Continued from page 1)

DETROIT, Nov. 9—At a packed meeting of Allied Theatres of Michigan, Inc., the present officers were re-elected for the coming year along with a committee to see that the job was done well. Re-elected were Milton H. London, president; B. L. Killbridge, Jr., vice-president; Fred Sweet, secretary, and William M. Wotman, treasurer.

The list-named was also selected again as convention chairman, and it was decided to hold the 40th convention at the Hotel Sheraton Cadillac here on Sept. 23-24.

London was also elected director of the national Allied board, with Alden Smith as alternate.

The board also passed a resolution that “Michigan Allied would take all possible steps to oppose non-theatrical exhibition of 35mm features competing with established theatres.”

End “Windjammer” London Engagement

*From THE DAILY Bureau

LONDON, Nov. 9—Cinematheque’s “Windjammer” has moved out of the Rank Odeon in London’s Tottenham Court Road. No further exhibition of the film has been fixed in this country but the understanding is that it is hoped to screen it elsewhere here on a roadshow basis.

The special equipment installed at the Odeon will be moved out and reconstituted as the Cinematheque Company’s first mobile unit. It is likely that this unit will be taken first to Denmark for the screening of “Windjammer.”

Turkey Settlement Delayed

(Continued from page 1)

ments on its international debts. The motion picture industry is among the ten largest creditors, though MPEA directors have refused to say exactly how much is owed them. Only part of film company earnings is covered by government convertibility guaran-

ty programs. The ten major creditors reportedly have accrued, with future debts, more than $100,000 among them.

Henry Korns, Assistant Secretary of the Office of Finance, called the meeting Friday to get the views of the creditors on what the government should do. Negotiations are now going on in Paris between representatives of Tur-

ey, the U.S., and the Organization for European Economic Cooperation, and these talks will likely last well into December.

Instead of telling Korns now what they want to do, the creditor representa-

tives decided they did not have enough information at this time. They did agree, however, that negotiators in Paris brought back to brief the creditors on the progress of the talks, and agreed to set up a small committee to keep all creditor companies informed of pro-

They also said that when they decide on their recommendations, they would like to meet with the policy-setting interdepartmental coor-

dinating committee, consisting of representatives of the State and Commerce Departments and other govern-

ment agencies, and until the creditors do find out the score and decide on a policy, they said, U.S. negotiators should not enter into any compromise settlement in Paris.

John Skouras Promoted to UA Campaigns Post

John Skouras, United Artists trade publicist representative, has been pro-

Ailned UA’s account department.

Korns began his association with United as a member of the pressbook department. He was then moved up as an assistant in the exploitation de-

partment followed by the post of as-

sistant to the director of special events. His new position is effective immediately.

‘Houseboat’ Proceeds to Hospital Group

The Social Service Dispensary League of the 41st Street Beth De-

David Hospital will receive the proceeds of the benefit premiere of Paramount’s “Houseboat” Thursday night at the Capitol Theatre here.

Philadelphia Bill (Continued from page 1)

establish “reasonable tax classifica-

tions.”

If adopted, the bill would deprive the city of about $800,000 annually in tax revenues. Elimination of the tax, the mayor said, would help revitalize the film industry, especially in the center city area where, he said, 100 theatres have closed in the past five years.

MPEA Hear (Continued from page 1)

It was said, and presumably so, that the current discussion of the matter, which has a Sept. 1, 1959, run.

MPEA decided to continue to try

with Yugoslavia under the pre-

four-year agreement, without clear that the country had asked for an extension of the agreement. An ex-

emption of one year had been agreed some time ago.

Griffith Johnston, MPEA vice-

president for the Continent, reported the current situation in Finland: a report was presented on the Egi-

tian market.

Record Attendance (Continued from page 1)

man Samuel I. Levine. This will be the largest turnout in the list of industry drives for JDA, Schnel

The luncheon, one of the high-

lights in the trade’s civic endeavors, will climax with the presentation of Industry’s 1958 Human Reli-

t Award to Robert S. Benjamin, ch

driver of the United Art Corp., for “distinguished service to the cause of community welfare; a human rights.”

Guest speaker will be Lester Wa-

man, executive assistant to the natu-

ral director of the Anti-Defamation League of B’nai Brith.

Dais Roster Impressive

Leading exhibitors and motion p-'

rurace executives who will be seated
dais, as announced by Schneider

include Barney Balaban, N鼹 De-

net, Russell Downing, Manny Fisch

Leopold Friedman, George P. Chit-

Irving Greenfield, Alex Harris

William Heinemann, Saul Jaffe,

thor Krim, Henry Martin, Lo-

Nizer, Louis Phillips, Sam Rinz

Herman Robbins, George P. Sh

Leslie Schwartz, Adolph Schir-

and Solomon M. Strauberg.

Rabbi Bernard Birnstein, Act-

Temple, will deliver the invocation

and benediction.

Bantam-Fox Tie-In

20th Century-Fox producers "The Inn of the Sixth Happiness has arranged with Bantam 800

of the novel on which the film is based, to include a full-

nment of the picture in its 3,000,000 copies of its publication the next two months. The ads appear in a number of different Bantam

papers.

Curtin Signs Contract

John P. Curtin has signed a two year contract with Color Service

New York film laboratory, serve as vice-president in

charge sales.

Since Curtin joined the company in July this year it has expanded

services to include 35mm Eastm

color film and negative and print

processing.
The Prize Baby moves right down the middle with an offense which is scoring at the fastest pace in boxoffice history—

**87 ADMISSIONS FOR THE PRICE OF ONE!**

*Sindlinger & Co., in its latest survey, reports that a trailer showing to 200 people will motivate 87 of these people to return and see the picture advertised. The cost of the trailer?... Just one ticket of admission. A ratio of 87 to 1.*
SEG Hits TV Filming Abroad

From THE DAILY Bureau

HOLLYWOOD, Nov. 9. - The Screen Extras Guild is serving notice on all American producers of television motion pictures that if the present trend continues of making more and more such series abroad, their television sponsors in this country will face nation-wide economic boycotts by the AFL-CIO of products advertised by such runaway productions.

Sorely Needed Employment

The "forbidden-television series deprives American technicians and American players of sorely-needed employment, for usually only the star and director are American," said H. O'Neil Shanks, executive secretary of the Guild.

Shanks noted that national AFL-CIO officially condemns "runaway" production by television producers and advertising agencies. He cited legislation before for the AFL national convention in 1952.

Theatre Yanks Film

Shown on Canadian TV

Special to THE DAILY

DETROIT, Nov. 9. - The problem of TV-va-television showings being pointed up when a downtown subsequent run theatre yanked "The Sorcerer" for which it had been running trailers for ten days, when the management saw the same film on TV captioned "Naked Gun" a day or so before the scheduled theatre opening.

The film, approximately two years old, was telecast over CKLW which is located in Windsor, Ontario, Canada, which is a different theatre exchange area than Detroit. However, CKLW has the same coverage as Detroit stations.

AA Board to See Films

HOLLYWOOD, Nov. 9. - The Allied Artists board of directors will see five films selected by president Steve Brody when they convene here Wednesday for the annual meeting. Among these are "Revolt in the Big House" and "Johnny Rooco," which general sales manager Merv Goldstein has announced will be released as a combination program. Others include "Al Capone" and "Crime and Punishment," which will be shown in a rough cut, and "House on Haunted Hill," which will be released shortly.

Reporter-Tour for 'Live'

Ed Montgomery, San Francisco rep, who went to "Al Capone" and "Crime and Punishment," will be sent to "House on Haunted Hill," which will be released shortly.

John J. Mulvihill has joined United Artists Television, Inc., as a general sales executive, it was announced by John T. Blevins, senior vice-president of UA-TV. Mulvihill, who will headquarter in the company's New York office, will specialize in network and national advertiser presentations of programs by UA TV and its product.

Most recently associated with General Teletel as account executive in the program and time sales department, John has previously been assistant sales manager of the radio and television department of General Artists Corp.
## Motion Picture Daily Feature Reviews

### The Horse's Mouth

Lopert-UA

**The Engaging and versatile Alec Guinness here essays another serio-comic role in a plausibly mounted production by the Knightsbridge Studios. Guinness, in the screenplay which he wrote himself from a novel by wye Cary, makes the fullest use of his talent for creating sympathy with wildly unconventional characters. Ronald Neame, master of British comedy, furthers this also with direction that keeps the shuffle moving between the implausible and the unexpected.**

Guinness is an artist, more impromptuous and certainly more ingenious than most. Swindled by a dealer who recognizes the worth of his art but lays only a pittance for it, he alternates between trouble with the law, or threatening the dealer, and trouble with Kay Walsh, barmaid and philosophical teremant, who lends him money for paint when he can run nowhere else.

Artistically obsessed with the idea of a gigantic mural, he finds a all suitable for his purpose in the apartment of an art-loving couple about to depart for a winter vacation. Before their return he has finished mural—and the apartment—and again has to evade the law. His next mural is on the wall of a bombed out chapel—painted with the assistance of bedazzled art amateurs whom he charges for lessons and destroyed by his own hand at its completion. In a typically Guinness finish he departs from London and the confusion of the law and his creditors on a shy houseboat with either death by drowning or fresh walls to paint his destination.

The comedy is broad and the pathos never belabored. For art lovers and Guinness fans the picture is a natural and for others it is an engaging venture in British comedy.

In addition to Miss Walsh's excellent performance as the kindhearted but violent professor, Renee Houston is outstanding as Guinness's sentimental former wife, and Mike Morgan utterly Cockeyed as a devoted isle.

Paintings used in the Technicolor production are by John Bratby, distinguished modernist, and supply a ready trip to with art galleries and art lovers.

**Running time, 93 minutes. General classification. November pre-release. JAMES D. IVES**

### Tarawa Beachhead

**Hollywood, Nov. 9**

**Realistic war action, with exciting stock footage expertly matched, permeates the story of a sergeant's bitter regard for a glory-seeking lieutenant with heartless consideration for his men. Kerwin Mathews as the sergeant and Ray Danton as the lieutenant keep the atmosphere charged with suspense on the outcome of their relationship, under the able direction of all Wendkos.**

Some daring dialogue is also introduced in a sequence in which Julie d'Amato, widow of Danton's sadistic gun, offers herself to Mathews in a steel room, a few hours before he takes off on the Tarawa mission. D'Amato, who came to visit her as a friend of her husband, and found herself falling in love with him, plays it strictly honorable, calling her own for her 'noble' gesture.

Richard Alan Simmons' screenplay, pointing up the characteristics of the three leads, shows Danton to be a coward at heart, but in a challenge to prove himself otherwise to Mathews, who was prepared with court martial evidence against him, he makes a suicidal attempt to destroy a Japanese pillbox.

Mathews, questioned by the general on information he wanted to submit, before he bestowed a posthumous medal of honor on Danton, since he knew him better than anyone, withheld his information with the remark, "Nobody knows anybody. That's a fact, General."

Charles Schneer's production should make a satisfactory showing at the box office.

**Running time, 75 minutes. Adult classification. Release, in November. SAMUEL D. BEACH**

### The Silent Enemy

Romulus-Universal

**With the discovery in Portsmouth Harbor some while ago of a body identified as that of Commander Lionel Crabb, Britain's famed "frogman," a worldwide sensation was created. The matter was linked with the presence of Russian naval vessels in the harbor at the time. The case was never satisfactorily solved, at least as far as the public was permitted to know.**

It is this same officer whose early World War II underwater exploits form the backbone of this exciting British film, produced in and around Gibraltar by Bertram Ostter and released in this country by Universal. The film was produced with the obvious cooperation of the British Navy, making for strikingly authentic-looking sequences, and the underwater material is especially good. William Fairchild, who directed and prepared the screenplay from the book, "Commander Crabb," by Marshall Pogch, has kept the pace at high level throughout, and has permitted no more than the slightest hint of romantic complication to get in the way of the action.

In the role of then Lieutenant Crabb is Laurence Harvey, whose performance is forceful and effective, while support is capably offered by Dawn Addams as the Admiral's secretary; John Clements as the Admiral, Michael Craig, Sidney James and Alec McGowan as members of Crabb's small undersea unit; Amado Forte as leader of the Italian frogmen. They are alike unknown in this country, of course, but the subject matter of the film may well be made of greater significance and interest to the potential audience than the players.

**When the British in 1941 are suffering heavy losses in the all-important Gibraltar Harbor, Crabb, bomb disposal expert, is sent from London to help out. With no previous diving experience, he quickly becomes expert, and with his two aides, attempts to counteract the too successful effort of an Italian group of frogmen who use "chariots," like underwater torpedos ridden by two divers, who attach mines to the hulls of ships in the harbor, blowing them up with time fuses.**

The successful fight of the later augmented group against the Italians, who operate from neutral Spanish Algeciras, across from Gibraltar, makes up the balance of the film. The highlights are the frantic efforts of the men to save ships from the attacked explosives, an underwater fight with the Italians in an attempt to salvage a valuable briefcase from a sunken plane, and the discovery by Crabb and one of his men of the manner in which the Italians operate, from the hull of an interned ship, in Algeciras. The two, just prior to the invasion fleet leaving Gibraltar for North Africa, succeed in minning the interned ship, and blowing the entire Italian operation, clear out of the water. It makes for an exciting finish of a film which is laden with suspense and wartime action.

**Running time, 92 minutes. General classification. Release, in January. CHARLES S. AARONSON**

## Motion Picture Daily

**THE GEVAERT CO. OF AMERICA, INC.**

Quality photographic materials since 1894
Impressario and big time operator, Mike Todd reigned unchallenged as the Showman of the Century! Son of poor immigrants, he made and lost fortunes... was a show business genius who married a beautiful movie queen... a flamboyant gambler who lived as if there were no tomorrow.

Beginning Wednesday in the Herald Tribune read the first installment of *The Nine Lives of Michael Todd*, the extravagant, intimate biography written by Art Cohn, the man who lived and died with Todd. Illustrated with photographs, many never before published, the story of Mike Todd reveals his rise from meager beginnings to world recognition. Begin with a fascinating chapter entitled “Portrait of the Artist as a Young Hustler”. Don’t miss a single one of the twelve amazing articles that detail the legendary career of the fabulous Mike Todd. Start it Wednesday in the Herald Tribune.
Motion Picture Herald Sponsors Conferences on New Product

A series of merchandising conferences on new product will be held under the sponsorship of Motion Picture Herald next Monday, Tuesday and Wednesday. Participating will be representatives of circuits both from New York and out of town and advertising and publicity executives of seven distribution companies, who will screen product set for release this winter and detail their advertising and promotion campaign plans.

The pictures to be screened and the companies participating are:

- Anna Lucasta—United Artists
- The Black Orchid—Paramount
- A Night To Remember—Rank
- The Perfect Furlough—Universal
- Rally 'Round The Flag, Boys!—20th-Fox
- The 7th Voyage of Sinbad—Columbia
- Metro-Goldwyn-Mayer

Sponsorship by The Herald of the conferences, unique in the field, is in line with the modernization of that paper's format and editorial policy instituted last July. At that time editorial emphasis of the paper was shifted to give additional scope to the merchandising of product in all its phases, from the inception of production to its final sale to the patron at the box office level.

This policy was stressed by Martin Quigley in his letter of invitation to exhibitors to participate in the conferences. "For a renewal and strengthening of the prosperity of the industry," he letter said, "better and more thorough merchandising of the potentials of every good picture must be provided. Best results can only be

(Continued on page 2)

StereosScope Records
Go On Sale This Week

By JAMES M. JERAULD

Twentieth Fox Records, organized last March, this week is sending out 25,000 copies of its first release, a Glenn Miller album, and is about to put a Shirley Temple album of stories out. Three other numbers in the first package are "The Barbarian and the Geisha," "Lebanon," and a

(Continued on page 5)

Hungary Film Winner
At Frisco Festival
Special to THE DAILY

SAN FRANCISCO, Nov. 11.—Hungary, Yugoslavia, Germany and India took top honors today in the final judging of the San Francisco International Film Festival staged here for the past two weeks while a Hollywood feature entry, "House under the Rocks" from Hungary was an easy winner for the

(Continued on page 3)

REVIEW:

The Geisha Boy
Paramount—VistaVision

LET IT BE SAID at the outset that this is true blue Jerry Lewis, and it follows as the night follows the day that Jerry's legion of friends, followers and fans across the world will have loads of fun when their hero gets all mixed up in Japan. That he gets into all sorts of complications goes without saying, and they range from tangles with a blonde and beautiful actress to run-ins with the United States Air Force and emotional entanglement with a lovely Japanese girl and a thoroughly enchanting Japanese youngster.

To coin a cliche, Jerry runs—or races—the gamut of comedy endeavor,
ROY O. DISNEY, president of Walt Disney Productions, has arrived in London from New York.

BRIAN EELTS, executive vice-president of United Artists, has returned to New York from the Coast.

CHARLES LEVY, Buena Vista advertising-publicity director, left here yesterday for Columbus, Cleveland and Detroit.

MORRIS GOODMAN, sales manager of Columbia Pictures International, has arrived in Mexico City from New York.

BERNARD M. KAMBER, head of advertising-publicity for Hchilt-Lancaster, has returned to New York from Hollywood.

JOSEPH E. LEVINE, president of Embassy Pictures, has returned to New York from Rome.

JESSE CHINCH, Buena Vista Western division sales manager, has returned to New York from Dallas, Denver and Los Angeles.

ROBERT M. STERNBERG, vice-president of New England Theatres, has returned to Boston from Hartford.

MRS. DONALD E. IOCHA, wife of the manager of the Plaza Theatre Stamford, Conn., has given birth to a boy, their first child.

TOM CORRADIEN, president of Tom Corradien & Associates, Hollywood, has returned to the Coast from New York.

ARE BEINSTEIN, of the United Artists home office exploitation staff, has returned to New York from Hartford and New Haven.

J. NASH, of Rockwood Amusement Co., Nashville, has returned there from Atlanta.

DOUGLAS SHIRK, director, will arrive in New York on Friday from Hollywood.

New ‘Defiant’ Record

Stanley Kramer’s “The Defiant Ones” rolled up a huge $42,000 gross for its first week at the Brooklyn Paramount Theatre, the biggest non-holiday business two years, it was announced by United Artists.

MMPTA Induction Fete For Sol Schwartz

A special induction luncheon will be given for Sol A. Schwartz, president of IKO Theatres, at the Terragon Place section of the Hotel St. Moritz here tomorrow. Schwartz was elected president of the Metropolitan M. P. Theatres Assn. recently, and the luncheon will mark his taking over of this post officially.

At the same meeting, Solomon M. Strausberg, president of Interboro Circuit, Inc., will be installed as chairman of the board.

Russell V. Downey, Eman- nel Frisch and Solomon M. Strausberg, members of the MMPTA induction luncheon committee, announced that they would hold up the idea of outstanding leaders of all branches of the industry, including Barney Balaban, Robert S. Benjamin, Eric Johnston, Benjamin Kalmanowicz, Spyrros P. Skouras and Joseph R. Vogel. Harry Brandt and Max A. Cohen, ITOA and Robert W. Coney, COMPO will also attend.


Skouras to Be Feted At Dinner in London

From THE DAILY Bureau

LONDON, Nov. 11. — Spyros P. Skouras, president of 20th Century-Fox, is to be feted here on Nov. 24 at what is described as a small informal dinner party in celebration of the 5th anniversary of the organization of Cinemafcope in this country.

Skouras has already accepted the invitation. He will be accompanied at the dinner by James Patton, 20th-Fox’s London managing director, and other company executives.

Suggestion for the celebration arose with Clifford exhibitor W. J. Fookes, secretary of the CEA’s South Wales branch.

Rank Names McWilliams

Harry K. McWilliams has been appointed coordinator of group ticket sales for the film “A Night to Remember.” He was announced by Kenneth Hargreaves, president of the Motion Picture Distributors of America, McWilliams assumes the post immediately.

Chicago Tax Cut Is Effective January 1

Special to THE DAILY

CHICAGO, Nov. 11. — This city’s aldermen have amended Chicago’s admission tax to eliminate all tax on gross receipt of motion picture houses where single admissions do not exceed 75 cents.

No opposition appeared on the floor to the measure which was reported favorably to the whole city council on Oct. 23. It will become effective next Monday.

Passage of the amendment was the culmination of a move initiated early last spring by Mayor Richard J. Daley when he set to work a special group to study ways to reduce the tax to give relief to the city’s film theatres. Led by Alderman Keane, the finance committee took over from the special group and pushed through.

Amendment provides that the tax shall not apply to gross receipts of motion picture shows where the admission does not exceed 90 cents per single admission, and in case of admissions for more than 90 cents, it will be imposed only upon the portion of the gross receipts which is in excess of that figure. The determination of the portion will be such that the tax only will be computed exclusive of Federal and state taxes.

Matofsky Appointed to UA Trade Press Post

Harvey Matofsky has been appointed trade paper representative for United Artists, it was announced by Roger H. Lewis, national director of advertising, publicity and exploitation. Matofsky replaces John Skouras who was named assistant coordinator of New York campaign.

Prior to joining United Artists, Matofsky was associate editor of the Independent Film Journal, a post he held for the past year and a half. He previously was a publicist for the Howard Weisman organization and worked as a copywriter for Maxwell Suckheim & Co.

’Gigi’ Sets Record

“Gigi” grossed $25,000 in its first week at the Sutton Theatre here to set an all-time record for the house. MGM has reported the figure is $3,000 ahead of the previous high for the theatre, it was stated. Picture is on a continuous run basis at the theatre following six months at Royale as a reserved seat attraction.

ABPT Dividend 25c

The board of directors of American Broadcasting-Paramount Theatres on Monday declared the regular fourth quarter dividend of 25 cents on both common and preferred stock payable Dec. 15 to holders of record Nov. 21.

New Produce

(Continued from page 1)

obtained by determined and thorough cooperation on the part of exhibitors which campaign will have the benefit of sound and experienced judgment exhibition, distribution and promotion.

The conferences will begin at A.M. Monday with a screening of Loew’s, Inc. and conclude at 5 p.m. Wednesday. The general format will be a screening of the picture to discuss the possibility of a campaign of discussion of its promotion possibilities, led by the advertising executive of the company concerned. Most of the exhibitors’ sales representatives will be held at each company’s home office. One session will be devoted to round table discussion of general vertising and promotion problems together to be part in each with the exhibitor representatives from executives of all the companies included in the conference.

Among the circuits which have expressed an interest in sending representatives to the meetings are RKO Theatres, Lo Theatres, the Schine circuit, S. Fabian, the New England Theatres, Warner, AB-Paramount Theatres, Greater Indianapolis Amusement, Florida State.

Comp Future Program To Be Completed Soon

Compo officials are at work on the proposed program of future activity for the organization and may have in readiness to present to the Motion Picture Association board of directors within the next week or part of the week.

The MPA board last week put Comp’s past accomplishments suggested development of a future program. Pending completion of the program’s memorandum to companies to match exhibitors’ and payments Comp duces was in abeyance. Comp’s fiscal year ended in August and solicitation of new members has been held up pending action by the MPA member companies.

A Comp official said it would be necessary to call a meeting of executive committee to pass the proposed program prior to its presentation to the MPA board.

B. Selrin Joins M-G-M

Bernie Selrin has joined the M-G-M home office publicity department, which was formerly with the Warner B. O’neal publicity department. He is a former member of the M-G-M publicity director assistant to the director of field activities.

MOTION PICTURE DAILY, Monday, November 12, 1940
Pledge Aid to Showing of Soviet Films

By FLOYD STONE

We men who bought Tarzan in 1918 to make him the greatest star the most valuable property in the world, and more literally, and don’t say ‘Tarzan’ to him, to television, yet.

Wintrub—who actually is a visual producer mostly now, and took time off to make yesterday to

newswriters about his television deal with Rank—observed that buying Tarzan from Sol Lesser become even more impressive in terms of its potentialities.

And of course, newly con

is of his duty to theatre neck.

I consider the situation,” he

“I have to consider that every time we do, somewhere in the old ‘Tarzan’ is being shown. And it’s on television. The vast gardens are being stolen from theatres. That’s what I consider.

We have a brand new concept of man. We are going to make the ‘Tarzan’s Great Adventure,’ which is the first time. For the first time we will have realism. You can become anywhere that you want to on the screen and you don’t need sound. You also are going to have a different kind of man. We are eliminating Jane and boy. We are returning to Tarzan, a fundamental man in primitive circumstances. We are not giving you the sort of thing they used to give you. We are not the sort of thing you feel the need of—

The whole concept of the fantastic. We are going to make this more than—probably 87 minutes in length. And we are going to have a new ‘Tarzan’ in every week magazine in a few weeks on the screen.

Youngstein Back

(Continued from page 1)

the principal production sites in Russia, Greece and Israel.” Youngstein said, “I think it is quite useless to find out what they need, we know it pretty well and can do it. And there are many writers and stars, and costs and profits be.”

Hungary Film Wins

(Continued from page 1)

film category. While local newspaper drama critic opined that the foreign press “House” generally was awarded the best picture in the respective. Koroly Mark directed the film Hungarofilm.

actress award went to Ruth and for her performance in the
collection. “Tarza,” directed by Nagy Liebenauer. The picture was produced by Bavaria Filmunit in Italian, Massimo Grechetti, produced by Jorgana in the writer’s effort for character role as the festival’s best feature in “The Road a Long Road,” which was directed for Jadrin Film Hungary’s De Sanzis.

—ayyati Ray made it two years in a row for India for the best direction in “Arapajjoto,” a sequel to “Pather Picchiall.”

UA Sales Meetings in

Pittsburgh This Week

Special to THE DAILY

PITTSBURGH, Nov. 11. — James R. Veleh, United Artists general sales manager, will hold a three-day series of sales meetings this week with district managers, exhibitors and branch managers on the distribution of UA’s upcoming product.

G. Hoffman Dies

LAKELAND, Fla., Nov. 11. — George Hoffman, 85, who was sales representative for National Screen Service in Florida 35 years until his retirement some years ago, died at his home here. Hoffman had been ill for a long time.

C. W. Kraemer, 44

MILWAUKEE, Nov. 11.—Clement W. Kraemer, 44, manager of the Tosca Theatre here for the Marcus Management Co., died of a heart attack.
Broadcast Governors For Canada Are Named
Special to THE DAILY
TORONTO, Nov. 11.–A university president, Dr. Andrew Stewart, has been appointed chairman of the Board of Broadcast Governors. He heads a 15-man board which will administer broadcasting in this country. It will be early next year before the board considers applications for TV station licenses to compete with the Canadian Broadcasting Corp., said Dr. Andrew Stewart, who is responsible to Parliament for broadcasting in Canada.

With him as full-time members of the BBG are two former writers and newspaper editors. Roger Dubannel, former editor-in-chief, once an editor of “Le Canada” and “La Patrie” and now professor of French and English at the University of Montreal, is named vice-chairman. Carlyle Allison, editor-in-chief of the “Winnipeg Tribune,” becomes a permanent member.

One Man’s TV Views
By Pinky Herman

BACK in 1942 a cherub-faced youngster was added to the announcing staff at WML in Washington, D.C. “on trial.” Today, the lad, Jackson Weaver, is considered one of the most popular disk jockeys in town, rounding out his 16th year with his noonday chatter about platters, news, gossip, etc. . . . Mike Merrick, formerly account exec with Dave Alber and more recently veep with Brandt Public Relations, has resigned to open his own flackery, Merrick Associates. Mike, one of the best liked praise agents in the biz, plus others, Harry Belafonte and Belafonte’s motion picture production firm . . . Producer Walt Frazier liked Vocalist Jan Crockett’s two-week stint on “The Big Payoff” so much he’s taken an option on her services and will use her talents on some of his other TV vehicles . . . . Watch this lad climb. Bill Wendell, who started his radio-TV career ten years ago at WHAM in Rochester, arrived in Gotham six years ago and already has to his credit shows including “Today,” “Jack Paar Show,” “Wide, Wide World” and is currently turning in a neat job as Jack Barry’s replacement on “Tie Tac Dough.” How come no TV-T-F has given gorgeous Desiree an audition? La belle Damsel, a native of this country, looks like millions, sings like a lark, possesses the charm of Ginger Rogers and is lavishly sprinkled with stardust. Don’t call us call Willard Alexander. . . .

The Larry Gars (He’s the former Brooklyn lad currently one of the most popular deejays down WKBC in N. Wilkesboro, N.C)’s Landau is expecting a little bundle of joy around Christmas. That efficient and popular little blonde secretary at the NBC radio production dept, Jean Houston, is a triple-threat gal. Started at WJSJ, Winston-Salem, N.C. as continuity writer and warbler and sang hundreds of jingles and commercials (for you earful producers, Len Weingles and Bud Ford?) . . . Originally skedded for a two-week stay on the coast, the “Jack Paar Show” will emanate from the NBC coast studios another week returning to New York Mon., Nov. 24. . . . The fast-growing Norman, Craig & Kimmel agency has named four new account execs to the staff. Thomas F. Swan, formerly with Westinghouse, Martin Bohacheck, formerly with BBDO, Henry L. Hayden from Buchanan & Co. and Donald H. Stone recently with Ted Bates . . . In a recent issue of Billboard we printed a Billie Barrie co-credited the ditty “Katy,” with Ann Sothern. Gall’s name is really Bonnie Lake. (we apologise and after all Hansen is as Hansen (Bill), that is does . . . We’ve been hearing great things about a young radio personality named Bob Dunn of KKL, Oakland, Cal. His rep goes this away: “The most interesting, most unique, the best disc jockey in the country,” they give it to Bob and as to prestige it’s DUNN. (no dun intended.) . . . Haven’t enjoyed any program in the past decade as much as the “CBS Bulletin” last Sunday when the Smiling Irishman was honored by the Friars.

Desilu Stock Offering Terms Filed with SEC
From THE DAILY Bureau

LOS ANGELES, Nov. 11.–Desilu Productions Inc., announced today that the company had filed a registration statement with the Securities and Exchange Commission covering proposed offering of 525,000 shares of the Desilu common stock. The public offering will be made through Bache & Co. and nationwide group of underwriters.

Use of the funds from the company, which has been owned by Arnaz and wife, Lucille Ball Arnaz, and a group of their associates.

Firm Will Offer 250,000 Shares

The 525,000 shares of common stock proposed to be offered public include 250,000 shares to be sold by the company and 275,000 shares to be sold by Mr. and Mrs. Arnaz. I was informed that the company intends to pay off a $1,500,000 and $4,000 due in January to RKO Telido Pictures Inc., instalments on purchase of RKO.

The company will also pay a tax of $118,000 to Mr. and Mrs. Arnaz for 44.8 per cent of the stock of the Desilu Picture Center Studios and an option to acquire 17.3 per cent of the studios’ stock held by the company. This represents all the holdings of the company, which is managed Desilu Productions.

New Issue of Common Planned

The company’s own common will shortly be issued. The capitalization after this issue will be 584,433 shares of common and 565,500 B shares. The Class B shares are convertible into common at the rate of one for one after January 1, 1960, no more than 20 per cent convertible every year through 1963.

Cautions on Product of ‘Life of Christ’

Barrett Glassman of Trophy Productions, New York, has made public correspondence in which he advised Screen Journalist John Farrow associates that he is in the midst of production of a picture to be titled either “The Son of God” or “The I of Christ.” Bronston and Farrow now contend that they were gagged in preparation of a product on the life of Christ.

The Glassman letter further states that the company, in its employ, had the Trophy, the company “expended substantial sums in developing, promoting and putting together various data pre-production expenses for a proposed film on the life of Christ.”

The letter states there would be objections to the Bronston-Farr production if arrangements are made to reimburse Trophy for expenses advanced to Bronston and others if Vatican films loaned to Bronston Spain are returned.
Big' Picture

The Geisha Boy

(Continued from page 1)

his journey back to Australia.

and nearly everyone in the cast, and just about everyone in the audience has a lot of fun. This time out, Jerry served as his own producer, which is something of a new departure for him, while Frank Tashlin was the director. The latter, with a long standing reputation in the comedy area, also wrote the original screenplay.

The utilization of VistaVision and Technicolor, especially in the Japanese setting, makes for extremely effective backgrounds, which add their own measure of quality to the entertainment value of the film. In addition to the usual quota of laugh-inspiring routines, gags, situations and complications, Jerry and his director-writer this time have come up with a few extra special turns which are real show-stoppers.

Jerry has surrounded himself with a generous helping of talent, appeal and beauty in the supporting cast. The unemployed magician who grabs at a U.S.O. unit job to make a couple of bucks gets into his initial trouble when he tangles, literally, with Marie McDonald, glamorous film and TV star who heads the entertainment unit. His best friend is a cute and clever rabbit, Harry by name, with whom he has a hatful of amusing incidents. In Japan, after a threat to be tossed back to the States by theirate major, Barton MacLane, Jerry meets Robert Hnuso, a Japanese youngster with a world of appeal, and his very pretty aunt, Nobu McCarthy (Japanese married to G.I. in real life). Jerry makes the youngster, who has lost his parents, laugh, and the two come to love each other. From there on out, it's the two of them against the field, with Jerry the hapless magician, running in and out of luck and complications.

A play on "River Kwai" with Sessue Hayakawa, the boy's grandfather, and a scene in a bathroom are among the comedy highlights. In those spots Jerry is indeed at his comic best, and audiences will love him, indeed.

It is something more of a paradox here, in the situation involving Jerry and the little boy, but it all comes out right and well, with Jerry, the boy and the latter's aunt a happy Japanese stage hit.


Charles S. Aaronson

Ask S.C. Reconsider

In Pa. Sunday Films

From THE DAILY Evening
WASHINGTON, Nov. 11. — A Pennsylvania exhibitor convicted of violating a state law banning Sunday film showings has asked the Supreme Court to reconsider its refusal to hear his appeal.

The high court on October 13 dismissed the appeal of exhibitor Robert John Grochowiak "for want of a substantial Federal question." Grochowiak in a rehearing petition filed yesterday insisted there is a constitutional discrimination involved in the Pennsylvania law and that the court should consider the matter.

The high court rarely changes any of its actions.

Papal Short Booked

The Bank Organization's two-reel color and wide-screen "featurette," "The Coronation Of Pope John XXIII," filmed during the actual papal ceremonies in Vatican City, will have its first exclusive New York showing at the Criterion Theatre tomorrow.

FPC Dividend Set

TORONTO, Nov. 11. — Famous Players Canadian Corporation directors' meeting here, announced its regular quarterly dividend of 37.5 cents, payable Dec. 11 to shareholders of record on Nov. 20.

E-L Evidence

(Continued from page 1)

on the government-won judgment in the Paramount case.

"All our evidence was key to the assumption that the Paramount judgment would be available," attorney William L. Loew, a member of the Supreme Court Monday, as the court began hearing argument in the Eagle-Lion case. RKO and Loew's attorneys will be heard when the court completes its hearings.

Four-Year Period Cited

Eagle-Lion charged that a conspiracy between RKO and Loew's denied it competitive access to the first neighborhood run theatres in New York City from 1940 through 1940. A district court, finding the circuit court of appeals, however, said Eagle-Lion could not rely on the Paramount Case judgments prima facie evidence of the conspiracy, holding that a conspiracy by which RKO dealt only with a conspiracy against independent exhibitors and not against independent distributors. The Justice Department is asking the court to declare that RKO's contracts with Eagle-Lion that the lower courts too narrowly a view.

McGovern told the court Monday that key findings in the Paramount judgments clearly applied to a conspiracy against independent distributors, and that in fact Eagle-Lion had taken part in the government case and was one of three independent distributors going at the time.

Queried by Justice

"Suppose the Paramount judgment were not available, demanded Justice Harold H. Edwards. Do you have enough evidence without it to win your case?"

"I just don't know the answer," McGovern replied. He then went on to say that all of the company's evidence was served up "to a belief the Paramount judgment was available, and that he just didn't know whether the evidence produced by the company independent basis" he alleged, the continued denial of the market to Eagle-Lion, would be enough to meet the heavy proof demanded in a conspiracy case.

McGovern insisted RKO and Loew's composed a "blockade" that not only cut Eagle-Lion off from first-neighbourhood-runs but also from later runs, since those theatres took their bills from the sales that played RKO and Loew's. The circuits, he said, were "a very serious bottleneck to any distributor coming into New York."

all the talent 20th-Fox is developing, not only for songs, but also in any other way that can be made interesting for radio. It seems to me that Temple has already shown she has a magic quality."

During 1959 the company will have 50 packages and 900 singles.

One of the novelties will be jazz records of the type popular between 1920 and 1930, on the theory that the present generation is not familiar with "authentic" jazz.


gross

(Continued from page 1)

years has been over $32,000,000.

foreign countries, where engagements began slightly more than a ago, the gross so far is $8,000,000. Foreign market potential for the looks to be a minimum of $600,000, Paramount added.

During the two years, an aggregate gnge of 47,750,000 persons at five performances of "The Ten Commandments" at a total of 4,600 S. and Canadian engagements, lies by Paramount market analysis, place the show in the potential box office 100,000,000 for "The Ten Commandments" at this time at approximately 30,000,000.

a little more than a year that picture has played in 23 foreign countries, its $8,000,000 theatre take came from attendance by 9,000 persons.
NO OTHER MAN COULD PLAY IT...

FRED KOHLMAR PRODUCTIONS FOR COLUMBIA PICTURES

NOW SHOOTING!...PAUL MUNI in "THE LAST ANGRY MAN" • Co-starring DAVID WAYNE • BETSY PALMER • with JOANNA MOORE • JOBY B
Screenplay by GERALD GREEN Based on his novel • Directed by DANIEL MANN

IN PREPARATION!...SPENCER TRACY in "THE DEVIL AT FOUR O'CLOCK" • KIM NOVAK in "THAT HILL GIRL"
"THE WACKIEST SHIP IN THE NAVY" Starring ERNIE KOVACS
Exhibitors Praise Herald Plan for
Product Merchandising Conferences

Exhibitors and circuit executives have been enthusiastic in their comments on the Motion Picture Herald product merchandising conference plan which will be inaugurated next Monday in New York with a three day series of meetings. Congratulations to Quigley Publications for inaugurating the conferences and praise for the idea itself have been received from exhibitors in all sections of the country.

Paul A. Levi of American Theatres Corp., Boston, said, "The merchandising conferences can be of immense value to the industry and you are indeed to be congratulated for your initiative in arranging them."

"A forward-looking idea," W. R. Raught, vice-president of Tri-States Theatre Corp., of Des Moines, called it.

"My heartiest congratulations to..." (Continued on page 2)

Social Responsibility
In Film-Making Cited

A sense of responsibility on the part of both producers of films and the public will be much more effective than censorship in keeping "shoddy" pictures off the American screen.

This theme was stressed in an address delivered here yesterday by Eric Johnston, president of the Motion Picture Association of America at the annual luncheon of the International Social Service.

Speaking on the subject "Motion..." (Continued on page 3)

Confimed
Para. Part of Syndicate That Seeks Aniline

Would Buy Anco Division If Stock Is Sold By Gov't

A Paramount Pictures spokesman confirmed yesterday that the company is part of a syndicate which will acquire General Aniline and Film Corp. if and when the Government puts it on the market.

Paramount would get the Anco division, which makes non-theatrical films, cameras and related photographic products, should the deal, engineered by Bache & Co., New York investment house, be concluded.

"We are not denying our interest in the plan," the Paramount spokesman said, "but we are disturbed that news of it broke in this way. There is, of course, no assurance at this point that a deal can be concluded."

The story of the proposed deal was published in the New York Times yesterday from Washington and was... (Continued on page 6)

Honorary Committee
For Coyne Lunch Set

Membership of an honorary sponsoring committee for a luncheon to be given by the motion picture industry to Robert W. Coyne, COMPO special counsel, at the Hotel Astor, December 11 was announced yesterday by Martin Levine, chairman of the committee making the arrangements for the luncheon.

Those listed as sponsors are as fol... (Continued on page 6)

Coyne Confirms Offer
From D. S. Institute

An offer to join the Distilled Spirits Institute as its president has been received by Robert W. Coyne, COMPO special counsel who has made no decision as yet, Coyne said in reply to inquiries yesterday.

Coyne led the last successful... (Continued on page 6)
Give Figures

(Continued from page 1)

the playing schedule of the two theatre chains, with RKO and Loew’s pictures getting preferential treatment.

The argument in the case, which was begun Monday concluded today before eight Supreme Court Justices. Newly appointed Justice Potter Stewart took no part in the argument.

District Courts Denied Validity

The case was brought to the high court by Eagle Lion which charged that playing time in New York’s first player, a RKO Radio show, was cut by Loew’s and RKO was not available to Eagle Lion films on a competitive basis from 1946 to 1950. The company maintained that the Paramount case was overruled by Loew’s and RKO which acted to the detriment of independent distributors. Both the district appellate courts from which the appeal was taken said the judgment was not valid in this case and Eagle Lion brought it to the Supreme Court.

RKO attorney Edward C. Gilבס declared that Loew’s had given the facts of the case, with Loew’s attorney S. Hazard Gillespie, Jr., following, with the legal points involved. At the close of Orby’s argument, however, Chief Justice Warren declared, “It seems to me these facts are very important.” Gillespie then devoted a large portion of his time to continuing the presentation of facts.

Loew’s Showed 89; RKO 100

Gilbes declared that Eagle Lion received a greater percentage of its national gross from the New York area on pictures costing less than $50,000 than did the eight major distributors. Loew’s Theatres showed 89 Eagle Lion films, he said, and RKO Theatres showed over 100 Eagle Lion films during the period of the case. In addition, he said, Loew’s showed the films of 38 independent distributors, and RKO those of 31.

In the light of that, Gillespie said, “Your Honor, it is our belief that there was no competition between us for the product of any other distributor.”

Justice Frankfurter asked Gillespie what he thought of the statement that the Paramount decree was “a fagget and can’t be broken into sticks.” Gillespie answered that he agreed with Frankfurter and said, “The decree must be aimed at a particular local area if you are going to use it as prima facie proof of a situation, as they are trying to do here.”

Claims Paramount Findings Supported

McGovern claimed that Eagle Lion’s New York percentage of its overall national gross was 6.4 per cent, compared with the major distributors’

WOMPI to Inaugurate New St. Louis Chapter

Special to THE DAILY

NEW ORLEANS, Nov. 12. The 12th division of the Women of the Motion Picture Industry, a chapter in St. Louis, will be chartered in ceremonies in the Chase Hotel in that city on Nov. 20, it was announced here today by General Manager Cassanea A. Feurich, WOMPI president. Ceremonies will get underway at 7:30 P.M. under the direction of Miss Theresa M. Boheme, the division’s first president.

At the same time Mrs. Burnette announced the names of members who will serve on various national committees, which are made up from the 11 chapters in the United States. They are as follows:

Finance—Mrs. Mildred Warren, chairman; Mrs. Edith Musgrave, Mrs. Thelma Powell, and Mrs. Camilla Memmott.

Membership—Mrs. Mahle Gurian, chairwoman; Mrs. Pauline Mus- sert, Miss Elizabeth McConish, Mrs. Betty Heal, and Miss Constance Wuebben-horst.

Extension—Miss Ida Klos, chairman; Miss Mar- tin Rose, Mrs. Hazel LeNoir, Mrs. Toni Mazz, Mrs. Joanne Oliver, and Mrs. Johanna Barnes.

Nominating—Mrs. Dorothy Johns, chairman; Miss Katherine Randle, Miss Myrtle Parker, Mrs. Juanita El- well, and Mrs. Myrtle Cain. By-Laws—Mrs. Miss Lois Evans, Miss Nancy Wilson, Mrs. Betty Hemstock, M. Miss Nell Mid- dleton, and Miss Alma Lee Mulhol- land. Publicity: Mrs. Marie Berghold, chairman; Mrs. Myrtle H. Florence Graham, Mrs. Lois Cone, and Mrs. Jern Hazelwood.

Bulletin: Mrs. Loreen Butler, chairman; Mrs. Carolyn Smith, and Mrs. Virginia Elliot. Will Rogers Memorial Hospital (special): Miss Perdita Cullimore, chairman; Miss Helen Groenesteven and Miss Virginia Palmer (special). Miss Verlin Osborne, chairman, and Mrs. Florence Workman.

New York percentage of 8.6 per cent. We succeeded in playing eight of our pictures in the New York area in RKO circuits,” he said, adding that Eagle Lion was compelled to sell in a market that was deliberately and arbitrarily narrowed.” He declared that “this partial playing policy at the time supports the finding in the Paramount case.”

Compares Two Situations

If the Paramount case stated that RKO and Loew’s “monopolized the neighborhood first-run business in New York,” McGovern said we ran up against this situation. “If the Paramount case is accept- ed, he told the court, “then it is impossible that we were granted competitive access.”

Laud ‘Herald’

(Continued from page 1)

you for taking this very progressive step.” Dale H. McFarland, general manager of Greater Indianapals, said “I am sure great things can result for the good of the industry.”

Raymond Willis of Texas Interstated said, “I am most certain in accord with this... project and I know that good will come from your meetings.”

Fay S. Reeder of Fort West Coa said, “I shall watch with interest the results of your conference which should prove of benefit to our indus- try.”

Sees ‘Great Step’ Valuable

P. M. Russell, Jr., of the Alabam theatre, Birmingham, wrote: “I think this a great step toward merchandising our product at a time when showmanship is at a low ebb.”

The conferences, which will start Monday morning, will include the screening of seven new pictures, discussion of the advertising and promotion plans for each led by the advertising executives of the companies concerned, and a round table discussion of general advertising and promotion problems.

Claim British Filmgoer

Surpass TV Viewers

Nearly 65 per cent more of the British people attend motion picture theatres regularly than watch television, according to a report made by the Newspaper Society in England an released hereby yesterday by the Motion Picture Association of America. The Society is an association of newspapers publishers and editors outside the London area.

A readership survey showed the out of 6,000,000 theatregoers in the area 56 per cent were regular cinemagoers and 37 per cent regular TV viewers. In the London area regular cinemagoers total 52 per cent and TV viewers, 36 per cent.

20th-Fox Dividend

The board of directors of 20th Ce-

tury-Fox yesterday declared a quar- terly cash dividend of 40 cents per share on the common stock of the company, payable Dec. 27 to stockholders of record Dec. 10.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Fyvers, Managing Editor; Richard Gernert, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Fears, Advertising Manager; Myrtle Weil, Production Manager; Daniel D. Gruber, Sr., Managing Editor; H. H. Schnakenberg, Assistant Editor; Sally Lee, Advertising Manager. 601 Vine-Vine Building, Samuel D. Bureau, Manager; Telephone: Hollywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D.C., New York, Chicago, St. Louis, Los Angeles, News Editor; Correspondents in 10 principal capitals of the world. Motion Picture Daily is published every weekday, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1276 Avenue, ROCKFELLER CENTER, New York, 20, Telephone Circle 7-1100. Cable address: "_quiglips, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. van Brumman, Treasurer; Alex Weil, Manager, Foreign and Letter Merchandising, each published 13 times a year as a section of Motion Picture Herald. Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fune. Entered as second class matter Sept. 21, 1928, at the Post Office at N. Y., under the act of March 3, 1897, Subscription rates per year, $6 in the Americas and $2 foreign. Single copies, 10c.
TENT TALK

Variety Club News

PIITTSBURGH — David C. Silverman, Allied Artists branch manager, the new chief banker of Variety Club Tent No. 1. He succeeds Harold Lunt. Others who left are Louisa and Ray Downey, assistants; may Fallon, treasurer, and Harold Say, secretary.

CLEVELAND—Jim Levitt, Bueno branch manager, has been elected to succeed David Rosenthal, chief banker of Variety Club, Tent No. 6. Other officers elected are: Irvin Shenker and Ted Levy, assistant; Don Shenk, dough guy; and Nils Horwitz, property guy.

ALBANY, N. Y.—Variety Club will hold “open house” in its new quarters Nov. 23. Lewis A. Simonberg, attorney, is chairman of the dedication committee.

MILWAUKEE—Variety Club, Tent No. 14, has elected Samuel M. Kaufman as chief banker. Assistants are D. Fitzgerald and Harry Mintz, dough guy is Harold Pearson, while J. Franken has been named property master.

trike Closes Theatres

Tampico, Madero

Special to THE DAILY

MEXICO CITY, Mex., Nov. 12.—Closable between theatre exhibitors of their employees have left the city “Tampico, one of the main ports in Mexico, without a single movie house, five theatres operate in this city, and no in the nearby town of Ciudad Madero, the former theatre workers presented petitions for a raise their salaries of 25 per cent, and verbal demands, which exhibitors considered unreasonable. After several days of trying to find a settlement to the situation, the strike was declared.

shaffon Heads V. C. Unit

Edward Shafston, Omaha, has been appointed the new chairman of the Variety Club of Omaha, Humanitarian Award Committee by George Eby, international agreement, working with Shafston will be past national carriers, who will make up the entire committee.

LEASES NO. Theatre

NEW ORLEANS, Nov. 12.—Lawrence Woolner, general manager of White Circle Bros. Theatres has leased the Fiato Theatre on Airline Highway on Mrs. William Sendy. Arthur amett will do the buying and booking. Woolner’s other theatre interests will be the Airline Drive-In and Drive-In Movies on Jefferson Highway.

UJA Human Relations Award Given

Robert Benjamin at Annual Luncheon

By FLOYD STONE

(Picture on Page 1)

Robert Benjamin, board chairman of United Artists—known to most of the industry as a man whose name always appears in public welfare causes, and known as “Bobby” to most of the six hundred who came yesterday to luncheon at the Astor to see him honored—accepted the UJA Amusement Division’s 1958 Human Relations Award by reminding his audience it was a symbol, and so is he, and the important things is the UJA and what it does.

Louis Nizer, film attorney, speaker of renown, and a friend and former associate, gave Benjamin a medallion. He regretted Benjamin no longer gives his charity and persuasion, wit and synthesis to law but appreciated that he gives these unique talents to business and especially, he pointed out, to public service. Benjamin, he said, it appears from research into the causes to which through the years he has given himself and in so many of which he himself is concerned, that there is a need for a public server, but a dedicated one.

He will continue, Nizer predicted, to be on lists and dias, to give his name and sacrifice his time and use his energy for the long time, a long time.

Lester Waldman described the Joint Defense Appeal’s battles, generally against bigotry, specifically against discrimination, and immediately and importantly against recent synagouge bombings. He said all are involved who believe in our system, and giving money to the JDA will help protect it, and is an investment, for now and for the children.

Samuel Schneider is campaign and was the JEA Electronic Group. Honorary chairmen are Barney Balaban, Harry Brandt (who wired greetings from a hospital bed), and William J. Greenman. Acting Schinzel is treasurer. On the days were Henry Martin, Saul Jeffer, Sam Rabiner, Bube Juckor, William Shenker, William Heiman, Milton Fink, Irving Greenfield, Max Youngstein, George Kervanter, Leon Goldberg, Russell Downing, Solomon Stanbargh, Leslie Schwartz, Emanuel Frisch, Joe Rosen.

Responsibility

(Continued from page 1)

Pictures and Social Responsibility

Johnston told the ISS members that films which “violate good taste” are produced by a “fringe group of irresponsible” which sometimes “succeeds in giving a black eye to all of us.” The solution to this problem does not lie in censorship, he said, “there needs to be a constant sense of responsibility by producers of films, by producers of radio and television programs, by publishers of books and newspapers, and, of course, by the media of expression.”

But is this only part of the answer,” Johnston added. “The complete answer can only come with a heightened sense of responsibility by the public itself. Let’s make no mistake about it. If people want shock, they will get shock. If they prefer trash, trash will get."

Praises Member Companies

The MPAA president explained to his audience the responsibilities of the MPAA are meeting their public responsibility by a system of self-regulation in the content and advertising of films, he described the Production Code and the means by which it is administered.

Johnston also told his audience about the recent agreement reached with the Soviet to exchange films with the U.S. under a cultural pact. “Out of it,” he said, “I hope will flow regular and steady commercial exchanges of films between our two countries. This was the fundamental purpose of our negotiations on films and it is our overriding desire.”

In conclusion Johnston attacked critics who assert that films showing the U.S. in a bad light should not be shown abroad. “America’s true genius,” he said, “is in a showing our- selves as we are—in all our aspects—the bad along with the good, the seamy along with the shining.”

Jerrold 6-Mos. Income, Net Sales on Rise

Special to THE DAILY

PHILADELPHIA, Nov. 12.—The Jerrold Electronics Corp. reported net sales and service revenues of $3,213,642 for the six months ended August 31, 1958, compared to net sales and service revenues of $2,038,920 for the six months ended August 31, 1957. Net income after taxes for the first half of the current fiscal year totaled $59,582, including a non-recurring item of $22,825, compared to a loss of $77,798 during the same period a year ago.

Milton J. Shapp, president of the electronics company, told stockholders that since August 31, the company has experienced an accelerated seasonal increase in sales and service revenues which for September, 1958, total $720,000, an approximate 35 per cent increase over September, 1957.

‘Man’ Shooting Here

Columbia Pictures has started shooting on “The Last Angry Man” on the streets of Brooklyn. The picture is based on the best-selling novel of Gerald Green, and co-stars Paul Muni and David Wayne.

‘Book’ Opens Big

“Bell, Book, and Candle” grossed $2,473 on the first day (Tuesday) of its world premiere engagement at the Warner Beverly Theatre in Los Angeles. Columbia reported yesterday. The figure was said to be equal to that of “Picnic” and ahead of “The Eddy Duchin Story” at the same theatre.

Party for French Visitors

The French Film Office here will give a luncheon Monday for Rene Clair, Arletty and Francois Perier, French professionals who are visiting in New York.
Date or mate

...They’re today’s best box-office bet

More than thirty million young adults like these go to the movies each week, seeking entertainment and escape! Romance, adventure, mystery, drama—they like ’em all. But the fact—the big outstanding fact—is that the better the picture, the more they go, AND THE BIGGER THE BOX OFFICE!

Help on technical aspects of making motion pictures better—producing, processing, and projection—is available from the Eastman Technical Service for Motion Picture Film. This is a useful service since technical excellence contributes so much toward maintaining the sense of illusion which characterizes all fine pictures. Offices at strategic centers. Inquiries invited.

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

East Coast Division
342 Madison Avenue
New York 17, New York

Midwest Division
130 East Randolph Drive
Chicago 1, Ill.

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

(Honorary Committee) (Continued from page 1)

confirmed by Bache & Co. in a statement carried exclusively by The Times.

asked for an estimate of the amount of Paramount's investment in the take-over of Anscocolor dealt a blow, the Paramount spokesman said the arrangements are "too involved!" to justify mentioning any specific figure.

A private analysis of Aniline's prospects prepared by the Bache research department last month estimated that Anscocolor's capital, which was worth between $83,000,000 and $83,500,000, and said that $84,000,000 would be a fair price for the corporation.

W. R. Grace & Co. Involved

In addition to the Anscocolor Division, the Bache plan contemplates the sale of Aniline's Dye and Chemical Division to Grace Co., shipping and banking concern which has been diversifying extensively in the chemical field in recent years, and an Oza-

lid Division, which makes hot-cured compounds and papers for reproduction processes, which would be taken over by Daystrom, Inc., a management and holding company with electronic and electrical interests.

Aniline was seized by the government during the war as enemy property, on the contention that it was owned by Germany's I. C. Farben chemical concern. The claim is contested by Interhandel, Swiss holding company, which has instituted litigation to prevent the Government from selling Aniline unless provision is made to turn over a major portion of the sales price to Interhandel.

Delgado, Retiring, Dined

Fernando E. Delgado, for 36 years a 20th Century-Fox newscaster, welcomer, who will retire at the end of this month, was guest of honor here last night at a dinner given him at Al and Domo's by some 300 of his friends and fellow workers.

Delgado—widely known as "Del"—joined Fox in the "silent" days shortly after coming to New York from his native Ecuador. With the advent of sound films he was one of the first trained to form a newscast crew in the new medium. His most recent assignment was as Movietone specialist to the United Nations here.

M. H. to Display Photos

Prize-winning photographs of the twelfth annual Newspaper National Snapshot Awards will be exhibited in the Grand Lounge of the Radio City Music Hall starting today. The exhibit will continue through Wednesday, Dec. 3.

Mrs. Nungesser

NEW ORLEANS, Nov. 12.—Mrs. George G. Nungesser, Sr., wife of the branch manager of Allied Artists here, died after a short illness. Also surviving are a daughter and son.

Honorary Committee

(Honorary Committee) (Continued from page 1)

Lowes: Charles, Alice, Gov. Ellis Arnall, Chester B. Balm, John B. Ber- tino, Barney Balahan, Robert Ben-

jamin, Myron Blank, Harry Brandt, Steve Brody, Max A. Cohen, Ned Del- gado, Edward E. Ed Fahn, R. H. Fabian, Marshall Fine, Leopold Friedmann, Emanuel Frisch, Leonard Goldenson, Abel Green, Henry Hen-

del, Julius Joelson, Eric Johnston.

From All Industry Branches

Also Ben Kalmanson, Roy Kalver, Sherwin Kane, George Kerastases, Ar-

thur L. Krin, Edward Lieder, Ben Marcus, E. D. Martin, Arthur L. Mayer, Robert J. O'Donnell, Al Pick-
n, Sam Pinnaska, Martin Quigley, Martin Quigley, Jr., Milton R. Tract-
ni, Walter Beadle, Jr., Samuel Bin-

zler, Sam Rosen, Abe Schneider, Leslie Schwartz, Sol A. Schwartz, Joseph M. Seider, Ben Shlven, Spyros P. Sou-

kas, Morton Sunshine, Morton Thal-

kin, Joel R. Vogel, Mo Wax, Jack Whittle.

Others on the arrangements commit-

tee besides Levine, are as follows: Paul Harley, Treasurer; Abe Moun-

tague, Solomon Strausburg and Irving Dollinger.

Coyne Confirms

(Continued from page 1)

COMPO campaign in Washington for enforcement of the Federal ad-

missions tax, and was prominent in the earlier campaigns. Coyne's present contract with COMPO has about two and one-half years to run.

It was understood the contract of-

fered Coyne by the Distilled Spirits Institute is for a considerably longer period, with his salary guaranteed by live top companies, members of the Institute. There is no guarantor of Coyne's salary with COMPO, since the organization's financing is on a year to year basis.

Testimonial Slated Dec. 11

Coyne's work on the COMPO ad-

missions tax campaigns gained him wide recognition in and out of the industry. An industry testimonial to him has been planned for Dec. 11 in New York.

Mrs. Nairn Dies

TORONTO, Nov. 12.—Funeral services will be held here Friday at St. Pius X Church for Mrs. James Nairn, 80, who died last week. Mrs. Nairn was a noted writer, and a prominent public figure. Her husband, who died in 1934, was a noted political writer, and a member of the Liberal party. They were married in 1906.

"Houseboat" Here Tonite

Paramount's "Houseboat" will have a public premiere at the Capitol Thea-

tre at 8:30 P.M. tonight, with the opening-night proceeds to go to the Social Service Dispensary League of the 42nd Street Beth David Hospital.

"Earth" Opens Nov. 26

"From the Earth to the Moon," a Warner Bros. release, will have its New York premiere at the Odex Theatre on Wednesday, Nov. 26.

Television Today

Defense Dept. Moves to Cut Down

Guild Complaints on Jobs Abroad

WASHINGTON, Nov. 12.—The Defense Department has decided to estab-

lish closer liaison between its Los Angeles field personnel and Hollywood's talent guilds and motion picture and television producers.

It hopes that these closer ties will cut down guild complaints about use of Department personnel and equip-

ment in on-screen production.

The decision came as the result of a report made to the Department by James Platt, special assistant in the office of the Secretary of Defense.

The report urges that the Department make its needs known to the Hollywood guilds and Asso-

ciation of Motion Picture Producers to discuss a Screen Actors Guild com-

plaint that a "tendency" toward ex-

cessive use of Department personnel and equipment in overseas production was taking jobs away from actors and other Hollywood workers. The S.A.G. has made the complaint to Holt (R., Calif.), and Holt turned it over to the Department.

Asks Contact Between Personnel

According to a Department spokesman, Platt reported that the problems involved had been overstated in the S.A.G. complaint, and that many of the key guild and production people were in agreement that the Department had service personnel in Los Angeles.

He recommended that the service personnel make themselves known to the guilds and producers and explain fully on the west coast with the Hollywood guilds and Asso-

ciation of Motion Picture Producers to discuss a Screen Actors Guild com-

plaint that a "tendency" toward ex-

cessive use of Department personnel and equipment in overseas production was taking jobs away from actors and other Hollywood workers. The S.A.G. has made the complaint to Holt (R., Calif.), and Holt turned it over to the Department.

WGA-W Calls Meeting

HOLLYWOOD, Nov. 12.—Spec-

ulative writing practices in television have spurred a call for a special meet-

ing of the TV-radio writers branch of the Writers Guild of America-West for Thursday, Nov. 20, at Beverly Hills, to examine facts and recommend remedial action.

To Make 12 in Brazil

(Continued from page 1)

trivial-investor Emanucl Carlos Alme-

dio de Oranjo, representing Brink-

tral International, of Sao Paulo, tol-

led the press today the films would be made in Brazil at costs approximated one-fourth the costs as compared to Hollywood budgets.

Barclay said the American dollar investment would range between $3,000,000 to $100,000 on above-the-line costs for stars and stories, with the major portion of the budget born by Brazilian interests on below-the-line items.

All films will be made in color and processed by Pathé Laboratories in Hollywood. Distribution arrangement will be made on an individual picture basis. Some will be made without release, Barclay said.

'Want' Brings $7,800

Figaro, Inc.'s "I Want to Live!" took in a $7,800 gross for its opening day at the State Lake Theatre in Chi-

cago, it was announced here by United Artists.

CBS Net for 9 Months

At Record $16,522,462

Consolidated net income of Co-

lumbia Broadcasting System, for the first nine months (40 weeks) of 1958 was $16,522,462, compared with $13,-

988,171 earned in the nine months (39 weeks) of 1957, it was announced yesterday by the meeting of the direc-

tors here by William S. Paley chairman and Frank Stanton, presi-

dent.

Above Last Year's Figure

The current earnings are equivalent to $2.10 per share. Earnings of $1.82 per share were reported for the first nine months of 1957. Per share earn-

ings are calculated on the average number of shares—7,881,400 in 1955 and 7,681,697 in 1957—outstanding during the respective nine month peri-

ods.
PARA. NET PUT AT $3,807,000

Paramount Pictures had consolidated net earnings from operations of $3,807,000 for the first nine months of 1958, the company reported yesterday. This compares with $4,537,000 for the same period in 1947.

Net earnings for the third quarter this year were $1,342,000 as compared to $1,978,000 for the like quarter last year.

Total consolidated net income for the third quarter of 1958 amounted to $4,197,000, including $2,935,000, representing the net profit after depletion of the standard reserve. (Continued on page 6)

SAG Will Aid AFTRA If Networks Are Struck

From THE DAILY BUREAU

HOLLYWOOD, Nov. 13.-Screen Actors Guild today announced that its entire membership is being notified that in the event a strike against television and radio networks is called. (Continued on page 7)

Gordon Craddock Dies, UA Sales Representative

Special to THE DAILY

JACKSONVILLE, Nov. 13.-Gordon Craddock, Sr., 63, sales representative for United Artists here, died at his home in Orlando, Fla., of a stroke today. Graddock was the father of Gordon Craddock, Jr., assistant to the (Continued on page 6)

Exhibitors Representing Over 1,500 Theatres to Attend Herald Meets

Executives of circuits representing more than 1,500 theatres will meet Monday morning for the first of a series sponsored by Motion Picture Herald. Features from as many companies will be screened, discussed and analyzed from a merchandising point of view, will run through three days concluding Wednesday evening.

Participants in the conferences, unique in the field, will see "Tom Thumb," MGM; "A Night to Remember," Rank; "The Perfect Fool," Universal; "Anna Lucasta," UA; "The Black Cat," Paramount; "Rally Round the Flag, Boys!", 20th-Fox; and "The 7th Voyage of Sinbad," Columbia. Following each screening, or, in the case of night screenings, the next morning, there will be an exposition of the advertising and promotion campaign planned for the pictures by executives of each distributor, and discussion of particular merchandising features. (Continued on page 2)
**PERSONAL MENTION**

ROBERT BENJAMIN, board chairman of United Artists, left here yesterday for the Coast.

Harry Brandt, president of Brandt Theatres, is being treated for ulcers at Beth Israel Hospital here.

Burton E. Robbins, vice-president of National Screen Service in charge of sales, will leave here by plane on Sunday for London and, later, Rome.

M. SPENCER LOVE, vice-president of National Theatres, left the Coast yesterday for New York.

Robert W. Selig, Fox Intermountain division manager in Denver, left here yesterday for New York.

Lutz Hengst, production executive of Bavaria Film-Kunst studios, Munich, has arrived in Hollywood from Germany.

Evelyn J. Smith, director of international operations for ABC Films, will leave here tomorrow for London and the Continent.

Mervyn LeRoy will arrive in New York today from Washington.

Charles Simpson, vice-president of Capital Releasing Corp., Atlanta, has returned to his home there following hospitalization.

Ruth Mikles, secretary to George Norcross, Paramount branch operations manager, will leave New York tomorrow aboard the "Kungsholmen" for a three-week Caribbean vacation.

Mark Robinson, director, will arrive in New York at the weekend en route to London.

Cy Dillion, former branch manager for Republic Pictures in Charlotte, and Melvin Cook, of International-Astor Pictures in that city, have returned here following a visit to Atlanta.

Richard P. Brown, Fox Midwest Theatres division manager in Kansas City, has arrived in New York from there.

‘Gra’s’ Here Nov. 18

Jerry Wald’s production of "Mardi Gra’s" opens next Tuesday at the Paramount Theatre. The 20th Century-Fox release follows "In Love and War" into the Broadway showcase.

Sell-Out Reported for ‘Home’ Boston Bow

Special to THE DAILY

BOSTON, Nov. 13.—A complete sell-out has been achieved for the benefit New England premiere of "Home Before Dark" a week in advance of the gala opening of the Warner Bros. release at the 2,500-seat Keith Memorial Theatre here next Tuesday. Notables from all walks of New England life will be included in the capacity audience at the advanced-price, charity premiere, proceeds from which will aid the Danvers State Hospital.

Coverage Complete

Joining in the advance promotion campaign for the premiere have been 16 daily and weekly newspapers and eight radio stations, as well as department stores, music stores and other businesses.

Move Up Date for ‘Suburban’ Theatre

Special to THE DAILY

ALBANY, N. Y., Nov. 13.—Neil Heiman has announced the moving up of the date for the completion of a proposed 1,200-seat $500,000 "suburban" theatre on Upper Washington Avenue within the city limits, from Labor Day to July 15.

He said that construction work will begin within three weeks. Originally it was not to start until spring, Heilman said, because the job was to be put up for bids in the near future.

Parking facilities for 500 cars are one of the features. The house, which will also have a stage and dressing rooms, is to seat 1,600 on the main floor, and 200 in the balcony. The latter will be reached by escalators.

‘Uncle’ Gets $31,043

Jacques Tati’s "My Uncle" grossed a total of $31,043 in the first week at the Guild and Baronet Theatres here, Continental Distributing, Inc. reported. The Guild’s gross totalled $15,115 and the Barinet set a new opening-week’s gross of $15,928.

‘Furlough’ Preview

Stars of Broadway shows, television and radio programs and leading newspaper columnists have been invited by Universal-International to a midnight "key business" preview of "The Perfect Furlough" at the Paris Theatre here next Monday night.

To Republic Board

Victor M. Carter, Los Angeles industry, was elected a member of the board of directors of Republic Theatres Inc., the company’s offices here. Carter is a director of the Hollywood State Bank.

Quiz Shows Off to Good Start in Dallas Theatres

Special to THE DAILY

DALLAS, Nov. 13.—Willib Clark, of Las Vegas Desert Inn fame, personally gave his Willib Clark Presents Movie Quiz a big send-off at the Paramount Theatre here by presenting the first night’s winner the $300 jackpot. The winner was Louis R. Moroney, an insurance underwriter.

No winners—only near misses were reported at the suburban Inwood and Wilshire. This means that the jackpot goes to $150 from the starting point of $100, and the Palace will start all over again at $500. David and Winifred Jackpot by $100 if there is no perfect score on Nov. 17. Hal Chellman, Intersate publicist, reported good audiences at all three theatres and said the participants seemed to enjoy themselves very much. "Let’s hope they don’t keep their good time a secret and by word of mouth our quiz nights will grow to the capacity crowds of the former Dr. I.Q. days," he stated.

Golden Age Movie Club

Expanded in New Britain

Special to THE DAILY

HARTFORD, Nov. 13.—Harry Feinstein, Stanley Warner Theatres’ zone manager, is expanding the Golden Age Movie Club plan, first instituted in this territory several months ago at the first-run Strand and Embassy, New Britain, Conn.

Also in Bridgeport

The policy, under which patrons over 60 are admitted for reduced admission, is now in effect at the first-run Warner and Merritt, Bridgeport, Conn. Bridgeport club members are paying 35 cents to 5 P.M., and 55 cents, evenings and all day Sundays.

Dale Thornhill Named

CHICAGO, Nov. 13.—Dale Thornhill has been appointed advertising manager of the theatre division of Filmack Theatre Co., it is announced by Frederick M. Filmack, president. Thornhill will also supervise editing of the company’s publication "Inspiration." Thornhill is well-known in exhibition circles having been with Fox Theatres of Kansas City for many years in various situations throughout the Midwest.

Renate Goldenberg

Leonard H. Goldenberg, president of American Broadcasting Paramount Theatres Inc., has been re-elected chairman of the board of directors of United Cerebral Palsy Associations Inc. One of UCP’s founders, Goldenberg served four terms as president. He is also chairman of the board of UCP’s Research and Educational Foundation Inc.

‘Herald’ Meet!

‘Herald’ Meet!

(Continued from page 1) distributors on general merchandising and promotion problems.

The complete program follows:

Monday, November 17

10:00 A.M.—MGM screening room. Welcome, Martin Quigley, Jr.

10:15 A.M.—Screening, “tom thumb” 11:45 A.M.—Discussion, “tom thumb” 1:00 P.M.—Lunch (Astor Hotel).

2:00 P.M.—Screening, “Til Perfect Furlough,” Paris Theatre.

Tuesday, November 18


11:30 A.M.—Round table discussion at Universal’s screening room.

12:45 P.M.—Buffet lunch at Universal’s.

1:30 P.M.—Screening, “Anna Lu-asta,” United Artists screening room.

4:30 P.M.—Discussion, “Anna Lu-asta.”

6:00 P.M.—Dinner at Paramount dining room.

7:15 P.M.—Screening, “The Bla Orchid,” followed by discussion.

Wednesday, November 19

9:30 A.M.—Screening, “Rally Round the Flag, Boys,” 20th Century-Fox Screening Room.

11:30 A.M.—Discussion, “Rally Round the Flag, Boys.”

12:30 P.M.—Buffet lunch, 20th Century-Fox.

2:30 P.M.—Screening of “The 71 Voyage of Sindbad,” Columbia screening room.

4:15 P.M.—Discussion, “The 71 Voyage of Sindbad.”

‘War’ Receipts Gain

“In Love and War,” Jerry Wald production for 20th Century-Fox reported outstandingly its previous receipts and was running evenly with "Titanic." Typical receipts are Fox, St. Louis, $9,525; Vegas, Philadelphia, $8,640; Allen, Cleveland $8,177 and Milwaukee, Wisconsin, $4,839.

NEW YORK THEATRES

RADIO CITY MUSIC HALL

ROCKEFELLER CENTER • CI 6-4600

JEAN SIMMONS

“HOME BEFORE DARK”

DAN O’HERNIA • ERIN FLING • ETHEY ZWALERSKY, JR. • A WARREN BROS. PRESENTATION

gala NEW STAGE STAGE
MIAMI—Victor Levine, attorney, has been elected chief banker of the Miami Variety Club for 1959, succeeding Luther Evans. He will be assisted by Carl Gardner and Sanamy King. The club sponsors the Variety children's Hospital.

△

LAS VEGAS—Harry Farnow is the new chief banker for Variety Club, at No. 39. His chief aides will be Jules Kellner and Harry White. Bill will be dough guy and Dave Eisenberg property master. Induction will be held in January.

△

ALBANY, N. Y.—Variety Club of this city has scheduled for Dec. 13 its "kickoff dinner" to finance the new Thatcher project. A goal of $1,000 has been set as the amount to be raised by public and private solicitation. John Perlmutter is chairman of the dinner committee, with lef banker Samuel Rosenblatt serving as ex-officio.

TENT TALK
Variety Club News

Present Annual Variety Club Award

FIDO Won't Appoint Chief Exec. Officer

From THE DAILY Bureau

LONDON, Nov. 11 (By Air Mail).

—The board of FIDO (Film Industry Defence Organisation) has decided against the appointment of a chief executive officer. It was previously considered that such an appointment would be required in order to provide the board with an executive who would conduct the important negotiations with which FIDO will be concerned, namely, the acquisition of the television rights of any British film made available to the British networks.

Sub-committee Favoring

After further consideration, however, the board takes the view that these negotiations might very well be handled by a sub-committee consisting of Lord Archibald, chairman of the Federation of British Film Makers; Arthur Wathen, president of the British Film Producers Association; E. J. Hinge, president of the Cinematographic Exhibitors Association; J. D. Richards, vice-president of the Cinematographic Exhibitors Association; W. H. Frankovich, manager director of Columbia Pictures Corporation; J. F. Pattinson, manager director of Twentieth Century-Fox Film Co.

The board is now advertising the post of secretary and administrative officer.

Reopen in Ashland

PHILADELPHIA, Nov. 13.—The Roxy in suburban Ashland, Pa., reopened under management of Ross Associates with Tri-State's Buying and Booking handling the servicing.

Theatre Is Sold

MEMPHIS, Tenn., Nov. 13.—Paul Jerella and Joe Mcavit have sold the Joy Theatre property to the Teamsters Community Building Association for $25,000, it was learned.

Gary Theatre, Boston

Books 'Sleeping Beauty'

Special to THE DAILY

BOSTON, Nov. 13.—Walt Disney's "Sleeping Beauty" will have its premiere at the Gary Theatre here Feb. 12. Picture will be screened in the Technicolor-70 process with utilization of six-channel sound, including auditorium speakers.

Performances will be on a continuous basis with children under 12 admitted at half price.

Ad Promotes 'Exodus'

The book-film campaign for Leon Uris' best-seller, "Exodus," was promoted yesterday with a full page ad on the back page of New York Times. The book, which has been acquired by Otto Preminger to be filmed for United Artists release, has been on the best-seller lists for the past five weeks, moving into eighth position over the weekend. Urus is currently adapting his novel for the screen.

Cable for 'Naples'

HOLLYWOOD, Nov. 13.—Clark Gable will star in "Bay of Naples," next Shavell-on-Rose production for Paramount, which will be filmed entirely in Italy next year. The romantic comedy will be the first of Paramount's two-picture deal made with Gable last September. The second production, unselected, will be made also in 1960.

Award for Miss Wright

The General Federation of Women's Clubs of America motion picture chairman, Mrs. Dean Grey Edwards, will present a special commemoration to Teresa Wright in New York today for her performance in Universal-International's "The Restless Years." Jody McCrea, who has a co-starring role in the picture, will be present when Mrs. Edwards delivers her commendation to Miss Wright.

People

Leo Yassenoff, operator of indoor and outdoor theatres in Ohio, has been named "Citizen of the Year" by Omegas Pi Phi fraternity, Mu Iota chapter, Columbus, for his "unselfish devotion of time" to religious groups of every faith and to "countless numbers" of charitable enterprises.

"Sugar" Hart, former professional boxer, has turned theatre manager and has been named to the capacity at the Strand, Philadelphia.

Mrs. Louis Bramblett, of the Wilkin Theatre Supply Co., Atlanta, has been presented an award by the Georgia Society for Crippled Children and Adults in recognition of her work in the Easter Seal drive.

Charles Dillon, veteran stage hand at Loew's Ohio Theatre, Columbus, on Nov. 6 celebrated his 75th birthday and the 55th anniversary of his start in show business.


Jerry Knight, operator of four houses in the Columbus, O., area has taken over operation of the Rivoli, a 100-seat theatre in the neighborhood. He has redecorated and installed a new wide screen.

Jack Level, for many years with RKO and an industry veteran of long standing until his recent retirement, has-parlayed a hobby into an interesting avocation. For years he has been developing a splendid collection of golf rarities. He was on a recent Monitor Sports interview, discussing his collection and another pursuit, sports of the president, which is now under consideration for a TV series.

Jack Gould, radio and television critic of the N. Y. Times, will address the local chapter of American Women in Radio and Television at a luncheon meeting at the N. Y. University Club on Monday.

Frances Levin, secretary to Universal's top distribution executives for the past 21 years, and last with Alfred Dell, who resigned as executive vice-president recently, will leave the company on Nov. 21.

Connie Dreher, a veteran of the industry in the Southwest, has joined Cameo Pictures in Dallas as head booker.

John H. Harris, one of the original members of Variety Clubs International and head of Harris Amusement Companies, Pittsburgh, was honored there as the "Fall Guy" of the Humpty Tent, Saints and Sinners. Proceedings went to the Children's Hospital.
Voted No. 1 in a World-Wide Poll of Theatre Executives.

*1957-58 Laurel Award Winners:

1. Rock Hudson

Topliner Male Stars

Universal-International Studios
Proudly Announce

Rock Hudson

in an Original

"Pillow"

Produced by Ross Hunter
Conducted by MOTION PICTURE EXHIBITOR*

1957-58 LAUREL AWARD WINNERS:

Topliner FEMALE STARS

No. 1

DORIS DAY

ARWIN PRODUCTIONS

DORIS DAY

ROMANTIC COMEDY

TALK"

PRODUCTION TO START IN DECEMBER

MARTIN MELCHER

Universal International
Mr. Verdict

(Continued from page 1)

Theatre Corp., operator of the Villa Theatre. Charging a violation of the anti-trust laws, Orbo asked $220,000 treble damages and complained that eight distributors conspired to give downtown Washington theatres an "absolute minimum" of 20 days clearance before permitting the Villa to play any motion picture. The Villa maintained that this period was unjustified, since it was not in competition with the downtown first-run theatres. The suit was brought in the lower court and the Court of Appeals upheld the decision. The Appellate court said it had examined the lower court records and "found no reason to disturb the trial court's ruling."

Seven Defendants

Defendants were Loew's 20th Century-Fox, United Artists, 120th Paramount, Warner Brothers, Universal and Columbia.

Stevenson Speaker

(Continued from page 1)
dorf-Astoria Hotel on Nov. 24, was announced by William J. Heineman and Max E. Youngstein, co-chairmen for the dinner.

Warners Similarly Honored

Benjamin chairman of the board of United Artists and Krim president, the company will receive the first multiple Pioneer Award since the Warner Brothers were similarly honored some years ago. The Nov. 24 dinner also will mark the induction of some 36 new members.

Craddock Dies

(Continued from page 1)
general sales manager of Rank Film Distributors of America.

Nate of Little Rock

Born in Little Rock, Ark., Crad-
dock died 24 years with Uni-
versal at film exchanges in Seattle, Portland, Indianapolis and New York. He was also with Eagle Lion in Dal-
as and Minneapolis before joining UA in 1931.

Other survivors include his wife, one daughter, and four grandchildren.

Compo Ad

(Continued from page 1)
Those Old Friends—Straws In The Wind," the ad says in part:

"The New York Journal-American received more than 8,000 letters in five days following publication of an editorial and a piece by Robert Peters-
son praising New York theatre own-
ers for making special arrangements at neighborhood theatres for people over 60 who join the theatres' Golden Age Clubs. The theatres themselves have been swamped with inquiries. So it's not just teenagers that like the movies. And the incident proves something else: that newspaper coverage of movies appeals to older people, as well as youngsters.

To Demolish Famed Theatre in Charlotte

Special to THE DAILY

CHARLOTTE, N. C., Nov. 13.—The Old Broadway Theatre, where some of Hollywood's brightest stars danced and sang in vaudeville acts be-
fore turning to the screen, is coming down. The once plush theatre on South Tryon Street is being demol-
ished to clear the ground for an of-
fice building.

Of Outstanding Beauty

The theatre, built in the early Twenties, was originally a vaudeville house and was regarded as one of the most beautiful theatres in the South. For the past few years, however, it has served only as a hall for uptown religious meetings and other gatherings.

Among the Hollywood stars who once performed there were Mae Clarice and James Cagney, who made his last vaudeville appearance in Charlotte before going to Hollywood fame.

Hacker & Co. Expands

Ernest Nives, Howard T. Pachner, Jerome F. Dvorak and Eli Post have had the staff of Samuel Hacker & Co., largest movie news agency, cover-
tion picture and television fields. All tour men have had extensive ex-
perience in the film industry.

Paramount Earnings

(Continued from page 1)

ducting applicable income taxes, on

liquidation of investments in English

theatray companies, etc. In the like-

period of 1957 the total consolidated

net income amounted to the above-

mentioned $1,878,000.

With respect to the first nine

months of 1958 the total consolidated

net income was $14,490,000. This in-

come included net profit of $10,662,-

000 after deducting applicable income taxes in representing installment sale of

films and profit on liquidation of in-

vestments, etc. Comparative earnings for the same period in 1957 which included no special items, were esti-

mated at $4,237,000.

The board of directors of Para-
mount yesterday voted a quarterly dividend of 50 cents per share on the common stock payable Dec. 22 to holders of record Dec. 5.

"Emergo" Slated

(Continued from page 1)

with the release of his new film, "House on Haunted Hill," for Allied Artists. Castle previewed the picture Wednesday at the Academy Theatre in Los Angeles for a group of Southern California exhibitors and Allied Artists executives, including the board of directors of the film com-
pany. Reception of the new film and Emergo was most enthusiastic, Castle said.

Four 'Mardi' Stars Will Attend Premiere Here

The four top stars of Jerry Wall, "Mardi Gras Boy," Christy Carere, Sherie North and Gary Cyr, by, will make personal appearance at the gala "Mardi Gras On Bourbon way," highlight of the lavish pre-wedding of the 20th Century-Fox lease at the Paramount Theatre h Monday.

The picture's stars will ride in a spectacular parade, inspired by the New Orleans celebration. Heading the parade will be Bar-
ger's famous King Neptune pres-
tation, upon which Miss Carere v

ride. The float is the annual highl of Bamberger's Thanksgiving I.

parade. In keeping with the "Ma

Gras" theme, the Paramount will gaily decorated in a carnival mo

"U" Promoting 3 Film With Star Appearance

Personal appearance tours, wh Universal-International has used with great success in marketing its product, again are high on the com-
pany's promotional activity agen according to David A. Lipton, vice

president.

Three of U-I top personalities will hit the road this week on behalf as many pictures. Starting in El F Sandra Dee will make a two-wi tour of 11 Texas cities in connect with the release of her next open "The Restless Years." Linda Gri will open a two-week eastern tour New York for advance promotion a publicity on "The Perfect Furlough in which she stars with Tony Co and Janet Leigh, Douglas Sirk will to New York to aid in launching promotion campaign on "Imitation Life," which he directed.

AB-PT Business

(Continued from page 1)
calibre of motion pictures." He lists

many "top attractions" scheduled release, many of which are tax-

from the 1958 calendar and pro-

Estimated consolidated earnings, ched capital gains, for the first nine months of this year were $4,302,000 or $1 a share compared with 4,014,000 or 92 cents a share in 1957. Esti-

mated net operating profit for a third quarter of 1958 was $1,100,000 or 25 cents a share compared with $1,335,000 or 30 cents a share in like period of 1957.

In the third quarter, seasonally f in the broadcasting industry, rest for ABC compared favorably with same period of the year, George said. The ABC Television Network he added is showing improvement last year with the start of t new 1956-57 television season in ltober. Increased advertising and other expenditures by ccept, and audiences continue to increase.

Am-Par Record Corp., within th three short years it has been in existence, has reten of more than 500 companies th release records on a regular ba

Goldenson said.
United Front

(Continued from page 1)

session agree with Skouras that best chance of success lies in the
ignition of an informal group repre-
senting all parties of an organized exhibitor and authorized
act and speak for theatre owners
specific matters and within well-

ied areas.

to catalogue and define these sub-
areas will require a follow-

or several of them, of

tuated exhibitor representatives,

number of the visiting exhibitors

Joint Meeting Likely

and when agreement is reached
a ll such preliminaries as
uld be made to arrange a joint
eting with production-distribution
ers to discuss mutual problems
m to arrive at solutions.

rmably, such a meeting would
ot be limited to trade practices
hile, as well, include govern-
ters, such as taxation, guaranteed
islation, or legislation of many various,
cerning expansion of industry and
, pressure groups, outside con-
itive factors and the like.

Whether a joint meeting could be
aged appears to be in doubt in-
ich as some companies have pub-
ifressed unwillingness for legal
usiness reasons to meet with
itors and customers simultane-

The same companies, however,
pressed willingness to meet for
exhibition separately.

Spoke at Two Conventions

Skouras outlined problems of both
ition, on the one hand, and pro-
ulation, on the other, and
uggested program for bettering
itions, in talks to the an-
ventiona of both wired and

A few weeks ago, these led
an Allied resolution and numerous
ormal urgings to Skouras to ar-
ge a meeting for discussion of indi-
ble problems and means of solving

The plan for today’s meeting in-
des a welcoming address by Skour-
with an outline of what the meeting
ught seek to accomplish. There-
, Skouras plans to turn the ses-
over to the exhibitors who will
act a chairman from the floor and
ood with the business of the

Skouras has arranged for luncheon
erved to the conferences in the
any’s offices so that the meeting
inue into the afternoon with-

TOA and Allied Active

TOA began preliminary conferences
on Wednesday, while Allied dele-\ners were in session throughout yester-
. In the TOA delegation are:

Karatza, president, and his

dings, board president; Albert
, executive committee chair-
; St H. Fabian, treasurer; Walter
le, Jr., Mitchell Wolfson, Myron
. M. A. Lightman, Sr., James
on, Harold Field, Myer Schine

Barbizon-United Artists

HARTFORD, Nov. 13

This Barbizon production pre-
uced by Helprin-Crown, under
the UA banner, is a compact enough
edrama. Kent Smith is seen as a
olic psychiatrist who copes with the
idly complex task of finding a
ugger obsessed with the need to
ark out lonely women and proceed
to wreak havoc from that point. His
ident dialogue is face-to-face.

The clues that eventually lead to
James Francis, taxi-driver, build
ethodically, development shown
age through action or dialogue in
the Henry Kane screenplay, as based
on the Ed McBain novel. William
erke functioned as both producer
nd director.

Smith's fiancée, Nan Martin, a
olicewoman no less, aids and abets
he psychiatrist in the unraveling of
multifaceted clues, false testimony, hy-
herical charmer and the like. By
of promotional assistance, it would be
oted that footage was shot on
New York streets. Subject matter reifies
this film's adult status. Running time: 74 minutes. Adult
nistration, Release, in November.

A. M. W.

Revised Classifications For ‘Editing’ Awards

From THE DAILY Bureau

HOLLYWOOD, Nov. 13. — Nom-
ines for the overlapping best of
American Cinema Editors in the-
tricial and television categories,
were disclosed today by George
my, Ace president.

The winners, to be announced Dec.
2 at the Fifth Annual Critics Awards
Party in Romanoff's, will find the follow-
mg classifications affording greater opportunity for recognition
this year.

For theatrical awards winners will be
chosen for dramatic feature, com-
yedy feature, documentary feature and
music supervisory categories. In the tele-
vision division awards will be made for single
episodes in the dramatic comedy,
documentary and western class.

Reopens on 3-Day Basis

ALBANY, N. Y., Nov. 13. — The
Uptown Theatre in Bemidji, N.Y.,
opened on Friday-Sat-
aturday-Sunday schedule, under
the management of Robert Shattuck.

Shattuck and Richard Schine, Sidney
Markley, Sam Piankash, Edward
Hyman and Herman Levy.

Allied's delegates include
Abram Mailman; chairman; Horace
Adams, president; Wilbur Snaper, Irving
Dolinger, Sidney Stern, Jack
irsch, Ben Marcus, Nathan Yamin, Julius
ord, Ed Lider, Trueman Remberch and
Bube Shor.

At today's meeting, representatives of
Metropolitan M. P. Theatres Ass'n,
Independent T. O. Ass'n, of N. Y.,
Southern Ass'n, and A. M. A. of
numerous exhibitors without
affiliation will be present.

United Front

(Continued from page 1)

review:

The Mugger

Barbizon-United Artists

HARTFORD, Nov. 13

This Barbizon production pre-
uced by Helprin-Crown, under
the UA banner, is a compact enough
edrama. Kent Smith is seen as a
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on the Ed McBain novel. William
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New York streets. Subject matter reifies
this film's adult status. Running time: 74 minutes. Adult
nistration, Release, in November.

A. M. W.

U.K. Film Producers

In New TV Company

From THE DAILY Bureau

LONDON, Nov. 11 (By Air Mail).—Film
producer Betty Box, William
MacQuitty and Sir Lawrence Olivier
are among the directors of a new
commercial TV company appointed
to provide programmes for the Independent
Television Authority (ITA) in Northern
Ireland.

Announcing this the ITA stated
that the group will be controlled by a
number of Irish businessmen under
the chairmanship of Lord Antrim.
The company will have its headquarters
in Belfast and it is planned to begin
transmissions at the end of next year.

Aims at 95% Coverage

The company will relay the main
commercial television programmes from
England and 15 per cent local
material. The programmes, to be
transmitted, will be in colour to be
built at Black Mountain, Nt. Belfast,
will bring another million people within
reach of commercial TV in Britain.
The ITA aims at finding a further
05 per cent of the population by 1960
—five years from the outset of com-
mercial TV transmissions.

Buys Rights to Benny

Satirize on ‘Gaslight’

The license to satirize the M-G-M
film, “Gaslight,” and all the rights
to the controversial Jack Benny televi-
sion satirizing it, have been purchased by J & M Productions, Inc. Irving Fein,
president of J & M, said the purchases will enable his company to bring a television broad-
cast on the next month or two of the
satire which was the basis of a
precedent-setting 4-0-4 U.S. Supreme
Court decision earlier this year.

Jack Benny, who has been the TV pro-
ducer all “live” and film “Jack Benny
Programs” on the CBS Television
Network, bought a seven-year license
to satirize the film from Metro, as
well as seven-year rights to satirize
the play from author Patrick Hamil-
ton, who resides in England. At the
same time, J & M has obtained com-
plete rights to a new film comedy
satirizing “Gaslight,” which was
made some years ago by the CBS
Television Network as a Jack Benny
episode. It has never been on TV.

Starring with Benny in the film, for
which an air date will be announced
shortly, are Barbara Stanwyck, Bob
Crosby, Eddie “Rochester” Anderson
and Don Wilson.

Starr Joins WABC

Martin Starr, Broadway and Holly-
wood reporter, will join WABC-Radio
Monday, it was announced by Ben
Levenson, general manager. The
“Martin Starr Show” will be heard
Monday through Saturday at 11:15-
11:30 P.M.
Catholic Alumnae Unit States Film Session

Special to THE DAILY

ALBANY, N. Y., Nov. 13. — The State Convention of the International Federation of Catholic Alumnae, to be held Saturday at the Academy of the Holy Name, will have an afternoon program devoted to the Department of Motion Pictures and to I.F.C.A. work in international relations. For the film session, Mrs. James Looman, international chairman of motion pictures in charge of the reviewing committee of the area, are especially invited, as well as members of organizations who have worked on I.F.C.A. Legion of Decency programs.

Testimonial Dinner For Joe Carrollo Set

Special to THE DAILY

PROVIDENCE, R. I., Nov. 13. — A testimonial dinner honoring "Uncle Joe" Carrollo on his 60th anniversary in the amusement industry will be held Sunday, Nov. 23, at Rhode-is-on-the-Pawtuxet, Cranston, R. I. Spon- sorred by his friends, the committee is made up of Mrs. Imogene Mellin (his former manager at the Midway Theatre, Oakland Beach, R. I.), Joseph Munatore, Ed Phillips and Meyer Stanzler, an exhibitor colleague.

The honorary committee has a list of 50 names, with the following in the motion picture industry: Edward M. Fein, Carl Goet, at the Arthur Post, William Koster, Fred Markey and Al Siner. For many years Carrollo operated the Midway Theatre situated near his Oakland Beach Amusement Park but was forced to close the doors a few years ago. His Park is still in operation.

Exhibitors Are Urged to Act on Unification

(Continued from page 1)

ures, including chief executives of major companies, among them Syl- moros P. Skouras, president of 20th Cen- nury-Fox, who is the speaker of the national exhibitor meeting at his company's offices today.

Among other top executives present were Joseph R. Vogel, president of Loew's Benji Kulendorf, executive-vice-president of Warner Bros.; Max E. Youngstein, vice-president of United Artists; Si H. Fabian, president of Stanley Warner, and Samuel Rosen, president of Midway Thea- tres; Max A. Cohen, vice-president of Independent Theatre Owners Association of N. Y.; Emanuel Frisch and Samuel Rinzler of Randolf Theatres; Russell Downing, president of Radio City Music Hall, and many others.

Favors Single Organization

Saying that heretofore a united exhibitor front has been attained only in times of emergency and for short periods, Schwartz voiced the hope that exhibitors who customarily ride the coat-tails of those who belong to and pay dues to exhibitor organizations would themselves join in one organization. Continuing, he said he hopes that in time there will be a single exhibitor organization in New York, and that eventually all organizations will be able to get together, forming one, strong group with a single, authoritative voice.

Schwartz recalled that on one occasion New York exhibitors, interested in some legislative matter, went to Albany to consult the then Governor Thomas E. Dewey, the theatre owners' group comprising representatives of both MMPTA and ITOA.

"Embarrassed" by Gov. Dewey

"I was embarrassed," Schwartz said, "when the Governor inquired, in wonderment, whether the exhibitors of New York City required two trade- or for local purposes. Similarly, local associations to speak for them.

"We should devote our efforts in a united organization," Schwartz con- tinued, "to the single objective of the betterment and progress of our business."

"This is not too difficult to ac- complish. It is going to take some leadership, some statesmanship and the elimination of personality prob- lems. I foresee that MMPTA would start along the Motion Picture Association which, in fact, is the one seg- ment of our industry which is firmly united."

"I am making my best efforts to MMPTA members during his administration, Schwartz expressed the hope that "be- fore another installation of (MMPTA) officers rolls around we may see the accomplishment of all of the things I have mentioned today."

High Praise for Compo

Schwartz complimented Compo for doing "a tremendous job under some very adverse conditions. Here again," he said, "a lot of people have been ready to take the benefits but were not ready to pay the price of ad- mission."

He expressed regret that the all- industry business-building program had not materialized. He termed it "a great opportunity" for exhibitors to help themselves and said it might have been a different story if exhibitors were united.

Frisch, acting as toastmaster, em- phasized areas of work and accompli- shments of MMPTA, all outside the field of trade practices. They in- cluded a score or more of legislative, regulatory, tax, public relations and public safety measures in both state and metropolitan fields.

Roll to Strausberg

Frisch presented a scroll to Solon- mon A. Strausberg, retiring president of MMPTA on behalf of the organ- ization's membership. In his acknow- ledgement, Strausberg praised the loyalty and cooperation of MMPTA members during his administration, and as their spokesman pledged their continue to Schwartz.

The outgoing president also lauded the services of MMPTA's executive director, D. John Phillips.

Skouras, called upon for some brief remarks, peculiarly suggested an organizational activity for MMPTA the "development of something to in- terfere with television signals every- where."

Youngstein, recently returned from a European trip that included a visit to Moscow, interposed: "The Russians already have done that."

Turning serious, Schwartz mentioned the need for bringing "law and order to exhibition" and of the urgency of trying to help save the cur- rent state of affairs. "Without theatres," he reminded his audience, "there can be no motion picture industry."

Continuing briefly on that theme, Skouras caught himself up with saying: "I mean, it's true, but we must make this sport tomorrow," referring to the national exhibitor conference at the 20th-F. home office today.

Cohen Speaks for Brandt

Max Cohen, representing the all- Harry Brandt, ITOA president, called upon for some remarks, looked about him and said, "If the death of this industry was left to the people here, we could write a better, heal- er chapter for it without difficulty. Everyone in this room," he said, "is contributing to the betterment of the industry."

Cohen spoke of the cooperation that has prevailed between MMP and ITOA, and also commended "industry for its contribution to industry betterment."

Robert W. Coyne, Compo spe- cial counsel, praised Schwartz's ability and termed his election as president of MMPTA "eminently logical and a correct."

"Schwartz's ability to function effectively under all conditions is tested by the fact that he works on a board of directors comprised of members entirely from outside industry, Coyne said, referring to ITOA, the industry's parent of RKO Thea- tres. "Schwartz takes his work so- mously, but not himself," Coyne said.

Youngstein Stresses Partnership

Youngstein also commended Schwartz's qualifications. "The three hindrances of the indus- try," he declared, "are partners, without a law or decree. No branch can prosper unless the other succeeds. A requisite for the next 10 years, and they will all tend to ruinous work and love for the industry as a whole. That Schwartz possesses."

Sues RKO Teleradio

A suit was filed in Federal Court here yesterday by Brad Simp- son, film writer-producer-director, against RKO Teleradio Pictures chargin- g the latter with breach of contract for the agreement to produce a film based on the life of General (Ret.) Robert L. Scott. J. Simpson claims he would have realized $250,000 from the film and asks for that amount in settle- ment.

Remodel Ga. Drive-in

FAYETTEVILLE, Ga., Nov. 13.— The 85 Drive-in Theatre here is under- going a complete remodeling. Oscar Kilgo is owner.
EXHIBITION UNITES TO FORM ORGANIZATION
American Congress of Exhibitors Is Established

Designate 26-Man Executive Committee Which Names Temporary Chairman for Setting Up ACE As Permanent Body

By SHERWIN KANE

American exhibition took a giant step toward realization of the long-sought and never before realized united front of theatre owners with the formation on Friday of the American Congress of Exhibitors.

At an all-day meeting convened under the sponsorship of Spyros P. Skouras, 20th Century-Fox president, at his company’s home office Little Theatre, approximately 110 exhibitor leaders from all parts of the country and representing both organized and unorganized exhibition, agreement was reached on the designation of a working committee of 26 members to complete the organization of ACE, agree on matters to be acted upon and appoint and assign subcommittees to individual subjects.

The new organization, ACE, will not replace any existing exhibitor organization. It will, instead, be the medium through which American exhibitors will work.

(Continued on page 2)

ACE Statement of Purposes Draws Parallel To MPAA; Resolution Praises Skouras

A statement issued at the conclusion of the closed meeting of the committee of 26 formed to finalize the organization of the American Congress of Exhibitors said, “The purpose of this organization is to establish a single organization that will act for exhibition in a manner parallel to the way the Motion Picture Association of America, headed by Eric A. Johnston, speaks for production and distribution.

“Forming the American Congress of Exhibitors affords the opportunity to America’s exhibitors—all of them—to cure some of the industry’s ills and to achieve the highest level of motion picture entertainment in the industry’s history.

“Every exhibitor automatically is a member of ACE. Theatre operators will be called upon to serve on subcommittees which will be formed to probe more deeply into each point of the agenda now in preparation. Each member has the right to speak and therefore the opportunity and obligation to work.”

The first resolution adopted by ACE, voted unanimously at the close of the meeting, expressed “profound appreciation” to Spyros Skouras for his leadership and “open-handed, unselfish, sincere concern” for the industry.

Spyros Skouras, right, and the men he collected, enjoined, prodded into action which is unique, certainly historic the committee, above, as it began working.

[seen exclusively here and on page 3 by M. P. Daily camera]
Exhibition Unites to Establish ’Congress’

Proposes Temporary Financing

Temporary financing for the American Congress of Exhibitors would be provided by the contribution of $1,000 each by the five exhibitor organizations which have endorsed, if a suggestion made Friday by Mitchell Wolfson, treasurer of Theatre Owners of America, is accepted.

Wolfson pointed out that the organization could need immediate funds for cash disbursements and that, pending the establishment of a permanent organization the need might be met by contributions by Allied, TOA, MMPPA, TTOA and SCFOA.

To Comb Field for Suggestions for ACE

Exhibitors everywhere throughout the country in the next few weeks will be called upon to pass along their ideas and views on activity for the new American Congress of Exhibitors, as a result of suggestions made at the founding meeting Friday.

Members of the committee of 26, ACE’s top executive body, will call territories throughout the country, and home and will ask for views of local exhibitors everywhere.

(Continued from page 1)

in the industry congress decree, a test for motion pictures similar to exemption from anti-trust laws corded baseball in order to keep films from television; more effective advertising and other exploitations; raising of adлу prices; withholding of pictures from first runs to hold films; modernization of the “archaic” distribution system with resultant numbers of exhibitor rentals to the Stranglehold agents, have Hollywood to relieve the shortage problem; getting exhibitor reparation on the basis of film company control of liehers, as these independent exhibitors have an opportunity to be heard.

‘Unity’ Theme General

Several speakers stressed that unity of the industry, not just of exhibitors, is a full aim of the movement started on Friday.

Myron Blank reminded in this special session of the aims of the Unity for bettering and strengthening of industry should require the aid of product distribution if they are to be real and that it cannot be expected without the aid of exhibitors in the theatrical branches are not benefited also.

After opening the session, Gold reviewed his talks to the recent Allied TOA conventions on the state of the industry and the need for immediate action to revive it. The Allied convention on the to arrange joint industry meetings and to discuss problems that might benefit from solution. Numerous individual requests for meetings followed TOA convention talk, with the reply that Skoras invited 140 exhibitors to the Friday meeting to explore the possibilities of establish a unified front and proceeding from there.

Warms of Decreasing Grosses

In his opening remarks, Skoras stated the industry knows it can survive unless the trend of lower grosses is reversed, not 10 years ago the industry said, “Only exhibition,” he said, save this business, because it is theatre which is feeling the effect of the present crisis. These effects not felt in Hollywood and few is suffering. Almost every engaged in production is being more than ever before, and this one of the reasons for our plight.

“Exhibitors do not realize this.”

(Continued on page 3)
The Congress is formed...

Mr. Skouras, left, and his audience which came from the country over and all classes of theatre ownership, and to whom for more than an hour he related why he called them, what they could do, what he felt they might do. And that he desires deeply that theatres, where he began end of which he spiritually is part, should survive. And they must now act, if ever. Here is the scene, exhibitors responding as friends and as business men.

Mr. Adams, Ed Lider (background), Ernest Stellings, George Keratos, Sam Pinanski, Wilbur Snaper.

...and is "in business"

As the first working committee met: arrayed here are William Goldman, James Coston, Dave Wellerstein, Ted Mann, Jack Kirsch, Myron Blank, Ben Marcus, Mitchell Wolfson.

And, across the table, with Max A. Cohen presiding at the left.

(night on A.C.E.

(Continued from page 2)

Theatres close all the creative talent in Hollywood will be working television. You are the ones who suffer and lose most. You are the people who have huge investments at sea, larger than in any other branch of the industry.

International Aspect Stressed

If the theatres close, it will be a different kind of motion picture industry. Not the kind that the world is come to admire and respect and men upon. No other industry in the United States has ever equaled in the international position it occupies and its importance on a world scale to so many people.

Skouras called on Adams to speak first. The Allied president pledged the cooperation of his organization in the formation of "some type of united exhibitor front" and forthwith gave Allied's approval of the committee of 26 proposed by Skouras.

Keratos followed with a pledge of TOA's cooperation; as did Forman for SCTOA; Cohen for ITOA, and Schwartz for MMPTA. Schwartz commented that he is "a little ashamed that exhibitors could not get together on their own, and had to depend on a distributor to make the move."

Leo Brecher, New York exhibitor, questioned--largely to stimulate discussion that lagged for the moment--whether worthwhile results could be expected from groups with such divergent interests as those represented at the meeting. The law of self-preservation, he argued, cannot be repealed easily.

Skouras replied by citing numerous areas in which the problems of all are identical and, therefore, agreements are possible, and the resultant unity valuable.

Cohen urged exhibitors to "forget the past and look to the future," assuring the meeting that its aims can be made to work.

Fabian commended Skouras for opposing the policy of scarcity followed by other distributors, and urged him to provide Hollywood with the same leadership he has afforded exhibition. He said that lines of demarcation between the exhibitors who have, and those who have not, are fast disappearing, and that today all share alike problems. He expressed willingness to compromise and cooperate.

Samuel Rinzler commented on the segments of theatre owners who confuse outsiders by each asking for different things. "We don't need different help," he said. "We all need the same thing. You can accomplish something through unity. If you do, you'll stay in business and so will your children."

Lightman Decries Bickering

M. A. Lightman of Memphis warned that the day for bickering is past. Marcus agreed with Fabian that exhibitors problems are identical and require a united front to solve.
From the Master Motion Picture Maker...
With the Box-Office Cast...
Reuniting the Towering Antagonists of
"The Ten Commandments"

The Dramatic, Romantic Adventure...
All the Splendor...All the Spectacle!
Cecil B. DeMille Presents

UL BRYNNER
BLOOM • CHARLES BOYER

in
THE
UCCANEER

costarring
CURTIS • HENRY HULL • E. G. MARSHALL
also costarring
CARLTON HESTON
as Andrew Jackson

Henry Wilcoxon • Directed by Anthony Quinn

A PARAMOUNT PICTURE
TECHNICOLOR®

Pre-Dec. 11! Saenger Theatre—New Orleans

Captain Jean Lafitte and General Andrew Jackson

vital but little-known chapter in American history!
Expect Distributors to Have Their Inning, Too

The assumption of many exhibitors at the founding meeting of the American Congress of Exhibitors here on Saturday is that distributors—unlike probably producers—in due time will be drawing up their own agenda stating what they would like to see exhibited and do as their contribution to improving industry conditions.

“We will have our catalogue of what we think is wrong and what should be done about it,” one said.

It is our felt belief that before we go into a meeting with distributors and producers, they will have their views to discuss, too.

UA Protests

(Continued from page 1)


Points to Code Approval

In his telegram Lewis pointed out that the ads had been approved under the Advertising Code of the Motion Picture Producers Association prior to submission to any newspaper for publication and requested the advertising managers to indicate exact objections and necessary modifications. Adding, “Since picture opens November 30th at Oriental Theatre, possible omission of advertising can cause irreparable damage.”

The UA executive then wired D. Tempestt of the president of the American Newspaper Publishers Association denouncing the “capricious censorship” by four of its influential members in America’s second largest city, pointing out that the ads were turned down in toto with no explanation. The UA executive characterized this arbitrary action as a violation of the ANPA’s own dedication to the principles of freedom of the press.

Barred from Nov. 12 Issues

The controversy exploded on Nov. 12 when four Chicago newspapers rejected ads containing the following copy about “Anna Lucasta.”

“Meet Anna—who’s father threw her out because she was a trump—Never has the screen given it to you so straight in scenes so great—Philip Yordan’s Anna Lucasta” a film so perfect and real, it’s even more exciting than the international stage hit... Starring Eartha Kitt, Sammy Davis, Jr. as Danny... “From stage to screen in One Big Shock. The Blisters say this underscores the Heart of a Tramp. Philip Yordan’s Anna Lucasta.”

Following rejection of the ads, United Artists submitted a series of advertisements stating: “This news-

Review:

Mardi Gras

Wold—20th-Fox—CinemaScope

Showman-producer Jerry Wald has put together a big, bright and tuneful holiday bonanza for exhibitors in this latest production from his busy 20th-Fox headquarters. The cast is practically a Who’s Who of the youthful entertainment world—Pat Boone, Tommy Sands, Cary Cross- by, Christine Carere, Sheree North and newcomer Barrie Chase, who has been scoring recently on television. Their vehicle, “Mardi Gras,” is holiday fun, literally and figuratively, guaranteed to instill a new vitality in almost any box office.

The story is a lightweight piece of nonsense (and occasional non sequitur) having to do with four Virginia Military Institute cadets and their adventures at the New Orleans Mardi Gras with a movie queen, a wise-cracking lady publicist and a strip tease dancer who is studying for her doctorate in philosophy.

Boone, the “serious” cadet, wins a raffle promoted by cadets Crosby and Sands which requires him to go to New Orleans and extend an invitation to the movie queen, Miss Carere, to attend the VMI graduation ball. While he is attending to his duties, Crosby picks up with the star’s publicity aid, Miss North, and Sands with the erudite strip tease, Miss Chase. Complications to the true love of Miss Carere for Boone arise when her studio tries to capitalize on the event by publicity. Since they come from different worlds, they agree to disagree, but get back together for the graduation ball fadeout.

The screenplay thus serves principally as a frame for some breezy, military school comedy, some nice location shots of VMI, and a lot of footage of the colorful Mardi Gras itself in CinemaScope and De Luxe Color. Mostly, however, it offers an opportunity for the stars to do that which they do best. Sammy Fain and Paul Francis Webster have contributed a score of eight tunes, highlighted by the ballad, “I’ll Remember Tonight,” which Boone delivers in his usual genial style, along with the lilting “Boorun Street Blues.” Sands and Crosby join Boone in two fine comedy numbers—“Loyalty” and “Stonewall Jackson,” and almost the entire cast gets in on “Bigger Than Texas.”

Miss Carere, who was introduced in “A Certain Smile,” scores particularly well with a sweet, straight performance and Crosby with one that is free-wheeling and flamboyant. In effective support are Fred Clark, as an unscrupulous publicity man, and Richard Sargent, as another of Boone’s sidekicks. Edmund Goulding directed the screenplay by Winston Miller and Hal Kantor, based on a story by Curtis Harrington. Also in the cast are Jennifer West, Geraldine Wall, King Calder and Robert Burton.


Vincent Canby

Fabian Calls Founding Of ACE ‘Historic’

Si H. Fabian, temporary chairman of the American Congress of Exhibitors, closed its initial meeting on Friday with the declaration that its organization marked “a memorable and historic day for the industry.”

“It is our hope that out of it will come some kind of permanent organization,” he said. “In my nearly half a century in the industry I have not seen a united exhibitor front before. As a result, others have dictated exhibitor policies.”

See ‘Every Exhibitor’ Aided

“Our work here today is the expression of the need of all who are at this meeting, and every exhibitor in the country.”

Paper won’t print our ads! Why? Why won’t they let us tell you the story of Anna?...

These ads also were rejected the following day.

Selig ACE Press Man; Lider, Acting Sec’y

Robert Selig, head of Fox Inter- mountain Theaters, Denver, was named to handle press and public relations for the American Congress of Exhibitors, together with five representatives of ACE’s executive committee.

Members of the committee and the meeting in general were pledged not to discuss ACE developments until official statements channelled through Selig.

Edward Lider of New England Allied was named temporary secretary of ACE, and worked with the executive committee of 20.

Correction

Through an inadvertent error the Columbia release “The Man Within” was described as being in Technicolor in a review in Motion Picture Daily last Friday. The film is in black-and-white CinemaScope.

Allied ‘White Paper’ Action To Await Unity Results

Formation of the American Congress of Exhibitors has confirmed that Allied States will defer pressing further its campaign among Congressmen and public opinion groups for stricter interpretation and application of the studios agreement as approved by the Department of Justice, and for its proposed industry reforms in other areas.

The recent Allied annual convention approved the seeking of its goals through joint industry action, but directed that the so-called “White Paper” campaign not be abandoned.

Allied officials on Friday said the discussion would be determined by the results of the current unity movement.

Name Membership for MPA Ad-Pub Committee

Full membership of the four coordinating groups recently formed by the MPAA advertising and public relations directors committee in a reorganization plan was announced this week by the chairman, Charles Simonelli, chairman of the ad-pub unit. Each of the four groups is to review all matters on advertising, exploitation, publicity and radio and television for the major projects to come under the purview of the full committee.

Chairmen of the four units were announced previously. Si Sceaff, head of Benzer, Hir- ner, publicity; Rodney Bush, exploitation; and Robert S. Ferguson, radio.

Staffs of each of the groups are as follows:


Exploitation: Emery Austin, Jo Friedmann, Herb Pickman, Herman Kass, Lars McSorley, Moe Krueshe and Dick Kahn.


TV and Radio: Felix Greenfield, Buddy Young, Morgan Caras, Jerry Evans, Bill Shuman, Marvin Levy, Harold Rand and Howard Haines.

Bill Doll Named to Columbia ‘Porgy’ Unit

Bill Doll has been named to head the special Columbia Pictures’ unit handling the world-wide publicity an exploitation for Samuel Goldwyn’s “Porgy and Bess.” He was announced at the weekend by Paul N. Lazane Jr., vice-president of Columbia. Doll replaces Maurice Bergman, who resigned recently.

Doll is in high telepathy. Doll will work in close coordination with Mervi Houser, director of advertising and publicity for Samuel Goldwyn Productions. Doll served as publicity di- rector for the road show engagement of “Around the World in 80 Days.”

Monday, November 17, 1950
WHAT CLICKS AT THE BOX OFFICE?

REALISM

A scene from Jerry Wald's IN LOVE AND WAR for 20th Century Fox.

NATIONAL PROJECTOR CARBONS

bring out photo-realism with the brightest light on earth!

Today's money-makers are big, bright, realistic pictures. To show them, you need brighter-than-ever lighting.

"National" arcs bring out all the realism Hollywood puts on film, with the brightest light on earth. And, because these arcs match the sun's color balance, deep colors come alive. Wide screens show vivid detail. Outdoors, sharp images travel hundreds of feet. Indoors, "National" carbon picture-brightness allows comfortable house lighting.

These slower burning "National" Projector Carbons help cut operating costs: "Suprex" 7mm, 8mm and 9mm carbons — 10mm, 11mm and 13.6mm High Intensity Carbons.

"National", "Suprex" and "Union Carbide" are trade-marks of Union Carbide Corporation

NATIONAL CARBON COMPANY • Division of Union Carbide 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
United Air Freight service

is door to door, relieves you of

pickup and delivery problems

As convenient (and fast) as dropping an air mail letter in the box. Turn your shipment over to United at your door and forget about it. It will arrive at your customer's door on time and appreciated.

United's pickup and delivery service is an extension of your shipping department. Takes the strain off traffic managers, keeps inventory low, frees warehouse space.

This service, plus United's radar dependability, 2000-community reach and Reserved Air Freight make a solid case for calling United when you stamp cargo "Ship Best Way."

For service, information or free Air Freight booklet, call the nearest United Air Lines representative or write Cargo Sales Division, United Air Lines, 36 South Wabash Avenue, Chicago 3, Ill.

GET EXTRA DEPENDABILITY, EXTRA CARE—SHIP UNITED, THE RADAR LINE
EDITORIAL
A Good Beginning

By Sherwin Kane

The whole spirit of the national exhibitor meeting at the 20th Century-Fox home offices which saw the exception of the American Congress Exhibitors was one of quiet determination and willingness to cooperate for the future, and forget past differences, so that a united front of exhibition might be attained and be a chance to do what exhibition did against itself cannot do.

They were earnest men who obviously realized that if they did not seize the present opportunity to do it themselves, another might never occur itself.

They are men who are aware that the aims of the new organization achieved, their businesses will prosper again.

At one point in the preliminary session, S. F. Fabian, president of Warner Bros., who later was to be named temporary chairman, took the floor to relate that he had been asked in a published article by another exhibitor as one of the "haves," by way of contrast with exhibition "have nots."

To this division and ruinous tactic, he replied by stating he knew of exhibition problems today that are known to all his company's associates. The fact that his company "has it" he pointed out, has not permitted it to escape the depredations the times.

This is the truth that makes possible a united exhibitor front, that unites the areas within which common objectives can be found and reemerges that have been attained. In the past, it has not been vital at exhibitors work together to achieve their aims. It was desirable, if they failed to do so, they could be around the next month, and the next year, regardless.

If they fail to work today, it is a clear indication of any of them--big little, the "haves" or the "have-nots"--will be about much longer.

That exhibitors realize it, and have acknowledged the excellent start they have the direction of making common sense, is as much to the credit of Spyros Skouras, who provided the opportunity as it is to the credit of exhibitors' own earnestness and determination.

\_[tomthumb\_] Campaign Leads Off Herald Product Forums

By VINCENT CANBY

(Pictures on Page 3)

The first of a three-day series of product merchandising conferences, sponsored by Motion Picture Herald, opened here yesterday morning with a special issue occasioned by the publication of the standard "Life's" annual double issue which this year will be devoted to the entertainment industry.

The special issue of The Daily will be an editorial report on "Life's" unique and extraordinarily effective treatment of entertainment news in general and motion picture news in particular. This treatment, outstanding throughout the 22-year history of the magazine, will be climaxd with the Dec. 17 special issue which will be... (Continued on page 2)

Columbus Mayor Hints Censorship of Films

Special to THE DAILY

COLUMBUS, O., Nov. 17. - A foe of obscenity "that could harm people" whether it's in "magazines, books, movies, television or anywhere." Mayor Maynard E. Sensenbrenner called the city's new ordinance banning obscene literature from newsstands "could be expanded to include movies." "There's... (Continued on page 2)

Schine Hails 'United Front of Exhibition'

Special to THE DAILY

ALBANY, N. Y., Nov. 17. - The "united front of exhibition meeting" meeting which Spyros Skouras called Friday at 20th-Fox's home offices was the "greatest thing that has recently happened to the motion pictures industry," Meyer Schine, president of the Schine Circuit, said while here to participate in the dedication of WPTV's new studios and offices on Albany-Schenectady road. The Schine interests, which... (Continued on page 2)

No. 8, NO. 96

NEW YORK, U.S.A., TUESDAY, NOVEMBER 18, 1958

TEN CENTS

Sectional

Theatre Views
On 'Red' Films

Vary Sharply

Cross-Section of National Exhibitors Is Queried

A cross-section of the more than 100 leading exhibitors who were in New York at the weekend from all parts of the country for the national exhibitor conference called by Spyros P. Skouras, 20th-Century-Fox president, revealed no enthusiasm at all when asked for their views about booking Soviet films into their theatres in cooperation with the U.S. State Department's cultural exchange program with Moscow.

Many declined comment and most others asked that their names not be used. Those who gave their views varied from some who said gravely... (Continued on page 2)

Studio Overhead Story

Write-offs in Col. Loss

The writing-off of unabsorbed studio overhead and of some accumulated story material added $3,837,352 to the loss shown in Columbia's annual report for the fiscal year ended, June 28, 1958. A. Schneidler, president of the company, in his annual message to stockholders, released yesterday, pointed out that the loss can be carried forward against future taxable income.

The loss for the year was $4,987,- (Continued on page 2)

Disney, Renown Join Distribution Operations

From THE DAILY Horace

LONDON, Nov. 17.—Walt Disney Productions and Renown Pictures have joined their distribution interests here and will coordinate their trading operations, including centralization of billing, invoicing, and the amalgamation of their sales forces. Any... (Continued on page 2)

TELEVISION TODAY—page 6
PLANNING THE DAILY’S SALUTE TO ‘LIFE’

(Continued from page 1)

that their cooperation depended on a number of factors to those who said they would not even consider playing Soviet films.

Most of those whose latter group were from the Midwest and South.

Eastern and Far Western exhibitors for the most part, said they would consider playing the films, if, after having seen them, they were satisfied that they contained no propaganda, would not be offensive to local audiences, were of reasonably good entertainment standards and providing that they were released through Informa-

tion Agency or other official Government.

unit, endorsed the pictures and stated the reasons why they wanted the films shown to the American public.

One said, “Exhibitors always have cooperated with the government, especially in times of emergency. The cold war is a serious thing, costing all of us billions in taxes. If we can help win it by playing these pictures and the government is willing to make it plain to our customers, we are playing them because they wish it and because we believe the films are entertaining, if they are, then I see no reason why any exhibitor couldn’t cooperate in this.”

One Fear ‘Lockup’

However, another with theatres in the Southern Mississippi Valley, said “The local authorities would throw me in the ‘lockup’ for inciting to riot if I played a Soviet film in any of my theatres, with or without a State Department comment.” Besides, he said, nobody would buy a ticket for a month afterward.”

A New York exhibitor said: “We’ve played Russian pictures in the past. We would play them again if we had some of our patrons would enjoy.

NEW YORK THEATRES

RADIO CITY MUSIC HALL

JEAN SIMMONS

“HOME BEFORE DARK”

DAVID WILSON • ROBERT FLEMING • ERNIE ZWICKLAJ, JR.

A Warner Bros. Picture.

AND GAIL NEW STAGE STARRING

FILMACK

IN MAKING GOOD SPECIAL TRAILERS

YOU TAKE YOUR OWN

RAVISHING SPECIAL TRAILERS

ON YOUR NEXT ORDS

THEATRE VIEWS

SALUTE’ DEC. 17

(Continued from page 1)

ture motion pictures prominently among the aspects of the entertainment industry which it will examine in text and picture essays.

Advertising in The Daily also will pay tribute to the “Life” coverage of films and film personalities both throughout its history and in this special issue.

Plans for the issue, considered unique in the history of publications, are now being worked out by the staffs of Quigley Publications and “Life.”

STATE BOOKS TWO STAGE SHOWS FOR DECEMBER

Loew’s State Theatre on Broadway will return to a policy of stage shows in addition to films, from Dec. 3 to Jan. 3. This is the third show of the season for a remodeling program which will include reduction of seating capacity.

Stage attraction starting Dec. 3 will be “The Jew in the Box,” a two-hour variety show, with “China Doll” on the screen. This will be replaced on Dec. 25 by a rock ‘n roll stage show featuring Alan Freed. Accompanying screen fare is not yet set.

COLUMBUS MAYOR

(Continued from page 1)

no reason why this couldn’t be done,” said the mayor.

The mayor is appointing an advisory panel to supervise enforcement of the anti-obscenity law.

Committee members will visit newstands to buy questionable magazines and books. After the committee examines the exhibits a policy will be determined in enforcement.

Sensenbrenner’s pronouncement on movie censorship followed the passage of a resolution by the convention here of the Ohio Boards of Education, which will empower the association’s board of trustees to study a proposal for state censorship and make recommendations.

‘GIGI’ STILL BIG HERE

For the second successive week “Gigi” set a record at the Sutton Theatre by taking in over $28,000 at the box-office in its continuous run engagement here, MGM said yes-

day. This is reported to be the high-

est second week gross in the theatre’s history and also the second highest weekly gross ever recorded at the theatre, the record having been set by its own first week.

EARLE WAKEFIELD, associate New York manager for “Life”; Mary Leatherbee, senior editor in charge of the Entertainment issue, and Martin Quigley, Jr., discuss plans for the special issue of The Daily saluting “Life” magazine.

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est second week gross in the theatre’s history and also the second highest weekly gross ever recorded at the theatre, the record having been set by its own first week.
Sirk Finds Trips to Field Enlightening

Douglas Sirk, director of Universal's forthcoming "Imitation of Life," well as some of the company's big
hit "Magnificent Obsession" and "Written on the Wind," song others believe in going out in a
field at regular intervals to find out what the exhibitors and the pub-
lic are thinking.

"If you stay in Hollywood all the time, you lose contact with the real
world," he said in an interview at the
Universal's Los Angeles home office. His specific
session at the moment is publicizing "Imitation of Life," Universals Easter
piece which stars Lana Turner, John
M. and Sandra Dee. However, he
said in addition a number of ideas on per topics. In particular the value
these trips into the field.

'Old Fashioned, Perhaps?

"Perhaps," he said, "it is an old
fashioned approach to exploitation.
I find that as he publicizes his
work, he also picks up good deal of
pertinent information from 'people
so interested in movies without
twing too much about them.' It
is a direct result of one of his
ious trips, he said, that he cast
andra Dee in his latest film. By direct
tract with the public he found that as
Dee was one of Hollywood's most
popular young players. Until
then, he had known only as one of
Universal's group of contract
ers.

On the matter of color, Sirk said he
is happy that there is now a new
phasis on the use of color. He vio-
dly disagreed, he said, with the pol-
of several years back which held
ad color for the public did not notice color. In an increasing number of black and
ite films in that period contributed
a general public apathy towards
oscine-going and the consequent ad-
ance recession, he believes.—V.C.

Northern Puts 'Roots' on
ontinuous Run Policy

The engagement of "The Roots of
en" at the Palace Theatre here
has been changed to the
consecutive run, a "popular price-
licity, starting tomorrow, it was an-
ounced by Sol A. Schwartz, RKO
P. & S. president.

The change is being made to take
vantage of the vacationers, shop-
ers, students on holiday and visitors
New York during the Thanksgiving
and Christmas holidays. Schwartz said
ace doors will open daily at 10:45.
"Roots" has been at the theatre
ce Oct. 15 when it had its world
eme.

'Velsh's Big $21,583

"The Horse's Mouth" rolled up a
ge $21,583 gross for its first week
in the Paris Theatre, scoring
one of the biggest opening-week
ases in that city's history, it was
ounced yesterday by United Arts-

Herald Forum

(Continued from page 1)

"It is sometimes difficult," he
continued, "to come up with the
best campaign ideas right after you've
seen a picture. So, after you get home
and have time to think about what
you've seen, don't hesitate to write
or to phone your ideas to these
men at the New York companies. They
are more than eager to have the
benefit of your experience in the
field.

Promotion Plans Outlined

Following the screening of "tom
thumb," MGM's Christmas release,
Dan Terrrell, eastern publicity
anager of MGM; SI Seadler, MGM
vertising manager; and Emery Austin,
irector of exploitation for MGM, de-
tailed the plans which have already
been made for the film in their
pective departments.

Terrrell told the exhibitors that
although "tom thumb" is the company's
Christmas attraction and thus its na-
tional campaign has "pretty well
jelled," he would welcome the kind of
suggestions which the merchandising
conferences could make "on the local
level.

He said he also welcomed this op-
portunity "to establish the right climate
for selling the picture. We feel this is
a very good time to talk about Metro,
not only about this specific picture
but also about our entire line-up.

Seadler Goes into Detail

Seadler presented the theme for the
"tom thumb" advertising campaign
(perfect entertainment for the
entire family) and the discussion of
the particular aspects of the cam-
paign.

Beginning immediately the film is to
be featured in the MGM "Picture of
the Month" column in national maga-
nazines, getting a total readership of
65,000,000. He also passed out proofs
of a full-page, full-color ad to run in
Look Magazine which will reach more
than 27,900,000 persons. In addition
other ads have been prepared for such
diverse publications as the Library
Journal, various Department Store
comics and Parent's Magazine, which
already has given the film its
monthly award.

The newspaper ads will be sup-
plemented and backed up by exten-
sive use of radio and newspapers.
Seadler added.

Second to None, Says Terrrell

Austin promised that the exploita-
tion campaign on the picture "will be
second to none." Sparking this ex-
ploration is a giant covey with the
Corn Products Company, makers of
Bosco chocolate syrup for children.

Bosco, which sponsors 111 television
shows on 84 stations in 60 cities,
and WLS, Chicago, has given a covey
of 500,000 Bosco coupons to the pic-
ture. Viewers of the Bosco shows will
be offered a free recording of
Russ Tamllyn, "tom thumb" star, sing-
ing the picture's title song.

The two other major aspects of the
exploitation campaign are centered
around the sound track album feat-
urizing the film's five songs, and dolls
and toys based on characters in the film.

Exhibitor Suggestions Solicited

Following this briefing by the MGM
executives, the exhibitors present were
asked if they had any ideas to put
forward.

Jim Shanahan, Loew's Theatres, told of plans to sponsor "toy depots"
in the name of the film to collect toys
for needy children, of special screen-
ing on radio and newspaper personnel
and for primary and parochial school
children, and of contests for kids with prizes for their
teachers as well as the kids.

By Evans, of the Schine Circuit,
suggested a special lobby display
making use of a "reducing lens" to
create the "tom thumb" effect. He
even told how an promoting exhibi-
tor can make his own reducing lens.

O'Donnell Tells of Activity

R. J. O'Donnell, of Interstate Thea-
tres of Texas, reported that his circuit
already has started its campaign for the
picture. "We had our first 'Christmas
parade' last week and 'tom thumb'
was in it." Interstate is also bene-
fitting, he said, from the fact that there
is a chain of "tom Thumb" stores
throughout Texas which is cooperat-
ing in the promotion.

Ernest Emeder, Loew's Theatres,
suggested that exhibitors could build
their own float into the picture, modeled
on the one which MGM will have in
the big Macy's Thanksgiving Day parade in New York City. "It's
not necessary," he said, "to spend
a lot of money on a large flat-truck
float. If you're watching expenses,
you can build a float right on the back
of a jeep."

The first merchandising forum ad-
journed to luncheon at the Astor
Hotel.

Later in the afternoon, the visitors
were guests of Rank Film Distributors
of America at a screening and discus-
sion of "A Night to Remember" (to
be reported in tomorrow's Daily); in
the evening they attended the pre-
festivities for 20th-Fox's "Mardi
Gras" at the Paramount, followed by
a midnight screening of Universal's
"The Perfect Furlough."

Today's schedule calls for a mer-
chandising forum on "Furlough" this
morning at the Universal home office,
followed by a general round table
talk discussion on all phases of film
merchandising. In the afternoon there
will be a screening and discussion of
United Artists' "Anna Lucasta," and
in the evening a screening and discus-
sion of Paramount's "The Black
Orchid."

Top Circuits Represented

In addition to those already noted,
exhibitors at yesterday's sessions in-
cluded: Harold Brown, United Detroit
Theatres; Henry Capogna, But-
tfield Theatres; Harry Goldberg, Stan-
ley Warner; L. B. Golding, Fabian
Theatres; Edgar Goth, Stanley Warner;
Bernard Hickey, Fulton Theatre, Pits-
burgh; George Trilling, Fabian Thea-
tres; Frederick Kunkel, United Art-
sts Theatres; Blanche Livingston,
BKO Theatres; Seymour Morris, Schine
Circuit; Gerald Shen, Jame-
town Amusement Co., and Edward
Stuckey, Butterfield Theatres.
PHILADELPHIA (Arcadia) - 6th week of box-office tidal wave... long cruise ahead!

WASHINGTON (Ontario) - 6th week and still riding the crest!

AND LAUNCHED SPEC.
NEW YORK, DETROIT, CHICAGO
CORAL GABLES, ATLANTA, BIRMINGHAM

Climb aboard Paramount
Paramount's full-of-laughs, full-hearted comedy is drawing full-houses!

**Houseboat**

sailing past House-Records in every situation!

*Paramount Presents*

**CARY GRANT**

and **SOPHIA LOREN**

in "**HOUSEBOAT**"

Co-starring **MARTHA HYER**

**HARRY GUARDINO**

with **EDUARDO CIANNELLI**

TECHNICOLOR®

Produced by Jack Rose

Directed by Melville Shavelson

Written by

Melville Shavelson and Jack Rose

VISTAVISION®
**Television Today**

**Teletar Sets 3 Sales Divisions; Names Rohrs**

Teletar Films has established three sales divisions, each to be headed by a vice-president, as was announced by David Savage, executive vice-president. At the same time he reported that John P. Rohrs has been appointed vice-president in charge of the company’s Central Division, effective immediately. Rohrs, who will headquarter in Chicago, formerly was vice-president and midwest sales manager of Gros-Krasne, Inc.

Bernard L. Schubert, president of Telestar, and Savage, currently are interviewing top industry figures for the unified eastern and western vice-president positions.

**ABC Primary Affiliates Meet Here Tomorrow**

Primary affiliates of the ABC Television Network will hold a one-day meeting here Wednesday, it was announced by Alfred R. Beaton, vice-president in charge of ABC-TV station relations.

This regular full meeting of the group will be held in the Sheraton Center.

**Bryner to Take Over Power ‘Solomon’ Role**

**From THE DAILY Bureau**

HOLLYWOOD, Nov. 17—‘Solomon and Sheba,” the picture in which Tyrone Power was enacting a starring role when he died of a heart attack Saturday on the set of the film in Madrid, will have to be virtually made over, according to Edward Small, producer. Val Bannerman has been signed to take over the Power role and will leave for Spain at the end of this week. The decision to eliminate Power’s scenes was made by Small after personal discussion with director King Vidor in Madrid.

“Solomon and Sheba” is being made for release by United Artists at a production budget of $5,000,000.

**Radiant to Zukor**

A tribute to Adolph Zukor, chairman of the board of directors of Paramount Pictures, as a pioneer in the motion picture industry was the inaugural feature of Martin Stark’s new Hollywood commentary program last night over radio station WABC, New York, and the American Broadcasting Company network.

**Mother of Mort Sunshine**

Funeral services were held on Monday for Mrs. Sadie P. Sunshine, 70, mother of Mort Sunshine, editor of the Independent Film Journal. Mrs. Sunshine, who also is survived by a brother, Jesse, died Friday night at Booth Memorial Hospital, Flushing, L. I.

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**Scores Horror**

(Continued from page 1)

Review of Decency office in New York City as “a very valuable body to have as a collateral reading in this work (reviewing) during an address at the New York State Chapter, I.F.F.A., triennial convention in Academy of the Holy Name (Saturday). Mrs. Looman’s topic was “How Legion of Decency Reviewers Rate Pictures.”

Discussing the present emphasis on “Horror,” which she characterized as a menace, Mrs. Looman said that the trade papers are complaining about this.

“In the Nov. 6 edition of the Motion Picture Herald,” she commented, “the editor is talking about mail that comes to him from all over. He cites as an example a letter from Cliff

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**Chicago Press**

(Continued from page 1)

they consider the ads submitted “bad taste.” The Chicago American had not yet responded yesterday.

One of the papers, the Daily News, agreed to accept a series of type displays prepared by one of the department editors, to explain the controversy and announcing the opening of the picture at the Oriental Theatre there Nov. 26. Previously all papers had refused to do this.

In reply to the newspapers, Lee yesterday told them he feels it a categorizing the ads as “in bad taste” justifies (your) action in rejecting them. You do not deny the facts contained. Do you contend that other matter in your newspapers, chiding editorial, is “in good taste. Would you be willing to submit your editorial copy to the same rule?”

Suggests “Unprejudiced Jury”

Lewis then offered to submit the “cartoons” ads to an "unprejudiced jury or individual to be weigh against your editorial copy for the 30 days.”

‘Mardi’ Bows Here

What was described as the largest audience ever to witness a musical premire preceded last night at ‘Mardi Gras on Broadway,’ which launched the New York opening at the Paramount Theatre of ‘Jerry Wah’s Mardi Gras.’ The entire festivity was telecast “live” across the United States by the American Broadcasting Co. television network.
Pressbooks, Ad Layouts Discussed
At M. P. Herald Merchandising Forum

By JAMES M. JERALD
(Picture on Page 4)

Frank discussions of pressbooks and distribution advertising layouts marked the round table discussion of the second morning session yesterday of the merchandising conferences being sponsored this week by Motion Picture Herald. All the theatre men attending the conference and representatives of the major distributors participated in the discussion held at the Universal home office screening room.

Rudolph Bish, exploitation manager for 20th Century-Fox, stated that he had no apology for the fact that the (Continued on page 4)

AB-PT Pictures Sold
To Levin and Mandell

From THE DAILY
HOLLYWOOD, Nov. 18. — Irving H. Levin and Harry L. Mandell, president and vice-president, respectively, of AB-PT Pictures Corp. and AB-PT Distributing Co., have acquired all the stock and assets in the two wholly owned subsidiaries.

(The continued on page 3)

RKO Theatres to Hold
Meeting Tomorrow

Managers of RKO Theatres throughout the New York metropolitan area, including Westchester, Newark, Trenton and New Brunswick, N. J., will attend a business meeting.

(The continued on page 3)

Catholic Filmgoers Urged to Give
‘Positive Support’ to Good Pictures

WASHINGTON, Nov. 18. — Catholic film-goers were urged to give “positive support at the box office” to promote the production of good motion pictures. Bishop William A. Scully of Albany, who is stepping down as chairman of the Episcopal Committee for Motion Pictures, Radio and Television, gave his advice to a meeting of the American hierarchy here last week. The bishop delivered a lecture on the subject last week.

The committee report was released today. The National Legion of Decency, which issues morals evaluations of motion pictures, is the executive arm of the policy-making episcopal committee. A sharp decrease in the number of objectionable films is a new system of classification placed more films in an “adults only” category.

“Positive support at the box office,” Bishop Scully noted, “will contribute immensely to the production and exhibition of good films.”

Bishop Scully has completed his five year term as chairman of the bishops’ committee whose task it is to raise the moral tone of entertainment. He is succeeded by Bishop James A. McNulty of Paterson, N. J.

Bishop Scully declared: “certain morally dangerous trends and developments” in the motion picture industry. He cited in particular the (Continued on page 5)

Rank to Produce New
Weekly Newsreel in Color

LONDON, Nov. 18. — Starting early in 1959 the Rank Organization will produce a weekly newsreel in Eastman Color, 1,000 feet in length, the company announced today. It will replace its Gaumont British and Universal newsreels, “aiming at presenting a more lasting impact than present ephemeral newsreels,” the statement said.
Ruling on Loew's Plan Near

(Continued from page 1)

it approves the plan, attorneys for Loew's Inc. and Loew's Theatres would confer with Silverman on the form of an order incorporating the refinancing sought by the court, which would then be presented for the court's signature. Silverman spoke favorably of the plan, joining in telling the court that the proposed division of assets and liabilities between the two companies appeared to be fair and in the interests of stockholders as well as the future economic health of Loew's Inc. and Loew's Theatres.

Highlights of the plan, as reported earlier, would give the new picture company the Loew's records, music and television interests in addition to the domestic and foreign production-distribution assets and foreign theatres. The new theatre company would receive U.S. and Canadian theatres and radio station WJMJ, New York.

Companies' Responsibilities Set

The theatre company would be responsible for $3,000,000 of the debenture debt of the January 15, 1959, principal and interest in fulfillment) and the picture company would be responsible for approximately $21,415,000 of the fund. The theatre subsidiaries owe to Loew's, Inc., $17,415,000 of obligations evidenced by bonds and advances, and Loew's, Inc., owes $5,000,000 advanced to it by the motion picture subsidiaries. Under the plan, these obligations, one to the other, would be forgiven.

For a period of 18 months after the date of distribution of the stock in the new companies, or following next Jan. 15, whichever is earlier, Loew's Theatres would make an interest payment equal to 3% per annum on 20 per cent in principal amount of the debentures from time to time outstanding during the period.

Annual Payments Permitted

In addition, in the event that Loew's Inc. refinances the debentures within 36 months, there would be a monthly arrangement which relieves Loew's Theatres from all liability in respect of any obligations incurred in connection with such refinancing. Loew's Inc. would pay to Loew's Theatres' Inc., $3,000,000 in cash (or at the election of Loew's Theatres, $1,250,000 annually in each of the four 12-month periods succeeding the month in which such refinancing becomes effective, plus interest at the rate then applicable to the indebtedness incurred by Loew's Inc. to effect such refinancing).

Thereafter, Loew's Theatres would pay to Loew's Inc., $5,000,000 principal amount of the debentures after the expiration of said period as a result of which Loew's Theatres is relieved of all or at their maturity if no refinancing takes place, would make no other payments of interest or principal in respect of the debentures.

Loew's Inc. would pay all interest and sinking fund installments in respect of the debentures becoming due after January 15, 1959, less the interest payments payable by Loew's Theatres. Loew's Theatres would assume joint and several liability in respect of Loew's Inc.'s debentures by executing a supplemental indenture, with respect to Section 3.18 of the indenture under which the debentures were issued. The company now pays interest at 3% on the debenture debt of $36,000,000. The management plan gives the company an opportunity to refinance at the propriations time.

O'Brien, Friedman Testify

Robert O'Brien, Loew's vice-president and treasurer; Weldon Powell, an accountant and special consultant, and Leopold Friedman, president of Loew's Theatres, testified on behalf of the plan.

O'Brien said that distribution of the new stock would be undertaken as soon as approval was given by the FCC and that the sale of the radio station to the theatre company and that application must be made to the stock of the new theatre company on the Exchange.

Powell described the division of assets as logical and that of liabilities as reasonable. Each company, he said, would have a 20 per cent. of debt to capital. He said the economic future of both should be good and commended the management of both companies, pointing out that they had made excellent progress this year.

Sees Conditions Fulfilled

Friedman testified he believes the plan fulfills the conditions of the decree and the aims of the court; that it gives both companies a good outlook. In reply to a question, he said he expects the securities operations to be profitable.

Silverman said he considered the theatre company's pro forma net worth of $57 million an 11 to one advantage against the picture company becoming responsible for the debts of the theatre company and, conceivably, being tempted to favor it. He added that the $5 million of debt of the theatre company would not prove so burdensome as to inspire favoritism from that source.

Net Worth $80 Million

The net worth of the picture company will be $80 million, or about four to one that it won't be obligated to the theatre company.

Judge Palmer ruled that the stantial representation on the Loew's board of directors, they said yesterday.

The long-delayed statement on the Loew's situation, released shortly before the start of the hearing on management's plan in U.S. District Court here, was signed by Newman but it he spoke for Green as well as for himself. The two directors were defeated recently in their efforts to substitute plan to accomplish the divestment by the spin-off of the Culver City studios, rather than Loew's theatres. The Loew's board of directors voted the proposal down.

Their Support Withdrown

In the statement yesterday Newman said that he and Green had previously secured support from "largest stock interests" which "had been in the situation for a long time and had resigned from the board, Loew's." These interests, he said, which "originally and continuously expressed themselves as being completely dissatisfied with management's plan," were willing to become participants in a contest as is here required.

"Under these circumstances and with this support withdrawn," the statement continued, "Green and Newman enter into a proxy fight. However, this decision does not preclude participation plans to obtain very substantial representation on Loew's board of directors." There was no indication in the statement as to how they intend to seek to achieve the latter.

Green Defends the Plan

Defending the Green - Newman plan, Green said it "included the likelihood of the opportunity for the stockholder, who so desired (but not at his election) to tender his stock in the exchange, this plan is for a distribution company at a price substantially equal to the market price of all the Loew's assets. Yet he would retain his stock interest in everything. If a stockholder elected not to tender the spun-off stock would have an investment in a production-distribution company backed by people of sufficient confidence in their own ability to invest upwards of $35 million under experienced management with world-wide reputation."

The court doesn't want a plan that would good either company into unwise action. He profaned the concise at prompt presentation of the plan, poll, that he had made proved even for additional time in the case plan not presented by the court's deadline, August, 1959.

(Continued from page 1)

No Proxy Fight

(Continued from page 1)
New Britain Lawsuit on Policemen Re-Assigned

HARTFORD, Nov. 18. — The $250,000 lawsuit brought by New Britain, Conn., theatre owners against the city of New Britain protesting the mandatory presence of policemen in theatres has been re-assigned in Hartford Superior Court to Nov. 25.

The action, pending since late summer, stemmed from several unsuccessful attempts in recent years to repeal a city ordinance requiring the presence of policemen in theatres during motion picture performances. The plaintiffs—the Connecticut Theatrical Corporation, a Stanley-Warner subsidiary operating the Strand and Embassy, and Perakos Theatre Associates, owners of the Palace and lessees of the Arch St. Theatre—all allege the presence of policemen on duty in theatres is contrary to federal and state laws.

31 ‘South’ Booking In Todd-AO Abroad

“South Pacific” will be exhibited in Todd-AO in 31 overseas installations by Christmas, according to A. E. Bollegier, vice-president and treasurer of Magna Theatre Corp. Bollegier has just returned here from a three-week tour of most of the capitals of Europe in company with Albert Leonard, foreign sales manager for Magna.

Files Suit to Enjoin ‘Bell’ Opening Here

The Little Carnegie Theatre yesterday filed a suit in New York Federal Court seeking to enjoin the showing of Columbia’s “Bell, Book and Candle” at the Fine Arts Theatre next month until the Little Carnegie has been given the right to negotiate for the picture. Named in the action, in which $300,000 triple damages are sought, are Columbia, Kingsley International Pictures, Fine Arts, and Richard Davis.

In the suit plaintiff charges Davis, Columbia, and Kingsley with making an agreement under which Davis, owner of the Fine Arts, gets all first-run “art” pictures of the two companies. Cited is an alleged deal in which Davis is charged with leasing a theatre in London, England, and then turning over the lease to Columbia and Kingsley.

Columbia officials, contacted at the home office yesterday, said they had no comment to make on the suit.

SMTE Meets Tonight

Videotape will be the featured subject at the regular meeting of the New York Section of the Society of Motion Picture and Television Engineers slated tonight at the World Affairs Center Auditorium. The CBS and NBC installations will be discussed and Thomas J. Merson of Ampex will present a report on videotape splicing.

Paramount’s

THE BUCHANEEER

CECIL B. DEMILLE presents tremendous action with a tremendous theme...

THE PICTURE with

THE BOXOFFICE CAST

starring

YUL CLAIRE CHARLES
BRYNNER BLOOM BOYER

co-starring

Inger Henry E.G.
Stevens Hull Marshall

also co-starring

CHARLTON HESTON as Andrew Jackson

Produced by Henry Wilcoxon Directed by Anthony Quinn
Technicolor® VistaVision®

selected PICTURE OF THE MONTH

FOR DECEMBER by

Seventeen Magazine

AB-PT Deal

(Continued from page 1)

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AB-PT Deal

(Continued from page 1)

owned subsidiaries of American Broadcasting - Paramount Theatres, Inc., following two weeks of negotiations in the East with Sidney Monkley, vice-president of AB-PT, Inc., it was announced here today.

As part of the overall agreement, effective Jan. 1, 1959, Levin and Mandell, who have been under exclusive contract to AB-PT since November, 1956, are immediately free to form their own company and pursue their efforts in all phases of the entertainment field. Terms of the deal were not disclosed.

By virtue of this transaction, Levin gains the negatives of all completed pictures, including all residuals, plus eight story properties.

Mandell to Stay

Mandell, who has been associated with Levin for the last five years, will continue on with new firm as vice-president and general manager in charge of all business and administrative affairs.

Larry Clement, formerly motion picture and television loan officer with Bank of America for a period of 10 years, and more recently assistant treasurer and controller of AB-PT, joins Levin’s new organization as secretary-treasurer.

AB-PT Pictures Corp. and AB-PT Distributing Co., Inc. were formed in the latter part of 1956.
Universal's advertising and publicity executives, with the star of "Perfect Furlough," Linda Cristal, are introduced by Martin Quigley, Jr., at the start of the discussion of that Universal picture at yesterday's Merchandising Conference session. Left to right, Jeff Livingston, Miss Cristal, Charles Simonelli, Quigley, Philip Gerard.

**Outline Campaign for Universal's 'Furlough'**

Circuit executives attending the product merchandising forums sponsored this week by Motion Picture Herald on Monday night saw Universal's "The Perfect Furlough" at the Paris Theatre. A discussion of the exploitation possibilities was then held at the U-I home office yesterday morning.

Charles Simonelli, eastern advertising and publicity head for U-I, said the technique of building the picture as an attraction has been the same to date as was used on the famous "Fran
cis the Talking Mule." He also stated that after many favorable audience reactions the Sinclairer Research organization was employed to check the laughs. That company reported 257 laughs. This is to be used as an important part of the advertising campaign. Another catchline is "first picture ever offered with certified laughs.

Philip Gerard, eastern publicity manager, gave the principal details of the ad campaign and predicted the picture would add to the "jive de vive." Simonelli explained that Livingston had picked this up in France last year.

Rank 'Night' Shown at Herald Product Forum

By CHARLES S. AARONSON

Circuit executives attending the Motion Picture Herald's three-da
series of product merchandising conferences Monday afternoon at tended a screening of "A Night to Remember," the J. Arthur Rank presentation, at the Bonded Film Projection Room.

Following the screening, after intro duction by Martin Quigley, Jr., the session was opened by Kenneth Ha greaves, president of Rank Film Distributors of America, who said that the discussion for Rank were Geo frey Martin, advertising and publicity director; Steve Edwards, publicity di rector; Andy Gehraty, and William Schneider, of Donahue & Go, ad vertising agency.

'New Concept' Promised

The British promotional material for the film was shown and discussed, as the point was made that practically all of it is available and adaptable to this market. Stress was laid by the promotion men present on the common problem stemming from the fact that a film on the same subject was made several years ago, and that there was a comparatively recent double exposure five weeks ago of a TV film based on the same Robert Lord book of the Titanic sinking. For that reason it was emphasized the campaign in connection with the lead-up to Rank's film will stress a "new concept in the presentation of the catastrophe.

Schneider showed and explained the new approach of the advertising campaign devised for the New York opening, which, Hargreaves explained, would be on a hard ticket basis to give the film added prestige value. The advertising idea was in created, could be adapted to the local level very easily. It featured a silk enette effect of the ship, on a spread, on an even, horizontal keel, the other copy vertical keel and enough sink ing. It was agreed that it made for most effective eye-catching display, a suggestion for a variation in the film tration by one of the promotion men was welcomed and praised by the Greaves and Schneider.

Praise by Edwards

Edwards cited the publicity plan for the film and exploitation materi als was shown and explained by Martin Contact with and stories about an survivors of the disaster shaped as an addition to the promotional material, was indicated.

**Ohio Circuit Schedules Pre-Christmas Closings**

Special to THE DAILY

CLEVELAND, Nov. 18.—For the first time all theatres in the Washing ton Circuit, owned by M. B. Horwitz, will be closed three days before Christmas this year. Previously the houses were closed only on Christmas Eve. Theatres affected are the State and Falls in Cuyahoga Falls; the Tor, Plaza and Halltown, Cleveland.

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Tent 35 Gives Cancer Care
(Continued from page 1)

It said, are the facilities of the Trafalgar Hospital here, which are
used with the general community
vice of the Institute of Applied
ology which, along with the hospital,
is supported in part by the New

It is our hope,” Meinhardt said,
at our program eventually will
so that we will be in a position
provide hospital and laboratory
care.

Tent No. 35’s fund raising program
explained by Richard Brandt,
spoke in place of his father,
who had been unable to at
due to illness. Harry Brandt
iously had agreed to serve as
ent of the Tent’s Cancer
search Foundation.

11 Theatres Participating

Anyone making a contribution of
30 to the Cancer Research
fund of Tent No. 35 will re
a pair of tickets to each of ten
adway premieres of outstanding
pictures. Brandt reported that
addition to the film companies,
allowing theatres to agree to par
: Capitol, Loew’s State, Romy,
York Paramount, Astor, Victoria,
Lux Normandie, Plaza, Criterion,
Warner Cinerama. The Tent will
provide with 200 tickets to each
theses premises. The objective is
0 donors, which will put $50,000 in
, Martin Starr, whose new Broadway

Catholic Filmoers
(Continued from page 1)

introduction to this mass medium of
subject matters which are more
propriety suited for restricted audiences;
the sex-sensational exploitation in ad
vertising; the duplicity of some com
panies in the handling of films which have
been condemned by the Legion and do not bear
the seal of approval of their own organ of self
regulation.

The Bishop also warned parents
of the “dangerous cumulative effect
which horror, pseudo-scientific and
crime films can have upon the moral
health and intellectual development of
children.” He condemned “one
major company of whose 48 pictures
released, 44 received an approved
classification.”

Reviewed 323 Pictures

The Legion reviewed and classified
323 pictures, of which 250 were
American and 43 were foreign. Of
American films, 17 (7.4%) were
objectionable for general patronage;
79 (28.22%) were approved for adults
and adolescents; 65 (23.21%) received
the “only” classification; and 90
(13.93%) were objectionable. None
were condemned.

Of foreign films, nine (20.93%) were
approved for all; seven (16.22%) were
approved for adults and adolescents;
eight (18.60%) were limited to adults;
12 (27.91%) were objectionable; and
five (11.63%) were condemned. Two
films (4.65%) received a separate
classification, which is given to
certain films which, while not morally
offensive, require some analysis and
explanation.

Last year the Legion reviewed 418
pictures, of which 335 were Ameri-
can and 83 foreign. Of the American
100 (52.54%) were objectionable.

The Legion attributes the marked
decrease in films classified objection-
able to the new category for adoles-
cents. It enables more films to be placed in
an “adolescent only” class, and
fewer in an “objectionable” class.

The study of radio and television
programming undertaken last year
has not been completed.

The committee announced, how-
ever, the appointment of Bishop John
Muskie of Steubenville, Ohio, as
episcopal moderator of the Catholic
Broadcasters’ Association.

The CBA, as association of lay-
and clergy engaged in the production of
religious radio and TV programs,
has not had an episodic moderator.
The Very Rev. Celestin J. Steiner, S.
, president of the University of De-
troit, heads CBA. The step was taken,
the bishops’ committee said, “to fur
ther the Catholic contribution pre-
viously being made to the media of
radio and TV, to bring the forth
religious and educational programs.”

Bishop Edward J. Shanahan of
Bridgeport, Conn., has been elected
a new member of the Episcopan Com-
nittee of the CBA. Bishop Shanahan
is Msgr. Thomas F. Little, and
assistant executive secretary is Rev.
Patrick J. Sullivan, S. J.

One Man’s T·Views
By Pinky Herman

COMES Thursday, Jan. 1, you’ll witness the Rose Bowl Game with
the compliments of Gillette Razor for the 8th NBCLos Angeles
year. Neither the contending teams nor the athletes have as yet
been named but millions of fans will be treated to new plays. . . . There
have been many cases in the past when it has been discovered that
a singer can act and for proof we can cite artists including Frank
Sinatra, Pat Boone, Rosemary Clooney, Rudy Vallee, Harriet (Hilliard)
Nelson, Nelson Eddy, Johnny Desmond, just to mention a few. But William
Morris Agency have been coming up with an actor, Alan Sploffe, he has
been found on numerous T·View programs such as "The Phil Silvers Show," "Martha
Raye Show," "Sid Caesar Show" among others, who can really belt out
a song. Alan’s initial wax effort, on the Monoloe Label, is titled, “Day
dreams” which will be nationally released Friday and which we think
will zoom the handsome youngster into the big (music) time. . . . That
party which his Lambs Club committee tossed in his honor Monday
night at Teddy’s bistros in Greenwich Village made Mickey Alpert a happy
man indeed, he has offices in similar affairs for both Broadway,
TV and cinema artists and it was high time the honor was reversed.
Speecheahmakers included Harry Hershfield, Bert Lahr, Bert Wheeler,
William Gaxton and Lee Sullivan . . . Did you know that Cecile Cowan,
wholl soon be seen in the forthcoming Frank Sinatra flicker “Hole in
the Head,” and named by Lou Walters, “The Ziegfeld Girl of 1959,”
holds B.A. and M.A. degrees from U. of Florida and taught school prior
to becoming an actress? . . .

Years ago down in Philadelphia, a gracious lady named Alice Clements
started producing a radio program, “Horn & Hardart Children’s Hour,”
which brought many a talented youngster to national acclaim. One
of them, a bright, roddy-faced bundle of unusual talents was named Red Benson
who sang, danced, told funny stories and eventually hit the Main Stem. Red
is now a songwriter, recording artist, one of the town’s best-liked comedians
and is easily one of the most-listened-to deejays (WPEN) around . . . In
but two years since he joined Oldsmot Sound Studios, Joe Ryan’s engineering
prows is the talk of Madison Ave . . . With the resignation of Yvonne
Dorayoe, Leo Levine takes over as record librarian at WNTA, Newark. Leo is on easy
speaking terms with DSCiples of music ranging from, Bach and
Weber, to Busby Berkeley and Berlin. . . . Well

Red Benson
Willie Webber, handsomc 6 foot emcee of the WPIL “Breakfast Club”
every morning, will harmonize an “I do-it” Nov. 22 with beautiful Con
nee Russell. Incidentally, this popular TV series is produced by Howard
Ennis, ably assisted by Toby DeLuca. . . . Robert Q. Lewis knows an
actor who is a stand-by for TV Westerns—he’s a gun-dersty. (don’t shoot—ain’t ya see we ain’t toting a gun)? . . . If “Meet McGraw” does
well as an ABC Syndication series, the Frank Lovejoy series will be
ABCChannelled starting Sun. (Nov. 22) that net will shoot additional segs.

A ‘Mother’ to Bow

The world premiere for Allied Art’s “Unwed Mother” has been
scheduled for Tuesday, Nov. 25, at the Town Theatre in Norfolk, Va.

RKO Theatres
(Continued from page 1)

the Hotel Warwick here tomor
was announced by Harry Mandel,
deputy chief in charge of theatre
ations. Sol A. Schwartz, president
RKO Theatres, will greet the man
ers at the all-day session which will
pered off by Mandel. Matthew
son, chief of system, will di
the circuit, will discuss future bookings.

Five Will Give Talks

Representatives of producing compa
will also address the meeting.
ese include William Brumberg of
net, Abe Goodman, 20th
ety-Fox and Charles Simonelli.
Livingston and Phil Gerem of
nternational, who will talk
encing their respective
nys’ productions soon to reach
0 areas.

Fred Squire, controller; Charles
man, theatre management; Leon
ek, concessions, and other depar
t executives will go over their par
ment, including, Mickeyloon, Tom
achen, assistant to Mandel and di
ion managers of the New York
opolitan area will also attend.

A ‘Mother’ to Bow

The world premiere for Allied Art’s “Unwed Mother” has been
scheduled for Tuesday, Nov. 25, at the Town Theatre in Norfolk, Va.
We just saw THE SHERIFF OF FRACTURED JAW. This was a most delightful experience.

It is fresh and different entertainment. This is a story of a typically proper Englishman who stumbles into the job of a gun-toting Sheriff in the Wild West. Kenneth More will delight American audiences in this role, and Jayne Mansfield emerges as a new personality—you will be amazed by her performance.

We are making THE SHERIFF available for special New Year’s Eve shows prior to its general release in mid-January, and I strongly urge exhibitors to contact their local 20th exchange now and reserve prints.

Sincerely,

Alex Harrison
General Sales Manager

P.S. – We have a slogan for this picture: “Ask the man who saw it.”
Conferences Guests Hear Value of Book Tie-ins for Fox's 'Rally'

By RICHARD GERTNER

The first screening of Leo McCarey's "Rally 'Round the Flag, Boys!" for home office executives of 20th Century-Fox, held yesterday morning at the Lincoln Theatre, was attended by publicity chiefs participating in the product merchandising conferences sponsored by Motion Picture Herald this week. The print shown was a "rough cut," flown in from the studio for the special screening.

The picture, which stars Paul Newman, Joanne Woodward, Joan Collins and Jack Carson, is based on the best-selling novel by Max Shulman. 20th-Century Fox is marketing the film on a merchandising basis.

Exhibitors Debate UA's 'Lucasta' Campaign

By JAMES D. IVERS

(Picture on Page 4)

A lively discussion on whether United Artists' "Anna Lucasta" should be sold as a "sensational" picture, a "class" or art house subject, or simply as a warm human drama, featured the UA section of the product merchandising conference sponsored by Motion Picture Herald.

The advertising campaign prepared by UA for the scheduled openings of the picture in Chicago, Los Angeles and New York was presented by Roger H. Lewis, director of advertising, publicity and exploitation, who declared that he and the company were "interfere going to make as much money out of that picture as we can." (Continued on page 4)

Jack Warner Scheduled

To Fly Home in 10 Days

Jack L. Warner, president of Warner Bros., is scheduled to return to his West Coast home Dec. 1 from his Riviera residence where he has been recuperating from serious injuries received in an automobile accident last August, it was reported here yesterday.

Warner is expected to make the trip by plane, which return home in 10 days. (Continued on page 2)

Landis Scores House Committee

For 'Interference' in Toll-TV Field

WASHINGTON, D.C., Nov. 19—James M. Landis, authority on administrative law and former dean of Harvard Law School, today critical of some Congressional committees for seeking to "interfere in the shaping of policy by the administrative agencies" of the Federal government.

The most potent of these activities, he said, is the recent action of the House Committee on Interstate and Foreign Commerce in setting aside a carefully worked out program of the Federal Communications Commission in the field of subscription television.

Mr. Landis spoke at a panel discussion on the relation of the administrative agencies to both Congress and the Executive branch, sponsored by the House Subcommittee on Legislative Oversight. Representative Oren Harris (D, Ark.), is chairman of the committee, and also heads the Committee on Interstate and Foreign Communications Commission (Continued on page 5)
**Study ‘Seal’**

(Continued from page 1)

frequently with newspapers and civic watchdog groups.

The plan discussions include the possibility if imprinting the same identifying elements on press books and other promotion material. The plan supplants another, proposed earlier, for imprinting a special insignia on seals approved by the ACLA, similar to the Code seal insignia on title frames of films.

The plan is still in the formative stage and remains to be submitted to and acted upon by the main advertising-publicity directors committee.

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**Roanoke Papers**

(Continued from page 1)

Jr., manager of retail advertising for both papers, states that it is not intended as an indictment of any individual or the theatre management as a whole. We know,” the letter says, “that in most instances the advertising is selected from a ‘press book’ furnished by the producer but the fact remains that the type of copy mentioned is unacceptable for publication in these newspapers.”

Say’s ‘Good Taste’ Will Sell

The Times-World Corp., owner of the papers, also is owner of television station WDBJ.

“We believe, the letter observes, that a product with merit can be sold to the public with advertising in good taste and that illustrations and copy which appeal to the base instincts of nature are unnecessary as well as undesirable.”

So far as could be learned, there have been no recent instances of advertising submitted by a local theatre rejected. Hence, exhibitors in the area profess to the letter of admonition.

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**Disney Items**

(Continued from page 1)

ing Beauty,” and will be followed at Easter by the same distributor’s “The Shaggy Dog.”

The announcement of the new plan was made yesterday by Vincent H. Jeffords, head of U.S. merchandising for Walt Disney Productions, and Benjamin Snering, executive vice-president of ABC. Edward J. Bied has been named president of the merchandising division of ABC, with headquarters in Long Island City.

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**Goldstein Touring**

HOLLYWOOD, Nov. 19 — Morey Goldstein, vice-president and general sales manager of Allied Artists, left here to launch a nationwide tour of the company’s exchanges, where he will meet with local exhibitors regarding forthcoming product.

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**Symposium on Foreign Films at AMPA Lunch**

Three authorities on the impact of foreign pictures on American audiences in the U.S. film industry will be the principal speakers at a foreign-film symposium sponsored by the Associated Motion Picture Advertisers at the Piccadilly Hotel here on Tuesday. The speakers will be Richard Barry, European desk, Lux Distributing Corp., and Trans-Lux Theatres Corp.; Bosley Crowther, movie reviewer of the New York Times, and Don Velde, veteran publicity executive.

According to Bob Montgomery, AMPA president, the subject and the speakers were selected because of the success which foreign films have made in this country and the increasing interest in imports in the American market—and the effect this will have upon industry people and their jobs.

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**‘Sinbad’ Float to Tour Country for Openings**

Columbia will put its show on the road for “The 7th Voyage of Sinbad.” A giant float, complete with Arabian Nights exhibits and genie from the picture, will go on the road immediately after its premiere appearance in the Macy Thanksgiving Day parade in New York and keep going at least until Christmas, and perhaps longer.

The tour, covering Westchester, Philadelphia, Baltimore, Washington, Chicago, Pittsburgh, Detroit, and points in between will be keyed to December openings of the picture in more than 300 situations.

The itinerary after Christmas will be determined by later bookings of the film.

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**U.P. Offers Package: Dual Bill One Story**

(From THE DAILY BOSTON)

HOLLYWOOD, Nov. 19 — A double bill, the second feature of which will be a sequel to the first, has been scheduled as a novel program package by American International Pictures. It is announced by James H. Nicholson and Samuel Z. Arkoff.

The first feature, “End of the World,” will deal with events leading to a global finale. “Last Woman on Earth,” which will be a sequel to “End of the World,” will carry over to its cast one of the women in the preceding feature, who will survive the end with seven men. Each picture will be complete in itself.

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**‘U’ Party for Linda**

Universal will be host to Linda Cristal, star of its forthcoming release, “The Perfect Furlough,” at a reception at the Hurvay today.

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**Soviet Delegation to Visit Studios Dec. 1**

From THE DAILY BOSTON

HOLLYWOOD, Nov. 19 — An official delegation of Soviet representatives is expected here Dec. 1 for three-day visit. They will be escorted by Kenneth Clark, Motion Picture Association of America representative.

In the group are Yury Zhukov, chairman of the Council of Ministe Committee for Cultural Relations and German-speaking films, and two of his vice-presidents, V. Vokkushin, both of Moscow, and Mrs. Anvar Mamedova, assistant cultural attaché at the Soviet Embassy in Washington, a previously

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**Pickman, Davis Meet**

J erome Pickman, Paramount vice-president and director of advertising publicity and exploitation, and Matt S. Davis, assistant director, tomorrow. The trip is in conjunction with a conference the Paramount home office is preparing on promotion public relations and promotion.

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**Jack Warner**

(Continued from page 1)

return plane trip by the Polar route without a stopover in New York, and the special schedule calls for completion of the removal of the last of the home office depart- ments to the Burbank studios by the end of next week. Thus, the changeover will be completed in one working week of Warner’s return. A final contingent, headed by executive vice-president Benj. Kalmenson is scheduled to leave for the Coast late next week.

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**Foreign Dept. Men**

(Continued from page 1)

tribution of the seven Soviet films has been set yet. Screened for the foreign department men in the past few days were “Circus Artists,” “Swan Lake,” an “The Cranes Are Flying,” “Today,” “The Idiot” will be screened, followed by “Othello” tomorrow, and a final two will be screened next week. “The Captain’s Daughter” was screened earlier.

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**U.S. Films on Way Over**

A final shipment of advertisement American films from which the Soviets are to select the remaining four or five of their quota is on its way to Moscow, indications are it will be seen before the Soviets make the last of their seven selections of total 10 American films for distribution there. Originally, the films were to be made by Nov. 12.

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**PERSONAL MENTION**

ERIC JOHNSTON, president of the Motion Picture Association of America, is scheduled to return to Washington today from the West Coast.

ARTHUR KOH, president of United Artists, and ROBERT BENJAMIN, chairman of the board, will return to New York over the weekend from Hollywood.

JOSPEH WOHL, president of International Film Distributors, Inc., will leave here next Wednesday for Puerto Rico, Trinidad and Caracas.

CHARLES LEVY, Bruno Vista advertising-publicity manager, and BEN DOHRN, head of exploitation, are in Boston today from New York.


WILLIAM H. ANDERSON, Walt Disney Productions vice-president in charge of studio operations, returned to New York from London this week via B.O.A.C.

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**‘Greatest Story’**

(Continued from page 1)

cept it, enthusiastically, hopefully, seriously.

Company president Spyros Skouras declared yesterday was for his firm “one of the great days,” especially in its desire to keep theatres open. He added: “It’s a cinch for a man who has ‘contributed greatly to that goal.’ No man is better qualified, he said, and praised Stevens as “one of the great men of the motion picture industry.” He said Stevens will make the film exclusively, independently; he will plan, direct, cast, publicize, even exploit. All 20-Pox will do, he said, “is supply the money.”

Stevens said: “We have what is needed to make this film.” Sets and lavishness are unimportant, he continued. The picture should get quickly to the hearth of the matter.”

He will spend most of next year in study and research. He will perhaps start shooting late next year. He may have its ready for release in late 1961. He will make much in the Holy Land.

He was asked whether he’d shoot in Jerusalem, and said too much of it was too steep to date. Perhaps near he would shoot in Israel? He doesn’t know. Told if he did, perhaps many countries wouldn’t accept it, that it would be unfortunate.
"BE MY GUEST  
DECEMBER 1st!"

TECHNICOLOR

AUNTIE MAME

Starring

ROSA Lind Russell

FORREST TUCKER  CORAL BROWNE  FRED CLARK
Screenplay by BETTY COMDEN and ADOLPH GREEN. From the novel "Auntie Mame" by Patrick Dennis. As adapted for the stage by Jerome Lawrence and Robert E. Lee. Directed by MORTON DA COSTA. Musical direction by BROWN CLARK AUBER. From WARNER BROS.

TOPS THE
BEST-SELLER!
TOPS THE PLAY!
IT'LL TOP
EVERYTHING
ON THE
BOARDS
for
Christmas!

WARNERS' NATION-WIDE THEATRE SCREENINGS DEC.1!

ALBANY
Madison 2:00 PM
ATLANTA
Rhodes 10:30 AM
BOSTON
Allston
Capitol 2:30 PM
BUFFALO
Kenmore
Calvin 2:00 PM
CHARLOTTE
Dilworth
10:00 AM
CHICAGO
Century 10:15 AM
CINCINNATI
Hollywood 2:00 PM
CLEVELAND
Colony 2:00 PM
DALLAS
Palace 9:30 AM
DENVER
Opal 2:30 PM
DES MOINES
Uptown 2:00 PM
DETROIT
World 1:30 PM
INDIANAPOLIS
Indiana 8:00 PM
JACKSONVILLE
St. John's 9:00 AM
KANSAS CITY
Brookside 1:30 PM
LOS ANGELES
Fox Boulevard 1:30 PM
MEMPHIS
Warner 10:00 AM
MILWAUKEE
Warner 9:30 AM
MINNEAPOLIS
St. Louis Park
Pork 2:00 PM
NEW HAVEN
Roger Sherman 10:00 AM
NEW ORLEANS
Famous 8:15 PM
NEW YORK
Criterion 10:30 AM
OKLAHOMA CITY
Midwest 10:00 AM
OMAHA
Center 2:00 PM
PHILADELPHIA
Logan 2:00 PM
PITTSBURGH
Monon
11:00 AM
PORTLAND
21st Avenue
2:00 PM
SALT LAKE CITY
Centre 10:00 AM
SAN FRANCISCO
Alhambra 2:00 PM
SEATTLE
Music Box 2:00 PM
ST. LOUIS
St. Louis
10:00 AM
WASHINGTON
Ambassador
10:00 AM

WORLD PREMIERE
DECEMBER 4th
RADIO CITY MUSIC HALL
Pickman Urges Film Drive

(Carried from page 1)

ning of the campaign for the picture is just beginning and that it will not be released until next March or April, there is plenty of time for exhibitors and their advertising-publicity aides to originate and send in the components of the campaign.

When a majority of the approximately two dozen exhibitors and theatre advertising-publicity executives at the conference expressed dissatisfaction with the picture’s title, Pickman broadened his invitation to include a new title of the theatre men’s choosing.

Pickman used the occasion, also, to commend Quigley Publications for sponsoring the three-day merchandising conference, to commend the showmen from out-of-town who participated in it and to express concern over the lack of interest in the welfare of their business on the part of those others who were invited to the conference but failed to appear.

Noting that about 25 per cent of the invitees were on hand for Tuesday night’s conference, Pickman said he believed there were extenuating circumstances which applied to many exhibitors.

Cities Depleted Staffs

“Many of us are under-staffed,” Goldberg said. “We would like to send more of our people to conferences of this kind, but some has to remain on the job and do the work.”

Turning to the picture they had just seen and the task of devising a campaign for it from scratch, the consensus was that there were plenty of solid, saleable elements in the production—such as a heartwarming story, excellent performances by the stars and distinguished work by a fine supporting cast, with tremendous emotional impact.

The problem, it was agreed by the conference, was how you let 50,000 people know that it’s all these components and more.

Many Officials Comment

Suggestions for the campaign were forthcoming in a wide variety from such showmen as Harold Brown of United Detroit Theatres; Robert J. O’Donnell, Texas Interstate Circuit; Edward Stuckey, Butterfield Theatres; Seymour Morris, Schine Chain Theatres; William Matthews, Comerford Theatres; SI Evans, Schine Theatres; Henry Capogna, Butterfield Theatres; Edgar Goth, Stanley Warner Theatres, Newark; Dan Finn, Massachusetts Theatres; and others.

Pickman and Martin Davis, his executive assistant, showed tentative drafts of ads on which work was sus-
'Rally' Book Tie-in Praised

(CONTINUED FROM PAGE 1)

as has scheduled the film for release in February, and it was emphasized the exhibitors attending the forum following the screening that they have been two months to use the wealth of promotional material the company has prepared before the picture opens in their theaters.

Stong emphasis in the campaign for "Rally" is being placed on the fact that it is based on a book that is on best-selling lists for a full year. Its hard-back edition and is now having equal popularity as a paperback. In a discussion held before the picture was screened, Charles Einfeld, the Fox vice-president in charge of advertising, publicity and exploitation, told of this aspect of the promotional plans and then introduced two bluffing executives who played a part in making the book a success.

Doubleday Official Heard

The first was Walter Bradley, executive director of Doubleday, which published the hard-back edition. He said the company was thrilled to see his company as "not another competitor" but a colleague with which they could work to mutual advantage. A great popularity of the book, he said, was the result of a ready-made audience for the film. This theory was then amplified by Oscar Dyssel, president of Random Books, which issued a pocketbook edition of the book. When the paperback proved so successful it went into a third printing even before its release to newsstands. There are now 1,500,000 copies in print, he said, "each a salesman for the film."

Dyssel also told the exhibitors that a 3-man field force of the Curtis Publishing Co, would be available to promote the book and tie-in the books and posters on "a read the book and see the movie theme" will be suppled, and theatre managers should put this material even if they did not have a personal appearance by Mr. Curtis performed so that picture playdate can be impressed this material.

Promotion Kit Supplied

After the screening of the picture a mental kit was passed out to the exhibitors and Einfeld explained its contents. Included were credit card, vital statistics, a book jacket, a pocket edition of the book, and stills, among other data. Einfeld introduced several members of staff, who detailed the plans which have been made for the film in their respective departments.

A promotional program for the film was started as soon as the book was released, Ed Sullivan, publicity director, told the forum. He then recounted the large number of "news breaks" the picture has already received and others which are in the works for the future. Among the magazines mentioned were Redbook, This Week, Esquire, American Weekly, Saturday Evening Post, McCall's, Jet, Argosy, Cue and Cosmopolitan, etc. Sullivan also listed personal appearances tours planned by the picture's stars and McCarey.

TV Appearances Slated

Martin Michael, radio and television manager, pointed out that promotion over both media will extend through January and February and included taped interviews with the stars and director as well as personal appearances on TV. Programs already scheduled include the Ed Murrow and Ed Sullivan shows and Monitor, among others.

Innovations are planned, Michael said, for radio spots and TV trailers. On radio the approach will be "soft-sell," he explained, and two examples were broadcast for the exhibitor audience. The television trailers will be animated cartoons which Michael said was a "first" for promotion of films over TV. He then introduced Tom Morrisson of Terrytoons, which is preparing the cartoons, and the audience was given an idea of what the trailers will be like through slides projected on the screen.

Use of Trailers Urged

At this point Einfeld urged the exhibitors to make greater use of this type of publicity on TV. He said that 20th-Fox has prepared such trailers before at great expense and very few exhibitors bothered to employ them at all.

Ads prepared for the campaign were then shown to the forum and Abe Goodman, president of the General Media, emphasized out that they stress the best-selling book, McCarey, the four stars, sex, and gaiety to give patrons a strong idea of what the film is about. Goodman also described a teaser trailer featuring McCarey and Bob Hope, which will be ready in two or three weeks.

McCAREY WILL TOUR

The final speaker was Rodney Bush, exploitation head, who reviewed several aspects of the campaign and said that McCarey will go on a personal tour of about 30 cities at which time "skew" previews of the film will be held to build word-of-mouth. Critics are to be brought in from surrounding areas for these screenings.

Following the forum the exhibitors were guests of 20th-Fox at a luncheon.

‘U’ Studio

(CONTINUED FROM PAGE 1)

edited and scored, two big features and two TV series currently shooting and a number of TV commercials either before the cameras or in preparation, Universal-International is

ABC Notes Progress

IN DAYTIME PROGRAMS

By CHARLES S. AARONSON

The ABC-TV network is making substantial progress in the daytime programming arena which it has launched a vigorous offensive for business this season, it was emphasized yesterday. The occasion was a one-day meeting of all the network's 88 primary affiliates, held at the Sheraton East Hotel on Park Avenue. There were two sessions, broken by luncheon, with company executives outlining the network situation to date generally, but concentrating on the daytime programming field.

Goldenson Present

Alfred R. Beckman, vice-president in charge of station relations, presided. Also participating were: Oliver pickle, president of ABC Television; Thomas W. Moore, vice-president in charge of programming; Donald W. Coyle, vice-president and general sales manager, and William P. Mullen, vice-president in charge of sales. Leonard Goldenson, president of the parent AB-Paramount, also was present.

Among the new series indicated for future programming were several from Warners, "The Alaskan," to begin next Spring; "Doc Holliday" and "Diol M for Murder," scheduled for the fall of 1959, and "The Fat Man," from Screen Gems, also for Fall.

The executives stressed their firm belief that prospects for the network for 1959 are extremely good, and that in the short time the current season's efforts have had put forward, about six weeks only, there has been an increase in some ratings of as much as two-thirds. Treyz said: "The affiliates feel now that the ABC television network has come of age."

Study New Station-Break Plan

It was indicated that careful study has been given, and is continuing, on the possibility of having station breaks in half-hour instead of the present 15-minute intervals. Nothing has been determined as yet, it was said. The meeting was characterized generally by a feeling of encouragement that network prospects were excellent for this and next year.

now enjoying a period of peak activity with 1,416 employees in the payroll.

This is within 100 of the year's high employment mark set in September when three features were shooting.

Heading the list of January starters is "Spartacus," Bryna production for U-I release. Anthony Mann will direct, with Edward Lewis, with Edward Mulh serving as executive producer for U-I.

Also set to start in January is "It's That Time Of Year" and "Operation Petticoat."

Landis Scores

(Continued from page 1)

Commerce which Mr. Landis criticized.

Mr. Landis, who is special counsel for Skirton Electronics & Television Corporation, said that instead of interfering with the work of administrative agencies, Congressional committees should direct their activities to recommendations for legislation.

"Congress as a whole," he added, "can change and alter laws that it has enacted. But for a committee of the Congress to threaten reprisals in the event that its conceptions and predictions are not carried out is to attempt to destroy the very concept of the independent commission."

Buy Saturday Post

Stories for TV Series

Jack Wrather, chairman of the board of Independent Television Corporation; Robert Gibson, secretary of Curtis Publishing Co., and Robert J. Enders, president of Robert J. Enders Productions, jointly announced yesterday that an agreement had been reached by the three companies to complete production of a television series based on stories from "The Saturday Evening Post."

A budget of $2 million has been set for the first 39 films, of which 18 have already been produced. Title for the series has not yet been selected.

Signs as ABC Affiliate

Station KPTV, Portland, Ore., has signed as an affiliate of the ABC Television Network, it was announced by George Haggarty, president of the station, and Alfred R. Beckman, vice-president in charge of ABC-TV station relations. The affiliation is effective immediately, and KPTV will become a primary affiliate May 1, 1959.

aircraft: COMET 4! (pare jet)
flight: MONARCH (de Luxe and First Class only)
frequency: NIGHTLY (returns New York at 9 p.m.)
destination: LONDON!
RANK FILM DISTRIBUTORS of AMERICA Inc.
takes pride in announcing

THE AMERICAN PREMIERE
ON A RESERVED SEAT POLICY
of a
distinguished motion picture
starring
Kenneth More
in
A NIGHT TO REMEMBER
From the book by WALTER LORD
Screenplay by ERIC AMBLER • Produced by WILLIAM MacQUITTY • Directed by ROY BAKER
Made at PINEWOOD STUDIOS in LONDON, ENGLAND

at the
CRITERION
45th and Broadway
New York City
at 8:30 P. M.
Tuesday Evening
December 16, 1958
Flick Favors Soviet Film Showings Here; Sees Ample Precautions

ALBANY, N. Y., Nov. 20.—Dr. Hugh M. Flick, in a question-answer period following an address on "Censorship and Freedom" before the Communication Arts Guild of the Albany Catholic Diocese, at a dinner meeting in suburban Latham Tuesday night said he could see no harm in the exhibition by American theatres of Russian motion pictures as part of a cultural exchange program between the United States and the Soviet Union.

He held so because "this is something very carefully planned, and..."

(Continued on page 2)

585 M. P. Pioneers Will Attend Monday Fete

Some 585 film industry leaders will attend the 20th anniversary Motion Picture Pioneers' dinner honoring Robert S. Benjamin and Arthur B. Krim as Motion Picture Pioneers of 1958, it was announced yesterday by the Motion Picture Herald Wednesday afternoon.

Three months ago, Jackter said, he told exhibitors wishing to contract for the Festival de Luxe...(Continued on page 2)

The Inn of the Sixth Happiness

Adler—20th-Fox—CinemaScope

NGRID BERGMAN has created the most memorable characterization of her brilliant career on the screen in "The Inn of the Sixth Happiness." This 20th Century-Fox picture, which Bud Adler personally produced, is superior film-making in every respect. It tells an unusual story that is eventful all the way; it has action scenes that are vividly staged and well-integrated into the plot; it reaches a climax that not only carries strong suspense but emotional power. Its settings are meticulously designed; complete villages in China, where the major part of the action takes place, have been recreated in exact and authentic detail. And all are brilliantly photographed in CinemaScope and color by DeLuxe.

The result is a piece of entertainment which exhibitors can recommend without reservation to all types of audiences. It is particularly appropriate for the holiday period when it should pack them in everywhere.

At the heart of the film and giving it substance and drive is the...
Flick for Soviet-Film Shows

(Continued from page 1)

will be closely supervised and scrutinized. It will be, in effect, "an operation in a great-bag goldfish bowl," the ex-director of the State Education Department's Motion Picture Division commented.

Some 'Rip-Snorting' Propaganda

Asked whether during his term as director he had spotted "Communist propaganda in Russian films," Dr. Flick said that sometimes the "rip-sorted" propaganda would break right out in the middle.

Under the New York State licensing law, the Division could do nothing about this. However, he claimed that if rip-sorted propaganda would break right out in the middle.

Pressed to state whether he had detected any Communist tinge in American-made pictures, Dr. Flick replied, "Matters pertaining to philosophy were within the law and purview of the Motion Picture Division." If Communist propaganda were caught—and Dr. Flick did not say any had been—federal authorities would be notified.

Queried by Many

Answering another question—the number of them put by members of the press—"radio, television, and other media were the largest that he had ever tackled at one session—Dr. Flick, current executive assistant to State Education Commissioner James A. Allen, Jr. spoke of how "no workable method or process of censoring television." He continued, "It would have to be international," pointed out that Canadian law prohibits the advertising of alcoholic beverages on the air and it is that Buffalo television stations, beam out the Division's advertisement be heard.

In one case, the Motion Picture Division called to the attention of an American television network the fact a film advertised for presentation over its program was refused a license by the Motion Picture Division. The web therupon withdrew it from showing. Flick assumed, although he did not know, that other films denied a New York State seal, may have been shown in the video medium.

Compared with Legion

The speaker agreed with the Rev. George S. John, moderator of the Guild, that the aims and objectives of the Motion Picture Division parallel those of the Legion of Decency. He pointed out, however, that "the State licensing is not merely a safeguard for the Legion of Decency "laborers for a more specific audience" and therefore can take action which the Division may not.

The Legion, Dr. Flick continued, is "a supplementation" of the Motion Picture Division. He would not like to believe, Dr. Flick added with regard to a question regarding "Baby Doll," that a Legion "C" rating could be turned to a picture's profit, that such a development were possible.

No "Specific-Theatre" Licenses

In reply to an interrogation by Father St. John on whether "films in New York State are licensed for specific theatres," Dr. Flick said no. He appended that there are not. However, he believed desirable a system of "classifications"—"I have never yet come up with a perfect one—one which might not be enforced—as in France and several other foreign countries.

The speaker agreed with Father St. John, who passed out copies of the 1957 "Cheremny Statement of the Baptists of the United States," and read portions of it, that groups like the Communication Arts Guild could be of great assistance in making clear that "the code of conduct, and relation, are inseparable."

Dr. Flick also urged a "partnership by parents in the work of regulating the most powerful communications medium yet devised.

Resent Horror and "Burlesque"

He severely criticized "brutality and horror films," believed that the "excesses," from "extreme comedies," "the girlie-girlie, burlesque pictures which play the exploitation circuit." No matter how much the Motion Picture Division cut, the "fringe" producers and their distributors were "determined" to show these films, he said. Dr. Flick was also critical of film advertising, and the tendency to "blow minor items into a major emphasis." He observed this phase would be considered at a public hearing in New York "next month."

List Ind. Earnings

Down for 9 Months

Net earnings of List Industries Corp. and its subsidiaries, which include RKO Theatres, were $826,632 for the nine months ended Sept. 30, the company announced yesterday. This compares with net earnings for the same period last year of $1,670,284.

Cleveland Crime Critics

CLEVELAND, No. 20—Jack War-

fel, 49, feature writer and spot motion

picture reviewer for the Cleveland "Plain Dealer," and polemically-minded,

is poisoning. He is survived by his mother and twin brothers.

M. P. Pioneers

(Continued from page 1)

William J. Heineman and Max Youngstein, co-chairmen of the dinner.

It was also announced that Paul Bernard Birstein, of The Actors’ Te-

rprise, will deliver the Invocation at the dinner to be held in the Star-

g Room of the Waldorf-Astoria Hotel Monday night. A cocktail reception

the Sert Room will precede the dinner.

Adlai Stevenson will be guest speaker, and Bob Hope and Har-

Belafonte will share the entertainment stage at the affair.

AA 13-Week Sales Drive

Will Honor Goldstein

FROM THE DAILY Bureau

HOLLYWOOD, Nov. 20.—Stev-

Brodie, Allied Artists president, told a

13-week sales campaign to be called the Morey R. Goldstein Appreciation Sales Drive. It will

launched on Jan. 12.

The drive will honor Goldstein vice-president and general sales ma-

ager, and will be a salute to his stu-

picture career and his devotion to a nation-wide tour of the company's changes and is meeting with exhibi-

tor grupos.

Benjamin Heads Unit

For Foundation Cen-

Robert S. Benjamin, chairman of the United Board of Artists, has

certed the post as chairman of the American Israel Cultural Foundation. The cer-

will be held Tuesday, Feb. 2, the Waldorf Astoria, Samuel Rut

is president of the Foundation.

The Cultural Foundation ma-

ains a broad program to foster c-

ural development in Israel and pro-

cultural interchange between that country and the United States.

Name Morey Chairman

Wheelock H. Bingham, president R. H. Macy & Co., has appointed E-

ward Morey, vice-president of Alli-

Artists Pictures, chairman of the motion picture division of the Commu-

Service Society of New York.

NEW YORK THEATRE

RADIO CITY MUSIC HALL— Radio City Center • 1-6-4000
JEAN SIMMONS
"HOME BEFORE DARK"
DAVE SWENSON • RAYMOND FLEMPING • EREN ZABRAZ, JR.
A Warner Bros. Picture. and Gella NEW STAGIE SCAPOGE

NEW YORK THEATRE

MOTION PICTURE DAILY

Friday, November 21, 1953
Elinv "Sully" Ginsler, sales manager in Buffalo for United Artists, has been named UA sales supervisor in from films in Toronto. He is a native of the Ontario metropolis.

Ivan O. Herould, president of the Apex of America division of Gera p., a subsidiary of List Industries p., has been elected director of parent company.

Danner D. Klipstein has been named director of national publicity for Ross International Films and public relations director of the 72nd Street Playhouse, in.

annual Spring and Michael F. over, industry attorneys, have needed a partnership for the practice with offices here at 30 East Street.

ohn Danz, pioneer owner of Stere Theatres, Seattle, has announced he and associates will build a club on Queen Anne Hill there civic charitable project.

ramount, Neill in e-Up on 'Buccaneer' ramount's "The Buccaneers" is giving daily promotion on the east coast Club program of Don Mcill over the ABC network. The program will continue through the fall premiere of the film in New York Dec. 11. Promotion will then extended every day on the show another week as the film opens in other theaters throughout the states. Programs on which the picture will plugged will originate in Chicago Dec. 8 when McNeill will make his first broadcast from New Orleans par to the film's premiere.

'O. Box' to A.A.

HOLLYWOOD, Nov. 20 - Steveidy, Allied Artists president, has announced the completion of negoti ations with David H. Stillman, president of Motion Picture Releasing Corporation, for Western Hemisphere distribution rights to "O. Box 503," a Johnso-Vera Miles story now the cameras in England. The film, being made under title of "This Place," is based on the J. Cronin novel of the same name.

acosta' Benefit Set

The dual opening of "Anna Lucas" at the Orpheum and Hollywood theatres in Los Angeles Nov. 25, will be preceded by a special benefit matinee on Nov. 25 at the Screen Actors Guild, it was announced United Artists.

Charles Einfeld outlines the campaign for 20th-Fox's "Hally Rounl the Flag, Boys!" at the Herald merchandising conference. At left are Rodney Bush and Abe Goodman, at right, Martin Michel and Ed Sullivan.

Einfeld Would Like Another Forum Soon

The new product merchandising forums for exhibitors initiated by Motion Picture Herald this week were enthusiastically endorsed by Charles Einfeld at the 20th-Fox session Wednesday. In complementing Martin Quigley, Jr. for "pioneer" enterprise, he said he would like to see another group of similar meetings within three or four months, at least.

Urges 'Full Use of Benefits' Einfeld urged the exhibitors to make full use of all they had learned through the three-day meetings and advised that they seek newspaper cooperation in promoting the event when they return to their respective territories. "Newspaper readers are interested in hearing about forthcoming pictures," he said, "and here is an outstanding opportunity for you to talk about them in print."

At the conclusion of the 20th-Fox conference Quigley reminded the participants that the purpose of the forums was to help them bring to a maximum potential "the good pictures that are coming out of Hollywood."

Einfeld to Coast for Meetings with Adler

Charles Einfeld, 20th Century-Fox vice-president. will fly to California next week for a round of discussions with executive producer Buddy Adler, studio publicity chief Harry Brand and a number of producers. The conferences will be discussions of advertising, publicity and exploitation plans for the company's upcoming releases.

Producers who will meet with Einfeld will be George Stevens, Jerry Wald, Leo McCarey, Richard Zanuck, Charles Brackett, Edward Dmytryk, David Weisbart, and Anthony Mann.

Dual Booking Success

ALBANY, N. Y., Nov. 20 - The simultaneous presentation of "Cat on a Hot Tin Roof" in second-run engagements at the Madison and the Delaware (art house) was an innovation here. It did so well that there may be a repeat with "Gigi."

‘Sinbad’ Prints

(Continued from page 1) the production that they could have the privilege of cancelling it after 90 days when they had seen the picture. No cancellations have come in. Jacker said, and the increase in the print order has been the result of orders.

After a screening of the production and the Dynamation trailer, which explains how the huge Cyclops and dragon figures were created for use in color for the first time, a general description of the advertising and promotion programs was given by Paul Lazarus, Jr., vice-president, who told Martin Quigley, Jr., that he was enthusiastic over the results achieved by the three-day conferences with the major companies.

Will Use Process Each Year Lazarus said the company is now making plans for an annual picture using the Dynamation process. A huge float is being constructed for use in the Macy Thanksgiving Day parade. It will be sent on a 200-city, 3,500-mile tour.

Details of an elaborate tie-up with the Hearst publications, magazines and other promotion plans were given by other executives of the publicity, advertising and exploitation departments.

Bell to V.C. Post

J. Raymond Bell has been appointed special liaison to coordinate all of the public relations activities of Variety Clubs International, it was announced by George W. Eby, international president. Eby said Bell would work closely with George Hoover, Variety Clubs' press guy. Bell is president of Allied Public Relations, Inc., which is retained by Columbia Pictures. He was previously with M-G-M in New York and Loew's in Washington.

Beekman Books 'He'

"He Who Must Die," a French film in CinemaScope, will have its American premiere on Monday, Dec. 13, at the Beekman Theatre here. It was announced by Kasker Films, Inc., heralding a new first-run policy for the Eastside showcase.

Exhibitor Finds Some Real Fans Still Around

Special to THE DAILY PORTLAND, Nov. 20 - According to Jesse Jones, pioneer Portland exhibitor, this incident occurred at his St. John's theatre.

A couple approaching the box office of one of his theatres recently, was advised that all seats were taken. Instead of being disappointed, the lady remarked to her husband, 'Isn't it wonderful to know that the theatres are not going to be killed, as everyone has been saying?'

Jones adds the same couple was first in line at the theatre the following night.

Yates' Syndicate Buys All MCA's Rep. Stock

Special to THE DAILY HOLLYWOOD, Nov. 20 - A syndicate headed by Herbert J. Yates, Republic Pictures president, and Victor N. Carter, a member of the company's board of directors, has purchased 85,000 shares of Republic Music Corp. of America, representing the entire holdings of the latter in Republic.

The purchase price was not disclosed. Republic common closed at 8%, unchanged, on the New York Stock Exchange on the day of the sale.

Edison Media Awards Presentations Dec. 1

The fourth annual National Mass Media awards dinner sponsored by the Thomas Alva Edison Foundation will be held at the Waldorf-Astoria Hotel here Dec. 1, Charles Edison, honorary president of the Foundation, announced.

At the dinner, the 1958 Edison Awards for films, television and radio will be presented before an audience of approximately 500. Charles F. Ker ting, Foundation president, will preside at the dinner, and Dr. Orser Wilson, president of the American Council on Education, will be one of the guest speakers.

Safety Joins Ruff

BOSTON, Nov. 20 - Mel Safer, Rhode Island theatre exhibitor, is joining forces with Edward Ruff Film Associates, independent distributor for New England, in the latter's plans to expand its coverage. Safer will cover major circuits in the territory and seek to increase the firm's activities in southern New England. He is turning over management of his theatres to local booking services and moving here.

Evelyn Lane Resigns

HOLLYWOOD, Nov. 20 - Evelyn Lane, who has been executive in charge of sales, publicity, promotions and advertising at the Columbia Pictures studio here, has resigned her position, effective immediately.
The Inn of The Sixth Happiness

(Continued from page 1)

character Miss Bergman plays, a real person whose life story was told in the book by Alan Burgess, “The Small Woman,” upon which the script is based. The heroine is Gladys Aylward, an obscure Englishwoman who wanted to become a missionary to China and, although told she was unqualified by religious authorities, went to that foreign land on her own, achieved her goal and a reputation in her work few could match.

This is rather an unorthodox individual to be made the heroine of a motion picture, and it is tribute to Isobel Lennart, who wrote the script, and Mark Robson, who directed, that it comes off so extraordinarily well.

Together they have created a central character who is driven by a religious ideal but one who always retains her humanity. And through the story of what she accomplishes among the poor and downtrodden in China the point is made that faith is best expressed in good works.

It was no easy task that Miss Bergman was handed in making this woman come to life. But she has done just that—bravely, beyond any question. She endows the character not only with her incomparable personal appeal but with plausibility as well.

This is true from the very beginning when the heroine, having been turned down as a missionary because of her lack of education, becomes a servant in order to save money to pay for a ticket to China on her own. Miss Bergman beautifully expresses the drive and sincerity of this woman and has the audience pulling for her right away.

And once the heroine lands in China and begins the difficult business of winning confidence of the natives in a “foreign devil,” Miss Bergman still maintains strong credibility. She learns the language, becomes a Chinese citizen, and acquires the respect of the local mandarin when she aids him in enforcing a new law against binding the feet of young girls. Miss Bergman even sustains belief in a scene in which the missionary goes unarmored into a prison where convicts are rioting and talks them into laying down their arms.

But the severest test which the missionary—and the actress—face comes when the Japanese invade the territory and the heroine must lead a band of 100 refugee children across the Chinese mountains to safety. This feat, which almost seems incredible though it actually happened, is described in a series of scenes that build up terrific suspense. The sight of the starving children receiving the meagre food rations available; a narrow escape from a band of Japanese soldiers; and the final arrival of the little band of stragglers at children’s mission are all vivid images that audiences won’t forget. Miss Bergman is triumphant in these scenes, too.

Interlaced into the main story are several romantic episodes involving the missionary and a Eurasian soldier to whom she becomes attracted. In this latter role Curt Jurgens gives the best performance he has yet achieved in an American film. And there is another notable acting job from the late Robert Donat as the mandarin who first distracts and then becomes a close friend of the missionary.

Others in a large and uniformly expert cast include Michael Davis, Athene Seyler, Ronald Squire, and Mouttrie Kelsall.

The running time of two hours and 38 minutes seems all too short. Running time, 158 minutes. General classification. Release, in December. “Happiness” is a hit.

RICHARD GERTNER
Orders to Kill
Lynx Films—United Motion Picture Organization

'Veen been a long, long time since the screen has had a really first-rate spy story—one that has originality, plenty of suspense, and is told with cinematic style. Just as it began to appear the genre was a lost art, the British have come along with a dandy example in "Orders to Kill."

In addition to those qualities mentioned, which this picture has in spades, it possesses an even rarer quality: it advances a moral idea. It does so, furthermore, without any "preaching." The theme is implicit in the story. At first glance the secret agent in this story and his mission would not be too different from that dealt with in such films before. Here is a young American bomber pilot in World War II selected by an Allied espionage outfit to carry out an assignment for them in France, which at the time the story is set is still occupied by the Germans. His instructions are to kill member of the Resistance movement there who has been discovered by a traitor.

In Paris the new spy meets his major contact there—a French downtown, who for the Resistance. And again it starts to look as the plot path will be cut-and-dried. But the spy unexpectedly makes acquaintance of the man he is sent to kill and is befriended by him. Hereupon the agent begins to feel sorry for this elderly, gentle, ill-mannered, seemingly ineffectual lawyer. The spy even starts to find kinds of reasons to suspect the Frenchman is not guilty as charged.

Fom HERE on the suspense becomes progressively agonizing as the spy, committed to carry out his orders to kill, is goaded into doing his duty, the dressmaker, and then finally commits the deed. The question of whether the suspected traitor was truly innocent or guilty is kept a secret till the end when it is used to make a strong point about the irony of the death. Destroying people from the sky by bombing is a thing to a man; meeting his victim face-to-face to do him in is another.

The story as it proceeds, the Fabric in Jive how the hero into the murder she is electing. As for the action Arquith has staged a number of forceful scenes that high point the murder itself. This is as brutal and gruesome a killing has ever been put on the screen.

running time, 93 minutes. General classification. Release, in November

B.G.

Coast Charities Group
9% of Way to Goal
From THE DAILY Bureau
HOLLYWOOD, Nov. 20.—The Motion Picture Charities raised $977,298 during the first month of its 1959 campaign, thus achieving 70.8 per cent of its $1,255,- 000 goal, chairman James Stewart announced yesterday at organization's send report luncheon.

etz Going to Madrid
HOLLYWOOD, Nov. 20.—Ben zett will leave here by plane at the seck for Madrid to take over in charge of "Solomon and Sheba," production by Theme Pies, S. A., it was announced here by Edward Small.

Industry on Threshold
(Continued from page 1)

he is planning to build a fifth which
will be ready for operation late next year.

Lewis declared his company is
showing its faith in the future by
scheduling not less than 60 major pro-
ductions for release through 1960 plus
a large number of other quality features.

He went on to say that increased
expenditures have been earmarked for
local promotion and for the expansion
of promotion personnel to handle the
local campaigns. He reminded his au-
dience, however, that much of the
success of the local program will de-
pend on the cooperation of the area's
newspapers.

"News stories and amusement
page columns are one of the most
important channels of information on
Hollywood personalities and forthcoming
productions. It is news of this type, in
addition to ads, that gets the collective
positive promotion pictures and its favorite players," he declared.

Prefers Newspaper Ads
Sack told the newspapers that he
would spend from $80,000 to $100,000 on advertising in the amuse-
ment pages, and the Boston newspapers are the best media for getting the product over to the
public," he said. "But big ads alone won't
do the trick. We need more photos, more stories, more features and read-
ers, and I am asking your coopera-
tion."
3 September 1958

Dear Bronston:

I was pleased and thrilled to receive your letter of 25 August with the pictures and the mimeographed sheet "Facts about the John Paul Jones Ships." Thanks a million - and again heartiest congratulations to you - Farrow - the staff and the Cast for your tremendous effort to place before the entire world - this John Paul Jones story. I do not see how it can miss being the greatest picture of our time - and believe me - you - the ever-ready-everlasting spark plug deserve the credit for keeping the project alive. I am confident that only a director like Farrow - whose knowledge of the sea is deep - and who is a real sailor - as well as a superlative writer - could do the director's job properly. The traditional Navy "WELL DONE" - to you & Farrow - Best wishes & warmest regards to all of you & your families -

Sincerely -

[Signature]
40 Film Leaders, Dignitaries To Be On Dais at Pioneer Dinner Tonight

Some 40 motion picture leaders and dignitaries will be seated at the dais at the 20th anniversary Motion Picture Pioneers' dinner honoring Robert S. Benjamin and Arthur B. Krim as Motion Picture Pioneers of 1958 tonight.

William J. Heineman and Max E. Youngstein are co-chairmen of the affair.


18 Major Features Now Shooting, Editing for UA

Eighteen major motion pictures for United Artists are now in work around the world, a recapitulation of production at that company shows. Nine new films are currently before the cameras and nine others are being edited. Of the nine now shooting, four are in work on foreign locations and five in the United States.

Shooting are: "Solomon and Sheba" (Continued on page 6)

Columbia Spent Seven Months in Preparing Campaign for 'Sinbad'

By James M. Jerauld

Seven months were spent by Columbia Pictures' executives in preparing the advertising, publicity and exploitation campaigns for "The 7th Voyage of Sinbad" which will introduce the recorded music from the sound track and several single records to be released at the same time as the production. One of the food items was hollow biscuits resembling the Chinese fortune-telling pastries often served in Oriental restaurants. The fortunes all had mentions of "Sinbad."

Vice-president Paul Lazanos, Jr., gave a swift outline of the scope of (Continued on page 6)

Discontinue Anti-Trust Suit; Dismiss 3 Others

Final discontinuance of the anti-trust suit filed by the Maple Drive-In, Circleville, Ohio, against the major distributors was completed by stipulation in open court at the weekend.

The suit had already been discontinued in pre-trial hearings in open court by Federal Judge David N. Edelstein of the U.S. District Court for the Southern District of New York. Details of the suit were published (Continued on page 6)

NTA's Telestudios

In Expansion Move

In an expansion move to meet the increasing demands on its videotape and telephone facilities, NTA's Telestudios will double its studio space at its 1481 Broadway headquarters here, George K. Gould, Telestudios president, announced.

Telestudios has signed a lease for (Continued on page 6)
Plan Big ‘Buccaneer’ Drive

(Continued from page 1)

spent on the campaigns for ‘The Greatest Show on Earth’ and ‘Samson and Delilah’.

‘Frankly, all of that sum is not committed at this stage, because it provides for extra playing time and holds advertising that cannot be committed in advance. Some of it, also, is governed by the amount of exhibitors’ cooperative advertising, not definitely determinable now. But the momentum is there. ‘The direct advertising will be sold situation by situation, and there will be big umbrellas of national coverage, in addition.’

Began on Sept. 15

Under the direction of Pickman and Martin S. Davis, assistant advertising-publicity director, the ‘Buccaneer’ campaign began on Sept. 15 and has been adhering to a time schedule that places the Dec. 11 New York world premiere of the picture at the point where full promotional stimulation will have been achieved.

A major aspect of the advertising campaign is its theatre trailer program. A start from two trailers in color, there will be available to theatres booking the production a special 10-minute trailer, in effect, a featurette, in itself, in which DeMille appears in the opening sequence of the film’s historical significance, with liberal footage of the picture’s motion highlights. It is intrinsically entertaining, so that it can be fitted in with any theatre’s exploitation program and will make a contribution to patrons’ enjoyment.

Similar to ‘Commandments’

It is patterned upon the trailer “featurette” DeMille made for “Ten Commandments,” which registered as an effective sales aid in all theatres.

Pickman pointed out that Paramount pays for the trailer footage in excess of the basic 242 feet supplied to National Screen Service, so that the exhibitor gets the balance of the trailer free of charge. The additional cost to Paramount will be $25,000, he added.

Nine additional field exploitation men will be added to the normal eight assigned to a section of the country, with the entire country being covered. In addition, Pickman, Davis, Joseph Friedman, exploitation manager, and Herbert Steinberg, studio publicist, will make the rounds beginning today on a special “Buccaneer” promotion assignment.

$35,000 for Field Campaign

The field promotion cost is estimated at $35,000.

The campaign includes liberal use of radio spots featuring Yul Brynner, Charlton Heston and other cast members. Television spots also are being made. Brynner will have begun an extensive field tour but this was cancelled when he was asked to take the late Tyrone Power’s role in the Edward Small production in Spain. A five-week trip with the Don O’Neill ABC radio “Breakfast Club” program began Nov. 17.

Release Kits Issued

Release kits with full campaign materials are out already. Included for newspapers and radio stations is a set of radio and television copies.

Critics and feature writers from many sections of the country will attend the premiere, along with DeMille and members of the cast. In last-minute buildup, other critics and writers will attend dinners and screenings of the picture, with a “phonecast,” by DeMille and stars at the premiere being amplified for direct reception at the regional distributors.

Contest Scheduled

A national contest based on the most colorful characters in American history, with a trip to New Orleans as top prize, will run in all Scripps-Howard newspapers and in other key cities in which S-H does not publish. Each newspaper copy of 24-sheets and a strong selection of 40 x 60 and 60 x 90 and poster is available without charge to exhibitors. Pictorial paper will be sold to the studios and distinctive color photos of Brynner are available. Merchandising themes of all varieties naturally are included in the campaign.

Paramount is handing-picking 300-400 Christmas dates for the picture.

Women-Only Previews

Set by UA for ‘Tables’

United Artists is launching a series of for-women-only previews to build district interest in its release of Hetch-Hill-Lancaster’s “Separate Tables,” which will have a dual premiere here at the Astor and Normandie theatres on Dec. 8. The special showing will be held at the Normandie on Dec. 6. Women will be asked to call the H-I-L office here for tickets, following an invitation broadcast on WACG on Wednesday.

A similar preview for teen-age girls will be held at the Astor on Dec. 6 following an invitation broadcast on the Paul Sherman program over WINS on Monday.

Editorial

A near-record budget is not the distinguishing characteristic of the campaign in-depth that Jerry Pickman and Ms. Davis and their Paramount aides have created for the Cecil B. DeMille-supery production, “The Buccaneer,” which will have its world premiere Dec. 11 in New Orleans.

Without the $1,200,000 budget the extensive and expensive campaign of 1933 would not have been possible. But we must acknowledge the dedication and the effective hard work and imagination of the amount of money could have produced the strikingly effective and WACG campaign that Pickman-Davis have come up with and is described in the news columns of issue.

It might reasonably be predicted the success of “The Buccaneer” at box office assured. Certainly, if planned and executed showmanship guarantees the success of a quality production, it must follow that this one will follow.

SHREW K.

Loew’s Plan

(Continued from page 1)

for a new order for coast advertising incorporates a number of safeguards to see that against the new production company spreading partiality after approval to the new theater company. These safeguards were not stipulated, only assent by Associated U. S. Attorney General Maurice vearner at the hearing last week.

The new order is expected to complete the week. It will go into effect the first week in early January. Once approved Loew’s begin to distribute stock in the picture and theatre companies. Stockholders of Loew’s, Inc., will receive one-half share of new stock in the company for every share now held.

Before the new stock can be transferred, however, two others must do their part: the FCC must approve Stockholders of the new company on the exchange. The other requires FCC approval for transfer to the radio station company.

Wilcoxon to N.Y.

HOLLYWOOD, Nov. 23 — He Wilcoxon, producer of “The Buccaneer,” has left here conferences with his home office executives regarding a few of the details of the production. He will also go to London for more discussions on openings in England and in the Continent, and in about 10 days to attend the premiere in New Orleans on Dec. 11.

WILLIAM WILCOXON

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Knue, Editor; James D. Iveys, Managing Editor; Richard Gertner, News Editor; Floyd E. S. Poe, Production Editor; Herbert V. Flock, Advertising Manager; Sherwin Knue, Editorial Director; Yvkie Horner, Eastern Editor; Martin Quigley, Pacific Editorial Director; Tony Canby, Eastern Editors, Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager, Telephone Hollywood 7-2545; Washington, J. A. Otten, National Press Club, 1822 New Hampshire Ave. Washington, D. C.; London Bureau, 9, New St. Leonet Square, W. 2; Hope Williams, Manager; Peter Cumber, Advertising Manager; Willard Wilcoxon, Editorial Director; Correspondents: Floyd E. S. Poe, New York; Peter Cumber, L. A.; Floyd E. S. Poe, Toluca Lake, Hollywood; Allen B. Schaefer, New York Correspondent; Vice-President, Floyd E. S. Poe; Secretary, Edith: W. Poe; Treasurer, Jack Quigley; Assistant Editor and Secretary, Ted Smith; Assistant Treasurer and Secretary, Leo J. Brady; Secretary, Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Merchandising, each published 13 times a year as a section of Motion Picture Herald; Motion Picture Today, published daily as part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Page. Entered as second-class matter Sept. 21, 1918, at the Post Office at New York, N. Y., under the act of March 3, 1879, Subscription rates per year, $6 in the Americas and $12 foreign. Single copies,
20th Century-Fox, in the full pride of achievement, announces the ideal attraction for Christmas and the season of the New Year...

20th salutes Miss Ingrid Bergman for the performance of her career...
20th CENTURY-FOX PRESENTS

A Buddy Adler PRODUCTION

DIRECTED BY

CUT

Ingrid Bergman

Juliet

THE INN

OF THE SIXTH

HAPPINESS

COLOR BY DE LUXE CinemaScope

SCREENPLAY BY

ISOBEL LENNART
Mark Robson

Robert Donat

THE STARS

INGRID BERGMAN
unforgettable as a woman of courage and faith

CURT JURGENS
the international star in his most romantic role

ROBERT DONAT
a performance that wins his place in immortality

THE PRODUCER

BUDDY ADLER
an achievement to stand alongside "From Here to Eternity" and "South Pacific"

THE DIRECTOR

MARK ROBSON
acclaimed world-wide for his direction of "Peyton Place"

Get with 20th!
National
Pre-Selling

A GIRL, from Japan Named McCarthy" seems like a quaint headline to be used for a profile of a young actress. However, as we read further in "Life's" recent issue, we realized how this new Hollywood actress came upon her United Nations name.

Nobu McCarthy was born in Ottawa, Canada, of a Japanese father who designed dresses. Her family left Canada when she was quite young, and she was raised in Japan, where she started a career as a radio singer. She photographed extraordinarily well, and was selected by Tokyo's dress designers to be the town's high-style mannequin, and they got her elected Miss Tokyo. She met and married G.I. David McCarthy and travelled to Hollywood with him, where he established an embroidery business.

In Hollywood she applied to Jerry Lewis for a job in "Geisha Boy." He signed her.

"Tosca." Puccini's thrilling opera filmed in the actual Italian locations mentioned in the original score, is recommended to teenagers in the November issue of "Seventeen." This opera, which takes place during the Napoleonic era, is being released by the Casablanca-Gigolo Film Co.

"Home Before Dark" has been published in a 50-cents edition by Bantam Books. This compelling novel has been made into a film by Director Mervyn Le Roy for Warner Bros. It stars Jean Simmons.

Marlyn Monroe, now making "Some Like It Hot" in Hollywood, was interviewed exclusively by Radio Harris in the November issue of "Photoplay." "It's the way I like it." This in-terviews are the lead sentence of the table of contents page ad appearing in the November issue of "The Saturday Evening Post," for this MGM release.

"In Love and War," that Jerry Wald production about three Marines in World War II, receives an upbeat review in the November issue of "Redbook." Robert Wagner, Jeffrey Hunter and Bradford Dillman play the servicemen and Hope Lange, Dana Wynter, France Nuyen and Sheree North play their sweetheart.

When Bob Hope started his new film "Alias Jesse James," at Paramount he was sent the customary congratulatory wire from his friends, relatives and agents. Some of these, including one from his wife Dolores, is reproduced in the Nov. 9 issue of "Parade."

WALTER HAAS

Robert S. Ferguson, Columbia Pictures director of advertising-publicity, outlines the campaign for that company's "The 7th Voyage of Sinbad" at the Herald's merchandising conference.

'Sinbad' Took Seven Months

(Continued from page 1)

One Included for Ceilings

Kahn also gave a description of the "Sinbad" mobile. This is an intricate series of cardboard cutouts with designs in color on both sides which can be hung from lobby ceilings. They move with air currents touch them.

The special trailer made for the Dynamation process, which is partly in color and partly is brine-film tinted, was screened. This trailer also will be available in 16mm for TV use. Other trailers were described. Two other trailers also are ready.

Lee Bergman from Kahn's department reported on radio and TV advertising plans.

One of the campaign features from which much is expected is a tie-up with Mercury Shoes which are sold in 17,000 stores. A special "Sinbad" slipper has been designed for use in connection with advertising, both national and local, on the slipper which will go on sale simultaneously with release of the picture.

A Dell comic book designed as a merchandising assist was displayed. A special Shoemakers campaign kit covering all the principal items and several forms of posters was distributed.

Audrey Hepburn Signed

HOLLYWOOD, Nov. 23.—Audrey Hepburn has been signed as co-star with Bert Lancaster in Hecht-Hill-Lancaster's "The Unforgiven."

M.P. Pioneers

(Continued from page 1)


Benzigian, chairman of the board, United Artists, and Kin, president of the company, will receive the first multiple Pioneer Award since the Warner Brothers were similarly honored some years ago. A reception out of 555 industryites will attend the affair, which will be highlighted by the appearance of guest speaker Adl E. Stevenson.

18 Major Features

(Continued from page 1)


Discontinue Suits

(Continued from page 1)

in MOTION PICTURE DAILY Oct. 1. At that time attorneys for Map stated they would sue their own client for counseling fees "as a result of having been misled to the fact that was the case." At the weekend the attorneys, Alvin Kornegold and Robert Rukin, were granted $25,000 in fees by the plaintiff.

While other anti-trust suits were dismissed here at the weekend, 12 were filed against the major distributors and other exhibitors. Plaintiffs of the dismissed suits were the Plessy Theatre, Bronx; Rona Theatres; and Cameo, Astoria, L. I.

NTA Telestudios

(Continued from page 1)

the entire second floor at its present location and is currently redesigning the 13,000 square foot space. Tele- also uses the entire third floor of the building. The new enlarged quarters will provide a total of 26,000 square feet for videotape and film workshops.

'Boot Polish' in 3 Mor

"Boot Polish," produced in Ind and distributed in U.S. by Hoff Productions, has opened engagements in Chicago, Minneapolis and At Arbor, Mich. These shows follow runs in Boston, Springfield, Detroit, Houston and Los Angeles.
ильф ЙОРДАН's widely publicized and widely staged play about a Negro ostitute is here translated to the screen, with a screen treatment written by Iljiff, Sidney Harmon and director Arnold Laven with style and distinction. The production, emphasizes human values rather than sensationalism and is given extraordinary aid in this direction by a host of outstanding performances by the leads, Eartha Kitt and Sammy Davis, Jr., neither of whom was previously known especially for acting ability.

Miss Kitt particularly portrays graphically and with insight the girl whose father has rejected her, who thereby is made afraid of love and in the end finds love and sympathy. Davis, too, in a far less sympathetic role, is in key as the playboy "cat" who is attracted to Miss Kitt and who is reluctant to let her return to a life of respectability.

Also effective is Rex Ingram as the father who turns to drink. The natural relationship between father and daughter, made a point of the play, is left to inference in the picture.

Others in the all-Negro cast are excellently chosen for their parts and lend authentic background to the dramatic conflict between the girl, her own and immoral lovers, and her father's perverted jealousy. Henry O'Neill is impressive as the old friend of the family who marries, loses and then regains the girl, and Frederick O'Neal is suitably scheming and lusting as the brother-in-law who tries to run the family.

Miss Kitt never either over- or under-plays the part, perhaps due to the direction of Laven who holds the story to the line, pointing it up but emphasizing each character.

The music, an essential exploitation tool because of Miss Kitt's and Davis' standing in the record world, is by Elmer Bernsten and includes theme song which is being extensively plugged.

**Running time,** 97 minutes. **Adult classification. November pre-release.**

James D. Ivers

**Mayer Symposium M.C. For AMPA Tomorrow**

Arthur L. Mayer will act as master of ceremonies at the symposium on foreign films which will be held tomorrow at the Piccadilly Hotel by the Association of Motion Picture Advertisers. Among the speakers whom he will introduce are Richard F. Brandt, Bosley Crowther and Don Vele.

The symposium will deal with the impact of foreign films on American audiences and the industry of the United States.

**Garrison Joining WB**

HOLLYWOOD, Nov. 23—Michael Garrison will join Warner Brothers studios tomorrow as an assistant to Steve Trilling. For the past year Garrison has been aide to Jerry Wald and previously was associated with the 20th Century-Fox casting department, also with the Robert Lantz literary agency in New York.

**Correction**

Larry Knee, manager of the Stanley Warner Squirrel Hill Theatre, Pittsburgh, has been named manager of the circuit's Colony Theatre, Cleveland, and has been succeeded at the Squirrel Hill by Bernard Elmoff, former S-W shorts booker. This publication's original report of the change on Nov. 20 incorrectly stated that the Squirrel Hill had been closed.

**TA to Handle**

(Continued from page 1)

Pathé, at a press conference on return from America, Both pictures will be handled in talks by Warner Bros.

Reporting on his trip Scott said he was highly impressed with the NTM organisation which will give these titles a wide distribution. They will be handled on a guarantee basis against percentage basis.

Apart from Pathé deal Scott also pointed out that his deal outside the joint distribution agreement AB-Pathé has with Allied artists. "We are more than happy with that arrangement," he said, "which has another five years to run." He spoke highly of the enthusiasm of the Allied Artists production organisation. "We need their type of co-operation in Britain and have nine foreign pictures in the New Year," he said, "and we are promised," he added, "no less than 30 features in 1959."

**Rochemont Acquires**

"Nine Lives," the Norwegian film about national hero Jan Baallund, who was captured from the Norwegian army during World War II, has been acquired for distribution in this country by Louis Rochemont Associates. The film, which won an Academy Award nomination this year, was also shown at this year's film festivals.
TONIGHT
AT THE
WALDORF-ASTORIA
NEW YORK CITY

The Motion Picture Pioneers
Honor
Arthur B. Krim and Robert S. Benjamin

Adlai E. Stevenson
Principal Speaker

Bob Hope and Harry Belafonte
Special Guests
**600 Join To Honor Benjamin, Krim As ‘Pioneers of Year’**

By SHERWIN KANE

Robert S. Benjamin, chairman of the board of United Artists, and Arthur B. Krim, president of the company, were honored last night as “Pioneers of the Year” by nearly 600 members of Motion Picture Pioneers from all parts of the country, gathered at the Waldorf-Astoria Hotel here for their 20th annual get-together dinner.

Ned E. Depinet, president of the Pioneers, and Max E. Youngstein, said some of the Pioneers have been in the business for 50 years.

**Seek to Expand Film Coverage in Cleveland**

Special to THE DAILY

CLEVELAND, Nov. 24.—A group of distributors and downtown theatre managers will hold the third in a series of meetings with editors of local newspapers today as part of a campaign to “revitalize” the motion picture pages of the dailies for the mutual benefit of all groups. Dailies include the Plain Dealer, Press, and News.

To pinpoint their viewpoint, the distributor-exhibitor group have prepared a statement. (Continued on page 2)

**Reverse Dayton Decision To Ban “Garden of Eden”**

Special to THE DAILY

DAYTON, O., Nov. 24.—Second District Court of Appeals reversed a lower court decision that the showing of the nudist feature, “Garden of Eden” several months ago at the Sunset Cruise-in here, was unlawful.

In its reversal decision, the appeals court said: “Although it is accepted (Continued on page 3)

**Refuse to Reconsider**

By J. A. OTTEN

WASHINGTON, Nov. 24.—The Supreme Court, on a 4-4 tie vote, held the dismissal of Eagle-Lion studios’ anti-trust suit against Loew’s and RKO Theatres, Inc., without prejudice.

Lower courts threw out the suit, charging that the Paramount injunction, which ordered Loew’s and RKO to show films, was not reasonable. The high court’s split decision upholds the results of the lower court decisions, but is not as decisive as a majority decision would have been in setting broad principles for future cases on the admissibility of the Paramount judgments in pri"o suit. Presumably, this will have been tested again later, when the Supreme Court or a different court (Continued on page 3)

**Supreme Court to Rule on N.Y. ‘Chatterly’ Case**

Special to THE DAILY

WASHINGTON, Nov. 24.—The Supreme Court today agreed to rule, whether New York state censors had held legally in banning “Lady Chatterly’s Lover” on moral grounds. The high court is being asked to decide the basic question of whether prior censorship of motion pictures is unconstitutional. Judging from past experience, however, the court will try to duck the broad question and confine itself to the narrow issue. (Continued on page 3)

**Review:**

**The 7th Voyage of Sinbad**

Morningside—Columbia

It’s devastating! It out-Kongs “King Kong”; it has all the elements that used to make the youngsters jar the rafters at the start of a serial, plus gorgeous Technicolor backgrounds and sound effects that make the ear drums tingle.

Sinbad was a busy man on his seventh voyage. With what escaping from the one-eyed Cyclopes who towed above everything except the mountains; what with battling an enormous dragon that blows fire out of his nostrils; what with fencing with an agile skeleton that finally destroys itself by falling off a cliff, Sinbad gets no rest. A mysterious magician changes his fiancée, Parisa (Kathryn Grant) into a tiny figurine three inches tall to stop the royal wedding at Bagdad.

To get her back to normal size Sinbad (Kerwin Mathews) has to... (Continued on page 3)

**Name Area Chairmen Six Categories Proposed for Agenda of ACE**

Problems affecting exhibition were broken down into six major categories by the steering committee of the American Congress of Exhibitors in a meeting here at the weekend, and these will be offered as the proposed agenda for the meeting of the executive committee on Dec. 10. S. H. Fabian, president of the committee, held all day Saturday in the board room of Stanley Warner Corp.

Each of the members of the steering group would head a committee on the six topics selected and will prepare an interim report outlining a program of action to be submitted to the entire executive committee at a meeting... (Continued on page 2)

**Report $45 Millions Offer for Fox Studio**

Financial district reports that 20th Century-Fox has been offered $45,000,000 for its Westwood studio property by the New York real estate development firm of Webb & Knapp were credited with being responsible for heavy trading in the company’s stock on the New York Stock Exchange over the past several trading days during which it reached a new high for the year.

Efforts to confirm the report were unsuccessful but one 20th-Fox official said that “several” offers to develop the property have been received and... (Continued on page 3)

**Dual Bow December 12 For Fox’s ‘Inn’ Here**

Buddy Adler’s production of “The Inn of the Sixth Happiness” will begin its dual American premiere engagement Friday, Dec. 12, at the Paramount and Plaza Theatres here following a gala charity performance the previous evening at the Paramount Theatre for the benefit of the Queens Fund for Greek Orphans.
HARRY MANDEL, RKO Theatres national sales manager, advertising-publicity, became a grandfather for the second time on Saturday with the birth of a boy, Michael Jerome, to his daughter-in-law, Mrs. Myron Mandel, at Phelps Memorial Hospital, Tarrytown.

NORBERT ABECHOFF, Continental sales manager of Columbia Pictures, was in the city over the past week. He is managing director for Germany, has arrived in New York, the former from Paris, the latter from Frankfurt.

JOHN DAVIS, managing director of the J. Arthur Rank Organization, will arrive in New York today from Toronto.

VICTOR HOARE, of British Lion, is in New York from London.

KEITH MORE will arrive in New York from London on Thursday through B.O.A.C.

MILTON DOREAU, of Masterpiece Film Co., New Orleans, was in Atlanta from there.

SANDRA DEE was in Dallas on Saturday from Hollywood.

Roger Wood, head booker at Capital Releasing Corp., Atlanta, has returned there from Auburn, Ala.

Mrs. Lee Poll, wife of the president of Gold Medal Studios here, has given birth to a son, Jonathan Peter, at New York Hospital.

CLARE BLOOM will arrive in New York today from London via B.O.A.C.

HAROLD COOK, vice-president and national director of sales for Warner Brothers Records, will leave Hollywood tomorrow for New York.

M. H. Honors LeRoy

A scroll honoring Mervyn LeRoy as the director whose films have occupied the screen of the Radio City Music Hall for a longer period than any other director will be presented to the producer-director by Russell V. Downey at a ceremony in the Music Hall's president's office at 1 P.M. to-day. LeRoy's "Home Before Dark," his fourteenth film to play the theatre, will begin its fourth and final week on Thursday, recording a total of 63 weeks of playing time at the Music Hall, a record not achieved by any other director.

Wollson; Omaha, Myron Blank; Leo Wolcott, Bob Livingston; Portland, Ore., A. W. Adams; Bluffton, Roy Cooper. Also Kansas City, Mo., Dick Dear, Beverly Miller; Los Angeles, Harry Arthur, Spencer Love; Memphis, M. Fischer; Milwaukee, J. B. Schuyler; Ben Marcus; Minneapolis, Frank Mintzke, Harold Field; New Haven, Morris Bailey, Geo. Wilkin; New Orleans, Henry Platt, Abe Mink; New York, Walter Beade, Sidney Stern; Philadelphia, Bill Goldman, Jay Emanuel, Frank Damis; St. Louis, Mo., Thomas James, Edward Arthur, Washington, D. C., Orville Crouch, Marvin Goldman, Elmer Nolte, Jr.

Fahsen that never in his experience with industry from 10 to gatherings has he had such "complete devotion and dedication" as was evidenced by the spirit of accommodation and cooperation which prevailed throughout the entire transaction. The committee also said it wanted to make it clear to all exhibitors that the present crash program is necessarily incomplete, and that it will be amplified and modified as necessary and possible. The committee worked out with the cooperation of all interested exhibitors. It is expected that the organization of ACE with its method of rapidly mobilizing exhibitor enthusiasm will in a short time achieve nation-wide unity to a degree never before possible.

Decisions Made in Morning

The framework of ACE as outlined above was decided upon during the morning session, and after lunch the balance of the day was devoted to an analysis of the 1940's and what business is doing before the executive committee and the allocation of these problems into the hands of the six committees.

The entire executive committee was present, with Harry Brandt. Also present were three of the five alternates, namely, Manny Frisch, Al Pickus and Bob O'Donnell. The other two alternates were unable to attend. Also present were Arthur and Jack Kirsch. Assistants to the committee present were: Harry Goldberg, Phil Harley and Harry Mandel.

Lipton Here on Plans for 6 Mos. Releases

David Lipton, Universal Pictures vice-president in charge of advertising-publicity started 10 days or two weeks of home office conferences yesterday in a series of three meetings for the company's releases for the first six months of 1959. Lipton arrived from his Coast headquarters over the weekend.
The 7th Voyage of Sinbad

(Continued from page 1)

organize an expedition to go to Collosa Island, home of Cyclopes, to
retrive a piece of a Roc bird's egg shell for a magic brew. The Roc bird
is no quail. Half the crew lines up along a roasted Roc leg after that
colossal creature is crushed. The leg looks as though it might be ten
feet long. Before the beast the bird picks up Sinbad and drops him into
a nest at the top of a mountain.

The process by which the monsters and tiny humans develop these
adventures is called Dynamation. It is the first time the Halls have been
genitalized for the screen. A scene was shot on the Alhambra in
Spain. Youngsters will scream themselves hoarse and report at home
that it's wonderful. Oldsters will have to satisfy their curiosity about
it after hearing the descriptions at home.

Take the most horrendous horror picture imaginable, fill it with the
most imaginative action, seasoned with enough eye-seeing beauty obtain-
able, and you have Sinbad. It's the Arabian Nights on a big screen. On
the printed page the adventures have been around for a long time
and each new generation has burned the midnight oil trying to keep up
with the fantastic doings. That comes under the head of pre-selling in
the grand manner.

Matthews and Miss Grant, as Sinbad and the Princess Parisa, are
young enough and good-looking enough to be appealing. Torin Thatcher
has the villainous role of the magician and plays it the hilt.

The screenplay was written by Kenneth Hare. The visual effects were
done by Ray Harryhausen. He invented the "King Kong" figures.
Charles H. Schneer produced with Nathan Juran as director.

Running time, 89 minutes. General classification. Release, in December.

JAMES M. JERALD

Report $45 Millions

(Continued from page 1)

no deal has been concluded. It was further reported that if the 20th-Fox
studio were included in the real estate deal the price would be $55,000,000.
In this connection, it was indicated that the property valuation might be
so high as to make its continued use as a motion picture studio imprac-
ticable. The property might be disposed of and a new studio be acquired or
constructed on some new site.

The 20th-Fox plan to make much of its desirable Westbrook property
available for residential and shopping development was announced by the
company last week.

The financial district reports also suggested that a large portion of the
proceeds from the property sale would be available for buying by the com-
pany of its own stock and retiring it.

Also contributing to the activity and strength in 20th-Fox stock, mar-
ket observers say, are good earnings, future prospects including increased
income from oil wells on the studio property and diversified investments
now under discussion. The company's stock closed yesterday at 39 3/4, off
30 in the general market decline of yester-
day from Friday's 1958 high of 42 1/4.

Refuse to Consider

(Continued from page 1)

state law banning Sunday showings was unconstitutional, but a success
in state court overturned the conviction. He then appealed to the Supreme
Court. The court last month refused to review the case, and the exhibitor
asked for a rehearing. The court today refused to change its mind.
"A MAJOR PRODUCTION... Dramatic! Exciting! HAS ALL THE ELEMENTS TO WIN STRONG FAVOR WITH FANS!"

FILM DAILY

LAURENCE HARVEY  DAWN ADDAMS  JOHN CLEMENTS  MICHAEL CRAIG

The

SILENT

ENEMY

Based on the TRUE exploits of Commander Crabb, heroic Frogman of World War II

Adapted from the Book, "Commander Crabb" by Marshall Pugh

Produced by BERTRAM OSTRER  Written and Directed by WILLIAM FAIRCHILD  A ROMULUS FILM - A UNIVERSAL-INTERNATIONAL RELEASE

Another BIG ONE from U-I to make you
UNDER A BILLION TONS OF OCEAN...
y they fought the most fantastic battle of our time!
All the more incredible because it’s TRUE!

Brisk, dramatic and exciting. Has all the elements to win strong favor with the fans.
FILM DAILY

This yarn grabs hold of viewers and holds their attention from start to finish...
Exciting entertainment.
EXHIBITOR

A highly impressive melodrama...filled with many thrilling highlights...photographed in superb fashion.
HARRISON’S REPORTS

Exciting film...laden with suspense.
MOTION PICTURE HERALD

Absorbing adventure drama.
HOLLYWOOD REPORTER

boxoffice  EXPLODE  with  BUSINESS!
The 20th Reunion of The Motion Picture Pioneers

Relaxation and fun predominated at the Waldorf-Astoria Hotel last night as the Motion Picture Pioneers gathered from all parts of the country for their 20th annual dinner. Convivial groups caught by the camera are pictured here. The Pioneers paid tribute to Robert S. Benjamin and Arthur B. Krim as Pioneers of the Year.
Benjamin, Krim Are 14th, 5th 'Pioneers of Year'

Robert Benjamin and Arthur Krim (see the 14th and 15th industry figures to be honored by Motion Picture Pioneers with the designation 'Pioneer of the Year.') They were last night at the organization's annual dinner, held at the Waldorf-Astoria Hotel here.


Sterling silver straws designating them as Motion Picture Pioneers of 1958 are presented to Robert S. Benjamin and Arthur B. Krim (center, left to right), chairman of the board and president, respectively, of United Artists. Presentation was made at the Waldorf-Astoria Hotel last night by William J. German, Pioneer treasurer (far left) and Ned E. Depinet, Pioneer president.

50 Members Inducted Into M. P. Pioneers

Sixty more industryites, having attained at least 25 years of association in the industry, became eligible for membership in the Motion Picture Pioneers and were inducted in the usual pressive ceremonies conducted by Jesse Ferdinando Pecora, counsel to the industry law firm of Schwartz & Silver, at the Pioneers annual dinner at the Waldorf-Astoria here last night.


Pioneers Honor Benjamin, Krim

William J. Heineiman, U. A. vice-president and co-chairman for the dinner, and William J. German, Pioneers treasurer.

Allan E. Stevenson, Democratic Presidential nominee in the last two national elections, was the principal speaker, and Bob Hope and Harry Belafonte provided the entertainment.

Krim and Benjamin were honored in recognition of the dramatic growth of their company under the management team assembled by them seven years ago.

Depinet program the over to Youngstein, who, after removing his coat and necktie, went to work with considerable vigor. "In today's industry," he said, "it is not so easy to achieve the 25 years required for membership in the Pioneers. I haven't been able to do it yet." He introduced Belafonte as a supreme craftsman and entertainer.

Belafonte brought down the house with songs dedicated to Benjamin and Krim, a large part of which was sung in Hebrew.

Survivors, Asks Stevenson

Stevenson spoke in a light vein, remarking that from what he has heard of the industry lately he is obliged to wonder if his hosts were pioneers or 'survivors.' "Benjamin and Krim," he said, "are old friends of mine. Moreover, they are clients of mine.

Noting that he was 'sandwiched between Belafonte and Hope on the program,' he said he felt 'like one of the best generation.' Stevenson reported that Hope had made an appearance for Republican candidates in California in the recent election and "they lost by one million. I made two appearances in New York for the Democrats and they lost by five hundred thousand," he said.

Youngstein introduced Krim and Benjamin with a tribute to their personal qualities which had made "a genuine friendship" over and above their business relationship. "In this I speak for all United Artists partners," he said, adding that they are held in the greatest esteem by all their co-workers and that association with them has afforded great pleasure as well as satisfaction to all.

Krim Sees Others 'Deserving'

Responding, Krim said, "I am thrilled and embarrassed by this tribute on the part of the Motion Picture Pioneers. I am thrilled that a great statesman has honored us with his presence tonight, as well as Bob Hope and Harry Belafonte and so many distinguished members of our industry. It is an embarrassment that there are so many more deserving of the honor. I accepted on behalf of all of our partners and the many in the audience who have helped us on the way."

Continuing, Krim said it gave him great satisfaction to be a part of an industry that brings happiness to so many and reveals the American way of life to the world. "This industry lives on crises," he said, "it is never boring, I wouldn't trade it for any other. We pledge to do our bit to help keep it strong and to live up to our responsibilities."

Benjamin, responding to Depinet's introduction, said, "The excitement of this evening has been so great, I think I'll note now. I don't anticipate anything to surpass it in the years to come."

He thanked all those present for their contributions to the pleasures and sentiments of the evening, saying that it brought back many old memories and highlighted his career since he had started at the age of 15 as an office boy in the New York Film Board of Trade.

Introducing Youngstein said, "This is the first time I've been called upon to introduce a corporation as a speaker."

Answering Youngstein later, Hope admitted he owned a number of corporations. "Most of them are for sale now in the lobby," he added.

Hope said he was "happy to be here for this Harriman rally. This town has a lot of sore losers. The man who opened my cab door tonight was Carmine DeSapio."

"Rockeyeller," Hope continued, "will make a good politician. He'll never run out of gas. But at this gathering I feel like Governor Faubus in Arkansas or a Republican in the Senate."

"I wanted to come here when I heard Stevenson was going to speak. He's one of my favorite old comedians. He's a rarity—a politician who is funny intentionally. Really, he's over the head of most of the public. What he needs is a Pinky Lee writer."

Depinet introduced Adolph Zukor and Walter Vincent as the oldest members and genuine industry pioneers. He also noted that Henry Brandt, who had been hospitalized made the dinner his target and was out of the hospital in time to attend.

Eddie Dowling, veteran actor and producer, drew the ticket that gave Ben. Kalmenson the Chevrolet. Depinet complimented the United Artists organization, which he said, had sold $8,000 worth of tickets on the car.
Just imagine putting a half-dollar in the slot and hitting the jackpot for $43.50!

In effect, that is what you do with trailers at each and every performance—except that trailers are no gamble! They're a sure thing motivating 87 admissions for the price of one!*

* Sindlinger and Co., in its latest survey of trailer impact based on admissions, reports as follows: In a theatre with an average admission of 50 cents, a half-dollar investment (the price of a ticket) in a trailer showing to 200 people per performance will motivate the return of 87 of these people to see the picture advertised for $43.50 in ticket sales.
Rank ‘Third Circuit’ Is Formed; 20th-Fox Executives Hail Move

By PETER BURNUP

LONDON, Nov. 25.—The new Rank Releasing Circuit, consisting of some 300 theatres formerly operated as part of the company’s Overseas and Subsidiary circuits, has now been formed, it was learned here today. The action is part of the “rationalization” plan of the J. Arthur Rank Organization announced a few months back as “designed to meet changed industry conditions resulting from attendance declines and production curtailments.”

The so-called “third circuit” was organized at highly secret talks in which executives of Rank, Associated British Cinemas, 20th Century-Fox, and controllers of leading inde- (Continued on page 6)

3-Country Distribution Deal by Rank, Lion

LONDON, Nov. 25.—The J. Arthur Rank Organisation and Lion International have jointly announced an agreement under which distribution of Lion International product will be handled in Canada, Australia and New Zealand by J. Arthur Rank Overseas Film Distributors, Ltd. The picture of rank, Inc., will maintain a Canadian branch in Montreal.

A Benefit at the Lion House here yesterday was held to launch the new distribution venture. Arthur Rank, the British head of the organization, was present, as well as American heads of the Lion and Rank companies. Arthur Rank is known for his enterprising ways and quick succession of ventures.

Independent Production

Lonely Activity: Schary

Individual responsibility of the independent producer in Hollywood is a “little tougher” than that of the producer working under direct studio supervision, but on the whole the task of both is about the same, Dore Schary said yesterday.

Schary made the observation at a trade press luncheon at Abbeville House here prior to a screening of “Lonelyhearts,” the first picture he has sold to Czechoslovakia

M.J.P. Enterprises, Inc. has sold for Czechoslovakian exhibition the Hollywood films, “East of Eden,” “Moby Dick,” “Old Man and the Sea,” and “War and Peace,” for $44,000, and is completing American film exhibition contracts for Russia, East Germany and Hungary for a total of over $500,000, (Continued on page 5)

FOUR HOLLANDOY FIlms

SOLD TO CZECHOSLOVAKIA

REVIEW:

Auntie Mame

Warner Bros.

A production gem. An entertainment delight. “Auntie Mame” is rich in unconventional escapism, yet blessed with that emotional ingredient, “heart.” And, what’s more, Rosalind Russell climbs aboard a new niche in her career, that of being an actress with a distinctively “hep” personality.

Her ability to glide through the title role, for which she is able to hold court with glib, uninhibited candor, and switch belly-laugh situations (Continued on page 6)
Green Files for Proxy Contest
(Continued from page 1)

plans during the next five days because of SEC regulations. Sheriff said among the limited activities Green is permitted in the five-day period is the preparation of a slate of proposed directors. Local efforts are expected to similarly restrain other contest activities for the same length of time. Neither side can begin the solicitation of proxies now. In its SEC notice, Green offered no personal ownership of Loew's stock but said that Stryker & Brown, the New York investment firm in which he is a partner, owns 150,035 of the company's outstanding stock. The preliminary papers filed by Green contended the company would benefit "by changes in the composition of the board of directors." A precedent is key for Loew's said yesterday the company had no comment on Green's action.

Coyne Closes D.S.I.
Deal in Washington

WASHINGTON, Dec. 1 — Robert W. Coyne, special counsel of the Council of Motion Picture Organizations, will join the Distilled Spirits Institute as president on Jan. 1. Coyne's new job will be a paid one and he will be the executive secretary. The president and vice-president of the institute have been officials of member companies, spending only part of their time on DSI business.

Nicholson, Arkoff
(Continued from page 1)

lease for Kling Studios, effective Dec. 1, at which time the studio name will be changed to Amco Studios. All future American International features will be produced in the new facility. AIP, Nov. 1, 1959, AIP will begin construction of a home office building on the lot. Acquisition of the Kling lease was made necessary by the growth of AIP's production schedule, which has risen in four years from one release to a schedule of 30 for 1959. Company executives also stated that significant economies will be effected by centralization of production and distribution operations in one place. Arkoff will leave Sunday for Chicago to conclude the agreement with Robert E. Eirinberg, president of Kling, for the purchase of the lease. The historic Hollywood property is owned by Security Pictures, which will lease back the Amco studio space for some of its own production.

Beacon Case Arguments
Set for Week of Dec. 8

WASHINGTON, Nov. 25. — The Supreme Court will hear arguments in the Beacon Theatre case the week of December 8th. Court officials said the case would probably be reached on Wednesday, Dec. 10. Beacon claims it was improperly deprived of a jury trial in its anti-trust suit against Fox West Coast Theatres. The court will also hear arguments on Monday, Dec. 8, on the government's anti-trust suit against RCA's acquisition of Philadelphia broadcasting stations. A lower court had said the Justice Department could not challenge the acquisition because it had earlier been approved by Federal Communications Commission.

DCA Duo Bow.S Today

Two DCA pictures, "Monster from Green Hell" and "Half Human," will be premiering early next year at some 50 theatres in the metropolitan area. The theatres include operations of the Skouras, Brandt, Prudential, Randforce, Cinema and Island circuits, many of which have been "sub-run" theatres. DCA plans to provide these theatres with other first-run product on a similar basis. The opening this week is being backed by a large advertising campaign on radio and in newspapers.

Al Cohan to MGM

Al Cohan, formerly with Universal Pictures in that company's home advertising-publicity department, has joined the home office publicity department of MGM. He was at one time promotion manager for WJTV.

Business Manager & Accountant
Thirty years Major Motion Picture Company — All phases Theatres, Product, Ad., Advertising Costs, Legitimate Theatre, Accountant Background.
Box 126. MOTION PICTURE DAILY 12706 6th Avenue New York 29, N. Y.
TOA Launches (Continued from page 1) with, which directed its Pay-TV committee headed by Philip Harling "undertake all necessary action to law Pay-TV" as a "threat to the public interest.

TOA bulletin asserts that "un- summed kill Pay-TV in all forms, there is no future for our enterese." It reports that Marcus Cohn Cohn & Marks, Washington, D. C., has been retained as the TOA comitee's attorney to prepare the case the exhibitors in their fight to ban Pay-TV in all forms.

Will Appeal to Congress Congress will begin hearings hold- en in January and we must prepare nationwide grass roots campaign to tep Congress arrive at legislation which will effectively ban all forms of "c-TV," the bulletin states.

You respond nearly our re- quest for funds in 1953 and 1954," it stines, "We have been successful in keeping Pay-TV out of the states. We need the same help again, unless we can put an effective job get proper laws passed, our future theater owners is truly in jeopardy.

On ACE Meeting Agenda The subject of toll TV has been con- ceded on the proposed agenda of the New American Congress of Exhibitors in Detroit. It was reported nearly our re- quest for funds in 1953 and 1954," it stines, "We have been successful in keeping Pay-TV out of the states. We need the same help again, unless we can put an effective job get proper laws passed, our future theater owners is truly in jeopardy.

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SAG Board Asks Study of Merger with AFTRA

From THE DAILY BUREAU

HOLLYWOOD, Nov. 25 — The Screen Actors Guild board of directors recommended to organization's membership, at its annual meeting tonight at the Beverly Hilton Hotel, that it authorize a study of an independent, research organization to study the feasibility of a merger between the Guild and the American Federation of Television and Radio Artists, and to develop merger plans for consideration by the members.

The recommendation of the national governing body of SAG climax a detailed report on a dispute between the guild and AFTRA regarding representation of players in video-tape programs and commercials if made at motion picture studios.

The report also reviewed the history of the actors' attempts since 1938 to find a plan for a union merger that could benefit actors.

AFTRA Attacks Cited

In presenting its recommendations for an impartial survey, the SAG board said it recognized that a national guild should question the move in view of violent attacks on SAG by some AFTRA officials, and would therefore submit the matter to the entire membership throughout the nation in a mail referendum.

The guild now has 12,457 paid members, making SAG the largest acting union in the nation.

During the 12-month period ending Oct. 31, SAG collected and distributed to members in residuals of films for television shows the record sum of $2,711,134, bringing the total amount distributed to date to $7,501,752. This amount does not include sums collected for sales to TV of post-1948 theatrical features, or million paid to guild members in use-payments on TV commercials.

Howard Keel, newly elected SAG president, took over the gavel from Leon Askin, who remains a member of the board.

New Le Maire Status

HOLLYWOOD, Nov. 25 — For 15 years executive director of wardrobe at 20th Century-Fox, will retire from that post upon expiration of his contract in March, 1959, to devote his time to designing selected motion picture productions. By agreement with executive producer Buddy Adler, he will costume three major productions annually at 20th Century-Fox arrangements with M.J.P. Enterprises here last week.

The Czechoslovak delegation has indicated that it will buy a larger number of films from M.J.P. in 1959. Frankel, in charge of the Czechs on all available films, even those of producers not currently represented by him. Frankel's organization had made arrangements for accepting credits of the National Bank of each country in return for American product in future deals.

Wilding Elects Gage

Hugh F. Gage has been elected a vice-president of Wilding Picture Productions, Inc., Chicago, and placed in charge of William F. Wilding's sales division with headquarters in New York City. Clifford F. Weake will succeed Gage as manager of the midwest sales division of Wilding in Chicago, according to the announcement by Jack Blueinstein, vice-president sales of Wilding.

CBS Sets New Series

The CBS Television Network and Cy Howard have entered into an agreement under which Howard will produce and write a new situation comedy series entitled "The Wonderful World of Little Julius." Sam Levene and Eddie Hodges have been signed for the starring roles in the new series.
Rank Circuit

(Continued from page 1)

Auntie Mame

(Continued from page 1)

into meaningful heart-tugs, results in a performance that will not go unnoticed comes Academy Award title or Miss Russell can expect."

The film version of the best-selling novel by Patrick Dennis, scripted by Betty Comden and Adolph Green, is a rewarding successor to Lawrence & Lee’s adaptation for the Broadway hit, in which Miss Russell also earned the plaudits of the hard-ticket buyers during her two-year engagement.

Filmed in Technirama, with color by Technicolor forming a veritable rainbow over the box office on its way to the screen, the 145 minutes of this sparkling production pass by, from main to end title, like a "whooosh," under the noteworthy direction of Morton DaCosta.

DaCosta’s direction is notably facilitated by Harry Stradling’s camerawork. (Miss Russell never looked more glamorous), Orry-Kelly's high fashion costuming and wardrobe, William Ziegler's fluid editing, Bronislav Kaper’s music background, and art director Malcolm Bert’s significant changes of decor in Auntie Mame's Beekman Place apartment, which provided a unique means of establishing time and plot progression.

The story, fabled or otherwise, is a biographical sketch of the novelist’s aunt from the time she was orphaned at the age of 10, when he was placed under her guardianship, as well as subjected to the snobbish demands of an official bank trustee, until he marries, and history is about to repeat itself as his aunt appears destined to tender her influence over his 10-year-old boy.

Devoid of a principal plot, since it is in the main a succession of dovetailing vignettes with an enjoyable group of characters who come into Auntie Mame’s life, they never achieve as high point when she ridicules with purpose the stuffed-shirt bigotry of her nephew’s fiancée, his intended-in-laws and the bank trustee. This episode, contrived in the memorable Joe Cook and Rube Goldberg fashion, finds its mark on the nephew who spent his schoolhood in a school of snobbery, causing him to break with his fiancée, Joanna Barnes, in favor of Pippa Scott, his aunt’s secretary.

Each of the co-starring and supporting portrayals merits tops of the dial ratings on the appliance meter, especially those by Peggie Cass, Robin Hughes, as a pseudo-writer, engaged to celebrate on Miss Russell’s autobiography, which Patrick Knowles has promised to publish; Fred Clark as the trustee; Vera Charles, Miss Russell’s best friend and actress, who seems at home in a constant battle with hangovers; Connie Gilchrist and Yuki Shimoda, faithful servants, especially during the time when Miss Russell loses her money in the stock market crash of ’29; and Forrest Tucker, in his blustering role of a wealthy Southerner, spelling a convenient marriage for Miss Russell, whom he widows during one of his fanatic picture moods on a round-the-world trek. This last effort was trying to take a snapshot of Miss Russell from an untrustworthy ledge of the Matterhorn.

Favoring the role of the nephew were Handzlik during his childhood, and Roger Smith when grown into manhood. Lee Patrick, Willard Waterman and their daughter, Joanna Barnes, depict the family of bigots in true satirical form.

Of the coupious scenes that offer Miss Russell a field day, two of the funniest are ones in which she accepts the challenge of riding a spirited horse side-saddle in a fox hunt, to put the clincher on Tucker’s proposal of marriage; and the time she takes a job in Macy’s toy department for the Xmas holidays during the depression, fouling up an order book and not knowing how to write up any sales slips other than C.O.D.’s.

There’s no doubt about it, “Auntie Mame” will prove to be a rich relation for every theatre bearing its title on the marquee.


S. D. BEERS

VMPTA Meets Dec. 3

RICHMOND, Va., Nov. 25. A meeting of the board of directors of the Virginia Motion Picture Theatre Assn. has been called here by Sy Gates, president, for Wednesday, Dec. 3. Plans to combat proposed daylight saving time legislation and the program for the group’s 1959 convention will be the main topics of the meeting.

AA Renew Dutch Pact

RICHMOND, Va., Nov. 25. A meeting of the board of directors of the Virginia Motion Picture Theatre Assn. has been called here by Sy Gates, president, for Wednesday, Dec. 3. Plans to combat proposed daylight saving time legislation and the program for the group’s 1959 convention will be the main topics of the meeting.

Mayer Warns

(Continued from page 1)

tured, the veteran distributor and exhibitor said, “We who are fighting censorship may well have to pay the fast buck follies of 1958. Mayer, who was master of ceremonies for the forum which included talks by Richard Brandt, Don Vol and Bosley Crowther declared that great deal of present "art film" "tries to be ridiculous, turns out to be stupid, tries to be daring and turns out to be dirty."

Deems European Films "Less Popular"

Crowther added to Mayer’s warning on the nature of the advertises and enlarged on the content of some of the pictures. He regretted that the European producers, apparently aiming at what he believes to be the mass American market have lost their neo-realistic touch which made the pictures popular immediately after the war.

“It is too bad,” he said, “that terms ‘art’ and ‘filthy’ have become synonymous. The audience is created for the Italian and French pictures which reflected the language the customs, and the ways of life those countries want, the voice Europe not the vice of Europe.”

Bradt gives Today’s Picture

Brandt, first speaker of the four given to non-American films, noted that "art" film distribution is as it today “is a field that is still small but it is growing and just beginning to mature,” he said. He pointed out that there building up, it’s art hour in the U.S. today—those for European pictures exclusively—and that the maximum number of playdates possible for a foreign picture run between 3,000 and 5,000. “A gross of $20,000 is big,” he added, “as a gross of only $1,000 are not unusual. Sixty per cent of the normal revenue,” he said, “comes from New York.”

Veldt Treats Pressbooks

Veldt explained the special problems of preparing pressbooks and censors in small quantities to serve the highly specialized field.

Atlanta Art Theatre

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Skouras Honored

(Continued from page 1)

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Skouras spoke "off the cuff" adressing his hosts to be on guard against the threat of toll-TV. "If you will be good sentiments," he said, "motion pictures will remain the world’s greatest entertainment medium.”

Susan Hayward Touring

SUSAN HAYWARD, star of United Artists’ "The Battle of Los Angeles," has been charmed by her visit to Europe for the first leg of her international tour. She will visit Paris, London, Berlin, and other cities still to be announced.

VMPTA Meets Dec. 3

RICHMOND, Va., Nov. 25. A meeting of the board of directors of the Virginia Motion Picture Theatre Assn. has been called here by Sy Gates, president, for Wednesday, Dec. 3. Plans to combat proposed daylight saving time legislation and the program for the group’s 1959 convention will be the main topics of the meeting.

AA Renew Dutch Pact

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Mayer Warns

(Continued from page 1)

tured, the veteran distributor and exhibitor said, “We who are fighting censorship may well have to pay the fast buck follies of 1958. Mayer, who was master of ceremonies for the forum which included talks by Richard Brandt, Don Vol and Bosley Crowther declared that great deal of present "art film" "tries to be ridiculous, turns out to be stupid, tries to be daring and turns out to be dirty."

Deems European Films "Less Popular"

Crowther added to Mayer’s warning on the nature of the advertises and enlarged on the content of some of the pictures. He regretted that the European producers, apparently aiming at what he believes to be the mass American market have lost their neo-realistic touch which made the pictures popular immediately after the war.

“It is too bad,” he said, “that terms ‘art’ and ‘filthy’ have become synonymous. The audience is created for the Italian and French pictures which reflected the language the customs, and the ways of life those countries want, the voice Europe not the vice of Europe.”

Bradt gives Today’s Picture

Brandt, first speaker of the four given to non-American films, noted that "art" film distribution is as it today “is a field that is still small but it is growing and just beginning to mature,” he said. He pointed out that there building up, it’s art hour in the U.S. today—those for European pictures exclusively—and that the maximum number of playdates possible for a foreign picture run between 3,000 and 5,000. “A gross of $20,000 is big,” he added, “as a gross of only $1,000 are not unusual. Sixty per cent of the normal revenue,” he said, “comes from New York.”

Veldt Treats Pressbooks

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New York

ital Compo
Meeting Set
or Dec. 9

Future Activity, Financing, Syne Status, Successor Up

special meeting of the members, ed of directors and executive coun-
tee of Compo has been called for 9 at the Astor Hotel here to
on a number of matters vital to
organization's future.

Although no agenda was announced, understood that action on a pro-
non of Compo activities for 1959 is
be foremost among the sub-
to be taken up.

The meeting will also be called
resolve the future status of
ert W. Coyne, Compo special
t, who is scheduled to become
ident of the Distilled Spirits In-
ite in Washington on Jan. 1. Coyne
(Continued on page 2)

Immunizations in Goldwyn
F.WC on Dec. 10-11

virtual summoning in the long pending
suit brought by Samuel
ywn Productions against Fox
Coast Theatres and others will
ard Dec. 10 and 11 in Federal
it court in San Francisco. A
ion in the case is expected soon

James A. Mulvey, president of Sa-
Goldwyn Prods., will go to San
ico from New York for the
ings.

New's Markets Device
Music Background

ew's, Inc., has marketed a new
for supplying background mu-
hotels, department stores, dance
udios and other retail establish-
g. Called "Metro-Pak, the Mu-
Voice of M-G-M," the device is
music cartridge which is a con-
s, self-contained reel-type tape
(Continued on page 3)

MOTION PICTURE
DAILY

NEW YORK, U.S.A., FRIDAY, NOVEMBER 28, 1958

TEN CENTS

Albany Distributors, Theatre Men
To Seek 'Better Break' in Newspapers

SPECIAL TO THE DAILY

ALBANY, Nov. 27.-A group of distributor and theatre representatives, armed with statistics on the advertising volume of local indoor theatres and surrounding drive-ins, and the amount

Tent No. 35 Sets Annual
Electon for Dec. 11

The annual election of Tent 35, Variety Club of New York, will be held in the board room of Allied Theatre Owners of New York's Manhattan
office on Dec. 11.
Tenet's nominating committee has proposed the following for the 11
members and 7 alternates, in accordance with the amendment to its constitution: Harry Brandt, Irving Dollinger, Walter Famer, Alex Harrison, Jack Hoffman, Jack Levin, Ira Meirhardt, Sol Per-
nick, Robert Shapiro, Charles Smak- witz and James Volde.

The nominating committee, of which Harold Klein was chairman,
(Continued on page 3)

Wayne Ball Sales Head
For NT's 'Windjammer'

From THE DAILY Bureau
LOS ANGELES, Nov. 27.-Wayne
C. Ball, former division manager in
Los Angeles for Columbia Pictures,
has been appointed to the newly
created post of sales manager for
National Theatres' Cinemiracle pro-
duction, "Windjammer," it has been
announced today by John B. Berto
nt president, Ball, who has been as-
sociated with several major distrib-
(Continued on page 4)

"U" Board May Not Act
On MCA Offer Today

Although Universal Pictures pre-
ferred stock rose another four points
to 96 on a turnover of 4,400 shares on
the New York Stock Exchange on
Wednesday, based on reports that the
issue would be redeemed at 105 with
proceeds from the rumored sale of
(Continued on page 3)

REVIEW:

tom thum

George Pal—M-G-M

AN IDEAL HOLIDAY release combining live actors and trick camera effects in an imaginative fantasy with music based on one of the Grimm fairy tales. Russ Tamblyn, the star, appears throughout as a tiny figure a few
inches tall, and invests the role with a lively charm that will delight the youngsters and stir the memories of their parents.

The story is surprisingly dramatic in spite of the fairyland backgrounds. Two British actors, Terry-Thomas and Peter Sellers, attired as ragged tramps and bent upon stealing treasure from a castle, induce tom to descend on a rope through a grating and tie money bags to the end after
(Continued on page 3)

Committee Acts
Agree to Put
B-B Campaign
Over to April

Decision Voids Efforts to
Start Radio Phase in Dec.

Agreement to put over the industry business-building campaign until next April has been reached but not yet announced by the campaign executive committee.

The decision voids the effort made by Theatre Owners of America at its recent annual convention in Miami Beach to start the radio phase of the campaign alone late next month. To
assure such action, TOA agreed to subscribe any deficit up to $5,000.

However, distribution, which would be expected to match exhibitor contributions of about $150,000, was skeptical of the value of a radio cam-
paign without the other elements of
(Continued on page 2)

See 700 TV Stations
Abroad by Year's End

From THE DAILY Bureau
WASHINGTON, Nov. 27. - The U.S. Information Agency estimated there would be more than 700 television stations operating overseas by the end of the year.

This excludes the U.S., its terri-
tories, Canada, and armed forces stations. U.S.I.A. said there were 630 stations on the air at the end of Sep-
tember.
A total of 79 new stations went on
(Continued on page 4)

SPG Lists Nominations
For 1958 First Quarter

From THE DAILY Bureau
HOLLYWOOD, Nov. 27. - The Screen Producers' Guild has chosen "The Best Produced Films" for the first quarter of 1958, with nominations for second and third quarters to be announced shortly, according to com-
mittee chairman Jerry Bresler, follow-
ing meetings and screenings by his 20-member committee. Films nomi-
nated in each of four quarters will be
(Continued on page 4)
B-B Campaign

(Continued from page 1)

the original all-industry bus building program. That include giant, national newspaper camp and a special public relations drive also is expected to emerge from the new American Congress of Edu-
tors and that, as a result, the pre-campaign camp will be dead, for all pr
cal purposes.

Refund Machinery Provided

If ACE approves a b-b camp it is believed, the project may be ferred to COMPO to carry on such an event, the approxi-$150,000 on hand might be assi
to the new project or, should the tribunals demand, could be return to the original donors, less administra-
tion and other expenses. The tribunals have been recog-
deposited separately, making it
possible, should that be necessary.

Kallet House Acquire

MARGARETIVILLE, N. Y., Nov. 27.—Clark A. and Roswell Sanford
taking over the Gallic Curri Theatre this Catskill Mountains
from Kallet Theatre in Oneonta. The transaction is to be
funded with a new downtown effective Dec. 1, to be
by Raymond S. Smith, for
Warner Brothers branch manage
Albany.

NEW YORK THEATRE

RADIO CITY MUSIC HALL—Rockefeller Center • CI 6-4600
JEAN SIMMONS
"HOME BEFORE DARK"
BASEBALL WEEKEND AND "DARK
BEAUTY" FUNDRAISING—A WARMER HORSE, Better-Theaters and Better Refundation
of the world. Motion Picture Daily is published daily except Saturdays. Address: 70 South Center, New York 20, Telephene Circle 7-7406. Cable address: "Quipncine, New York." Martin Quigley, President; Martin Quigley Jr., Vice-President, and Walter S. Quigley, Publisher. The Daily is published by motion-picture exhibitors, for the benefit of motion-picture exhibitors, and is not representative of any particular company.
Motion Picture Daily

Holiday Releases of UA

189 N. Y. Area Houses

ight major United Artists releases playing in 80 theaters of the New York area during Thanksgiving holiday period, the spacy disclosed on Wednesday.

The Broadway-Madison sector is the Big Country" at the Astor Theatre, Figaro Inc.'s "I Want To Go" at the Victoria Theatre, and "The Horse's Mouth" at the Paris Theatre.

Michael Todd's "Around the World in 80 Days" is playing at seven UA's, while Stanley Kramer's "The Defiant Ones" is being shown at 53 UA's. Randolf, Century, Brandt, IAN, Rugoff & Becker and RKO suits, where it is being seen with Ang Kong Confidential.

Some 25 circuit and independent UA's are playing Brigitte Bardot's "Parisienne." The accompanying song is "The Fakemakers."

at the Brooklyn Paramount, UA is presented by "The Gun Runners."

empest' to Bow

(Continued from page 1)

uror, selected the San Carlo Opera the showing, marking the first time in its history that the world famous opera house will be given over to a showing of a motion picture. Special projection equipment has been asked at the Opera Theatre for the showing. Regular exhibition of "Temptress," will not begin in Italy until Dec. 5.

A state dinner attended by Presid and Mrs. Crouse will follow the showing. Premiere proceeds will go to the Red Cross for the care of the prisoners of war children in Italy, and visiting and Italian personnel will be among the premiere guests.

Coverage to Be International

remiere night activities will be covered by newspapers, nationwide radio and the international press. "Temptress," the story of the Cossack rising against Russia's Catherine the Great, will be Paramount's Easter use in the U.S. The film stars, in addition to Van Heflin and Miss Manus, Viveca Lindfors, Geoffrey Mosc, Oscar Homolka, Agnes Mooreand and Helmut Dantine.

Paramount has Western Hemi- sternere distribution rights to "Temptress." The company also will distribute it in Great Britain and a number of other European countries, except for France, Belgium and the so-

telling him they are to use the money for distribution to the poor. The subsequent developments supply the menace. Tom's adopted parents are accused of the theft, and there is a chance. Finally, the complications are straightened out.

On this device, the dramatic structure there are gay and carefree developments. Alan Young, a member of the town band, falls in love with June. Thornborn, a woodland sprite but his moves toward physical contact are frustrated by her disappearances.

Tom's appearance at the home of Berndt Miles, a poor carpenter, and his wife, Jessie Matthews, who immediately develops a material desire to protect him, leads to many amusing adventures as he goes through having to accommodate his tiny person to the immensity of ninthsize furniture.

In one lively sequence George Pal has tom thumb dancing with animated cartoon characters and a chorus of Noveltoon figures. Youngsters will love this.

There is no point in trying to explain Pal's techniques in this picture. It's sufficient to report that it is lovely to look at; it seems real most of the time; it is done with charm and gaiety.

Reggy Lee and Fred Spielberg and Janice Torre and Kermit Goell introduce five songs. Ladislav Fodor, who wrote the screenplay, must have worked closely with Pal in taking advantage of the possibilities of his camera processes. Both displayed an imaginative understanding of what is required to make a fairy tale wholly delightful entertainment. The photography in Eastman color is high class.


JAMES M. JERALDU

Diners' Club Tie-In

For 'Night' Tickets

Tickets to the reserved seat engagement of the Rank Organization's "A Night to Remember," which opens Dec. 17 at the Criterion Theatre here, may be charged by members of the Diners' Club through arrangements made by Kenneth X. Hargreaves, president of Rank Film Distributors of America, and Maury Ash, vice-president of the Diners' Club.

The service gives members of the club the opportunity to send in an order for tickets to the Criterion by phone and have the admission price charged to their regular Diners' Club account. In addition, they can purchase tickets at the box office upon presentation of their credit card.

Albany Distributors

(Continued from page 1)

of the local dailies for the mutual benefit of both groups.

In Albany the plea will be for a "better break" for films and the motion picture theatre, which one of the committee calls "a stepchild now."

The group's contention is that the papers are allotting space to television "out of all proportion to the total number of advertising money dollars on that medium."

Fabian and Stanley Warner Theatres will be among those represented, according to present plans. However, a spokesman for each circuit may not visit both papers, on the mission.

Clayton G. Fangates, 20th-Fox manager, is taking the initiative in the attempt to correct what industry men have held for several years to be a particularly sordid spot.

Edward Susse, Metro resident manager, will be asked to join the group.

Robert B. Wilby, former head of Willy-Kiney Theatres, Atlanta, is a recipient of a certificate from the Georgia Tech Alumni Association as an alumnus of 50 years standing. Title of the certificate and other members of the Class of '08 notes that "For five decades of manhood he has endured the foibles and trivia on this planet and has stood up well under the strain."

Harvey S. Firestone, Jr., chairman of the Firestone Tire and Rubber Co., and Dr. O. Meredith Wilson, chairman of the American Council on Education and president of the University of Oregon, will speak at the fourth annual national mass media awards dinner of the Thomas Alva Edison Foundation on Nov. 28 in New York. At that time the 1958 Edison awards for outstanding film, TV and radio science and youth programs will be presented.

James J. Krondes of New Rochelle and Sidney Jacobson of Brooklyn have been elected to membership of American Society of Composers, Authors and Publishers. It was announced by Paul Cunningham, president.

Dick Kennedy, Birmingham, Ala., theatre owner and president of the Theatre Owners of Alabama, will be a guest speaker at the Motion Picture Exhibitor Convention in Jacksonville, Fla., scheduled for next Sunday through Tuesday.

Loew's Markets

(Continued from page 1)

container. It is combined with sound reproducing equipment, including pre-amplifier, amplifier and speaker. The tape is pulled from the center and after passing the playing head, is automatically wound on the outside of the cartridge reel. Individual or multiple messages, or musical selections of varying length may be repeated as desired, limited only by the length of the tape in the cartridge.

UA Sets 'Live' Contest

United Artists will award one of three foreign-made sports cars to the winner of its "I Want to Live" contest. Contestants will submit a statement saying why they "wish to live more," making the car desired and submitting the entry to United Artists. The contest is sponsored by PA in conjunction with The Continental Car Combine of New York.

Business Manager & Accountant

Thirty years Major Motion Picture Com- pany • All phases Theatres • Production • Acquisitions • Legitimate Theatre Background.

Box 126. MOTION PICTURE DAILY 1270 6th Avenue • New York 20, N. Y.
SPG Selects

(Continued from page 1)

eligible for the Screen Producers Guild's annual "Best Produced Theatrical Production Award." to be given at the Guild's annual dinner.

Nominations for first quarter are:

The Long Hot Summer, Jerry Wald (20th Century-Fox); "Cowboy," Julian (Columbia); "The Brothers Karamazov," Pandro S. Berman (Metro-Goldwyn-Mayer), and "Teachers Pet" William Perlberg (Paramount).

Wayne Ball Named

(Continued from page 1)

tors, began his career with Fox Film Corp. in Omaha and has been with Columbia Pictures for the past 20 years, mainly in the Los Angeles area. He will headquarter at NT's home offices here.

Currently in its 34th week at Grantman's Chinese, "Windjammer" is locked to move to the New Fox on Christmas Day.

Baltimore Theatre Sets

Subscription Series

Special to THE DAILY

BALTIMORE, Nov. 27. - A series of six "masterpiece" films are to be shown at the Century Theatre here on a subscription basis on Saturdays at 10 A.M. The schedule, arranged in cooperation with Baltimore schools, includes one picture a month, starting in December and terminating in May.

Subscription tickets for the entire series are $2.40 each with adults being admitted for the same price but the adult must be accompanied by two or more young guests.

Films listed in succession are "Moby Dick," "The African Lion," "Spirit of St. Louis," "A Man Called Peter," "subhuman Knocks Mr. Allison" and "The King and I."

Brandes Honors Engel

HOLLYWOOD, Nov. 27. - Motion picture producer Samuel G. Engel will receive the annual award of distinction from Brandeis University, a designation given to individuals who have demonstrated leadership in their communities or schools.

CD Tieu for 'Missile'

Civil Defense personnel in the Miami area will participate in a special promotional feature in connection with the openings there of United Artists' "The Lost Missile" at the Paramount, Colony and Coral theatres on Dec. 3. Members of the C.D. corps will distribute shock signs to patrons and demonstrate the use of survival kits, which will be on display in the theatre lobbies.

Russians AMPM Guests

HOLLYWOOD, Nov. 27. - Delegation of Russian film personality and technicians visiting Los Angeles as part of a nation-wide tour, tomorrow will see how Hollywood's film industry operates when they visit the major motion picture studios.

The Hollywood visit, arranged by the Association of Motion Picture Producers, starts Friday morning, when the entire group will meet at AMPM offices for a press interview.

Mexico Invites Solow

HOLLYWOOD, Nov. 27. - Sidney P. Solow, vice-president and general manager of Consolidated Film Industries, accompanied by Mrs. Solow, has left for Mexico to attend the inauguration of the new president, Adolfo Lopez Mateos. The invitation was extended by the Mexican Government in recognition of Solow's technical assistance to the Mexican film industry.

Television Today

700 Stations

(Continued from page 1)

the air in the third quarter, U.S.A.

reported, compared to 57 in the preceding three months. Western Europe led with 50 new stations.

The agency also estimated the number of TV sets in use abroad as of Sept. 30 at 21,585,200, an increase of some 1,400,000 sets during the quarter.

Helen Hayes to Star

Helen Hayes will make one of her rare television appearances as star of "One Red Rose for Christmas," the U.S. Steel Hour dramatic offering for Wednesday, Dec. 17, at 10 P.M. EST, via Channel 2. Miss Hayes will portray a nun who teaches the meaning of love from a child she regards with hostility and distrust. The teleplay was adapted by Leonard Meran from a novel by Paul Horgan, will have Ruth McDevitt, Patty E. and Joseph Sweeney in other leading roles.

One Man's TV Views

By Pinky Herman

PAT O'BRIEN, who portrayed "Kane Rockne" in 1940 in the motion picture based on the Notre Dame coach's life, will again narrate events dealing with "Rockne" Sunday TVABC's "You Asked For It..." It must be a grand thrill. We refer, of course, to the fact that a year ago programming and planning successful recorded programs NBC, Shelley Dobkin's experience has been rewarding the commercial Kings of the sensational recording (Capitol) of "Non Domicile..." Texas, the second largest state in the union (ah, there, Chambe Commerce of Alaska) has sent its most successful radio TV sales Danny Marshall to Gotham, where the multi-talented dynamo (sh... acts, clowning and tickling a mean Ivory) is preparing to break into big time via The Versailles Club in Greenwich Village, Dec. 5... (Radio's famous "Mr. Keen") Clarke, who's packed up his bundle-greenbacks and supply of varied talents and hied himself out to Hollywood, has just purchased two houses in Burbank. (good luck—good luck— one for each domicile) . . .

Three years ago while chatting on the air with Milt Grant on his program over WOL in Washington, D.C. Milt confided in (including for thousands of his listeners) that he nourished certain it to help battle juvenile delinquency. That he has done exactly that by tremendously popular daily "teen-age dance hops" TV WTTG be attested the figures we have, compiled by the local survey show his August, 1958 rating as tops with 11-8. (to parents in the area, initials M.G. likewise may well stand for "mucho gracias.")... We Bob Hope gave his TV version of "Roberta" recently NBC, he noted the first work of a young comedienne Janet Lord. That's hometown Joe will be seen as "the secretary," in Bob's forthcoming flicker, "Alias Joe James."... For years, Teri Josefovitz thrilled nite club and their audiences with his piano magic, but somehow his compositions (he a member of ASCAP for many years) never were given the plugging they deserved. Three weeks ago, simultaneous with his admission to a hospital for an emergency operation, Holly Bergen's Columbia disk of his latest ballad, "It's A Revoir Again," was released. Teri passed away this week and can never enjoy the thrill of his first HIT but his best friend "Heart" Mrs. Teri (Jesse) Josefovitz will need the royalties. We know the thousands of deejays all over the country will latch onto fine recording and zoom it onto the Hit Parade. . . .
French Film Industry Presses
For Extension of Aid Fund Law

By HENRY KAHN

PARIS, Nov. 26 (By Air Mail).—The French film industry cannot continue to exist without the financial assistance it receives under the Aid Law, in the opinion of industry observers here.

The matter has become extremely pressing as it now seems certain that M. Antoine Pinay, current minister of finance, will be retained in the next government. Pinay is known to regard the Aid Law with dislike. He is partial to the idea of distributing the aid money in the form of grants to the film companies.

Fox 39-Week Earnings
Show Increase '57

20th Century-Fox had consolidated earnings of $6,390,991 for the 39-week period ended Sept. 27 as compared with $5,623,858 for the same period last year, the company reported in a statement issued at the annual luncheon meeting of New England exhibitors Thursday.

Yassenoffs Acquire
Six Neth Theatres

Special to THE DAILY
COLUMBUS, O., Nov. 30. — Controlling interest in the six Neth neighborhood theatres here has been acquired by Leo and Milton Yassenoff, operators of the Academy circuit.

At Annual Meet
Fla. Exhibitors Urged to Send Ideas to ACE

Roscoe Also Reports on Army Film Competition

Special to THE DAILY
JACKSONVILLE, Fla., Nov. 30.—Delegates to the annual convention of the Motion Picture Exhbitors of Florida here were urged today to "rush by mail any suggestions they may have to the committee chairman of the American Congress of Exhibitors on problems affecting exhibition." The speaker was George Roscoe, director of exhibitor relations for Theatre Owners of America, who appeared on behalf of George G. Karatos, TOA president, who was unable to attend.

Hailing ACE as the "most exciting"
(Continued on page 5)

26 More Exhibitors
ACE Exchange Chairmen

The executive committee of the American Congress of Exhibitors has added 26 additional exhibitors to its organization of exchange area chairmen.

At the same time they became members of the committee of 26 which is meeting at the Hotel Astor here on Dec. 12 to receive the report of the executive committee appointed
(Continued on page 5)

REVIEW:

Lonelyhearts

Schary Prod.—United Artists

IN HIS FIRST picture as an independent producer, releasing through United Artists, Dore Schary has characteristically tackled unusual and provocative subject matter. It is the kind of film in which an intriguing story is told which can be enjoyed for its own sake while there are philosophical overtones for those in the audience willing and able to ponder them.

Theatregoers have been most receptive to several pictures of this nature
(Continued on page 4)
'U' Officially Silent

Following Board Meet

Universal Pictures issued no statement of any kind following its meeting of stockholders on Friday, but company sources indicated that the Music Corp. of America offer to purchase the Universal studio had not been accepted.

MOTION PICTURE DAILY on Friday reported that the subject might not come up at the meeting, which had been advanced from this week because Mr. Webb was ill, president, and slated to leave for Europe on Saturday. Unconfirmed reports in the financial district at the weekend were that Webb & Knapp, representing 85% of the stock, had been instructed by William Zeckendorf, has entered the bidding for the Universal studio. Zeckendorf recently offered $40,000,000 for the 20th Century-Fox World stages and $57,000,000 if the studio stages and all facilities were included.

Stock Down Slightly

Universal preferred and common shares and Decca Records stock all were off slightly in Friday's generally strong and active market after having formed a daily 30-cent bottom in the day's earlier. With no action being taken on the studio sale, there was, of course, no development in connection with reports that the "U" preferred would be called for redemption with some of the proceeds of such a sale.

Directors of Decca Records on Friday declared a regular dividend of 35 cents per share on the company's capital stock, payable Dec. 29, to stockholders of record Dec. 15.

Rowley Circuit Heads

Will Meet in Dallas

Special to THE DAILY

DALLAS, Nov. 30.—Around 70 partners and managers of the Rowley United Theatres, Inc., circuit will convene in Dallas for meetings Tuesday and Wednesday at the Adolphus Hotel. The Rowley Circuit numbers over 100 theatres in Texas, Arkansas, and Oklahoma. E. H. Rowley, Sr., executive vice-president of the United Artists Theatre Circuit, will attend the two-day event. Dave Callahan, film buyer in charge of booking at the Dallas office, is in charge of arrangements.

Business Session Wednesday

At the afternoon meeting on Tuesday representatives from the distributors will talk about their latest releases. The day's events will close with a cocktail buffet and screening of two new releases at the Beverly Hill Theatre. The partners and managers meeting will close on Wednesday after a morning business session.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chef and Publisher; Sherwin Kast, Editor; James D. Forte, Managing Editor; Richard Gernert, News Editor; Phyllis E. Shinn, Photo Editor; Herbert V. Ertz, Advertising Manager; Gus R. Fandel, Production Manager, TELEVISION TODAY, Charles S. Aaronson, Advertising Director; Dinky Herman, Vice President; Joseph Allard, Eastern Advertise Manager; J. H. Overstreet, Western Advertise Manager; Charles M. Coo, Washington Bureau Manager; Harry E. Fussell, Chas. F. McCloskey, D. C.; London Bureau, 4, Blee Av., London, England; New York Bureau, 24, Reek St., Leatherman, Mass.; W. W. Hope Williams, Burmese Manager; Peter Burum, Editor; William Fay, News Editor. Correspondents in 35 principal capitals of the world. Motion Picture Daily is published daily except Sundays, Sundays and holidays, by Quigley Publishing Company, Inc., 1276 Sixth Avenue, Rockefeller Center, New York 20, Telephone Cleve 7-1500. Cable address: "Quigpop, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Treasurer; Leo E. Reed, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theaters and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published 30 times a year as a section of Motion Picture Almanac; Television Ahead, published 7 times a year as a section of Motion Picture Herald.
Even Blase' Hollywood FLIPS for The Perfect Furlough

- AFTER an over-abundance of heavy dramas, horror films, juvenile delinquency stories and war sagas, exhibitors will welcome Universal - International's "The Perfect Furlough." Here is a comedy guaranteed to arouse uproarious laughter from audiences, and to send them home happy.

As we have continually maintained, back in the days when movies were most prosperous Hollywood turned out lots of comedies and the public loved them. The industry could help itself today by again putting more emphasis on comedies instead of concentrating on big epics and sensation-packed thrillers and the tired old war stories.

"Perfect Furlough" is light, gay, sexed-up entertainment that will appeal to teenagers and adults alike. The picture gives Tony Curtis a wonderful change of pace after his dramatic achievements in "The Vikings" and "The Defiant Ones." His capable handling of comedy may come as a surprise to many people. The picture also brings to the screen a new personality at a time when there is a great cry for new faces. Argentine actress Linda Cristal, a vivid, appealing newcomer, is a cinch to win big audience approval. Another big plus to the picture was the expert direction of Blake Edwards.

U-I, we have been told, is giving the picture very smart handling. In addition to backing it up with heavy advertising and promotion campaigns, it is holding back the release until mid-January so as not to run headlong into the competition of big pictures that always hit the theatres during the holiday season. Bob O'Donnell said yesterday, "In these days when it's becoming more and more difficult to find big boxoffice pictures 52 weeks a year, Universal is to be commended for its move that will give us a strong picture when we need it and eliminate the necessity for choosing between it and another big picture."

The all-professional audience at the invitational preview of the picture the other night at the Academy Theatre gave its approval to a swell piece of entertainment by continuous roars of laughter. That was a tougher audience than "Perfect Furlough" will ever play to and it is a tip-off to the enjoyment ticket-buyers will get from this film's exhibition.
French Fund

(Continued from page 1)

lately, and "Lonelyhearts" should be a welcome and profitable addition to the list.

The original source of the story is a novel by Nathanael West called "Miss Lonelyhearts" which is highly regarded by many literary critics. It was made into a play by Howard Teichman and presented on Broadway last season. Working from both book and drama, Schary has written his own screen play, making several major alterations, all of them of advantage to the film. As producer Schary selected a strong cast headed by Montgomery Clift, Robert Ryan, and Myrna Loy, including the lovely newcomer Dolores Hart and introducing the Broadway stage actress Maureen Stapleton.

To many in the audience the outstanding virtue of "Lonelyhearts" will be that it gives Clift, who has not been too fortunate in several of his screen roles lately, his best part since "A Place in the Sun." This fine actor responds to the challenge with a performance that will cause talk, sell tickets, and then demand consideration at Academy Award time. It is quite a singular and complex character that Clift is called upon to enact—that of a sensitive and idealistic young man who wants to become a journalist. The only job he is offered by the publisher of the newspaper to which he applies is that of writing the "advice to the lovelorn" column.

In other words, he is "Lonelyhearts." The publisher, whom Ryan portrays with venomous skill, is a cynical, embittered man who hires the hero more as a whin than anything else in order to attempt to crush the enthusiasm and good will of the youth. This plan backfires when "Lonelyhearts" proves a success at his job. He becomes intensely involved in the lives and problems of the unhappy people who write to him for advice and believes firmly that most of them are as sincere and well-meaning as he is.

To my mind of this notion the publisher dares the youth to pick at random one of the letter-writers and find out what she (or he) is really like. The challenge is accepted with disastrous results. Clift selects a woman who is unhappily married to an alcoholic and she seduces the naive "Lonelyhearts" before he scarcely knows what is happening.

This experience leaves the hero a sadler but wiser man when the publisher is changed, too, at the end when his unrelenting attitude toward his fellowman softens somewhat. This conflict in attitudes toward life—of "good" versus "evil," so to speak—is the heart of Schary’s film. There are also several subplots. One involves the wife of Ryan, portrayed exceedingly well by Miss Loy in a type of dramatic role she has not often had on the screen. Their marriage is unsuccessful because of Ryan’s refusal to forgive his wife for an infidelity many years before. Another strand of the story concerns the romance between Clift and Miss Hart, which is disrupted when he confesses his affair with the sex-starved housewife. The latter role is brilliantly played by Miss Stapleton.

In fact, all the acting is first-rate under the penetrating direction of Vincent Donohue, a Broadway talent making his film debut. "Lonelyhearts" is an impressive, off-beat job.


Richard Gertner

Yassenoffs Acquire

(Continued from page 1)

six indoor houses and three drive-ins.

This is the largest such transaction in local theatre history.

Included in the deal are the State, Markham, Cameo, Eastern, Clinton and Lincoln. The Neth theatres, operated by J. Real Neth, are among largest and most luxurious neighborhood houses in the city.

Neth has been in ill health for some time.

Friends said his plans for the future are indefinite. In the late Twenties and early Thirties he also operated downtown Neth’s Grand, now RKO Grand.

Purchase price of the Neth houses was not revealed.

Sidney Box to Make Six Pictures in ’59

From THE DAILY Evers

LONDON, Nov. 30.—Formation a new company, Sidney Box Associates, Ltd., to produce a minimum six pictures in 1959 was announced here at the weekend by producer Sidney Box. The company’s entry into television film production in a deal with Sol Lesser Productions to make the Rank Organisation, announce recently.

The new company is present negotiating with French, German and Italian interests to make a similar number of co-productions. Now we are putting into the film industry a substantial proportion of the money that has taken out of it. Some of us have interest in television, also, but we feel the channel and TV can be happily and profitably together.

Physical distribution of the company’s films will be handled by RKO Pictures. Box is president and RKO has a financial interest in the product.事宜 to handle the overseas distribution arrangements himself.

Col. Stockholders

(Continued from page 1)

general manager of studio operati

ter reeiblied for ree Bo:

are: A. Schneider, Leo M. Blan

A. Montague, Donald S. Strale

Fred Hart, Abraham M. Sommab

Ralph M. Cohn, Mendel B. Silberr

and Jaffe. The latter two have previously been elected directors the stockholders, having served on board for only part of the current year.

Jaffe’s contract is for seven years, $1,500 weekly. His two stock options are for 4,125 shares each, one $14.95 per share, the other at $13.75 per share. Briskin’s option is 13,753 shares at $13.75 per share.

The notice of meeting reports that the late fiscal year aggregate net profit was $14,700 which was paid the late Harry Cohn, former president. It was noted that he had $153,250 to Schneider, $150,000 Montague, and $78,000 to Bal Cohn.

Directors and officers as a group received 973,970.

Hyman Sees

(Continued from page 1)

land Theatres, Inc. here late last week were Bernard Levy, assistant to Hyman was also here, and Martin J. Mull presi

**Television Today**

**New TV Subcommittee Is Formed by SMpte**

Formation of a new television subcommittee which will study TV film cue mark placement and film leader requirements for the Society of Motion Picture and Television Engineers has been announced by Axel G. Jensen, SMpte engineering vice-president.

The committee is a part of the parent SMPTE television committee and will be chaired by Norman B. Olding, operations engineer, Canadian Broadcasting Corporation. He will be assisted by John P. Ballinger, trade manager, Severance Group. Ballinger was instrumental in promoting the organization of this new subcommittee. Because of the unusual interest being shown in this phase of TV operations, the SMPTE has designated J. Howard Schumacher, its staff engineer, to handle all comments and requests for information from organizations and individuals engaged in related work.

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**Senate Group to Study Impact of TV Ratings**

**FROM THE DAILY BUREAU**

WASHINGTON, Nov. 30—Senator Monroney, Oklahoma Democrat, said his Senate Commerce Subcommittee would study the impact of TV rating services on television programming.

Monroney plans hearings in January, chiefly in New York City. His subcommittee held hearings last summer on the way the TV rating services operate, and the new hearings will go into their effect, the Senator said.

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**Sturges Signs Serling**

HOLLYWOOD, Nov. 30—Rod Serling, a three-time winner of an Emmy Award for best writing in TV, has been signed by John Sturges to write the screenplay for Mirisch-Alpha's "663 Squadron" which Sturges will produce and direct.

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**In Our View**

**Connetion with National Television Survey is Commonly Marked**

A number of leaders in various fields of endeavor raised their voices. Among them was Senator Leverett Saltonstall of Massachusetts, who lauded the contribution of the medium. He said: "Television has fulfilled a multitude of important and constructive educational and purposes and has helped to bring home to our people events which happen every day throughout this great nation."

The medium has made, the Senator said, "an immense contribution to the fostering of standards, the living of people... the industry has assumed a very responsible position in the American economy. It offers our nation new and unique means of advertising. It provides employment for countless thousands of our citizens... Few technological achievements of the post-war era have so dramatically changed the daily lives of millions of Americans as has television... And it offers great new opportunities through instant improvement or standing among our people... and indeed, among the peoples of the world."

These remarks are not the platitude and obvious generalities of a political figure congratulating somebody or some institution on a birthday. They are statements of basic fact, and they embody the actual conditions, which should make all involved in the television medium proud, alert and imbued with a sense of the real responsibility which develops upon them. The TV medium is the business of everyone in it.

---

**Business-Building Talks Highlight Ohio ITO Meet**

CINCINNATI, Nov. 30.—The 23rd annual convention of Independent Theatres Owners of Ohio was held at the Netherlands Hilton Hotel here Tuesday and Wednesday. It will be preceded by a meeting of the organization's board of directors.

The convention will be dedicated to business improvement discussions led by Ernest Emeler, Loew's Theatres advertising-publicity director; Louis Weingarten, independent exhibitors; and the Ohio organization. Fine and Wiethe also will lead business-building and film buying clinics for standard theatres, and Jack Armstrong and Sam Schultz for drive-ins. Dr. Marvin Sandorf will lead concessions discussions.

Horace Adams, president, will make the opening address.

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26 More Exhibitors

(Continued from page 1)

to prepare an agenda and organization setup.

The list follows: Harry Mandell, Allied Motion Picture Theaters of West Pa., Pittsburgh; C. Elmer Nolte, Jr., Allied Theatre Owners of Md., Baltimore; Abe Berenson, Allied Theatre Owners of the Gulf States, New Orleans; Herman Hunt, Norwood Ohio; Jack Armstrong, Bowling Green, Ohio; Morris Lowenstein, Oklahoma City.

* * *


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Bearing a close relationship to the values of television as enunciated by Senator Saltonstall and its rights is the situation which concerns the restriction and the use of TV in the courtroom. If television is to do the job for which its inherent facilities make it capable, it must be permitted to operate and exercise its rights. The rights of the past months ago Harold E. Fellows, president of the NAB, cited a decision of the Oklahoma Criminal Court of Appeals, which he stated as important distinction among the various types of news media, including radio, television and newspaper photography. Mr. Fellows cited the long fight among the broadcasters to win and protect the rights of coverage to which they are entitled.

Quite recently, Douglas A. Anello, chief attorney for the NAB, told the Maine Radio and Television Broadcasters Association that a change will be made in the present restrictions against courtroom coverage "if the people demand a change." He urged that broadcasters "tell our story" to achieve "equal access" to public proceedings. He mentioned the 1958 action of the American Bar Association's House of Delegates as another important step in the right direction, when that body voted to have a qualified committee of legal experts study the possible effects of broadcast coverage of trials.

When the time comes that television may enter the courtroom freely, then indeed will the need for care and intelligence and planning be most vital. It will be a test of the first order for the medium.

—Charles S. Arasonus
COME ON IN—
LIFE’s ENTERTAINMENT ISSUE IS FINE!

There's still time to advertise your big movies for 1959 in LIFE's big, double year-end issue... out on December 17th.

Give us your two-color or black-and-white plates by December 10th, and you'll be selling to LIFE's audience of 32,000,000 one week later.

Join M-G-M and Walt Disney already scheduled to advertise their big ones for 1959 in LIFE's entertainment issue:

M-G-M Presents “Some Came Running”
A Sol C. Siegel Production

WALT DISNEY Presents for 1959
“Sleeping Beauty”
(Technirama-70, Stereophonic Sound)
“Darby O’Gill & The Little People”
“Tonka” · “The Shaggy Dog”
“Third Man on the Mountain”

ONLY LIFE gives you so much... so swiftly, so surely
WB Expects 13-Wk. Profit

Although the Warner Bros. annual statement for the fiscal year ended August 31 shows a loss of $1,025,000, due principally to provision of $3,000,000 for estimated losses on advances to independent producers, a "substantial" profit is expected to be

World-Wide Sales Drive To Honor Jack Warner

The first world-wide sales drive in Warner Bros. history will be held from December 28 to April 1, 1959, as a tribute to Jack L. Warner, the company's president, who returned to the Burbank studios last week from Europe after recovering from injuries suffered in an accident in France. The drive, first ever to honor Warner, will be held under the slogan, "Welcome Back, Jack."

Boye Kahoenseon, Warner Bros. executive vice-president; Charles (Continued on page 11

Talk Agreement

Justice Will Seek Changes in ASCAP

Officials Decide Operations Violate Anti-Trust Laws

From THE DAILY Bureau
WASHINGTON, Dec. 1.—Justice Department officials have decided that the present operations of the American Society of Composers, Authors and Publishers violate the anti-trust laws, and that changes must be made.

Anti-trust Division officials and ASCAP representatives are discussing possible amendments to a 1959 consent decree involving ASCAP. But the Department is ready to go to court if an agreement cannot be worked out with ASCAP.

Among changes sought by the Department are:

DeMille's Next Film
On Boy-Scouts Theme

HOLLYWOOD, Dec. 1.—The Boy Scouts and the life of Lord Robert Baden-Powell, founder of the scouting movement, will be the subject of Cecil B. DeMille's next motion picture, it was announced today. The project, to be called "On My Honor," will be a joint venture by (Continued on page 2)

Ezell Associates Lease
Loew's Texas Drive-In

HOUSTON, Dec. 1.—Claude Ezell and Associates took over operation today of the huge, new Sharpstown Drive-In Theatre here, bringing the group's Bordertown Theatres, Inc., operations to 40 drive-ins.

The Sharpstown was opened last (Continued on page 11)
Movie Picture Daily

Tuesday, December 21, 1945

PERSONAL MENTION

Y. FRANK FREEMAN, Paramount Pictures vice-president, has arrived in New York from the Coast.

BRUCE ELLIS, executive vice-president of United Artists Television, has returned to New York following 10 days in Hollywood.

HAROLD J. MIRUSCH, president of the Mirisch Co., has arrived in New York from Hollywood.

ERNST EMERLING, Loew's Theatres advertising-publicity director, is in Cincinnati today to address the convention of Independent Theatre Owners of Ohio and Indiana.

ARTHUR ISRAEL, Jr., vice-president and assistant to Barney Balaban, president of Paramount Pictures, has arrived in Hollywood from New York.

LOUIS JOURDAN arrived in New York from London yesterday via B.O.A.C.

FRANK YARBURN, Buena Vista branch manager in Milwaukee, will be married at Temple Emanuel-El there on Dec. 21 to Ruth Edelstein.

DOUGLASS A. AMOS, general manager of Lockwood & Gordon Enterprises, has returned to Boston from Hartford.

STEVE EDWARDS, advertising-publicity manager for Rank Film Distributors of America, and WILLIAM MACQUITY, producer of "A Night to Remember," will leave New York today for Los Angeles.

DAVID DIAMOND, producer, will return to Hollywood today from New York.

ALBERT PLOUCH, manager of the State Theatre at Atlantic City, Philadelphia, and Miss PLOUCH are celebrating their 45th wedding anniversary.

NEW YORK THEATRES

RADIO CITY MUSIC HALL

Rockefeller Center • 51st St.

JEAN SIMMONS

"HOME BEFORE DARK"

S.J. "SHELLY" • BROOKS FISHER • LEESE SIMONAITZ, Jr.

A Warner Bros. Picture

and GALLA NEW STAGE SPECTACLE

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Yeors, Managing Editor; Richard Germer, News Editor; Floyd E. Parks, Art Director; Howard W. Feck, Advertising Manager; Harry H. Trask, Business Manager. 117 E. 42nd St., New York 17. A Division of Photoplay Publishing Company. Circulation Dept., 200 W. 39th St., New York 18. Entered as second-class matter, at 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, 75 cents. © 1945 by Photoplay Publishing Co., Inc. All rights reserved. PRINTED IN U.S.A.
UNIVERSAL'S NEW PRODUCTION PROGRAM IS IN FULL SWING

Top properties...Top stars...Top budgets...Top boxoffice values! A diversified lineup of entertainment...aimed to meet today's exacting Boxoffice demands!
TONY CURTIS
JANET LEIGH

The Perfect Furlough

Cinemascope in Eastman Color

co-starring
KEENAN WYNN • ELAINE STRITCH

with LES TREMAYNE • MARCEL DALIO and LINDA CRISTAL

JUNE ALLYSON
JEFF CHANDLER

Stranger in my Arms

Cinemascope

co-starring
SANDRA DEE • CHARLES COBURN
MARY ASTOR • PETER GRAVES • CONRAD NAGEL
BLOOD OF THE VAMPIRE

The strange experiments of DOCTOR CALLISTRATUS

ALL NEW in exciting COLOR

DONALD WOLFIT
BARBARA SHELLEY
VINCENT BALL
with
VICTOR MADDERN

An Eros Films Ltd. Production
A Universal-International Release

The RESTLESS YEARS

CINEMASCOPE

STARRING

JOHN SAXON
SANDRA DEE

costarring
LUANA PATTEN - MARGARET LINDSAY
VIRGINIA GREY with JODY McCREA - ALAN BAXTER
and
TERESA WRIGHT

as "Elizabeth Grant"
JAMES WHITMORE

as "Ed Henderson"
FANNIE HURST’S
IMMORTAL BEST SELLER
Imitation of Life
in Eastman COLOR

co-starring SANDRA DEE
SUSAN KOHNER • ROBERT ALDA
DAN O’HERLIHY
as ‘David Edwards’
with JUANITA MOORE • MAHALIA JACKSON

LAURENCE HARVEY • DAWN ADDAMS
JOHN CLEMENTS • MICHAEL CRAIG

THE SILENT ENEMY

Based on the TRUE exploits of Commander Crabb,
Heroic Frogman of World War II

Adapted from the Book “Commander Crabb” by Marshall Pugh
A Romulus Film - A Universal-International Release
ROCK HUDSON
JEAN SIMMONS
DOROTHY McGUIRE
CLAUDE RAINS

THIS EARTH IS MINE

with KENT SMITH • KEN SCOTT • CINDY ROBBINS
A Universal-International Picture • A Vintage Production

AUDIE MURPHY
JOAN EVANS
CHARLES DRAKE

NO NAME ON THE BULLET

CinemaScope • TECHNICOLOR

with VIRGINIA GREY • WARREN STEVENS
R. G. ARMSTRONG
KIRK DOUGLAS
LAURENCE OLIVIER
CHARLES LAUGHTON
PETER USTINOV

"SPARTACUS"

CinemaScope • Eastmancolor • A Bryna Production • A Universal-International Release

JAMES CAGNEY
SHIRLEY JONES

Never Steal Anything Small

CinemaScope • Eastmancolor

co-starring
ROGER SMITH • CARA WILLIAMS

with
NEHEMIAH PERSOFF • ROYAL DANO • ANTHONY CARUSO
Dances by HERMES PAN
ROCK HUDSON
KIRK DOUGLAS
"VIVA GRINGO!"

TONY CURTIS
and important
CO-STARS
to be announced

OPERATION PETTICOAT
Eight- Pt. Drive

Separate Tables

(Continued from page 1)

tion of a set of odd and lonely characters thrown together for dramatic convenience in an atypical English residential hotel.

Niven stands out, even with the competition for acting honors divided among so many, as the bumbling, timid, fear-ridden but somehow appealing Harold Graham, who, on the basis of lead, to Miss Kerr, just as timid, just as fear-ridden, and wholly dominated by her mother, Miss Cooper.

In contrast, Lancaster is a forceful, articulate and bitterly unhappy expatriate American who is running from himself and his memories of his marriage to Miss Hayworth—an overpowering physical passion but an unresolvable conflict of wills. Seeking forgiveness he has become engaged to Miss Hiller, gentle and understanding proprietress of the hotel. Her moral courage brings a moment of truth next morning at breakfast as each of the characters sees himself in relation to and in communication with the others.

The direction of Delbert Mann keeps the complex threads of the story parallel and related as Rattigan intended in his play and in his screenplay, a more difficult task than on the stage when the four principal leads were played by only two players. Harold Hecht as producer wisely gave the author and director full rein in interpreting the characters in depth.

It is a picture which will gain major critical acclaim but which will require merchandising as adult as its theme and treatment.

Running time, 98 minutes. Adult classification, December pre-release.

JAMES D. IVERES

WB Expects

(Continued from page 1)

shown for the first quarter of the current fiscal year.

Jack L. Warner, president of the company, in his annual report released yesterday, told stockholders that "improvement experienced during the quarter's operations here and in all other fields of operation and it is anticipated there will be a substantial profit from operations for the first quarter of the current fiscal year.

The loss for the year compared with a profit of $3,415,000 for the year ended Aug. 31, 1957. Income was $72,310,000 for 1958 compared with $80,370,000 for 1957 and costs and expenses were $69,190,000 compared with $73,063,000.

See 'Vast Potential'

"We are convinced by the box office returns for many top quality films, the realization of production plans as a vast potential for profitable operations in the business of producing and distributing motion pictures for theatrical exhibition," the company president said. "The company continued its policy of acquiring successful books and plays and now had more than 30 major motion pictures, based on such properties, in various stages of production.

The report cited the successful production of four top-rated television series by the company's television department and mentioned the transplantation of headquarters to the west coast as designed to promote "greater coordination between the production and distribution divisions.

Sales Drive

(Continued from page 1)

Rosberg, domestic general sales manager; and Wolfe Cohen, president of Warner Bros. International, will serve co-presidents of the 14-week drive that will involve both domestic and foreign sales organizations.

While the "Welcome Back, Jack" drive will concentrate upon major features, motion pictures and TV programs will be presented and ready for distribution, emphasis also will be placed upon the new season's production program planned as the most important of the company's history. The forthcoming program, centering around outstanding story properties that include best-selling books and hit stage plays, will see the company's domestic and foreign sales forces and worldwide public relations teams mapped out and put into preparation by Warner.


'Lively' Take $34,902

"I Want to Live!" Figaro, Inc., picture for UA release, rolled up a huge $34,902 gross in its second week at the Victoria Theatre here.
Justice Dept. (Continued from page 1)

department are ones involving the present weighted voting set-up, the district in the United States, and the Asaep survey system to determine song preferences. These practices figured prominently in the House Small Business subcommittee investigation of the Society, and Justice officials readily admit their present anathema against the Society is an outstanding issue. The House hearings officials had no idea how long it might be before the matter is settled.

Pinanski Renamed (Continued from page 1)

this yesterday, and Albert M. Pickus would be TOA alternate.

Keraskos also named the following as TOA members on COMPO's executive committee: Pinanski, chairman; Myron N. Blank, S. B. Fabian, E. D. Martin, Spencer Leve, Walter Beadle Jr., Ernest G. Stelligs and Morton Thalheimer, Sr.

Brit. Producer in Deal To Make Film in Russia

From THE DAILY B reson

LONDON, Dec. 1.—Former BBC producer Desmond O'Donovan has returned here from Moscow with what he claims to be the first agreement yet granted by the U.S.S.R. for an Anglo-Soviet co-produced feature film.

Working title of the film is "Operation Icebreaker" and the story begins with the crash in the Arctic of a Polar Air Flight with important international personalities among the passengers. Filming, says O'Donovan, is scheduled to begin in England in April and in Russia in June. English locations include Cambridge University. Russian locations include Moscow and permission, it is claimed, has already been granted for filming inside the Kremlin.

O'Donovan, it is also stated, leaves for the U.S. Tuesday, for meetings with the U.S. State Department and the TOA-AO company.

Soviet Visitors to Coast

WASHINGTON, Dec. 1.—Kenneth Clark, vice-president of the Motion Picture Association, left here today for Hollywood with Yuri Zhukov, chairman of the Soviet Council of Ministers Committee for Cultural Relations with Foreign Countries. They were accompanied by Mrs. An- veer Mannevova, assistant cultural attaché at the Soviet Embassy here, and V. Voikrshon, an interpreter. They will spend four days in Hollywood.

Ask York Tax Repeal

YORK, Pa., Dec. 1.—The city was called upon by the Motion Picture Operators' Union to rescind the 10 per cent local amusement tax on all theatre admissions in order to help both businesses and employment in the industry.

TOA Asks Help on Post Theatres Competition

The special Theatre Owners of America committee of which Robert J. O'Donnell is chairman, appointed to seek curbs on unfair competition by military theatres, has been met by commercial theatres is scheduled to meet with the Armed Forces Booking Department in Washington in the near future to present the industry's case.

Exhibitors are being asked to forward to the committee specific information on military theatre competition and other theatre competition in the same areas. The information sought includes the number of theatres affected, admission prices charged by the military theatres and whether civilian employees of the post are permitted to attend; number of days before the camp that affected theatres play, and effects on individual exhibitor's business.

TOA members also are urged to contact their Congressmen at their home bases and inform them of the theatres' problems, asking for their support in having military theatre play films after they have been shown in adjacent theatres.

TOA Asks Consideration For Soviet Films

Theatre Owners of America members are advised in the organization's current bulletin to expect "in the next few months, requests from our government that you play the seven Soviet films which our State Department has promised the Russian government will be exhibited in American theatres as part of the deal wherein 10 American films will be shown by Soviet theatres.

Federal Pledge Recalled

The bulletin notes that when exchange representatives were briefed by State Department officials in Washington on the deal last month, "State promised public relations assistance to theatres to counteract any possible public opposition to showing of the Soviet product."

"American motion picture theatre owners," the TOA bulletin observes, "have always cooperated in the past with any Government request for help. We urge you to give every consideration to this new request."

"Horse" in Big 3rd

"The Horse's Mouth," United Artists release, has registered a "resounding" $25,073 gross in its third week at the Paris Theatre here, topping the box office receipts of its first two weeks at the 58th Street show-case.

"Houseboat" $35,400

Paramount's "Houseboat" took in an exceptional $35,400 at the Capitol Theatre here for the Thursday through Sunday period, past, which included Thanksgiving Day.
T'S "AUNTIE MAME" FOR CHRISTMAS, EXHIBITORS AGREE AT GALA PREVIEW

More than 1,500 motion picture industry leaders, theatre-owners and representatives of the press, radio and television hailed Warner Bros.' Merry Christmas release, "Auntie Mame," yesterday at the first preview showing of the Technirama-Technicolor film. With Rosalind Russell starred, the screen version of the Broadway comedy smash will have its eagerly-awaited world premiere Thursday at Radio City Music Hall, where it will be the Christmas attraction. The New York preview, at the Criterion Theatre, was held simultaneously with others across the country.

Among the exhibitors at the "Auntie Mame" preview were (L. to R.) Ted Minsky, Nat Fellman and Frank Marshall, of the Stanley-Warner circuit.


Charles Reagan, of Greater Indianapolis Amusements, and Ed Shea of Shea Theatres, join Ralph Iannuzzi, Warner Bros. eastern division manager. (L. to R.)

Busy Cass, featured with Rosalind Russell in "Auntie Mame," is joined by Larry Morris, of B. S. Moss Theatres.

Maury Miller (L.) of Hecht Theatres, greets Ernie Sands, New York branch manager for Warner Bros.

Mrs. Edward Fabian meets Sam Goodman of the Century Theatres at the "Auntie Mame" preview.
Florida Meet

(Continued from page 1)

ture Exhibitors of Florida 10th annual convention, the Hotel Roosevelt by pointing out that "Hollywood is now in the act of demonstrating its faith in the future of our joint industry by spending more money on the production of fine motion pictures than it ever spent in any two years prior to 1950. As for you, exhibitors, if you love this business and want to stay in it, you'll have to be just as bright as you, yourselves, make it."

Attendance at Capacity

To the capacity crowd of more than 250 exhibitors and other Florida industries, Kennedy urged a quick return to old-fashioned showmanship policies and the modernization of existing theatres. "Answers are available from boxoffice slumps. He praised production and distribution for their aggressive new policies in combating television, and drew blood from many exhibitors by his cantic remarks about their slipshod methods of operation and their failure to devote their energies to 'the many exciting, interesting facets of running a good theatre."

B. G. Garner of Lakeland, MPEOF president, welcomed members and guests to the opening session of what Horace Dominy, general chairman, termed "the dough-in-your-pocket convention for working exhibitors only."

Fred Kent, North Florida circuit owner, placed the gathering on ways to increase boxoffice and concessions profits. Jack Rigg, local film buyer, gave an inspiring account of the new film product to be available from major film studios in the next several months. Young Tony Kelly, head of Delco Foods, was host at the Monday luncheon.

Promotion Forum Included

A valuable roundtable on advertising promotions and publicity was conducted by Mark Depress, Florida State Theatres executive and MPEOF vice-president, in the afternoon. Talks were given by Norris Hadaway, Willys-Knute Theatre executive; Judson Moses, M-G-M publicity, both of Atlanta; Jerry Gold, Gold-Debro Theatres, Palohoe, and Jim Partlow, Kuhl-Aye, Drive-In, Orlando, on the adaptation of old exploitation methods to new situations.

The R. C. Gola Co. was host at an industry cocktail party for 300 guests in the hotel's Mayport Room, following a buffet dinner and dance in the grand ballroom.

Cleveland Newspapers
Pledge More Film Aid

Special to THE DAILY

CLEVELAND, Dec. 1—A confluence of distributors and downtown firms who met with cooperation from editors of the "Fl. Dealer" and "News" in their efforts to "revitalize" motion picture pages has been further reassured by Louis Selzer, "Press." Selzer said that greater cooperation "with the limits of our policies" would be granted the industry whenever possible.

The committee has asked for great use of art on future product instead of concentrating on the current attraction; more syndicated Hollywood stories to create reader interest at box office attendance; special bold layouts when warranted; quarterly views of top product with intent to upgrade the industry; report of visits to producers; columns instead of the movie page of old suggestions aimed to amuse interest in motion pictures, Adrian Wade, 20th-Fox publicity representative, spearheaded this committee.

Suit of Theatregoer

Losing Eye Settled

SPECIAL TO THE DAILY

MILWAUKEE, Dec. 1—The Parway Amusement, Inc., operator of the Parkway Theatre here, has settled for $18,000 a $6,200 civil suit by an injured woman by a bobby pin shot from a rubber band. As part of the settlement the case of the boys, 10 and 11, interplayed as co-defendants by the Parkway, were dismissed.

The boys were the ones who shot bobby pin.

In the complaint it was stated that while attending the theatre in Jan. 27, 1937, a Saturday night, the women and her husband were the patrons of the band shooting bobby pins and other articles with rubber bands. They said the theatre was negligent because guards or ushers patrolled the theatre to control the activities of the putridly children.

Wald Ill; Cancels Trip

HOLLYWOOD, Dec. 1—Jr. Wald, stricken with an ulcer attack on Saturday and confined to his bed under doctor's orders, I cancelled his trip to the 20th Century Fox office home to show executives the latest film, "The Sound and the Fury," and has cancelled his plans for a travel vacation over the Chri-

mas-New Year holidays.

Martin Ritter, director of the film who will pinch hit for Wald on the New York trip.

Goldstein Drive Date

Steve Brody, Allied Artists' president, has announced Jan. 3 as its kick-off date for the Money R. Goldstein appreciation sales drive. This exhibitor honored Goldstein, the company's vice-president and general sales manager, and salutes his salesmanship. It will be conducted over a 13-week period.

Start To Build New Theatre in Amherst

Special to THE DAILY

AMHERST, O., Dec. 1—John Matev, veteran exhibitor, is in process of building the first new indoor theatre in the Greater Cleveland area in eight years. The new house will have 400 seats.

For more than 25 years Mates has operated the Amherst Theatre under lease which expires next August. The new theatre, renamed as yet, will supplant the Amherst which, reportedly, will be converted to other use. In 1932 Arnold Porazynski built the Willow Theatre in nearby Independence, O.

Review:

House on Haunted Hill

Hollywood, Dec. 1

A very commercial piece of nerve-wracking horror entertainment has been contrived by William Castle and Rob White, the same team that had a box office plum in "Macabre," with the insurance policy stunt that captured the ticket buyers. Another gimmick has been dreamed up by the Allied Artists "stunt department," which should bring the same results and more, the picture itself having more to offer in the way of thrills, fun and suspense.

Allied Artists will offer, at the exhibitor's option, and a nominal charge, an opportunity to employ "Emerge," a special stunt effect, which can be used in the presentation of the film. Emerge, in fact, is nothing more than a simulated skeleton hidden near the right wing of the prosenium arch until a point in the picture when, upon cue, the skeleton whose bones light up, makes its way over the heads of the audience, and then returns to its "closet." At this point, timed with the action in the picture, the skeleton re-enters the scene on the screen:

The surprise and clever effect rated a round of applause from the highly responsive audience who reacted audibly to the weird, shocking business, witnessed at a preview in the Academy Award theatre.

William Castle, who produced and directed from White's screenplay, earns his P.H.D. (Doctor of Pictorial Horror) with this one. Contribution to the shocking fun is a cast headed by Vincent Price, who lends a touch of whinsy to his role of a clever, sadistic millionaire, and husband of the very alluring Carol Ohmart.

Price, yielding to his wife's request to give a "haunted house party," rents a 100-year-old mansion from Elisha Cook, who claims the place is haunted by the ghosts of seven persons murdered there. Five guests, unknown to each other, accept invitations to the party on the understanding that anyone able to remain alive for that night will receive $10,000.

The tension mounts and the eerie activity takes place at the stroke of midnight when all avenues of escape from the house are barred. In addition to sliding walls, hidden magic mirrors, ghost-like characters that appear in and out of dark rooms, and an apparition of Miss Ohmart, who appears to have hung herself in one of the scenes, there is an acid oat in the cellar that devours anything human, leaving only the bones. In a surprise climax, in which Price is believed to have fallen into the pit after being shot by Alan Marshal, one of the guests, who turns out to be Miss Ohmart's secret lover and schemer of her faked hanging, Price takes command of the situation. Aware of his wife's infidelity, Price sets up a contraption which sends a Miss Ohmart into suffering the fate planned for her husband. This is the point at which "Emergo" takes place.

The skeleton goes off screen right, and its alter ego makes its appearance realistically over the heads of the audience. The film ends with a satisfactory grin on puppeteer Price's face as he reeds back the skeleton to the screen, knowing he has won out over his unfaithful wife, and her "sitted" companion.


SAMUEL D. BERNER

Livingston New Col. Cleveland Manager

SPECIAL TO THE DAILY

CLEVELAND, Dec. 1—For the second time within a year Jules Livingston, manager of the Metropolitan, has followed in the footsteps of Sam Weiss. Last August, following the closing of the Republic exchange of which he was branch manager, Livingston succeeded Weiss as head 20th-Fox sales manager from which Weiss resigned after 12 years with the company, to accept the position of Columbia branch manager.

This year Livingston has again been appointed to succeed Weiss—this time as Columbia branch manager. Livingston's successor at 20th-Fox has not been named as yet.
The Critics Say...  

As influential as the many nation-wide syndicated TV columnists are the hundreds of local newspaper critics whose views--though often inadvertently reflect regional preference--more often than not have tional validity. These reporters, who to vote again this year in the annual MOTION PICTURE "TV Poll of the Century," offered an array of views on their views of the industry. Among them were the following:

Dot Louvier, Daily Biterian, New eria, L.A.: There are too many We as--and most people that I talk to are getting tired of them. I prefer reading comedies with some music such as "Ozzie & Harriet" and "Davy's House," TV). TV could use more programs that are hour shows such as "Johnny Belinda." To interesting stars, why not have a series on the obsessions of a boy or girl attending high school which would be comical and have singing and dancing?

Roger Thames, The Birmingham News, Birmingham, Alabama: Worst actice perhaps peculiar to 2-station men (such as mine): Station refusal to carry network shows that infringe on station-opinion time. We refer to DuPont Show of the Month, Omnibus, Kaleidoscope, etc. Every summer's output such as last summer's pay-TV has been to indulge in more desirous position with public; suggest TV air is 52-weeks and has no business accounting show biz 30-week year.

Ann Cooke, Raleigh Times, Raleigh, N.C.: "I think it would be a boon to man if commercials could be put the beginning and the end of only programs, especially those of drastic content--this would eliminate the wholesale 'chopping' which often destroys the continuity of story—I was thinking of Playhouse. Even if the commercials of necessity had to be prolonged, this would be a wonderful innovation. Also would vacate more public affairs programs not all of us work for newspapers. can keep up with the terrific pace current affairs in the world today and think TV is an interesting and an 'way for us to absorb things any of us wouldn't ordinarily bother read about—a layman's news.

Merita Mills, Beaumont Enterprise, Beaumont, Texas: Commercials grow worse and worse, are often meretricious and in execrable taste. Because the plethora of movie and Western shows, television's boundaries are more and more customers say: we shut ours off most of the time, and "We only watch the 'Big Specials.'"

Until the sponsors' fanatical obsession with the importance of "ratings..."
IT'S THAT RED-HOT PICTURE ABOUT THAT NIGHT-TIME GIRL!

“Sure to be a boxoffice sensation! Eartha Kitt’s performance is great! Sammy Davis makes the screen jump and jive with nervous energy.”

—HOLLYWOOD REPORTER

PHILIP YORDAN

NOW SPECIAL ENGAGEMENTS:
LOS ANGELES—Orpheum and Hollywood / CHICAGO—Oriental

Anne Lucasta
A FILM SO NAKED AND REAL...

IT'S EVEN MORE EXCITING THAN THE INTERNATIONAL STAGE!

starring

EARTHA KITT
and
SAMMY DAVIS, JR.
as “Danny”

Screenplay by PHILIP YORDAN
Directed by ARNOLD LAVE
Produced by SIDNEY HARMON
Music by ELMER BERNSTEIN

A Longridge Enterprises, Inc. Production
Adams’ Speech

Allied Urges Strong ‘White Paper’ Effort

Ohio I.T.O. Meet Also Told Of ACE Developments

TEN CENTS

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

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With Loew’s

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(N.C. Wirephoto)

The benefit world premiere of Paramount’s Dino De Laurentiis production of “Tempest” at the San Carlo Opera Theatre in Naples, Italy, Monday night was

thronged by notables from every walk of life, including government and the motion

picture industry. Seen in this photo taken at the theatre lobby is Donna Carla Grossghi, wife of the President of Italy, flanked by two members of the international star east of “Tempest,” Silvana Mangano and Vittorio Gassman. The film’s U.S. release is set for Easter, 1959.—R.C.A. Wirephoto.

NTA’s Gross Income

Up 41% for Fiscal Year

National Telefilm Associates, Inc., gross income for the 12-month period ended July 31, 1958, totaled $15,497,005—an increase of 41.2 per cent over the previous year—Ely A. Lan-
dau, board chairman and chief executive officer, said yesterday.

Income before amortization and provision for Federal income taxes amounted to $9,872,033, as compared with $6,747,832 a year earlier for a gain of 43.6 per cent. Reflecting an

(Continued on page 2)

Robert Roark Forms

New Picture Company

From THE DAILY Variety

HOLLYWOOD, Dec. 2.—Formation of Brigadier Pictures, Inc., to produce four feature pictures within the next 18 months was announced today by producer Robert Roark. Rick Markle will be associate producer.

Roark has leased space at California Studios and will start his first production, “The Young and the Damned,” an original screenplay by Jo Heims, on Jan. 19. Releasing arrangements will be set at a later date, Roark said.

Editorial Plans Ready

For ‘Life’ Special Issue

The fact that Entertainment, in all

its aspects, is one of the largest in-
dustries in the United States today will be the focal point of “Life” magazine’s double year-end issue, Andrew Heiskell, publisher, said this week in announcing the completion of editorial plans for the special, which will go on sale Dec. 17.

MOTION PICTURE DAILY, in a new

(Continued on page 2)

Sees 50 Million TV

Sets Abroad in 4 Years

Birmingham, Ala., Dec. 2.—A U.S.

information agency official predicted there would be more than 50,000,000 television sets in use in foreign countries within four years.

The prediction came from Rommy Wheeler, director of U.S.A.’s television service and a former NBC executive.

There are now about 21,500,000 sets being used abroad. The U.S. has about 43,000,000 sets in use right now.

(Continued on page 3)

Circuit’s Business Up

12%. Rowley Tells Meet

Special to THE DAILY

DALLAS, Dec. 2.—John H. Rowley, president of Rowley United Theatres, opened a two-day partners and managers meeting today with an accent on the positive by reporting that business

(Continued on page 3)
‘Life’ Special Plans Ready

(Continued from page 1)

departure in the publication field, simultaneously will publish a "Salute to Life," describing and analyzing the national magazine’s attention to the motion picture industry.

The 23-page special, including at least 50 full color pages, will be devoted to the performing arts in general, but will emphasize motion pictures in many of its special features. These will include several staged and photographed especially for the issue by name stars—a comparison of a modern glamar star with beauty queens of the past, a spoof of today's famous starring top figures of today, a famous director at work, and others.

Chief responsible for editorial development of the issue will be Mary Leatherbee, regularly Life's movie editor, working under the general direction of Kenneth MacLeish, special projects editor.

Eight ‘Critics Awards’ Made by Film Editors

From THE DAILY BEEVES

HOLLYWOOD, Dec. 2. — The "Critics Awards" of American Cinema Editors were made here tonight at Pantages' Restaurant to eight winners in the fifth annual event of this kind conducted by ACE. The winners follow: Dramatic features: Peter Taylor, for "The Bridge on the River Kwai"; comedy feature: Alma Macrorie, for "Teacher's Pet"; documentary feature: Norman Palmer, for "White Wilderness," and musical feature: Adrienne Fazzan, for "Gigi." Four TV Citations


Gang-Tony, ACE president, congratulated the ceremonies honoring the editors, who were selected from 25 nominees by vote of national and local TV and motion picture critics acting as final judges.

De Lisio on 'Heaven'

Michael De Lisio has been assigned by Louis de Rochemont Associates to work on a special national magazine publicity campaign, under the general title of "Embezelled Heaven," based on the Franz Werfel novel. De Lisio was formerly in charge of national magazine publicity for M-G-M, "Embezelled Heaven" is a German-produced feature which will have been seen here in an English version, the de Rochemont organization recently acquired the color film for distribution in the U.S. and Canada.

N.Y. Booksers Elect Birnbaum President

Jack Birnbaum of Randomhouse was elected president of the Section of Bookers of New York at an election meeting held Monday night in the Manhattan Hotel. Other officers include first vice-president, Peter Sago, Warner Bros.; second vice-president, Jerry Frankel, Air Discount; third vice-president, Plisco, U. E. Artists; financial secretary, Fred Pattison, Paramount; treasurer, Levine, Associated Artists; sergeants-at-arms, Lester Schoenfeld, Schonfeld Productions.

Trustees Named

Naule as trustees were Lee K. U.S., Navy, and Martin Pethefin, the board of directors are Oscar Gas, Jerry Horowitz, Fred Mayer, Klein, Matty Margolis and Henry Richter. Installation of the new officers was held at a date to be announced later.

SPG Names 4-Man slate

The Screen Publicists Guild has elected a new four-man slate to direct its activities for the next two years. Nat Weiss, Twenty-first Century; Nixkon, Wray Bros., co-chairman; Henry Street, Columbia Pictures, vice-chairman, and Val Coleman, United Artists, secretary.

Herald Forum Cited in Loew's Theatres 'Memo'

The current Loew's Thieves' "Movie Memo" cites Martin Quigl Jr., and Motion Picture Herald for "pioneering project" in sponsoring merchandising forum on seven important pending pictures.

This series of meetings was ex- cellently received by all concerned," bi-weekly news letter states. "It can be readily seen to be a success as far as the product is concerned that has already exceeded last year's advertising volume, which set a record.

Special Campaigns Set

As in previous years special circulation campaigns are being prepared to boost the sale of the special well over the normal average circulation of nearly 6,000,000 copies.

Arthur Mayer, former executive vice-president of the Council of Motion Picture Organizations, will serve as guest chairman at the industry luncheon honoring Robert W. Coyne, COMPO special counsel, it was announced by Martin Levine, chairman of the arrangements committee.

Expect Record Attendance

A record turnout of film personnel, including exhibitors and distribution executives from all over the country, is expected for the luncheon, which will take place in the North Ballroom of the Hotel Astor Dec. 11. The COMPO triumvirate of Abe Montague, representing distribution, Ben Marcus, representing Allied, and Sam Finanski of Theatre Owners of America will be present.

UA Dividend 40c

The board of directors of United Artists, at a meeting held Thursday, declared a regular quarterly dividend of 40 cents per common share, payable Dec. 26 to stockholders of record Dec. 12.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kaur, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Lacey, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fassell, Production Manager, TELEVISION TODAY, Charles A. Gwirtzman, Managing Editor; TELEVISION NEWSWEEKLY, H. L. Miller, Managing Editor; TVCO, W. L. Broderick, Managing Editor; THE CONSUMERS REPORT, W. W. Lucas, Managing Editor; PICTURES, W. C. E. Howard, Managing Editor; THE THEATRE PROFESSIONAL, W. H. Remington, Managing Editor; PICTURES, W. C. E. Howard, Managing Editor; PICTURES, W. C. E. Howard, Managing Editor; PICTURES, W. C. E. Howard, Managing Editor; PICTURES, W. C. E. Howard, Managing Editor; PICTURES, W. C. E. Howard, Managing Editor;
PEOPLE

Edward J. McCloseky, formerly in New Britain, Conn., automotive engineer, has been named manager of the Stanley Warner first-run Embassy Theatre, of that city, succeeding Michael McShirvin, who has resigned.

Mrs. Louise Bergold, owner of thebusy theatre, Westby, Wis., is subject of a “success story” in the Vestby Times, which paid tribute to the widow of the original owner whose policy of showing “nothing but steele, up-to-date pictures.”

Gertrude Haage, of Imperial Pictures, Cleveland, formerly with the 40 Radio Exchange there, has re-engaged to enter the field of matrimony.

Robert Edwards, has resigned as assistant manager of the Stanley War Blond Theatre, Hartford.

Frank O’Neill, recently appointed manager of the Delaware Theatre, 6th has been named manager of the Ramsey theatre in Allentown, Pa., has resigned to accept a position with an insurance company at Allentown.

Clayton Hill, manager of the Studio theatre, Detroit, has been shifted by William Flemion to management of the World Art Theatre, succeeding Joseph Thompson, who has resigned to manage Milton H. London’s Booth theatre. Hill will be succeeded at the Studio by Gary Dale, formerly assistant.

Circuit’s Business

(Continued from page 1)

Edgar Livingston of New York, eastern advertising manager of Universal, was part in the afternoon forum on “Product and How to Sell It.” As a surprise luncheon feature presented Lydia Cristal, starring Universal’s “Perfect Flurbou,” to the delegation, representing over 100 theatres in Texas, Arkansas and Oklahoma.

Other speakers in the afternoon were: Robert K. Boller and Tom Lumber, Paramount; Norman Levinson, CM; Douglas Bauer, Buena Vista; Jerry S. Gillespie, 20th Century-Fox; William Lewis, Columbia; Sol Sachs, HK Films, and Kevin Glutz, Warn-Brothers.

Twenty-year pins were awarded to: Evelyn Pong of Del Rio, Tex.; Kay Lilly, of Commerce, Tex.; and Lily of Sulphur Springs, Tex.

A thirty-year certificate was awarded to George Sperone of Laredo, Tex., Scheduled to talk informally in tomorrow morning’s session is Edward Wally of New York, chairman of the board of Board of Trustees and executive vice president of United Artists Theatre Circuit, on imaginative selling of product.

Elect Hayes

(Continued from page 1)

Daugherty, Leechburg; Ignacio Carbone, Key West, and Tony Hyde, Tulsa, Oklahoma.

Edward Maxdell, Jacksonville, was selected secretary: B. B. Garner, Lakeland, became treasurer; Lamar Sarra, Jacksonville, was named legislative chairman for the fifth straight year, and Mark Chartrand, Miami, became the Theatre Owners of America representative.

The following resolutions drawn by Sarra were adopted by the group.

Complete support for TOA in its opposition to pay-TV.

Endorsement of existing code requirements in presenting only the finest type of entertainment at Florida theatres.

Coyne Praised

Commendation for Robert W. Coyne for his outstanding service to exhibitors and a decision to join the national industry sale to him in December at the Hotel Astor, New York City.

A memorial on the recent death of George Hoffman, National Screen Service salesman for Florida since 1931.

A salute honoring Col. John Grovo, Jacksonville, an exhibitor for more than 50 years and dean of all Florida showmen.

A vote of support for TOA’s positive action on the Army-Navy motion picture situation, a highly important industry problem in Florida, which is dotted with numerous service establishments whose personnel are always present at the civil shows.

A vote of support for the theatre’s projection of all the national and local motion picture pictures.

Concessions Forum Held

Nearly 300 industries gathered at the Tuesday morning session devoted to concessions sales by all types of theatres. Chairman was Joe Lipson, Dixie Drive-in manager, Orlando.

The Coca-Cola Co. was host at a luncheon today in the Roosevelt’s ballroom to 300 guests.

Benton Bros., film express, and the Motion Picture Advertising Co. were at an afternoon cocktail party, followed by a formal dinner, dance and several hours of professional entertainment which concluded the convention.

NTA’s Gross

(Continued from page 1)

increase of $3,058,184 in amortization charges ($4,999,501 in 1957 to $8,057,985 in 1958), income before taxes declined from $2,148,031 to $1,614,048.

Net Is $697,034

After provision for Federal income taxes, National Telefilm Associates net income amounted to $697,034 equal to 63 cents per share on the 1,089,575 shares outstanding at the end of the year. This compares with net earnings of $1,094,031 or $1.07 per share on the 1,017,850 shares outstanding at the end of fiscal 1957.

He’s after a million-dollar diamond... and even the million-volt dame can’t stop...

A WARWICK PRODUCTION from / COLUMBIA!

Many Celebrities Will Attend ‘Buccaneer’ Bow

Entertainment celebrities, society leaders, government officials, foreign diplomats, business executives and other widely-known persons already have accepted invitations to the gala “black tie” New York premiere of Paramount’s “The Buccaneer” at the Capitol Theatre, the evening of December 22. The invitational premiere of the film production supervised by Cecil B DeMille is planned as a major event of New York’s Christmas social season. DeMille will come from Hollywood to attend the opening, and others connected with the making of the film who will be on hand are Henry Wilcoxon, the producer; Anthony Quinn, the director, and Claire Bloom, Charles Boyer and Inger Stevens of the picture’s star cast.

Top Executives Will Be There

Motion picture industry executives attending will include Barney Balaban, Adolph Zukor, Spyros P. Skouras, Murray Hill, Robert L. Heiman, Milton R. Ruckman, Adolph Schimmel, Stanley Reel, Frank Friedman, Leonard Goldenson.

Michigan Allied

(Continued from page 1)

Normal of one dollar, which as president Milton H. London of Allied points out, is “virtually meaningless” to most exhibitors. London also suggested that henceforth exhibitors ship advertising material and trailers only with regular film shipments.

Mr. Gladyes Pike, president of Film Truck, has also offered to install plastic frames on delivery trucks to advertise pictures, a method of selecting the film to insure fairness to all exhibitors in the area is planned.

Green Active

(Continued from page 1)

close any names and would not say how many will be on the list.

Green, chairman of the rejected plan to accomplish Loew’s divestment by spinning off the picture, rather than the theatre company. He was supported by Jerome Newman and Joseph Toulmin, directors. Whether the latter two are supporting Green’s proxy battle has not been disclosed.

NTA Pictures to Hold Annual Sales Meeting

NTA Pictures, the theatrical distribution division of National Telefilm Associates, will hold its second annual sales meeting at NTA headquarters in the Coliseum Tower here, on Dec. 8, 9, 10 and 11, it was announced by H. H. Greenblatt, the division’s general manager.

In addition to discussions of expanding activities of NTA Pictures, plans will be revealed for the forthcoming theatrical distribution of new first-run product recently acquired. These features include “A Question Of Adultery,” “I Was Monty’s Double,” and “Ice Cold In Alex.”

Divisional Heads Invited

In addition to key executives of the home office staff, those taking part in the four-day sessions will be Joe Gru, sales manager, and the following division managers: Louis Aurelio, Chicago division; Roy Brannon, Southwestern; Herbert Breslin, West Coast; Sal Di Ciccaro, Eastern; Bob Friedman, Mid-Atlantic; William Garner, Mid-Central; Truman Hendrix, Southwestern; Norman Nielsen, Prairie, and Abbot Swartz, Minne-
THE MONTH AND Hall of Fame. Playhouse 90 is an outstanding exception to this, because it manages to be Vitamin every week; however, I don’t think there’s material enough for imitation. Projects of Playhouse 90, but there should be a lot of good dramas for hour shows.

Those who are interested in the daily classical music songs, should have a news program that will serve the viewer the best that the intelligent development of good drama, musicals, and musicals, by improving our cultural outlook in the States.

Victor E. Livingston, The New-

The News and Observer, Raleigh, N. C.: Television needs more superior drama series, such as “Playhouse 90,” more musicals (not variety, but musicals), more intellectual-type shows, such as “Camera Three,” more news-in-depth; and something other than an almost uninterrupted diet of filmed western, mystery, adventure series during the prime viewing hours. These are TV’s greatest needs as seen by the viewers who write to this department. Can the others write? They don’t.

Walter Saunders, Rocky Mountain News, Denver: It is encouraging to see television becoming a medium where good, old-fashioned “small talk” is used. Such shows as “Small World” are both interesting and educational.

P. M. Clepper, Dispatch-Pioneer, St. Paul: I wish that we could have more live drama shows such as the U. S. Steel Hour—a la Studio One, Goodyear Theater, Kraft Theatre, etc., in the good old days; while I think that overall there is more high-class drama provided on television today than a few years ago, mostly it is provided by one-shot specials such as Show of The Month and Hall of Fame. Playhouse 90 is an outstanding exception to this, because it manages to be Vitamin every week; however, I don’t think there’s material enough for imitation. Projects of Playhouse 90, but there should be a lot of good dramas for hour shows.

I’d also like to see more classical music shows; there’s only one production of the NBC Opera scheduled definitely for this season.

Helen W. Rogers, The News Tri- bun, Tacoma, Washington: Mediocrity, rather than originality, is the keynote of the majority of TV plays today. The industry should take a good sharp look at itself and try to correct its ills. Instead of taking a snobbish attitude and automatically turning down the work of writers—un- knowns who have no agents—the TV networks should welcome fresh, new ideas. (Incidentally, I never have sent in a script.)

Also, some of the commercial are in terrible taste and need cleaning up with the various “new” soaps (the same of soap which has a “new” charm to it) and with the “new” commercials used so frequently on TV. The other day I heard one announcer, leading into his commercial, say, “Doctors are men who know medicine.” That is what I call shuck brilliance.

And then there are the drainage-system-of-the-human-body commercials. Instead of using the sponsor’s product, it would be more sensible to use a plumber’s helper.

One Man’s TV Views

By Pinky Herman

What TV production costs the prime topic along Ulcer Alley, it’s nice to hear that over at Kinescope Recording Associates, producer Alex Leftwich has just made a whale of a pilot for about $3,000, and if you don’t believe it ask Herb Waldo. . . . Don’t miss Gary Wagoner’s annual holiday party Friday at the Sherry-Netherland Hotel. You meet the nicest people at them. . . . That daily early morning (9:00-10:00) platter-chatter-clatter-splatter WGBS brings Ernie Freeman and Richard Hayes is one that is habit-forming. However with the weight of talent possessed by Stan and Richard seems to this listener that the program could very well be enhanced if they were given an additional hour daily. . . . (Aside to Ted Steele) Years starting out as an NBC page boy, you worked hard to draw attention to your talents and then zoom. Lennie Alfonso of the NBC (N.Y.) guest relations staff is fol- lowing your example, and has already by the time I wrote this article, he’s written a book on “The Jack Paar Show,” “Johnny Andrews Show” and “Bandstand.” . . . From here it appears that the femme star for Carmen Capalbo’s forthcoming play with music, “Faster and Faster,” which is headed for B’way early next year is Polly Bergen. . . .

Ten years ago we had occasion to conduct a radio poll among Gothamites and high up among the top spinners was the name of Paul (Bequestfully Yours) Brenner. So it’s a pleasure learning that this well-liked WNTA Lenten deep is still regarded by tin pan alley platter-pushers, as a platter hit-maker. . . . Sid Barbet, veepee of Regal Adv. Agency is mourning the loss of his mother Sarah, who passed away last week. . . . Ork Pilot Boyd Raeburn has opened a chic bistro Nassau in the Bahamas called the International Club. The beautiful grounds make for perfect locale for teevee film shooting so worthy SMITH production business with pleasure times to plan future pix. . . . MGM-TV’s “The Thin Man,” co-starring Phyllis Kirk and Peter Lawford has been renewed for another NBC Colgate Friday night beaming. . . . Chalk up a smash item for Del Courtney’s latest Capitol album, “Dancing Til Daybreak.” Recommended for dancing or listening and easily a MUST for the Nation’s Disk Jockeys. . . . With MGM set to release Harry Belafonte’s “End of the World” early in 1950, H.B. has just signed to star in “Odd’s Against Tomorrow,” to be filmed in the East under Robert Wise and released by U.A. . . .

Paul Brenner
Alleged Urges Strong ‘White Paper’ Effort

(Continued from page 1)

Independent Theatre Owners of Ohio, of which he is president also.

Adams reported to the convention on the progress of the “white paper” campaign and urged the delegates to greater efforts in its behalf, particularly in the way of personally contacting their representatives in both houses of Congress in their home territories prior to the return of the solons to Washington at the first of the new year, and by following up with mail petitions thereafter.

Congressional Contact Urged

The ITO of Ohio members at the convention also were urged to seek the support of others in their communities for similar approaches to their Congressional representatives in a vast “grass roots” effort.

“I predict,” Adams said, “that when our Representatives and Senators get back to Washington in January they will be literally swamped with petitions for ‘white paper’ backing.”

At the same time, Adams, who is a temporary co-chairman of ACE, reported to the convention on progress being made in the formation of that organization, which is designed to establish a united exhibitor front to deal with problems affecting all of exhibition.

“It should be understood,” Adams said, “that in continuing with our ‘white paper’ campaign, we do not want government intervention in our business, nor legislative control of it. We do want the laws enforced.”

Heavy snows and cold throughout the state held down attendance at the first day’s session, which began with a luncheon at the Netherland Hilton Hotel, to which the delegates were welcomed by Marshall Fine.

Brando for ‘Orpheus’

HOLLYWOOD, Dec. 2—Marlon Brando will co-star with Anna Magnani in Tennessee Williams’ “Orpheus Descending,” which Martin Jung and Richard Shepherd will produce with Pennabacher for United Artists release. Sidney Lumet will direct the film in New York in the spring immediately following completion of Pennabacher’s own production, “One-Eyed Jacks.”

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National Pre-Selling

YUL BRYNNER, "The Bucanneer's" energetic star, was interviewed by Pete Martin for the Nov. 22 issue of "The Saturday Evening Post." Brynner is as compelling in print as he is on the screen. He sleeps only four hours each day and spends all his waking hours getting things done.

While playing in the stage version of "The King and I," Chicago, he took a few courses at nearby Northwestern University.

During a philosophy class at the University, a fellow student asked him to explain the terrible compulsion which drives him—a man who has already arrived—into attending a university during his spare time? "What is eating you?" Brynner answered. "Only when I am dead and buried will the time come when I would like to have said of me, he has arrived." "If you are stupid enough to think you have arrived, then you are dead already. From there on, there can be only stagnation. You're merely animated meat."

Gazing off the cover of "Life's" Nov. 23 issue is Kim Novak flanked by a blue-eyed Stasiac cat. They both seem intent on bewitching "Life's" readers into seeing "Bel Book and Candle," which is reviewed in the same issue.

"A Night To Remember," as a movie stirringly re-creates the sinking of the great ship "Titanic," reports the "Journal About Town" department appearing in the December issue of "The Ladies Home Journal."


The Horse's Mouth," the story of dirty Culley Jinson, an elderly artist with a touch of genius, enacted by Alec Guinness, is breaking box office records at the Paris Theatre in New York.

Jinson takes possession of a vacating tenant's apartment without permission and paints a gigantic, totally unsold masterpiece on the wall.

Arthur B. Krim (left), president of United Artists, presented at the 15th annual dinner of the Weismann Institute for Science at the Waldorf-Astoria last night which raised $350,000 for the research program of the Institute. Highlight of the function was the presentation of a unique 6th Century A.D. map of the Holy Land to Meyer W. Weisgal (center) by Ambassador Abba Eban (right) of Israel. Weisgal is executive council chairman of the American Committee for the Weismann Institute. Shown during the evening was a UA film, "Profile of a Miracle," which portrays the conquest of Israel's desert by modern science and technology.

Krim Presides at Weizmann Dinner

S-W Circuit Sets French 'Hulot' in First-Runs

HARTFORD, Dec. 2—Stanley Warner has booked another French import into key-city first-runs.

Continental Distributing's "My Uncle, Mr. Hulot," will have its regional premiere, day-and-date, at the Strand, Hartford, and Roger Sherman, New Haven, opening Wednesday. Both theatres have traditionally played Hollywood product almost exclusively in recent years.

Drive-Ins Staying Open

HARTFORD, Dec. 2—An unprecedented number of Connecticut drive-in theatres are remaining open for the winter; free, electric in-car heaters are provided patrons. Such service is now available at the Meadows, Hartford; Berlin, Middlefield, Middle- town; Candlelite-Pix Twin, Bridgeport; and Norwalk, Norwalk.

Degree to Hoblitzelle

DALLAS, Dec. 2—Karl Hoblit- zelle, president of the Interstate Circuit, received the degree of Doctor of Humanities from Kneale College at luncheon held in the Adolphus Hotel.

living room wall. "Life" in the Nov. 10 issue reproduced the artist's mural on a two-page spread in full color.

John Huston's two current films both made in foreign lands received laudatory reviews in the Nov. 25 issue of "Look." "The Roots of Heaven" was filmed in the unrelenting 135-degree heat of Africa's elephant country. "The Barbarian and the Geisha" was shot entirely in Japan with John Wayne as its star.

WALTER HAMS

Dallas Wompis Aid in Christmas Projects

DALLAS, Dec. 2.—The entire membership of the Dallas branch of the Women of the Motion Picture Industry took part in dressing 154 dolls furnished by the Salvation Army for Christmas distribution. This involved 67 women creating the outfits to order for the widespread of dolls which the Salvation Army will find homes for on Christmas Day.

Mrs. Blanche Boyle of Frontier Theatres, doll chairman, reported that the members were so proud of their work they exhibited the dolls last week at Index Booking here.

As the holiday season approaches, the WOMPI's will be involved in collecting food for needy Dallas families. Film Rows will participate with the WOMPI's by bringing canned goods to designated deposit boxes. The WOMPI's will furnish the perishables such as turkeys and meat for the holiday tables.

'tom thumb' Party

KANSAS CITY, Mo., Dec. 2.—Yuletide celebration for orphan children will be sponsored by Mayor H. Roe Bartle of Kansas City and Loue's Midland Theatre at 9 o'clock Saturday morning, Dec. 13. Called the "Mayor's Christmas Tree Party for Orphan Children," the event will be headlined by the showing of "tom thumb."

Anna' Big in Chicago

"Anna Lucasta" rolled up a big $30,400 gross for the first week of its premiere engagement at the Oriental Theatre in Chicago, according to United Artists. The film scored the highest first-week gross in two years at the Chicago theatre, UA added.

Name 'Sinbad' Roc; Win Role in Film

Columbia Pictures has set a national contest—"Name the Roel Win a Role" for its "The 7th Voyage of Sinbad" film. The contest can be staged in any city in the United States that has a daily newspaper.

The contest, with the Roel being the two-headed baby bird in the 1970s film, will be part of the forthcoming Columbia production, is open only to teenagers between the ages 13 and 18. The letters call for entrants to name the Roel and give a 25-word reason for their selection. Local winners will be awarded prizes, and the entries will be submitted to Columbia for selection of the national winner on March 1, 1950, the deadline local contests.

Newspaper Cooperation Necesses

A local contest may be staged by any theatre which can secure the cooperation of a daily newspaper or a local contest. The contest may vary from the one described above.

Slate 'Windjammer' for Seattle in January

SEATTLE, Wash., Dec. 2.—"Windjammer" will open late in January at the Paramount Theatre here, it has been announced by William H. Thedl, president of Fox West Coast Thea- tres and Evergreen Theatres, and Earle Nyberg, district manager Evergreen.

Little Change in Seating Plan

The Gimcrack equipment will installed without any "dramatic changes in seating capacity, it stated.

Book 'Horse's Mouth'

Three key regional playwrights have been elected by United Artists for "Horse's Mouth" to coincide with Christmas holiday season. The ture will open at the Krim Theatre on Dec. 18, the Beacon Theatre in Los Angeles on Dec. 24 and the Peabody Theatre in Santa on Dec. 25. The film was announced for the Playhouse Theatre in Washington Dec. 2. Eugene O'Neill and Philadelphia holiday season shows will be announced by company shortly.

Will Attend 'Inn'

His Excellency Christian Falen Greek Ambassador to the United Nations, and Madame Palamas will be among an array of prominent UN persons who will attend the Dec. 11 benefit premiere of "The Inn of the Sixth Happiness" at the Paramount Theatre here. The American debut of Buddy Adler production is being sponsored by the Queen's Fund Greek Orphans.
Formation of Britain's New Third Circuit Proceeds Slowly

By PETER BURNUP

LONDON, Dec. 3—Formation of the so-called "Third Circuit" here following the "rationalisation" of the Rank Odeon and Gaumont groups (see Motion Picture Daily, Nov. 26) proceeds slowly; albeit, not without misgivings and a measure of perturbation in certain of the interested quarters.

As reported earlier, immediate reaction to the John Davis decision virtually to amalgamate the chooser houses in the two Rank circuits was one of the utmost concern not only among independent exhibitors but independent producers also.

Manifest outcome of the decision was that, instead of the hitherto prevailing pattern of three main releasing channels, there would in effect be two only; although, in announcing his decision, Davis claimed that what had loosely become known as the

(Continued on page 3)

Paramount Talks Sale Of Its MBC Interest

Paramount Pictures has discussed the sale of its 22 per cent interest in Metropolitan Broadcasting Corp. with unidentified principals who have expressed interest in buying it, Paul Raabourn, Paramount vice-president, confirmed yesterday.

Raabourn indicated Paramount would be willing to make a deal but was emphatic that no agreement has been reached yet.

The offered or asking price was not disclosed. Paramount's holdings in MBC amount to more than 300,000 shares, which at current over-the-counter

(Continued on page 2)

International Communications Set As Theme for SMPTE Meet, Exhibit

The progress of motion picture and television engineers in the furtherance of international communications has been chosen as the theme of the 35th semi-annual convention of the Society of Motion Picture and Television Engineers. The convention will be held at the Fontainbleau Hotel in Miami next May 4 through 8.

As part of the convention there will be an international equipment exhibit at which professional motion picture and TV equipment manufacturers and distributors from all over the world are being invited to show their latest products.

SMPTE has planned a convention program to include many topics in support of the overall theme of "films and television for international communications." Program chairman for the convention will be Garland C. Misener, Capitol Film Labs, Inc., and assisting him will be C. Henderson Beal of the University of Miami.

Subjects and chairman for the meeting include audio visual communications, Dr. Sydney W. Head; cinema

(Continued on page 6)
Final Loew's Order Signed

(Continued from page 1)

five to be accomplished under the Federal consent decree settling the government anti-trust suits against the industry. Paramont has received the regulation of production-distribution operations from exhibition, having done so in late 1949. It was followed by RKO, 20th-Century-Fox and Warners.

The new orders added to the divorce

plan that the government's

initiation were four in number. Other

details of the plan were published in

Motion Picture Daily on Nov. 15

and 19, 1950.

The government's first provision is

that, without prior approval of the

U.S. Attorney General, there shall be

no increase in the funded debt of

$20,000,000 which was over the

trust indentures of 1945, 1947 and

1953, nor without such approval

shall the due date of such funded debt

be extended.

Joint and Several Liability

Another government safeguard pro-

vides that upon the finding by the U.S.

District court here, on a proper motion,

the government that the existence of the

joint and several liability of the new

theatre company and Loew's with respect

to their indebtedness has resulted, or

will result in an unreasonable competition

in the exhibition or distribution of motion

pictures, such joint and several liability

shall be eliminated by each company

within six months from the date

such finding by the court becomes final,

making payment there-

of to the funded debt holders to the

extent of the remaining indemni-

fication of such company for the other

corporation in some other appropri-

ate manner.

Another provision specifies that if

the Attorney General believes that

conditions have changed or as to per-

mit refinancing of the $20,000,000 of

funded indebtedness on substantially

similar terms as those in effect, he

may serve notice on Loew's and the

new theatre company to that effect.

Refinancing Would Follow

Thereafter, Loew's and the new

theatre company shall proceed to

effect such refinancing within a period

of six months from the date of such

notice by the Attorney General, un-

less the companies shall, on the

court and the court finds that they

cannot procure refinancing on sub-

stantially similar terms, in which event

the provisions of the order shall

remain in full force and effect.

Loew's may proceed now with all

further steps leading to the separa-

tion of its theatre company, eventually

leading to the issuance of new share-


certificates to Loew's shareholders on

the basis of one-half share in the new

picture company and one-half share

in the new theatre company for each

share of Loew's, Inc., presently held.

The company also will apply to the

Securities and Exchange Commission

for registration of new stock certifi-

cates for the new theatre company,

providing, for the listing of the new theatre

company's securities; to the Federal

Communications Commission for authori-

zation to transfer radio station WMEI, New

York, to the new theatre company as well as other

steps.

Foreign Theatres Included

Highlights of the divestment plan,
as reported earlier, will give the new

picture company the Loew's records,

music and television interests, in addi-

tion to the domestic and foreign pro-

duction and distribution assets and the

foreign theatres.

The new theatre company will re-

ceive the U.S. and Canadian theatres,
in addition to stock exchange.

The theatre company will be

responsible for $5,000,000 of the funded
debt after payment of the Jan. 15,
1959, principal and interest installment,

leaving approximately $20,000,

000 of the funded debt for which

the new picture company will be

responsible.

The theatre subsidiaries owe to

Loew's, Inc., $17,415,000 of obliga-

tions evidenced by bonds and ad-

vances, and Loew's, Inc. owes $5,

000,000 advanced to it by the theatre

subsidiaries. Under the plan, any

liabilities, one to the other, will be

forgotten.

Report Better Films

(Continued from page 1)

weekend matinees for youngsters, even

though the evening bill is adult.

The neighborhood Lohden had a

successful matinee featuring "Merry

Andrew" and 20 cartoons. The World

and Drexel art theatres, which nor-

mally show overtures, presented a

special Thanksgiving weekend matinees

for Walt Disneys' "White Wilderness."

The downtown RKO Grand has had

good patronage at its children's shows.

Come shows have been held at a

number of theatres including the

Grandview, Hudson, Russell and

Rivero.

Latest recommended pictures list

includes the following for children

under 12: "White Wilderness," "Proud

Rebel" and "Rock-a-Bye Baby." List

for those over 12 ranges from a man-

ner of horror pictures such as "High Soci-

ety," "Mardi Gras," "Villal," "Wings

of the Eagles," "Kings Go Forth,"

"Imitation General," "Sad Sack,"

"Adventures of Tom Sawyer" and

"Tommy and the Bachelor," among others.

Blum Book Records

History of Talkies

"A Pictorial History of the Talkies," a

318-page book surveying motion pictures

from 1922 to the present through reproduction of stills from outstanding occasions, has

been published by G. P. Putnam's

Sons. Author is Daniel Blum, whose

previous books include "Pictorial History of the Silent Screen," and two "Radio Screen World"

and "Theatre World."

Like its companion volume on the

silent era, the new book contains a

portion of fully-staged exhibition

material during the period with repre-

sentations ranging from small to

son of full-page size. Text is primar-

ily devoted to a summary of each year

from 1930 to 1955—with highlights

of industry developments.

Most of the pictures selected for

inclusion by Blum are given only one

two-stills, but to a few, full-page

and sometimes more. Among the

latter are "David Copperfield"

"A Midsummer Night's Dream" "Gar-

"The Great Ziegfeld," "Gone with the

Wind," and "The Ten Commandments."

The book is being sold at the

special price of $10 until Dec. 35, when

it becomes $12.50.

'Tempest' Bow

(Continued from page 1)

for Easter, 1959, will open at the

Metropolitan Theatre, Naples, on

May and in Genoa the same day,

will have its Rome premiere at the

Palace on Dec. 18, which day a

play will mark openings in 50 other Ita-

lia situations. "Tempest" was the first motion pi-

ture ever to be shown at the center

of San Carlo, where special projec-

tion equipment was installed for the

world premiere performance.

Muhl Signs Grant

HOLLYWOOD, Dec. 3—Negotia-

tions were completed today by

Universal Pictures, in charge of produc-

tion Edward M. and Stanley Fox, repre-

senting Columbia Pictures, and

Muhl, for Grant to co-star with To-

Curtis in the currently-titled, "Ope-

tion Petticoat" at U. The picture

is scheduled to start early in Janu-

ary with Robert Arthur producing a

Blake Edwards directing.
K 3rd Circuit

(Continued from page 1)

in circuit might well become an active release channel.

The placards among both exhibitors and producers nevertheless were enthusiastic in the extreme about the tours. The former claimed that the "pattern" would inevitably result in a "come-back" in product in which they were wholeheartedly supported by a body of producers who feared that, immediately the Davis Corporation became independent, a campaign which had begun to dry up for them, would be rekindled. Agitation for the creation of a Third Circuit arose immediately spontaneously among the former and independent theatremen led by John Prendergast of York. The essence of the Prendergast plan was understood, was the setting-up of a central booking agency which would be able to control the date books of the exhibitors concerned.

Drawn from 5 Circuits

It was, as was said, in extension of John Davis' outline of the future of the industry that Kenneth Proctor, joint assistant managing director of the BFA, addressed the BFA's annual conference and announced a press conference to announce (although, as many thought, at a very late day) that the "Third Circuit" composed of an additional 400 theatres had already been agreed in principle. The motion in question, Winkles said, was drafted from the Rank Group and the ABC, Essoldo, Gaumont and Alexander King circuits. The Rank side asserted that the independent parties had mentioned in public a similar thing in principle. "I hold it to be a foregone conclusion that the new agreement would not be able to start to work unless both of our theatres are included."

Calls Publication Premature

The formation of a Third Circuit will be of great advantage to the industry, but I think it unfortunate to say the least, that this statement should have been published without consultation, Dr. W. C. Shode, ABC's managing director, he following terms: "Speaking for the council and as a subscriber to our own newspaper, I think that it is a great surprise to find that by an agreement of the exhibitors the following announcement was read by Arnold G. Proctor, President of BFA, to the effect that a third circuit consisting of 400 theatres had been agreed to."

Memphis Council

(Continued from page 1)

American Congress of Exhibitors. Changes sought in the decrees would include allowing ex-affiliated circuits to produce films with preemptive rights for their theatres and also allow distributors to have showcase theatres for their films, among other issues.

Embassy Pictures Here

Embassy Pictures Corp., of Boston, headed by Joseph E. Levine, has taken into the fold for all United States and international operations of the company. The office will be staffed and ready for operations after Jan. 1, Embassy's home office headquarters remain at Boston.

Manulis Coming East

HOLLYWOOD, Dec. 3.—Martin Manulis, head of television at 20th Century-Fox, will leave over the weekend for New York to confer with Jack Diamond, president of the 20th Century-Fox executives on policy and programming of the teletext subsidiary.

ITUO Meet

(Continued from page 1)

that exhibitors will have to spend money to get the kind of research opportunities that will precede the answer to who is remaining a way away from the theatres and why, and what can be done to bring them back.

We must get the facts and act on the findings," the top executive declared. "We need research, not more talk."

All of the organization's officers were retained in the annual election held last July, Horace Adams, who is also president of national Allied, remains as head of the local group, and vice-presidents are F. H. Woss, Jr., and Hoy L. Belliss. Treasurer is Charles Sugarman and national director, Marshall Fine with Louis Wiethe as alternate national director.

Fog Cancels One Forum

The business-building and film buying clinics which occupied the morning session were conducted by Jack Armstrong and Wiethe in a combined session for both drive-ins and indoor theatres. The noon session on concessions had to be cancelled when Dr. Marvin Sanford, principal speaker, was forced to leave the city because of heavy fog which grounded all planes. The fog also dictated an earlier than planned adjournment of the convention in order that out-of-town delegates will have to return to their homes by train. Previously, heavy snow had held down the initial attendance.

Formation of the new ACE was widely discussed in the industry, as the idea of a heavy-fog group was mentioned. The most were of the opinion that all of exhibition's major problems will find a place on its agenda and that it will have united exhibitor action and support in tackling them, as well as industry-wide support on some projects, such as research.

The convention view was that the prospects for the success of ACE are good and that it holds out promise of considerable help to exhibition.

Lippert and Zabel

(Continued from page 1)

confirming the report, stated the deal involves purchase of properties and leases for a price of $2,500,000. The houses include the Hollywood, Paramount, Baldwin Hills, Manchester, Baldwin, Pacific, Pascales Bay and Rio, plus five neighborhood and community theatres.

Acquisition of the Southside chain indicates future competition for both Pacific drive-ins and Fox West Coast circuit theatres in this area. Zabel was formerly with Fox West Coast Theatres in the buying and booking department.

Diamond Hunts Aiding

Columbia's 'Inside'

Columbia Pictures is currently staging a "diamond hunt" in two cities to exploit forthcoming premieres of "The Man Inside," which deals with the chase for a diamond thief. The cities are Boston and San Francisco, and the theatres the Pilgrim and the Paramount, respectively.

One Gem in Each City

In each city a valuable diamond has been hidden and clues to its whereabouts are being widely spread over local radio stations. Each day a clue that directs the listeners closer to the prize, Columbia says, and by the last day, if the diamond is undamaged, clue will be so plain that the "contestant with the soundest legs should cop the prize."

Football Brawl

universal-International will release next week a one-reel special called "Well, Hell and 38 1/2" which will be issued in eight editions to coincide with regular interest in certain teams.
When it's
time for
a change...

Pictures are a real "lifesaver" for young parents. Each week millions of them get a needed change of pace by taking in a show. It's the natural thing to do. And—the better the picture, the more they go, THE BIGGER THE BOX OFFICE.

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6706 Santa Monica Blvd.
Hollywood 38, Calif.
The Critics Say...

As influential as the many nation-wide syndicated TV columnists, are the hundreds of local newspaper critics whose views—though they involve manner and better, with reference—more often than not have national validity. These reporters, asked to vote again this year in the annual MOTION PICTURE DAILY poll of television talent and shows, added a variety of comments on their views of the industry. Among them were the following reports.

Don E. Thornton, St. Joseph News-Press, St. Joseph, Mo.: As before, when TV found a good thing they stuck with it to the bitter end, thus turning the Western TV shows this season. A few are good, most of the new Westers are not worth watching. Only relief this season is the many good spectacles which have been shown and which are promised for the remainder of the season. Detective shows such as "Ellery Queen" and "77 Sunset Strip" are welcome, in addition to the Western-laden TV schedules this year. More educational shows such as the Bell Telephone Science Series and the Lowell Thomas travel shows, should be scheduled on TV as they are both interesting and educational to both adults and children. Altogether a good year, but not as good as it could and should be.

Jesse R. Chapman, The Roanoke Times, Roanoke, Va.: Television grew up this season in one way only—its programming of special shows. They are more imaginative and better, with few exception. Almost each week is sparked by a special program to spark an otherwise lack-luster schedule. This, to me, is the most promising of the made recently, possibly opening a trend of well-planned, well-rehearsed specials such as the Fred Astaire show, for one outstanding example.

Dixon Gayer, The Daily News, Garden Grove, Cal.: Too much emphasis on "bigness"—tremendous production to exist weak shows onto the public. Tremendous popularity of "little" shows like Oscar Levant, Tom Duggan (locally), Jack Paar, Mike (nationally), shows that a large segment of the population wants to see people they like, easy-going, unpretentious shows. There is room for the "big" DuPont, Playhouse 90, Perry Como shows—if they're good, but "big" just not the keyword—not just "bigness." But, on the other hand, "Man of the Hour" (with no production from Paar studio), Levant exists that the public also looks upon TV as a visitor in the home, is delighted to welcome a personable individual and his friends in for a stimulating evening.

TV may kill itself off with high cost, when quality doesn't necessarily mean high finance.

Brainard W. Palmer, Journal Herald, Dayton, Ohio: With only a few exceptions, the programs worth watching narrow down to some of the specials. The producers for the most part are becoming creatures of habit, imitating lacking in originality, enthusiasm and taste. It is hard to find a new real new show of note or to think of fresh talent given a chance to go places.

J. Don Schlichter, Buffalo Courier-Express, Buffalo, N. Y.: Too much emphasis on formula TV-daytime quiz, westerns, adventure series-trend toward escape from realism with emphasis on routine, "B" quality scripts. Many specials such as "DuPont Show of the Month," "Fred Astaire show." "High Adventure with Lowell Thomas" are fine. "Voice of Firestone," is trying to bridge a gap between the worthwhile and the mediocre. Let's have "mass media formula TV" and give it more quality. Capt. Kangaroo does it for kids.

Robert J. Carrier, Middletown Journal, Middletown, Ohio: It seems to me that television is influenced too much by trends. We've had a quite trend, for a western trend and a comedy trend developing for the future. I wonder, are networks afraid to buck the trends? Must everyone follow the frontrunners like sheep? Perhaps a good product will find a viewers market regardless of trends or ratings. I wish more sponsors would gamble to find out.

Earl J. Dias, The Standard-Times, New Bedford, Mass. TV is badly in need of new ideas and new formats. There are not enough live drama shows on TV channels, comedy is tired and weakest are too soured. Serious music is woefully neglected. In addition, there is too much emphasis on ratings.

HOLLYWOOD, Dec. 2—Western choice over all other kinds of stories of Frank Gruber, prolific writer of westerns. Gruber, proud of an attested sales report showing a grand total of over 35,000,000,000 hard and paperback books sold all over the world, which does not include serializations in newspapers and magazines, referred to westerns as the backbone of television programming. Supporting his statement in an interview, the hear-appear to the saddle-throne once occupied by the late Zane Grey, offered as the basic reason in comparison with other type of stories, the is clear. The hero, the villain, and the is punished. The problems of today are lost in westerns. The development of the West is much more logical and exciting than any other country has experience, he averred.

Gunfighter "Law Unto Himself"

"The gunfighter is depicted as a rugged individualist, fighting his own battles. The gunfighter is a law unto himself in the development of the West, whereas other countries were developed under forced labor or monarchies," Gruber continued.

The 54-year-young Gruber, with

will continue to be the number one for entertainment fare, in the opinion of outdoor dramas.

54 screenplays and nearly 100 teleplays to his credit, appears destined to devote his immediate future to television. He created the "Tales of Wells Fargo" and "The Texan" for the home viewers, sold "Quick Man" to Don Felderson for a film series, and is now partnered with Nat Holt in the production of more western series, "Shotgun Smith" and "Yankee Bligh," which will be tossed into the TV orbit for sponsorship.

Would Give Writer Free Rein

Gruber, complaining that some producers refused to write for TV or change their stories to death, believes in letting the writer do the writing, once you have shown enough confidence by hiring him.

"Any competent writer's first draft is generally a shooting script that's ready, and there's no reason to send it to sponsors for judging or re-writes. This would be the same mistake made handling me a piece of leather and asking me to turn it into a pair of shoes. Everyone to his last," Gruber concluded.

Westerns Will Retain Supremacy

As Entertainment, Says Gruber

SAMUEL D. BERNs

SMPTF Meet

(Continued from page 1)

telephotography; Dr. John Storr; high- and instrumentation photographer; Lindley L. Emschwiller, located by C. M. Powers; laboratory practi- ccerer; Harold Jones; multilingual films; V. G. Kowarski; sound recording and production, Lyke Nemerow; standards and standardization, Philip M. Cower. Also, studio lighting and practical George H. Gill; TV broadcast a international facilities, Glenn H. D. Smith; film techniques, Peter Key; TV recording, John L. Kousoub projection, Willy Borberg.

VCI and Academy

(Continued from page 1)
tions yesterday at the Beverly H. Hotel, Primary purpose of meeting was John Storr, technical director, to give a talk on the future of the motion picture industry and increasing public interest in motion picture industry.

George Eby, international e- Barker of VCI, reported that although no specific plans were discussed yesterday's meeting, both the Academy of Motion Picture Arts and Sciences was prompted to work out definite plans of mutual interest and participation.

At the same meeting, which mar the final session, the two organizations had ever met together, Academy pres- ident George Stevens was invited to appear at the VCI convention in Vegas next spring.

Robert J. Carrier, Middletown Journal, Middletown, Ohio: It seems to me that television is influenced too much by trends. We've had a quite trend, for a western trend and a comedy trend developing for the future. I wonder, are networks afraid to buck the trends? Must everyone follow the frontrunners like sheep? Perhaps a good product will find a viewers market regardless of trends or ratings. I wish more sponsors would gamble to find out.

Earl J. Dias, The Standard-Times, New Bedford, Mass. TV is badly in need of new ideas and new formats. There are not enough live drama shows on TV channels, comedy is tired and weakest are too soured. Serious music is woefully neglected. In addition, there is too much emphasis on ratings.

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Stanley-Warner Stockholders to Vote
On Reelecting Three Officers Jan. 8

Stanley Warner Corp. stockholders at their annual meeting in Wilmington, Del., on Jan. 8 will vote on the re-election of Simon H. Fabian, president; Samuel Rosen, executive vice-president, and Nathaniel Lapkin, first vice-president, to new two-year terms as members of the board of directors.

The meeting also will act on the modification of certain provisions of the agreement between S-W and Fabian Enterprises under which the latter is compensated for services given to S-W by Fabian and Rosen.

The modifications of the agreement became effective Sept. 1, 1957. The agreement is extended for two fiscal years to Aug. 26, 1960. Under the agreement S-W pays $156,000 annually to Fabian Enterprises for the Fabian-Rosen services, plus percentages on annual consolidated net profits in excess of the first $2,500,000, with a ceiling of $344,000 of such payments above the basic $156,000.

S-W stockholders have been advised that the agreement would not be changed to increase the remuneration.

(Continued on page 3)

S. H. Fabian

M.A. Lightman Dies Suddenly

M.A. Lightman, Sr., president of Malco Theatres of this city, died suddenly of a heart attack today in Detroit. He was 67.

An expert contract bridge player, Lightman was in Detroit participating in a bridge tournament.

Widel y known throughout the industry for many years, he devoted himself to exhibitor organization activities, as well as for the importance of his theatre operations, Lightman

(Continued on page 2)

AA to Produce ‘Circus’
On Multi-Million Budget

From THE DAILY Bureau

HOLLYWOOD, Dec. 4.—Plans to produce "The Big Circus" on a multi-million dollar budget, as the "biggest and most lavish film ever made under the Allied Artists banner," were announced jointly today by Steve Brody, AA president, and producer Ir-

(Continued on page 2)
MOTION PICTURE DAILY

Friday, December 5, 1958

PERSONAL MENTION

CHARLES EINFELD, 20th Century-Fox vice-president, has returned to New York from the Coast.

DAVID LPTON, Universal Pictures vice-president, left here yesterday for Hollywood.

JULIOLO-WOLF, vice-president of Embassy Pictures, Boston, became a grandfather again when his daughter, MRS. BARBARA ROSE, gave birth to a daughter at Framingham (Mass.) Union Hospital.

JEFF LIVINGSTON, Universal Pictures Eastern advertising manager, has returned to New York from Dallas.

KENNETH MORE will return to London from New York today via BOAC.

GEORGE GLASS and WALTER SELTZER, Pennebaker executive producers, will arrive in New York over the weekend from the Coast.

ROSALIND RUSSELL will leave New York on Dec. 15 for Hollywood.

CHARLES TECKER, British talent agent, will return to England from New York today via BOAC.

ERNST WARREN, of the Paramount Theatre, Needham, Mass., became a grandfather for the third time when his daughter, Mrs. ROBERT NELSON, gave birth to a son in Lisbon, Portugal.

Five Started on Coast, 2 Finished, 26 in Work

From THE DAILY BUREAU

HOLLYWOOD, Dec. 4—With the start of five pictures in production this week and the completion of two films, production took an upward glide, making a total of 26 pictures in production.


Completed were: "Dangerous Char- ter," Dangerous Charter Co., Panavision, Technicolor (Independent); "For the First Time," Corona Films, Technirama (Metro-Goldwyn-Mayer).

Union News Company to Operate RKO Theatres' Concession Stands Under New Five-Year Contract

The Union News Company, wholly owned division of the American News Company, will operate the refreshment stands and vending stations of 67 RKO Theatres throughout the country. Announcement of a long-term agreement was made jointly yesterday by RKO and American News.

In addition plans are underway to expand and modernize the concessions, according to Henry Gar- finkle, president of American News.

Although American News, through its subsidiary, owns and/or operates diversified facilities throughout the U.S., the affiliation with RKO marks its entry into the theatre concession business. The company has expanded operations to more than 400 dining facilities in 32 states and also operates some 1300 newstands, gift stores, book and tobacco shops.

The RKO concessions were formerly operated by ABC Vending Corp.

Lightman Dies

(Continued from page 1)

N. J. Allied's Annual Beefsteak Dinner Set

The annual beefsteak dinner and get-together of Allied Theatre Owners of New Jersey will be held at the IFBA Restaurant, Fassaic, N. J., on the evening of Dec. 18, Sidney Stern, presi- dent, announced yesterday.

Stern promises an evening of good fellowship, under the sponsorship of speeches or frills. He also reminds that it will be the slowest week of the year in show business, so a large attendance is expected. Early reservations were suggested.

UA Gets 'N.Y.' Film

"N.Y., N.Y." an impressive 15- minute color film about a "Day in New York" won the Bronze Medal at the World Film Festival in Brussels, has been acquired by United Artists for worldwide distribution. Picture was made by Francis Thompson.

Wilcoxon Touring

Henry Wilcoxon, producer of Par- mount's "The Buccaneer," will spend the next two weeks promoting the picture in 12 major cities, including New Orleans, where its world premiere will be held on Dec. 11. Inger Stevens, one of the several stars of the "Buccaneer," currently is on a 16-city promotional tour.

Wilcoxon today announced that he will return to New York tomorrow preparatory to visiting Washington on Monday, Chicago on Tuesday, and New Orleans next Thursday.

NEW YORK THEATRES

RADIO CITY MUSIC HALL

Rockefeller Center • 212-685-8000

"AUNTIE MAE" Starring ROSALIND RUSSELL

FAMENSS TUCKER • GEORGE BERESFORD • HOWARD DAVIDSON • LEE JACOBS • FRED ARMUS • "A WARMER BROKE PICTURES" AND THE "MEET ME AT THE GREAT CHRISTMAS SHOW"
SW Is Optimistic on Future of Theatres

(Continued from page 1) 333,100 after deducting all operating charges including $5,450,000, which is equivalent to a heart attack of properties, patents and good will, $2,356,200 for amortization of the cost of Cinerama films, $250,000 for foreign income taxes and $1,250,000 representing the portion of losses from unusual property disposition equivalent to the Federal income taxes which would have been paid. The net profit is equivalent to $1.15 per share on the common stock outstanding Aug. 30.

Previous Net Was $3,767,500


S. H. Fabian, Stanley Warner president, attributed the drop in attendance revenue to "old movies shown free on TV and the lack of a steady flow of motion pictures having box office appeal." During the year 19 theatre properties owned in fee were sold, leases on six theatres were canceled, leases in two others which expired were not renewed and two properties were razed for building sites.

Praises Forthcoming Product

On the brighter side Fabian said, "Motion pictures to be released by producers for the coming months include many attractions of superior quality, which, in our opinion, are sure to appeal to . . . the movie-going public." Looking forward to a "streamlined" circuit "not hampered by unprofitable properties," Fabian said, "The vast theatre audience is ever present, waiting to see movies of its choice."

The company will continue its policy of installing new multiple use sound projection equipment in key theatres, the report said, "to enable us to exhibit motion pictures regardless of the technical process in which the pictures are released."

Although Fabian reported a lessening of popularity for the fourth Cinerama production "Search for Paradise" in this country, he said that a profitable life for it in foreign countries is anticipated. Cinerama exhibition expansion in foreign countries is continuing, he said.

"Sound steady progress" was made during the year by the International Lapse division. Fabian reported, adding that the company's policy of diversification had been so successful that other companies having growth and profit possibilities were being sought.

Stresses Financial Stability

Stanley Warner is in a strong financial position, the report showed. Cash on hand Aug. 30, 1958, was $13,532,100, which exceeded all current liabilities. Current assets, including cash, amounted to $41,493,700, equivalent to 2.7 times current liabilities. Working capital was $26,306,400, an increase of $5,259,300 as compared with one year ago.

In December 1958 the company will prepare the quarter's installment due on its long term bank loan in February, May and August 1959 aggregating $2,244,600. No further installment payments will be due until November 1959.

SW 'Holders

(Continued from page 1) payable to Fabian Enterprises without stockholder approval. The S-W proxy statement notes that under certain conditions an increase in the percentage compensation might result from one of the amendments to the agreement and, therefore, the modification will not be effective unless a majority of the stockholders approve it at the Jan. 8 meeting.

The proxy statement discloses that Fabian and Rosen, through Fabian Enterprises, hold 373,406 shares of S-W, or approximately 18.4 per cent of the shares outstanding, and that Lapkin holds 7,750 shares.

The compensation of principal officers for the past fiscal year was given as $225,000 to Fabian and Rosen under the agreement with Fabian Enterprises; $126,000 to Lapkin; $30,000 to Harry M. Kalinine, vice-president and general manager; and $50,000 to M. A. Silver, zone manager.

To Honor Greek Author

The American premiere of Jules Dassin's "He Who Must Die" at the Beekman Theatre here on Dec. 15 will be held in conjunction with a tribute to the late Nikos Kazantzakis, author of the novel, "The Greek Passion," upon which the film is based. Sponsors of the event include His Excellency, the Foreign Minister of Greece, Evangelos Averoff, residence, Frank Kassler, president of Kassler Films, Inc., and M. Lincoln Schuster, president of Simon and Schuster, publishers.

Six More Join TOA

D. M. Peterson, of the State Theatre Co., Brookings, S. D., has enrolled six of his South Dakota theatres in Theatre Owners of America, TOA announced here yesterday. The theatres are the State, College and Sioux Drive-in, Brookings, and the State, Grand and Sioux Drive-in, Pierre.
‘Approved’Ads
(Continued from page 1)

**Approved'Ads**
(Continued from page 1)

**Variety Week Cooperation Approved by MPA Group**

The MPA advertising and public relations committees yesterday unanimously approved the request of the Variety International that it cooperate in connection with Variety Week Jan. 12-18.

Special recognition of this event will be supported in advertising and on personal appearance tours.

Goodman Head
(Continued from page 1)


The “Welcome Back, Jack” drive saluting the company’s chief on his return from Europe, will take place from Dec. 28, to April 5, 1959.

Serving as drive lieutenants will be W. O. Williamson, Ed Williamson, Peter Marquetti, Sam Benn, Hal Kell, M. Masters, B. Greenberg and Grover Livingston of the domestic sales organization, with Karl Macdonald, Arthur Abeles, J. E. Dagal and J. S. Hammel of the foreign sales department.

Drive and publicity committees also have been formed. Their members include Goodman, William H. Hinch, Meyer I. Mintzer, Sam S. Keller, Charlie Cohen, Robert A. McGuire, William W. Brummbel, Jules Lapidus, Larr Leshinsky, Gilbert Golden, Bill Herdricks, Richard Lederer, Thomas O’Sullivan, John Moroio, Carl Schaefer and Macdonald. The latter two are of the international organization.

A kit of special advertising-publicity materials will be supplied to all branch offices throughout the world. Included will be a variety of printed matter, banners, one-sheet 40 by 60 displays, brochures and a assortment of still photographs.

New Albany Unit
(Continued from page 1)

manager of Schine-owned station WPTG, will head the area mobilization. Similar organization will be undertaken in exchange districts throughout the country, and was started several years ago in New York City.

A meeting will probably take place here within a week or two, Sills explained that he had attended two sessions at the Friars in New York, where Tom Rodgers, of Trans-Lu Theatres, son of the late W. F. Rodgers, left MGM general sales manager.

Others active in the effort there included: Burton, Al and Norman Rollins, Richard Brandt, Arthur Ross and Jack Finney.

The group, tentatively known as "the Second Stringers," supplement the activities of present industry executives in raising money for the hospital. Although managing young men, the group has set no age limit for eligibility to membership or participation.

The Albany area unit probably will number 10, Iselin stated.
Universal-International has already blueprinted 19 important film productions featuring outstanding box office stars for release during the 1958-1959 billing season which started Nov. 1 and will conclude Oct. 31, 1959, with additional pictures expected to be set, according to Henry H. Martin, general sales manager.

Among the 19 pictures already set are some of the costliest negatives ever produced by U-I including the multi-million dollar co-production with Vitnage, "This Earth Is Mine" and "Imitation of Life" which are already completed; a $5,000,000 co-production with Bryna of Howard Fast's "Spartacus" which will roll in early January; the co-production with Arwyn Productions "Pillow Talk," also set to roll in January; as well as the Cary Grant production "Operation Petticoat," and "Viva Gringo" scheduled to follow "Spartacus" as a Bryna production.

Placed in release in November were "Blood of the Vampire" and "Monster of the Campus," Being released during December are "The Restless Years" of "Appointment With A Shadow."

Launching Universal's big 1959 productions will be "The Perfect Furlough," a new CinemaScope and Eastman Color film production starring Tony Curtis, Janet Leigh, Linda Cristal, Keenan Wynn and Elaine Stritch. Also scheduled for January are "The Silent Enemy," based on the exploits of Commander Crabb, renowned British frogman of World War II and starring Laurence Harvey, Dawn Addams, John Clements and Michael Craig as well as the Eastman Color and Cinemascope production, "Money, Women and Guns" starring Jack Mahoney, Kim Hunter, Tim Hovey and Gene Evans.

"A Stranger in My Arms," with an all-star cast headed by June Allyson, Kirk Douglas, Sandra Dee, Charles Coburn, Mary Astor and Conrad Nagel based on the popular romantic best-seller "And Ride A Tiger" by Robert Fletcher, author of "Written on the Wind," is scheduled for February. "No Name on the Bullet," the new Audie Murphy Eastman Color and Cinemascope outdoor drama which co-stars Joan Evans and Charles Drake is also scheduled for February release.

Scheduled for March are "Never Steal Anything Small," the multi-million dollar Eastman Color and Cinemascope production based on the play by (continued on page 6)

**PARTACUS** starring Kirk Douglas

Charles Laughton

Sir Laurence Olivier

Peter Ustinov

**THE PERFECT FURLough**

Janet Leigh and Tony Curtis in a scene from the comedy riot.

**IMITATION OF LIFE**

John Gavin and Lana Turner in the Faune Hurst classic.

**THIS EARTH IS MINE**

Jean Simmons, Rock Hudson and Claude Rains.

**PILLOW TALK** starring Rock Hudson

Doris Day
Big Campaigns
For U-I Films

Long-range advertising and publicity campaigns are already underway or will soon start on the 19 pictures scheduled by Universal-International for the current selling season.

Typical is that which was designed for "The Perfect Furlough." By the time this film begins its first key-city engagements from coast to coast in mid-January, U-I will have delivered a comprehensive campaign designed to achieve a maximum of local penetration. Word-of-mouth is one of the strongest facets of this program.

All Media Scheduled

All types of media—national and fan magazines, wire services and syndicates, television and radio, and the press—will have been used to pinpoint the appeal of the service comedy.

The picture has been set in several hundred New Year's Eve engagements throughout the country.

Another important part of the campaign has been a series of appearances in New York by Linda Cristal, one of the picture's stars. Starting around Jan. 1 she will make a key-city tour to aid in openings.

Meanwhile virtually every important fan magazine and national magazine will be covering "The Perfect Furlough" in mid-January. Seven of the ten TV shows are playing the film as a result of special promotions including NBC's "County Fair" and the Art Linkletter "House Party" shows.

Drive for 'Imitation of Life'

Another long-range promotional campaign is underway on "Imitation of Life," the Technicolor production starring Ross Hunter, Tony Curtis, and Barbara Stanwyck. A campaign designed for an Easter launching, director Douglas Sirk has already started press activity which he will continue during a four-month trip to Europe. Returning to participate in the final weeks of the campaign. Sandra Dee, the new teenager star, is scheduled for national tour as are a number of other players. Ross Hunter, producer, will also participate in the publicity and promotion campaign.

"This Earth Is Mine," the U-I Vintage Production in Technicolor and Cinemascope starring Ross Hunter, Jane Simmons, Dorothy McGuire and Claude Rains and the first of U-I's co-productions—this one with Henry King, Casey Robinson and Claude Hellman, is getting one of the most comprehensive advance campaigns ever accorded a U-I picture. Some 60 national magazine, fan magazine, wire service, syndicate and press representatives visited the Napa Valley, California, shooting location of the picture and the results will be felt in the coming months as their special stories and picture layouts start breaking.

Washington's Birthday Plans

Scheduled for Washington's Birthday release, "Never Steal Anything Small," the Eastman Color and Cinemascope production starring James Cagney and Shirley Jones, is also receiving an extensive national promotional campaign as is "A Stranger in My Arms," the Cinemascope drama starring June Allyson, Jeff Chandler, Sandra Dee, Conrad Nagel, Mary Astor and Charles Coburn.

The overall advertising and promotion campaign for the $5 million Bryna production, "Spartacus," which starts to roll around the first of January, starring Kirk Douglas, Laurence Olivier, Charles Laughton and Peter Ustinov, has been blue-printed on a level to exceed the best yet from U-I and to match the greatest the industry has seen.

Same Policy for All

The same long range approach of publicity and advertising plans is being developed for a number of other top productions scheduled for 1959 from U-I. "Pillow Talk," co-starring Rock Hudson and Doris Day, which goes into production the first week in January, will be the subject of an aggressive selling campaign from the first day of shooting to the first public showing scheduled almost a year later. "Operation Petticoat," an all-star cast headed by Cary Grant and Tony Curtis, will get the same U-I showmanship treatment being planned for these new record budget pictures for the coming year, as will "Viva Gringo," co-starring Rock Hudson and Kirk Douglas.

OPERATION PETTICOAT starring Cary Grant Tony Curtis

Maxwell Anderson and Rouben Mamoulian with songs by Allie Wrubel and Anderson and starring James Cagney and Shirley Jones. Also "Step Down to Terror" starring Colleen Miller, Charles Drake and Rod Taylor.

For Easter release will be "Imitation of Life" the Eastman Color film production based on the Fannie Hurst classic and starring Lana Turner, John Gavin, Sandra Dee, Susan Kohner, Robert Alda and Dan O'Herlihy.

Releases for the balance of the year which have already been set and blue-

Ul's Major Schedule

(Continued from Page 5)


 seeks Order

(Continued from page 1)

at Loew's annual meeting of stockholders in February after having led an unsuccessful effort to accomplish the Loew's divestment by spinning off the picture instead of the theatre company. The management advocated plan to divorce theatre operations was approved by Loew's board of directors, stockholders and the Federal court.

'tom thumb' Preview

M-G-M will hold an early Christmas party here Saturday morning at Loew's Sheridan Theatre at which over 2000 children and adults will attend an invitational preview of "tom thumb." The picture is M-G-M's Christmas attraction in New York and throughout the country.

Special 'Geisha' Party

Children of the "Herald-Tribune's" Fresh Air Fund will attend a special preview showing of Jerry Lewis in "The Geisha Boy" at the Mayfair Theatre on Saturday morning, Dec. 13. Arrangements for the Christmas holiday affaire were made jointly by the Fund, Paramount Pictures, and the theatre. The picture starts a regular engagement at the Mayfair on Dec. 17.

Theatre, Supermarkets
Offer Discount Plans

Special to THE DAILY

BOSTON, Dec. 4.—A theatre discount plan tying in the Saxon Theatre here, where "South Pacific" now in its eighth month, and the S & Shop Supermarkets, with 70 outlets in the metropolitan area, has been consummated by Sam Richmond, general manager of the Saxon Theatres, and Harry Shain and Tom Murray of the promotion department of the Stop and Shop chain.

From today through Dec. 21, patrons of the Stop and Shop stores will have purchased groceries worth $5 or more and collected a discount ticket from the shop's cashier. This ticket and 90 cents more entitles the patron to buy any seat in the Saxon Theatre for a matinee or evening performance with the sole exception of Saturn evenings, when the discount plan does not go into effect.

Aided by Full-Page Ads

Shain and Murray are running page ads in the local papers announcing the four-week plan with all tails fully explained to the public. Each of the 70 supermarkets is decorated with material and signs from the film.

The Stop and Shop company is working the difference between the cents in the boxticket price ($1.50 for matinees and $2 for evenings) so that the theatre is not losing anything. It is understood that Stop and Shop officials consider it a deal a good public relations gesture comparing the "top drawer" quota of the film "South Pacific" with the quality of their merchandise.

Austrians Produced 2 In 1957; Would Exploit

From THE DAILY BUREAU

WASHINGTON, Dec. 4.—Austrian film producers turned out 20 feature films and 98 documentaries in 1957 and will exploit reported. Film chief Nathan Golden said this is about the same number as in 1956. Three of these were produced jointly with West German and Swiss firms.

Golden said the Austrian industry is trying to develop new markets for its productions, setting up a special company, UniAustria, to promote exports.

Hecht to New York

HOLLYWOOD, Dec. 4.—H. T. Hecht, president of Hetchell-Hoester, left here tonight by plane for New York to meet with United Artists executives on the release of 'Separate Tables' and to discuss forthcoming product.

SDIC Forum Dec. 15

A forum on the "Screen Director and Video Tape Recording. Past and Future," will be held at Filmmakers Studies, 206 E. 95th St., Dec. 1. The forum on Dec. 13, the Screen Directors International Guild announced.
Exhibitors Win Removal of Local Tax
In Six Pa. Cities; Plan to Extend Drive

SCRANTON, Pa., Dec. 7—Local amusement taxes in six Pennsylvania cities have been eliminated recently as the result of concerted exhibitor action. The drives to remove the levies were spearheaded by executives of the Comerford Theatre Circuit who coordinated their activities with Penn Paramount in cities where both chains operate. The exhibitors now plan to carry the fight to other cities in the area.

Efforts of the exhibitors were timed to coincide with the preparation by civic bodies of new yearly budgets and re-enactment of the taxing ordinance in some communities imposing a local amusement tax. In some cities in the area the tax is split, with 5 per cent going to the school board and 5 per cent going to the city.

In the latter situation, due to legal

(Continued on page 2)

Rackmil Optimistic at
U-I European Meeting

PARIS, Dec. 7—Universal's present and future production and distribution policy will insure the company's progress on a highly profitable basis, Milton J. Rackmilt, president, said here at the weekend at the company's European sales conference.

Rackmil pointed to the just-announced casting of Cary Grant with Tony Curtis in "Operation Petticoat," of Doris Day

(Continued on page 5)

Legion of Decency Gives High Recommendation
To 20th-Fox's 'Inn of the Sixth Happiness'

The National Legion of Decency announced that it had placed the 20th Century-Fox production, "Inn of the Sixth Happiness," in its "A1" classification (Morally unobjectionable for general patronage).

"This film's dramatic, artistic and entertainment values are superior," the Legion said, "and its moving story of the heroic spirit and tremendous courage of the missionary, portrayed in the picture, will be a rewarding experience for all who see it.

"Because this film is an inspiring production of such extraordinary merit the Legion highly recommends it to the Catholic patronage of the entire family."

(Continued on page 5)

Thursday, Friday
Meet This Week
To Give ACE
Permanence

Policy and Financing on
Agenda of 2 Committees

Two meetings will be held here this week to effect the organization of the American Congress of Exhibitors as a permanent body and set up its policy and program, S. H. Fabian, ACE temporary chairman, announced at the meeting Monday afternoon.

On Thursday the executive committee will hold an all-day meeting at the Astor Hotel starting at 10 A.M. at which six reports on exhibitions problems, one by each of the committees, will be presented with recommendations for the national set-up and financing of ACE.

On the following day the committee

(Continued on page 4)

Adams Clarifies Allied's
'White Paper'-ACE Stand

There should be no confusion over Allied States' uninterpreted backing of its so-called "white paper" campaign while actually supporting the new American Congress of Exhibitors, Horace Adams, Allied president, said at the weekend.

Adams, who arrived in New York from Cleveland yesterday, had been told that reports of his speech at the

(Continued on page 4)

Rank Playdate Drive
To Honor Foster Blake

Rank Film Distributors of America, Inc., is launching a playdate drive honoring its general sales manager Foster M. Blake; it has been announced by Kenneth N. Hargreaves, president.

"The Welcome Foster Blake Playdate Drive," the first drive in the company's history, will be conducted on a regional basis under the captaincy of Gordon

(Continued on page 5)
PERSONAL MENTION

MILTON R. RACKMIE, president of Universal Pictures, is scheduled to arrive in Hollywood from Paris today via the Polar route flight.

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, accompanied by Berseano Levy and Al Seignano, is in Buffalo from New York.

ADOLPH SCHMEL, Universal vice-president and general counsel, was scheduled to return to New York from London by plane over the weekend.

SHeldon GUNZBERG, advertising-publicity director of Continental Distributing, Inc., has returned to New York from New Haven and Hartford.

Jesse CHINICH, Buena Vista Western division manager, will return to New York today from Chicago and St. Louis.

F. J. A. McCARTHY, Universal assistant general sales manager, is scheduled to return to his office today following a recent illness.

WILLIAM CASTLE, Allied Artists producer-director, has arrived in New York from Hollywood.

JACK COPPES, assistant at Fabian’s Palace Theatre, Albany, N. Y., is returning to duty there following hospitalization.

WILLIAM MacQUITE, Rank Organization producer, will return to New York today from Hollywood.

DON WEIS, director of theatrical and TV films, has arrived in New York from the Coast.

MORBIS CLASS, producer, and Abe SELLENT, director, of Roy Films, Ltd., London, arrived in New York from England on Saturday via B.O.C.

Memphis Theatres Close In Respect to Lightman Special to THE DAILY MEMPHIS, Dec. 7—All downtown Memphis theatres were closed until 5 P.M. Friday, in respect to M. A. Lightman Sr., president of Malco Theatres, Inc. Funeral services for Lightman, who died Thursday at Desoire, were held at 2:30 P.M. today at Temple Israel with Rabbi James A. Wax officiating. Burial was at Temple Israel Cemetery. All Malco theatres were closed Thursday.

R. W. Dowling Head Of America-Israel Fete

Robert W. Dowling, Broadway theatre owner and producer, has accepted the post of co-chairman of the annual dinner-concert of the America-Israel Culture Foundation to take place Monday, Feb. 2. Announcement was made at the weekend by Robert S. Hart, chairman of the event and Samuel Rubin, president of the Foundation, who also made public a partial list of prominent figures sponsoring the affair.

The annual dinner-concert of the Foundation traditionally honors an outstanding figure of international stature. Subscriptions are $125 each and go toward furthering the Foundation’s program of fostering cultural development in Israel and promoting cultural interchange between that nation and this country.

Sponsors from Many Fields Among the sponsors announced by Benjamin, who is chairman of the board of United Artists, are Adolph F. Leu, Ogden R. Reid, Rudolf C. Sonneborn, Arthur B. Krim, VA president, and vice chairman of the dinner-concert; Miss Hart, James Street, Leonard Lyons, Betty Condon, Henry Fonda, Congressman Emanuel Celler, Hone, Abe Stark, president of the New York City Council, and Mrs. Henry Ithelson, also serving as vice chairman.

Honorary chairman of the event are S. Huron, Frederic B. Mann, honorary chairman of the board of the Foundation; Spyros Skouras and William Mazer.

Five Associate Chairs Serving as associate chairs are: Joseph C. Conlan, George Greenan, Donald A. Henderson, Harry C. Oppenheimer and Adolph C. Robison.

Vice chairman of the dinner-concert are: Ulric Bell, Benjamin Cooper, Leon L. Skolnick, Herbert Katzman, Herman Robbins, Harry J. Rubenstein, Leonard Wurzel, Paul Wyler and Max E. Youngstein.

‘Separate Tables’ Ads Off Amusement Pages United Artists is launching a series of full page off the amusement section ads heralding key-city playdates of its release of “Separate Tables.” The first ad appeared Friday on the back page of the New York Herald Tribune directing attention to the dual premiere of the Hecht-Hill-Lancaster production at the Astor and National Theatres on Dec. 18. A similar ad is scheduled to appear in “The New York Times.”

UA will follow the same pattern by taking full page ads in leading newspapers in the Los Angeles and Washington, D. C.

Six Pa. Cities (Continued from page 1) problems, the exhibitors aimed at having the city remove their portion of the tax of Jan. 1, 1959, and having the school board take measures now to eliminate the balance at the end of the normal fiscal school year on June 30, 1959.

Results to date in this area are as follows: Carlisle, Sunbury, and Bloomsburg have removed the entire amusement tax as of Jan. 1, 1959. In Hazleton and Williamsport 5 per cent will be returned to exhibitors and in Schuylkill County 5 per cent on June 30. In Pymouth the tax has been removed except for 15 per cent which remains until June 30.

Compo Statistics Cited In representing their case to the city boards the exhibitors found helpful the figures supplied by the Council of Motion Picture Organizations. It was pointed out to the tax bodies that the “attitude” of the discriminatory tax was rapidly losing the city more theatres than this type of the age. Strong emphasis was placed on the fact that the boards were taxing their community out of theatres and “soon out of collecting any tax at all.”

No Reciprocity Involved In Czech Deal for Films

The deal made by M.P. Enterprises, Inc., with the Czechoslovak government to have the country deliver American films for showing there involves no reciprocity arrangements and includes a guarantee that the pictures will be shown in leading first-run theatres.

This was made known to the weekend by J. Jay Frankel, president of M.P.J., which negotiated the contract with Czechoslovak Filmexport, agency of that government. Therefore, the few American films purchased and released in Czechoslovakia were shown in fourth rate theatres and consequently accomplished very little in helping American prestige, Frankel pointed out.

Payment of $125,000 Required M.P.J. is the representative for Warner Brothers, Paramount and RKO on sales to Eastern bloc countries. As previously reported, the contract for ten American films calls for payment of $125,000 in U.S. dollars before the end of the year.

Films already selected under the Czech contract are “East of Eden,” “Moby Dick,” “The Old Man and the Sea” and “War and Remembrance.” Six others are to be determined later.

In addition to the Czech deal, M.J.P. is now concluding negotiations with Poland, Romania, Hungary and East Germany. Frankel expects to be finalized also before the end of the year and, when completed, would bring the dollars from sale to Iron Curtain countries “well over the million dollar mark.”

Frankel said M.J.P. is also “in position to close a similar six-figure deal for Russian purchase of American films as soon as the green light is received from U.S. Department of State.”

Additional clauses in the contract—agreements call for strict approval an supervision by an M.J.P. representative of any editing, dubbing, re-titling, etc., done on the sold films. The representative would be an “ Spartan of the American Embassy. All films purchased into the Iron Curtain countries are shipped only after approval by the U.S. Department of State.

Arthur Krim, UA Head Weds Swiss Scientist

Dr. Mathilde Danon, daughter of Dr. and Mrs. Eugene Galland of Geneva, Switzerland, was married yesterday to Arthur B. Krim, president of United Artists, at the Park Avenue Synagogue. Rabbi Judah Nadich officiated.

The bride's sister, Mine, Michelin Bettes of Berne, Switzerland, was matron of honor. Robert S. Benjamin, UA board chairman, was Krim's best man.

Mrs. Krim is a graduate of the University of Geneva, where she received her doctorate in biological science. Sh is a member of the scientific staff of the Weizmann Institute of Rehovot, Israel. The couple will honeymoon in Switzerland and Israel.

‘Doctor’ to Trans-Lux

George Bernard Shaw's “The Doctor’s Dilemma,” starring Leslie Caro and Dirk Bogarde, will have its world premiere at the Trans-Lux 52nd Street Theatre here Dec. 17. Film is a M.G.-M release.

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COMMAND PERFORMANCE!

87 to 1

It's not by chance that the Prize Baby outperforms every other hoopla medium. Trailers command healthy grosses, delivering top performances EVERYTIME!

87 ADMISSIONS FOR THE PRICE OF ONE!*

Sindlinger & Co., in its latest survey, reports that a trailer showing to 200 people will motivate 87 of these people to return and see the picture advertised. The cost of the trailer? . . . Just one ticket of admission. A ratio of 87 to 1.
David A. Thomas, who joined Radio Corp. of America last year as manager of industrial business development, has been elected vice-president and general manager of the Industrial Automation division, recently formed for the development and production of automation equipment for a variety of commercial uses.

Harry A. Schmidt, manager of the St. Louis eastern Kodak Stores, has been named manager of Eastern Kodak Stores, Inc., in Dallas. Ross A. Tunnell, Jr., assistant to the manager of Kodak Stores in Los Angeles, has succeeded Schmidt as manager of the St. Louis unit.

Daniel J. Lewis, film buyer for Cooperative Theatres of Michigan, has resigned. He will announce his future plans shortly.

Members Appointed

(Continued from page 1) vise the preparation of study guides for selected films. These guides are included in the "Green Sheet," semi-monthly publications prepared by the Ohio chapter of the MPA community relations department.

The educational consultants will work in this program directly. At Simon, we have Mrs. Willard Hamilton, Emlen Stites director on the community relations department staff and John Brasing of Findlay Film Castodians.

Local Colleges Represented

Members are: Dr. J. Darrell Bar- bary, chairman of the Department of Sociology and Statistics Education, New York University; Dr. Hall Bartlett, director of Citizen Education Project, Associate in Research, Teachers College of Columbia University; Dr. Charles A. Schenck, professor of history, Teachers College of Columbia University, and chairman of the Audio-Visual Committee of the National Council for the Social Studies; Dr. Joseph Mersend, head of English Department at Jamaica High School, and president of the National Council of Teachers of English; Paul Myers, staff, Theatre and Music, New York Public Library; Dr. Floride Moore, head of Depart- ment of Home and Family Life, Teachers College of Columbia University; and Dr. Lilla Belle Pitts, profes- sor Emeritus, Teachers College of Col- umbia University, past president of Music Educators National Conference.

Juror Heads

(Continued from page 1) was in charge of European advertising and publicity for Cecil B. DeMille’s production of "The Ten Commandments." Previously, for six years, he was stationed at the Paramount Studio in Hollywood as supervisor of radio-television promotion.

Meet This Week

(Continued from page 1) travel and costs of remaining in a convention city for two days to a week do account for some of the absences, they are by no means the whole story. Organization leaders say this is demonstrated by the fact that even local exhibitors—those resident in convention cities—also stay away from the meetings in numbers large enough to be noticeable.

As a result, a number of exhibitor organizations are contemplating extended studies of the reasons behind convention attendance. They contemplate going directly to the stay-at-homes and questioning them on what they think is wrong with the way conventions are being run and what they propose doing to make them more inviting.

The contemplated surveys, in fact, are almost identical in design and pur- pose to those that many exhibitors would like to conduct within their theatres’ drawing areas to help them understand why patrons do not attend the theatres more often and what they can do to correct the situation.

"It’s quite probable our patrons are not only looking at films on television when our auditoriums are only half-filled," one exhibitor organization officer remarked, "It is more likely that our organization members, or those who should be members, fail to show up at our conventions for the same reason. We have to find out why they are not attending."

A recent convention discussion of this form of exhibitor organization suggested that theatre owners be encouraged to send their managers to the conventions, whether or not they attend themselves. It was pointed out that at the numerous sessions now being devoted by conventions to business-building ideas, showmanship forums, promotion, advertising and publicity, conventions, management and the like, not only are of special value and interest to theatre managers but a definite contribution to their morale could be realized by making them their employers’ representatives at conventions.

The idea, of course, is not to re- place the theatre owners at conven- tions with their theatre managers but to increase convention attendance, first-mover status and potential for the worthwhile forums and talks the conventions provide, and change programs in accordance with the wishes of the general membership.

"We have to do something," one organization official said. "I know of a number of regional conventions that had to be cancelled because of lack of interest, and it is a pity a small number of advance reservations. I know of organizations that haven’t been able to hold a convention for several years, not even plan schedule one. Many others have been bitterly disappointed at the turnout for the conventions that have been held."

Encouraging theatre managers to attend conventions will be a part of the answer if they were given a few days off to attend business-building forums, they would benefit not only in new ideas but also from a sense of group belonging. And the conventions would get the increased attendance which at the present time they need so badly.

Adams Clarifies Stand

(Continued from page 1) annual convention of Independent Theatre Owners of Ohio in Cincinnati last week urged continued active sup- port of "the哺乳" motion picture industry. Surprised some trade observers who were under the impression that Allied had pulled the campaign in abeyance while it observed what program was made with ACE, the united exhibitor front to attempt to resolve exhibition’s major problems.

"Our Chicago convention very clear- ly stated that the "white paper" objective was to be directed at whether or not joint industry efforts to solve current problems were being made, Adams said. "There has been no change in that policy. The word from my knowledge has indicated otherwise. Meanwhile we want to do what we can to help strengthen ACE. It has great possibilities."

Adams Going Ahead

Adams, who leaves here for Europe tomorrow as a result to attend the Thursday-Friday meetings of ACE at the Astor Hotel here, Irving Dollinger of New Jersey Allied will serve as his alternate. Jack Kissick, who is the first alternate, was hospitalized and unable to attend.

Adams said he will return from Eu- rope on Dec. 23. His trip is on busi- ness other than motion pictures. He believes the pressure of private business is making it increasingly difficult to de- vote all the time required to exhibi- tor organization affairs. He was deeply disappointed in the results of the Ohio last week despite his request to be relieved. He served notice, he said, that this will be the last term he will consent to serve. I told them to start looking for a new man now," he said.

Asked if he would accept another term as president of National Allied at the annual board meeting in Pitts-burgh late next month, Adams replies that "It’s difficult to leave a job half ful led. But then I don’t know how the board feels about it, either. I can’t answer that question at the time.

Loew’s Claims

(Continued from page 1) the Loew’s spokesman said after Green had served the demand on the company for a list of stockholders. Joseph R. Vogel, president of Loew’s, wrote the following letter to Green on the next work day:

"We consider your launching of proxy contest under the present circumstances so wasteful to the corpora- tion that it is, not only to the stock- holders not to facilitate it in any way.

"Therefore, while we will compli- cation and promptly with the statute provisions which afford you rights, the names of stockholders, we prefer not to volunteer any assistance to you beyond the re- quirements of law."

Claim Photos Refused

Attorneys for Green said on Friday that when they went to the Bankers Trust Co., transfer agent for Loew stock, they found that the company officials were being interpreted to mean that they could not make phot copies of the stock lists but would have to copy them manually. Believing that they had a hold of one of that kind, they then sought to show cause order.

Green’s attorneys said it was no use until last Friday that they had an error of half a copy from Loew, that photo copy of the lists would be permitted.

"If we find this to be the case," the said, "we will withdraw our motion without prejudice in court today."

Seek Means to Up Convention Attendance

(Continued from page 1)
Rackmivl View

(Continued from page 1)

with Rock Hudson in "Pillow Talk" and the just-starting money of the $5,000,000 co-production of "Spartacus" with Bryna, starring Kirk Douglas, Laurence Olivier, Charles Laughton and Peter Ustinov, as evidence of the company's financial vitality. In addition Rackmivl cited several major films already completed.

Foreign general manager Americo Alois, who accompanied Wallen, told the delegates of the satisfactory results achieved by the company's overseas forces in the fiscal year just completed, despite the many industry problems that beset the company. Vitality of U-F's foreign team and its ability to handle the forthcoming top productions outlined by Rackmivl.

Continental Officials Attend

Also present at the U-Europe conference were Continental supervisior Marion Jordan; Douglas J. Granville, representing the United Kingdom; Joseph Denis, Belgium; K. E. Jorgensen, Denmark; Andre Sali, Egypt; Ino Makela, Finland; Rene Dolcourt, France; Lutz Sehaver, Germany; Helga Brande, Willem Membral, Holland; David Malliah, Israel; Orlando Calvo, Italy; B. F. Olander, Norway; Karl Jung, Sweden; Charles Ochsner, Switzerland and Enrique Aguilar, Spain.

List Dais Guests

(Continued from page 1)


Mayer will act as toastmaster. O'Donnell, chairman of the National Tax Committee, and Montague, a member of COMPO triumvurate, will speak, and the presentation to Govey will be made by Fabian.

Cornelia Skinner Named Brotherhood Week Aide

Cornelia Otis Skinner, author and actress, has been named national chairman of community organizations for Brotherhood Week. It will be held Feb. 15-22 under the sponsorship of the National Conference of Christians and Jews, it was announced at the weekend meeting of George B. McLaughlin, Chicago attorney, and Montague, serving as national chairman of Brotherhood Week.

In this capacity Miss Skinner will enlist cooperation for the annual observance from women's, youth, fraternal, veterans, labor and farm groups.

Sidney Kramer Named to NTA Foreign Post

Sidney Kramer has been named di- rector of foreign distribution and film coordinator of National Telefilm As- sociates, Inc., Oliver A. Unger, NTA president, announced at the weekend. Kramer joins NTA following a long-time association with RKO Radio Pic- tures for whom he was foreign sales manager until recently.

In his new post, Kramer will be re- sponsible for the foreign operations of NTA, which now has offices in London, Paris, Rome, Brussels, Munich, Australia, Japan, China, and the Philippine Islands.

Affiliated with RKO for more than 29 years, Kramer was in charge of all technical functions in the Eastern area of the United States and was a di- rector and officer of Cellent Corp., a former subsidiary company jointly owned by RKO, Paramount and Univer- sal.

Set RCA Dividends

An extra dividend of 50 cents and a regular quarterly dividend of 25 cents per share on the common stock of the Radio Corporation of America were announced at the weekend by David Sarnoff, chairman of the board, following a regular meeting of the board of directors. These dividends are payable on January 26, 1959, to holders of record at the close of business on Dec. 19.

At the same meeting, a dividend of 57 cents per share was declared on the first preferred stock for the period Jan. 1, 1959, to Mar. 31, payable April 1, to holders of record March 9.

Each much fault cannot be found, since it is as automatic as the sunrise, is in- herent in the nature of any enterprise and is as true in the manufacture of toothpicks or hobby horses as it is in the production of television programs. It must be borne in mind that the great majority of the TV audiences across the country tend to give the greater portion of their attention to those programs which arouse so much fire on the part of the critics of the medium. Maybe the latter should con- centrate on reforming the audience instead of the medium.

The one solace seems to be that it is impossible to please everybody, even part of the time. It must be a case of constant striving for improvement an unceas- ing effort.

—Charles S. Aaronsom

Velede Conducting UA Sales Meets in Omaha

Special to THE DAILY

OMAHA, Dec. 7—James R. Velde, acting general sales manager, will hold a two-day series of sales meetings here this week with district managers, executives and branch managers on the distribution of UA's up- coming product program.

Officials participating in the meet- ings, which begin tomorrow include: Earle Fitter, Western division manager; Arthur Reiman, Western contract manager; Fenton J. Lee, St. Louis district manager; Donald V. McLucas, Omaha branch manager; Joe Imhof, Min- nesota branch manager; Durand Edele, t. Louis branch manager, and Harold Iamed, Omaha sales manager.

to Tell Exhibitors of Disney Film Promotion

The promotional campaign devised for Walt Disney's "Sleeping Beauty," animated film in Technirama-70, in its "showcase" form, was set for early February in selected cities will be out- lined for exhibitors at a meeting to be held Wednesday at the Warwick hotel.

Card Walker, Walt Disney Produc- e's vice president in charge of ad- ertising and sales, and Larry Gram, studio advertising director, will here from Hollywood to join with local Fox executives in presenting the theatre executives all facets of the oregram to pre-sell the picture.

Rank Playdates

(Continued from page 1)

rabbid, assistant to the general sales manager.

The period covered by the drive is of eight weeks commencing on Nov. 21 and the only dates to qualify will be those that actually play off this period. The No. 11 circuit will be awarded the winning region and to every gallon which exceeds its quota.

Ebenstein Joins Firm

Morris Ebenstein, motion picture toner, has joined the firm of Zisa Marcus, which now will be known Zisa, Marcus, Ebenstein & Stein. Ebenstein had been copyrighted coun- sel for Warner Bros. Pictures for many years and has handled legal matters pertaining to the distribution and pro- duction of motion pictures.

Prisoners to See 'Anna

For the first time in its history New York City's Department of Correction will hold a special motion picture pro- gram for prisoners in the House of Detention for Women, with the showing United Artists' "Anna Lucasta."

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Motion Picture Daily

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*Red Carpet is a service mark owned and used by United Air Lines, Inc.
Children's Theatre Parties Launch Test B-B Program at Cedar Rapids

CEDAR RAPIDS, Ia., Dec. 8.—A combined theatre party attended by over 16,000 children at four downtown theatres, plus another several hundred in cars at a late-afternoon drive-in movie, provided the kickoff event in a test "business building" program inaugurated jointly by all theatres here. Object of the campaign, which will include a wide variety of goodwill and hallywood activities, is to focus attention on movies and theatres, as such, with the eventual aim of being able to do a more thorough job of selling individual attractions.

Joining forces in the campaign are (Continued on page 4)

Overseas Drive Set by U-I in 18 Week Period

PARIS, Dec. 8.—Forty of the foreign branches of Universal-International will participate in an 18-week sales drive called "Forward with Universal," it was announced by Americo Aboaf, foreign general manager, at the conclusion of the U-I European sales conference here today. Milton R. Rackmil, president, presided at the conference.

The drive will run from Dec. 28 (Continued on page 4)

Pennsylvania Exhibitors Will Carry Plea for Tax Cuts to the Legislature

PHILADELPHIA, Dec. 8.—Efforts of the Pennsylvania Association of Motion Picture Theatres will seek legislation that would completely deprive local governments of their authority to levy an amusement tax.

Such action was first sought through a proposed amendment to a 1947 law which allows municipalities to tax anything not already taxed by the state. The proposal, which originally would have outlawed the theatre tax, was changed to limit the amusement tax levy to 5 per cent instead of 10. The measure was vetoed by Governor George M. Leader, however, after it had passed both Houses.

Through the efforts of exhibitors at least 40 local governments in the (Continued on page 6)

Special Meeting

Future Plans Lead Compo Agenda Today

Compo's program of future activities will head the agenda at the special meeting of its membership, executive committee, and board of directors today at the Hotel Astor here. Robert W. Coyne, special counsel, said yesterday, Abu Montague, Ben Marcus and Sam Pinanski, members of the Compo triumvirate, will act as presiding officers.

Plans for future activity will be outlined by Harry Mandel, vice-president of RKO Theatres, who has been (Continued on page 2)

Canadian Support for Sunday Films Mounts

TORONTO, Dec. 8.—Support is mounting, although somewhat slowly, for the motion picture industry in its drive to open theatres on Sundays. Press treatment has been good so far, with editorials printed in the "Toronto Telegram" and "Toronto Daily Star." The latter, while expressing the fear that Sunday movies might lead to shops and factories working on that day, did not come out against the proposal. It said it was pleased that exhibitors are "exploring" the idea.

On the other hand church spokesmen have opposed Sunday films as recently endorsed by the Motion Picture Industry Council of Canada.
Compo Meet Slated Today

(Continued from page 1)

a member of Compo's plans committee since its inception.

Proposed changes in the by-laws, which were attached to official notes of the meeting mailed to all members, will be discussed by Emanuel Frich. He will present a report of a committee appointed at the last annual meeting to study possible by-laws changes. Ben Marcus will make a report for the committee appointed to study Compo's administration.

The meeting will also take up the modification or termination of Compo's employment contract with Robert W. Coyne. This subject will be presented to the meeting by Abe Montague. Sidney Schreder, Compo secretary, and Hyman Robbins, Compo treasurer, also will present their annual reports.

Pat McGee, who with Col. H. A. Cole and Compo's First Federal admission tax campaign, will present the report of the national tax committee and discuss the possibility of further admission tax relief.

Rhoden Sells Large Blocks of NT Stock

From THE DAILY Barcon

WASHINGTON, Dec. 8.—National Theatres president Elmer C. Rhoden sold large blocks of National Theatres common during October, according to the latest Securities and Exchange Commission report on trading by officers and directors of film companies.

Rhoden reported selling 7,500 preferred shares, dropping his holdings to 26,030 shares. Boot Hill Investments, both of which Rhoden also controls, owned 1,325 and 10,850 shares, respectively, at the end of October.

Loew's Shares Purchased

The report disclosed that Stryker and Brown bought 5,400 shares of Loew's, Inc., common during September, bringing its holdings to 150,035 shares. This is the New York investment firm in which Louis A. Green is a partner, and the 150,035 figure is the one he reported two weeks ago when he filed notice of a Loew's proxy contest late in November.

The report also disclosed the exchange by Stanley Warner Cinerama Corp. of 62,692 shares of Cinera, Inc., 40,500 shares of Cinera Production Corp. Stanley Warner still had 415,080 shares of Cinera, Inc. Grant Leeibouts reported selling 2,000 shares of Cinera, Inc., dropping his holding to 625 shares.

Fico Corp. Active

Fico Corp., the special corporation controlled by officers and directors of Columbia Pictures Corp., bought another 6,000 shares of Columbia common during October, bringing its holdings to 3,550 shares. Klein bought 3,000 shares of National Telefilm Associated during August and September, increasing his holdings to 10,000 shares.

Green Withdraws

(Continued from page 1)

permitted to make photo copies of the company's lists of stockholders.

Green, who has threatened to conduct a proxy contest at the next annual meeting of Loew's stockholders in February, had contended that he had not been permitted to photograph the lists, but would hold copies to his mind. Thereafter, he sought the order which he withdrew yesterday.

Summnerwes; Ws

Canadian Film Pioneer

Special to THE DAILY

TORONTO, Dec. 8.—William A. Summervale, 80, father of Don and William, both active in motion picture exhibition here, died following an illness. The senior Summervale was a former vaudeville actor and musician, who opened Toronto's Prince of Wales Theatre in 1923 and had a distinguished career in politics. Last year he was honored as Pioneer of the Year.

Native of Toronto

Born in Toronto, he served the city for many years as an alderman, controller and an MPP. His son, Donald, was elected mayor of the city just a few days after the death.

Surviving are his widow, the former Alberta White; and besides the sons, one daughter, Mrs. John Lester.

Mrs. Heitz Dies

CLEVELAND, Dec. 8.—Mrs. Kitty Heitz, longtime Warner Bros. inspector until her recent retirement, died a director of United Artists, bought 14,062 shares of U. A. Class B stock from Robert S. Benjamin, chairman. The shares are included in those held by Arthur B. Krin and Robert Benjamin pursuant to an agreement


Full Page Ads Announce 'Buccaneer' Openings


Historical Accuracy Stressed

The stars of the picture are bad grounded by a montage layout of a that points up the picture's action and excitement. A seven-paragraph message, signed by DeMille, discusses the picture's historical significance and accuracy.

‘Defiant’ Proves Hit

In Southern Premieres

Stanley Kramer's "The Defiant Ones" has rolled up opening gross of $48,627 in regional premieres six Southern cities, it was announce by James R. Velde, United Artists general sales manager. In most situations, the receipts were triple highest grosses registered by other UA boxoffice attractions for the particular picture at the said. The ad was reporting outstanding first week returns include, Richmond, A. Lanta, Norfolk, Columbia, S. Raleigh, N. C. and Durham, N. C.

The picture will be held three additional regional engagements in Burlington, N. C. and Fayetteville, N. C. and Chattanooga scheduled for this weekend.

NEW YORK THEATRE

RADIO CITY MUSIC HALL

"AUNTIE MAME" Starring ROSALIND RUSSELL" "BUCCANEER" TO PREMIER AT THE MUSIC HALL'S GREAT CHRISTMAS SHOW PAGE

"RADIO CITY MUSIC HALL" Rockefeller Center, New York, N. Y. 4-6606 "AUNTIE MAME" starring ROSALIND RUSSELL FORREST TUCKER & GEORGE SPITZER \& CAST CLARK LEFFLE & HENNINGER A "BUCCANEER" OPENING, PICTURES ROSALIND RUSSELL & "BUCCANEER" Picture Catalog BUCKEY'S PICTURES "MAME" OPENING PICTURES" ROSALIND RUSSELL & "BUCCANEER" Picture Catalog BUCKEY'S PICTURES "MAME" OPENING PICTURES"
LETTERS
TO THE EDITOR

The "dire need" of exhibitors to do one "thorough-going research" as pressed by the ITO of Ohio and vowed in your issue of Dec. 4 is long overdue.

Madison Avenue has long ago ranged from flannel suits to rubber-overs and is tapping the brain and heart of the public instead of its eye.

Exhibitor research is now an established and proven technique and a movie industry should make haste employ psycho-persuasion in lieu of mending and hand-clasping.

Such slogans as "Go to a Movie—Get Out of Life" touch the outer verge of the public but do not pull any strings.

Before urging people to see a movie, you must first find out why they stay away, but what side they go in the first place.

Television was a factor, but is so nigh. What people had hoped for is not developed: "the uninterrupted dream." As long as television intercepts the public's dream-image every 15 minutes, as long as the dream-machine has to be shot at the dog taken out, diaries angled, telephones answered, children watched, food prepared, etc., the "uninterrupted dreaming" can be cast aside at the movies.

In order to recapture our patronage, we must dig beneath their wallets, tell them of "that other world" where they are their own, relax completely, un-corded, and attend the movies, "more" in "Come Dream a Little—Me to a Movie." It's just a matter of cultivating the market "more" in "Get Out of Life." More what? We've to tell them!

Guido Maria Lion

Michigan Paper Strike Egotations to Resume
Special to THE DAILY

DETROIT, Dec. 8.—Negotiations the strike against Booth newspapers, the Typographical Union affecting several major Michigan cities, were adjourned late last week until tomorrow, a city which has a newspaper readership of 907,000, Bay City, Ann Arbor, Jackson, Flint, Kalamazoo, Muskegon and Grand Haven.

Theatre exhibitors in the cities say it is hard to estimate the effect on theatre business by the strike. Herald's neighborhood publications are being used with some time on television.

rs. L. Doudell

Cleveland, Dec. 8—Just one week after the death of Leslie (Les) Doudell, veteran major exchange officer, his wife, Mary, died last week. Survived by two sons, Dick, general booker, and Frank.

Odeon, Ottawa, Files Suit in Gas Explosion
Special to THE DAILY

TORONTO, Dec. 8.—A $1,000,000 damage suit has been filed by the Odeon Theatre, Ottawa, and the Odeon Theatres (Canada) Ltd. in the Supreme Court of Ontario against the Ottawa Gas Company, the City of Ottawa, Lumor Interests Ltd., and Addressograph-Multigraph of Canada Ltd., as a result of an explosion which damaged the theatre.

The suit alleges the explosion, which occurred in the basement of the building, was the result of the "escape of a dangerous combustible substance or gas which was likely to do mischief if it escaped and which the defendants for their own purposes brought on or into the building."

The suit states the building and the Addressograph-Multigraph occupied it.

Color Newsrel Set for Odeon, Gaumont House
From THE DAILY Bureau

LONDON, Dec. 8.—Following the announcement last month that the Gaumont British and Universal newsreels would be superseded by a weekly cinema-news magazine, in Eastman colour, the Rank Organisation states that newsreels would cease to be shown in any of the group's Odeon and Gaumont theatres after the January 29 issue. Odeon and Gaumont theatres will show, from Feb. 2, the new weekly reel.

The decision to discontinue showing of the newsreels, Rank said, was taken after a detailed survey of filmgoers' preferences and thorough market research over an extended period.

Start One Picture: 26 Now in Production
From THE DAILY Bureau

HOLLYWOOD, Dec. 8.—Only one new picture started this week and one was completed, making a total of 26 pictures now in work.

Started was "Secret Bride of Candy Rock," D.S. Prodi, a sequel to "Horror of the Black Museum" (American-International).

Neths to Vacation

COLUMBUS, O., Dec. 8.—Real Neth, veteran local showman who will end 55 years in show business Dec. 26, plans to take a long vacation in Hollywood and Hawaii with Mrs. Neth. Sale of his six de luxe neighborhood theatres here to Leo and Milton Yassennoff, operators of the Academy circuit, becomes effective the day after Christmas. The Neths plan to continue living permanently in Columbus.

Reade Books 'Gigi'

M-G-M's "Gigi" will have its Northern New Jersey premiere starting Christmas Day at the St. James Theatre in Asbury Park, it was announced by Walter Reade, jr., president of Walter Reade Theatres.

Walton Studios Plan Further Development
From THE DAILY Bureau

LONDON, Dec. 8.—Because of an increasing flow of production into Walton Studios and with full knowledge of production work scheduled for 1959 onwards, J. H. Morris, managing director, announces it has been decided to proceed with further major development of the plant.

Work is already well advanced on construction of a new dubbing, music recording and effects stage, closed circuit television theatres and an additional stage primarily designed for advertising production work.

RCA Engaged for Work

The whole of the technical installation work is in the hands of RCA Great Britain Ltd. Sound equipment will be integrated and can be interlocked with the existing RCA equipment. It will comprise every known facility of optical and magnetic recording.

In planning present and future developments, the company has given top priority to the need for operational efficiency and economy. It is confidently expected the dubbing and recording stage will be one of the most complete and up-to-date in the country.

Art Theatre Acquired

Baltimore, Dec. 8.—The Cameo Theatre has been taken over as an outlet for Artistic Films, Inc., and is being operated as an art house. The president, Robert B. Fischer, also operates the Stanton in Washington and the Ambassador in Philadelphia. The theatre, in a neighborhood location, formerly was a subsequent run house. Fred von Bernewitz is the manager.

Paul Cunningham, president of the American Society of Composers, Authors and Publishers, presented at Carnegie Hall last night a gold medal to Mischa Elman, violinist, who gave a concert celebrating the golden anniversary of his debut. The concert was sponsored by the League for Emotionally Disturbed Children, Inc.

Abraham M. Ellis, head of the A. M. Ellis Theatres in the Philadelphia area, was honored at a dinner at the Hotel Warwick there marking his 25th anniversary in the film industry and the 60th anniversary of the founding of the A. M. Ellis Hosiery Co., with mills in Durham, N. C.

Joe Bermack is now sales representative in Toronto for Interworld Theatrical Distributing Co., which furnishes Diamond Carbons. He formerly was Toronto branch manager for Peerless Films, Ltd.

Robert Bothwell, managing director of the Fox Theatre, Detroit, spoke on the subject, "1959 Patterns," at the meeting of the Motion Picture Council of Greater Detroit.

"Whitey" Moltich, who handles the independent Clark Film Distributors in Philadelphia for James P. Clark, is recovering from surgery at the University of Pennsylvania Hospital in that city.

Richard Cromwell has been named assistant to Jack Sanson, Stanley Warner Strand, Hartford, resident manager. He succeeds Robert Edwards, resigned.

"...it is lively entertainment and should be a strong attraction in any first run, big or small!"

-Motion Picture Daily
**B-B Drive in Cedar Rapids**

(Continued from page 1)

Walt Ford and Nevyn McCord, managers of Tri-States’ Paramount and State Theatres, respectively; Matt Plunkett, manager of RKO’s Iowa Theatre; Roy Metcalfe, owner of the Palace and Times Theatres; and John Wright, co-general manager of the year-round Cedar Rapids Drive-In Theatre. The first three named are first-run theatres. Participating in the planning and production offices have been Woody Priest, co-general manager of the Tri-States circuit, an AB-PT subsidiary, Harry Weiss, division manager for RKO Theatres, Frank Robel, general manager of the Central States circuit, and Don Knight, Tri-States ad director.

**Follows Hyman’s Suggestion**

At the root of Tri-States’ participation in the extensive campaign is the suggestion of Edward L. Hyman, AB-PT vice-president, made at a recent meeting with Tri-States. In town will be selected for a pilot business building campaign on a strictly local basis which will be reviewed, after results are in, for use in other situations. Cedar Rapids was selected for several reasons: First, it is neither large nor too small, with a population of around 90,000; second, its conditions generally are good in comparison with present-day theatre returns; and third, its theatre facilities are excellent.

The kiddies’ movie carnival, held almost exclusively was enthusiastically supported by Cedar Rapids merchants, and was widely publicized through front-page stories in the “Cedar Rapids Gazette,” and extensive coverage on two Cedar Rapids TV stations and radio stations. Children were invited to attend two screening programs, plus the drive-in later in the day. Special police arrangements were made to handle the traffic, and the entire downtown area of Cedar Rapids was jammed with children and shoppers.

**Provision for ‘Lost’ Children**

The free movies commenced when theatres filled before 5:00 A.M., and continued until 1:30 or 2:00 P.M., in the various theatres. Special arrangements were made beforehand to centralize the handling of lost children. An emergency carnival, the good will will send off in a planned campaign of various attention-getting activities, most of them to be undertaken by all theatres jointly, to be launched at Factory Days during succeeding weeks and months. All publicity media, including newspaper, radio and TV, have been lined up for greater support of the theatres during this time.

Cedar Rapids was selected for several reasons: First, it is neither large nor too small, with a population of around 90,000; second, its conditions generally are good in comparison with present-day theatre returns; and third, its theatre facilities are excellent.

**Paper Lands Coming Product**

On the heels of the kiddie carnival, for instance, the “Cedar Rapids Gazette” on the following Sunday ran an unusual four-columns story on the “Imitation of Life,” “This Earth Is Mine,” “Never Steal Anything Small,” “A Stranger in My Arms,” and “No Name on the Ballot.”

The foreign publicity department has prepared a special kit containing samples of mailing pieces and promotional displays for adaptation of the participating countries.

**U-I Overseas Drive**

(Continued from page 1)

To May 2. Pictures scheduled for release in the period include “The Perfect Furbagh,” “Imitation of Life,” “This Earth Is Mine,” “Never Steal Anything Small,” “A Stranger in My Arms,” and “No Name on the Ballot.”

The foreign publicity department has prepared a special kit containing samples of mailing pieces and promotional displays for adaptation of the participating countries.
Liturat Is Threatened Over ‘The Buccaneer’

NEW ORLEANS, Dec. 8.—Cecil B. de Mille and the Saenger Theatre here have been threatened with litigation by local demonstrator of a character in de Mille’s production of “The Buccaneer,” a story of Jean Lafitte, the pirate, if the picture is shown. The picture’s world premiere will be held at the Saenger on Thursday.

Descendants of Gen. Claiborne, who is depicted in the production, threatened the producer and theatre with an action for slander and defamation if the picture is shown. They contend that a daughter of Gen. Claiborne is portrayed in a romance with Lafitte and assert that there was no daughter of marriageable age in the family at the time.

WILL BE SHOWN, SAYS PARAMOUNT

Paramount home office officials said yesterday that the threat of litigation in New Orleans would not deter them from holding the premiere on Thursday as scheduled.

Publicists Drive

(Continued from page 1)

Publicists are being used to promote the success of films, publicity offices and independent film producers’ promotion staffs. Crafts involved are those of copy writer, artists, publicist, publicity writer, promotion representative and production men.

The organizing campaign is being supported by both the SPC and District 65, AFL-CIO, with which it is affiliated. The district has some 30,000 members in the New York area.

The SPC drive to organize the unorganized was voted unanimously by the union’s membership in approving the program of the Guild’s newly-elected officers: chairman Nat Weiss, 20th Century-Fox; co-chairman George B. Weinstein, Warners; vice chairman Henry Strauss, Columbia, and secretary Val Coleman, United Artists.

Columbus ‘Dispatch’

(Continued from page 1)

the “wide attention” the move has attracted in the trade press.

“The response is immediately evident if today’s theatre pages are compared to those of six months ago,” said the ‘Dispatch.’ “Equally gratifying is the fact that the ‘Dispatch’s’ forthright action has attracted wide attention in the motion picture exhibitors’ trade press—and that none of the comments we have seen has been critical.”

“This strengthens our conviction that it has been the studios, rather than the exhibitors, who have been primarily responsible for the most objectionable ads which they prepare and supply to theatre owners. We feel that the Columbus and Central Ohio movie house operators are greatly to be commended for their co-operation in a constructive step toward community betterment. Their recognition of the legitimacy of the complaints that were heard on every hand a few months ago was also a fine stroke of good public relations.”

Exhibitors Praised

“The ‘Dispatch’ is happy to have been of service in meeting some of the recent criticisms of the studios and their advertising in a constructive and practical way. However, none of the improvements could have come about without the help and understanding of everyone else concerned, particularly the exhibitors themselves.”

The editorial also expressed hearty endorsement of the selection of films suitable for children by the Interfaith Committee for Better Entertainment in Columbus. The “Dispatch’ prints the recommended list each Friday. “These selections don’t condemn any movies—they merely recommend the wholesome ones,” said the editorial.

ITEC Foreign Sales

Increased by $200,000

I.T.C. has increased its foreign business by $200,000 with the sale of 24 programs in 14 overseas markets. Walter Kingsley, president of the company, announced yesterday. The new sales were developed by Manny Reiner, vice-president of I.T.C. in charge of foreign operations, who just returned from a six-months trip to Australia and the Far East.

The sales include a renewal from the Mitsuwa Soap Company of Japan to sponsor “Lassie” over the Radio Tokyo Japan. Additionally, the first year’s production of “Lassie” was sold to five new markets in Japan. Another in Japan is “Cannenball” to Radio Tokyo, Inc. telecast in six cities. Other cities in which I.T.C. programs were sold include Hong Kong, Makassar, Sydney, Melbourne, and Bangkok, Thailand.

Foreign Sales 20% of Gross

Foreign sales currently account for approximately 20 per cent of total gross sales of I.T.C. Kingsley, however, recently stated that this will probably grow to 40 per cent in five years.

NTA Appoints Klein V.P., General Manager

Malcolm C. Klein has been named vice-president and general manager of WNTA-TV and WNTA AM & FM, National Telefilm Associates’ broadcast properties in the New York metropolitan area. In his new position, Klein will supervise the day-to-day activities of the three stations. He will report to Ted Cott, vice-president in charge of NTA’s owned and operated stations. Gerald O. Kaye will continue actively with NTA but will devote most of his time to special projects now being developed and will in addition be consultant to the NTA stations.

ABC Names Nodello to Western Division Post

The appointment of Brut Nodello as manager, program development, ABC Western Division, was announced at the weekend by Sandy Cummings, director of TV network programs, Western Division. Nodello will assume his duties with ABC effective Dec. 15, reporting directly to Cummings.
Open Hearings

(Continued from page 1)

to be given at the public hearings and other evidence being gathered will be used by the committee in determining a course of action which it may recommend when it has completed its study.

The hearings will be held in the State Office Building at 80 Center Street.

Values in Pre-Selling

(Continued from page 1)

New York and other cities at Christmas before its January release.

An interval was established between arrival of the first print and the first heavy bookings. Rosenfield explained, so the picture could go into release after a heavy national publicity penetration. "There have been too many cases in the past," he said, "where films that were certain to benefit from top reviews and major media breaks were released before those advantages could be exploited."

Production Number on TV

Already "Bell, Book and Candle" has received major breaks in such magazines as "Life," "Look," "Esquire," "Coronet," "Holiday," "This Week," "Seventeen," and "Mademoiselle" and a major production number geared to the film appeared on the Steve Allen television show. These all appeared weeks before all but the first opening.

Other advantages of the longer period between completion of the film and its release included the enabling of the promotion department to work up such new ideas as the three-part multi-trailer and novel use of billboards to announce the opening of the picture, such as that employed at the Odgen in New York.

Keuren Resigns

HOLLYWOOD. Dec. 8. — Sidney S. Van Keuren, studio manager of Hal Roach Studios for the past 22 years, announced his resignation due to health reasons.

- aircraft: COMET 4! (new jet 1)
- flight: MONARCH (de Luce and First Class only)
- frequency: NIGHTLY (leaves New York at 9 p.m.)
- destination: LONDON!

Pennsylvania Tax

(Continued from page 1)

state have dropped the theatre tax during the past two years. Six recent victories were reported in Motion Picture Daily yesterday.

"But there remain too many theatres which are being taxed unfairly under the law," according to Jerry Wallaston, who heads the Fabian Theatres in the Harrisburg, Pa., area.

"It has become a gross receipts tax and it doesn’t allow the theatre owner to operate at a fair margin of profit. Of all theatres which closed since the law began to hurt the industry, 29 per cent were in Pennsylvania."

Off Film-Page Ads Set For ‘Inn’ Promotion

An extensive national off-movie page advertising campaign pre-selling Buddy Adler’s "The Inn of the Sixth Happiness" will be launched today by 20th Century-Fox through large "up front" teaser ads in the New York dailies.

The "Inn" newspaper campaign is being backed by a radio-television campaign which will saturate the New York metropolitan area beginning Wednesday, the day before the gala New York opening of the picture at the Paramount Theatre.

The radio-TV campaign, to run through Friday, will feature spot "announcements" every 30 minutes on eight New York stations beamed throughout New York, Connecticut and New Jersey.

English ‘Bikini’ Set

An English-dubbed version of the French film, "The Girl in the Bikini," starring Brigitte Bardot, is being released by Columbia Pictures, Inc. It is now on the Wilby-Kinney circuit in the Carolinas and opens this week on the Fox West Coast circuit.

 reviewing: A Nice Little Bank That Should Be Robbed

20th Century-Fox—CinemaScope

Two nice little banks are robbed by two nice young men with nothing above the ears but an overwhelming desire to bet on a winning horse until they develop a plan to get a horse of their own. They get one after the first robbery and go back to a second bank to get a waste basket full of money so they can bet again on their steed. Anthony Muto, the reporter, is a former Movietone News editor.

In the second robbery a woman bank employee is driven around town all night until 8 A.M. when the vault lock is supposed to open, a scene reminiscent of a happening in Connecticut a few years ago. The story was based on an article by Evan Wylie.

Max Rutgers (Tom Ewell), who takes vitamin pills by the handful and runs a filling station and auto repair shop and receives daily visits from Rocky (Mickey Shaughnessy), a combination taxi driver and bookmaker; Gus Harris (Mickey Rooney), who is being coached by Elwell to become a horse trainer, and Dina Merrill, seemingly intelligent, who has been engaged to Ewell for some four years, are the principals of the film.

After the first bank robbery Ewell and Rooney blossom out in white broad-brimmed hats at a horse auction and head west with their thoroughbred. The taxi driver knows he has been left out of something and follows them west. His horse is disqualified. They need more money.

Ewell discovers the horse likes vitamins and gives him plenty of them. Miss Merrill gives Ewell an ultimatum. He can get down to business or the engagement will be off.

In the second bank holdup considerable tension builds up, as Ewell has a gun, and Mudge Kennedy, the frightened bank clerk, may pop the whole plot wide open in panic. She doesn’t, however. First Shaughnessy deserts the scene. Then Rooney disappears, leaving Ewell in the bank with a vice-president and a wastebasket full of paper money. He carries it aboard a bus, and the three meet at the filling station.

In the final scene the three are policing a prison warden’s car when the car radio tells them their horse has won. Henry Levin kept the action moving at a lively pace. Comedy and melodrama are intertwined. Running time, 87 minutes. General classification. Release, in December.

JAMES M. JERALD

Seeks Nuclear Sub for Russian Co-production

By FLOYD STONE

A young Irishman who made his career in England by writing and directing TV programs, produces plays in London’s West End, and has made a documentary that one feature—hopes to make history by being the first to produce picture in Russia, in the English language.

A co-production, on which he says he has an exclusive, except for contingency.

He needs our cooperation.

That’s why Donald O’Donovan, his partner, will be at the Regis, later will be in Washington, and then in Hollywood. The Russians will allow him to make the picture, tentatively titled "The Russians," in their technicians, directors, studios, and, he says, even an atom icebreaker—if he obtains an American distributor.

Want Distribution Guaranteed

They are, he said, canny professionals and competent servants of their system. Their stipulation would be a guarantee distribution there. They approved the project. O’Donovan, his brother Kevin, a writer, Geoffrey Orme worked up, is one of the central events of the moment. A Russian polar airliner is rescued. Some of the passengers also are American, some British, The rescue thus is international, and fraternal.

O’Donovan said, calmly, he will want distribution and talk with St. and Department on use of certain facilities, ask for an atomic submarine.

He said, he secured the Russian commitment because he was the first with an idea which was appropriate. The Russians, he said, are not interested in the many who have gone with promises to film ballet, or make travelogues, or histories. Then can do that. He repeated, they’re out to sell operation.

Cites ‘Two Large Problems’

He added he has two large problems: one is to persuade the distributor not only to distribute but to finance the second-third of that part of the picture he would make outside Russia; the other is to keep control. Consequently, he said, a wealthy person interested in international background now lives in England and whom he cannot use is supplying one-third.

Suit Reinstated

The anti-trust action initiated by the Miami Drive-In Theatre against major distributors

The anti-trust action initiated by the Miami Drive-In Theatre against major distributors

The anti-trust action initiated by the Miami Drive-In Theatre against major distributors by the Anti-Trust Clearing House, was yesterday by the New York Federal Jus. V. P. Bryan. The suit charged defendants with discrimination against the drive-ins as to runs and charges.
Compo Will Continue As The All-Industry Agency

All-Day Meeting Votes Unanimously For Its Retention; to Keep Same Financing Plan; Develop New Program

The executive committee and board of directors of the Council of Motion Picture Organizations went on record at an all-day meeting yesterday at the Hotel Astor here as being unanimously in favor of continuing Compo as an organization representing the entire motion picture industry in all matters on which there is mutual accord.

In line with this action, the meeting gave preliminary consideration to a program of new and expanded activities for Compo, which in final form may constitute the most ambitious program yet undertaken by the organization.

Final action on and announcement of the program is being held in abeyance pending a meeting of Compo in the near future with the American Congress of Exhibitors to formulate policy on matters of mutual accord. This is being done to avoid possible duplication of effort and also to coordinate efforts where such a course obviously is desirable. In general, it appears certain that Compo will continue to act for the entire industry in all matters on which the several branches are in agreement.

ACE, on the other hand, will act

Compo ‘Reluctantly’ Releases Coyne

The Council of Motion Picture Organizations executive committee at its meeting here yesterday voted “reluctantly” to grant the request of Robert W. Coyne, its special counsel, to be released from his employment contract in order to accept a new post outside the industry.

Coyne is scheduled to become president of the Distilled Spirits Institute in Washington. He will take over this new post on Jan. 1. His Compo contracts have two years to run.

At the same time, the committee authorized the Compo triumvirate, consisting of A. Montague, Sam Pi (Continued on page 3)

‘Iinn’ Will Have Royal Premiere at Paramount

Princess Sophie of Greece, daughter of Queen Frederika, will attend tomorrow night’s American premiere of Buddy Adler’s production, “The Inn of the Sixth Happiness,” at the Paramount Theatre. The opening is being sponsored by the Queen’s Fund, for Greek Orphans.

The young princess is interrupting her tour of the United States to participate in the elaborate opening of the 20th Century-Fox attraction, which on Dec. 12 begins a dual engagement at the Paramount and Plaza Theatres.

Columbia Net Profit for Quarter
$319,000; Lab Sale Net $2,679,000

Columbia Pictures has reported a profit of $319,000 for the 13 weeks ended September 27, 1958, according to the comparative consolidated earnings statement released by the company yesterday.

The net profit compared with a loss of $425,000 for the corresponding period of 1957.

The statement said that on October 3, 1958, the company consummated the sale of its west coast laboratory to Pathé resulting in a non-recurring net profit of $2,679,000. This profit will be reflected in the six months earnings statement for the period ending in December.
NT Will Seek

(Continued from page 1)

the Department of Justice would not oppose the requested permission but would seek safeguards against violation of the spirit of the decree. This presumably would mean the prevention of the growth of such distribution beyond the handling of reissues and of some European and British pictures which NTA Films is now handling.

Merger of National Theatres and NTA has been in negotiation since last summer and now awaits the approval of stockholders.

Gilliam Retires

(Continued from page 1)

more than 40 years on the local film scene.

According to Jack Kirsch, president of Allied Theatre of Illinois, who heads the committee, approximately 200 persons are expected at a talk-

affair honoring Gilliam, which will take place Monday evening, Dec. 15, in the Mayfair Room of the Sheraton-Blackstone Hotel. A contingent of 20th-Fox Film office executives are also expected to be on hand.

Five Assisting Kirsch

Other members of the Tom Gilliam Testimonial Dinner Committee assisting Kirsch, are: Nat Nathanson, Allied Artists; Harry Lustgarten, Bk; Bob Com, 20th Century-Fox; George Oliphant, Camelot & Loop Theatres, and Ben Lourie, Columbia Pictures.

New England Theatres

Ends Fenway Operation

The lease on the Fenway Theatre, Boston, will be relinquished by New England Theatres, Inc., on Jan. 8, according to Martin J. Mullin, president. This 1356-seat theatre, built at the turn of the century, has been a day and date house with the downtown Paramount Theatre for many years. District manager Hy Fine has stated that the circuit is transferring its operations to other theatres, but no disposition of the theatre itself has been made public by the owners. The theatre is owned by Colonial Realty Corp. and is part of the Phillips estate.

‘Rally’ Opens Dec. 23

"Rally Round the Flag, Boys!" which stars Paul Newman, Academy Award winner Joanne Woodward, Jack Collins and Jack Carson, will have its world premiere at the RKO Palace Theatre, Dec. 23, for the benefit of the National Foundation (for the March of Dimes). The following day the 20th Century-Fox picture will have a continuous engagement policy at the Palace.

Jersey Judge Upsets

Drive-in Curfew Law

Holding that to impose an early closing hour on the Woodbridge (N.J.) Drive-In Theatre would put the operation in a poor competitive position with other similar theatres within a 20-mile radius, Judge John B. McGehean upset that town’s municipal ordinance which sought to establish a 12:30 A.M. curfew on the Walter Beadle circuit until 5 A.M. The court pointed to the fact that other places of amusement and entertainment did not come under the curfew restrictions of the ordinance.

Walter Beade, Jr., president of the circuit, stated: "This important decision of Judge McGehean confirms again and we hope for many others that the drive-in motion picture theatre has earned its place as a fine and wholesome part of the American community life."

H. R. Munz, 61, Dies;

Exhibitor in Michigan

D. R. Munz, 61, who was a long-time exhibitor in Michigan, died in Detroit, Mich., yesterday of a heart ailment. He was 61. Munz, who had been associated with his father, C. W. Munz, in the operation of the Palace, LaSalle Garden (later to become the Century), Riviera, Annex and Tuxedo theatres.

Remodel Brookside

(Continued from page 1)
tail a temporary shuttering of the theatre, will include redecoration, reseating and the installation of new paint and projection equipment.

While no official announcement has been made, officials of Fox-Midwest have been considering for some time the turning of the Brookside, one of the largest and most attractive neighborhood theatres, into a permanent first-run house.

‘Horror’ Films Subject

On Floor of Commons

By PETER BURNUP

LONDON, Dec. 6. (By Air Mail) -- Protest against the admittedly high box office returns of so-called horror films has reached the floor of the House of Commons.

At question time, an earnest as concerned Conservative Member of Parliament demanded of the Home Secretary whether he would make a statement on the conclusion and re-

commendations of his inquiry into how 1959 films and exploitation features were responsible for the crime wave; and what action we shall be taking?"

See ‘Tradition in Drama’

The cautious Home Secretary—Richard Butler and one of the struc-
tural leaders of his Party with a clear down to the political ground—contended himself with telling the House that he had in-

vestigated and that the British Board of Film Censors and while they do accuse what is in tradition in the drama and in the cinema, they do try and remove films as far as possible what is disgustingly or repulsive or obscene or lewd and so on.

Meanwhile it has become known and without significance of the Associated Press' Representatives has received a letter from a joint committee in Canada endorsing exhibitors of a report that he requests that producers should make more "family type" films.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Jevry, Managing Editor; Richard Gertner, News Editor; Floyd E. Stetson, Photo Editor; Herbert V. Fecke, Advertising Manager, H. H. Federer, Circulation Manager; TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vice-Manager; Telephone: Hollywood 7-9674; Fax: 821223; General Manager, William F. Pay, News Editor, Correspondents in New York, 20th Century Fox. Cable address: "Picture New York." Sunday and Sundays, by Quigley Publishing Company, Inc., 1025 Sixth Avenue, New York. Entered as second-class matter 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, 1955.
British Tell Germans to Up Sales Efforts

From THE DAILY BUREAU

LONDON, Dec. 9. — A delegation in the German film industry has been told by representatives of the British film industry that if they want to increase the showing of German films in the United Kingdom they will make an increased effort to do so here.

They were also advised to increase their practice of dubbing into English make German films more acceptable to audiences, and to adapt sound films having a general appeal outside Germany.

Five Officials Visiting

The German representatives were: Gunter Schwarz, German Export; Herr V. Badal, export; Herr O. Horn, distribution; Herr G. Stadler, production; Herr H. Schwek, production. They expressed the belief that future mutually profitable contacts between the film industries of the two countries would take place in time to time during the coming years.

“Night” Premiere for Brotherhood Council

The American premiere of “A Night Remember,” the Bank Organization’s adaptation of the Walter Lord novel about the maiden voyage of the ship, will be under the sponsorship of the Brotherhood Council, it was recently announced by Kenneth N. North, president of Bank Film Directors of America, Inc., Rev. Jesse Mill Stitt and Rabbi Irving J. Jusk, official of the Brotherhood council.

Premiere Dec. 16

The premiere of “A Night to Remember” will take place at the Criterion Theatre on Tuesday evening, Dec. 16. The regular reserved seat pageant of the film will begin on Thursday, Dec. 17.

alker Casting Head or 20th-Fox TV

From THE DAILY BUREAU

Hollywood, Dec. 9. — Robert alker, for eight years head of caste for Revere Productions, has been named by Martin Manulis, head of production at 20th Century-Fox, to take the same duties at the Westwood lot. He will report to Manulis Jan. 1.

H. Goldstein Named each Studio Manager

From THE DAILY BUREAU

Hollywood, Dec. 9. — E. H. Hanny Goldstein, vice-president of Hal Roach Studios, was named studio manager today by Hal Roach, Jr., president, with the studio for past 53 years, was appointed assistant studio manager.

Goldstein succeeds S. S. Van Keuren who resigned yesterday.

Compo to Stay as All-Industry Agency

(Continued from page 1)

sion at its capacity as the united front of the single industry branch, exhibition.

The proposed new Compo program was presented to the well-attended meeting by Harry Mandell of RKO Theatres, who is chairman of the program committee.

All Stress Compo Importance

Speaker after speaker emphasized the need for Compo, its past effectiveness and the importance of continuing it.

The meeting also voted to maintain Compo’s financing program under the same collection method as in the past. Accordingly, shortly after the first of the New Year, a dues drive will be undertaken with the help of distributors’ sales forces in the field to replenish the Compo treasury, by which time its new program of activities will have been decided upon and announced.

Dues Scale Graduated

The Compo dues scale is as follows: four-wall theatres—up to 500 seats, $7.50; annual, $7.75; 750 seats, $11.25; to 1,000 seats, $18.75; to 2,500 seats, $37.50; over 2,500, $75.00. Drive-ins: to 300 cars, $7.50; to 500, $11.25; to 600, $18.75; over 600, $37.50.

The sum collected from exhibitors is matched by distribution through the National Theatre Association of America action.

Frisch Reports

The meeting heard a report from Emanuel Frisch, chairman of a committee to revise Compo’s bylaws. The report, which had been submitted to members in advance, recommended minor changes in the bylaws of some bylaws and was approved by the meeting.

One of the principal changes calls for three meetings annually of the Compo executive committee, which hereafter has met only once or twice a year. The meetings are to be held in January and February, the exact date to be set later.

Ben Marcus Presides

Ben Marcus, Allied States’ representative on the Compo triumvirate, who was present at yesterday’s meeting, submitted a report on Compo administration on behalf of a committee of which he was chairman. The report commended Compo’s staff and administration highly and enthusiastically and was adopted unanimously by the meeting. Serving with Marcus on the committee were Abe Montague from United Artists; Irving Dzenger, Allied; Sol Strausberg for Metropolitan M. P. Theatres Assn.; Martin Levine for Independent Theatres Owners Assn., and Phil Harding for Theatre Owners of America.

Cites “Distinguished Accomplishment”

Marcus said the study of Compo’s administration showed distinguishable accomplishment from top to bottom of the organization’s permanent staff. “It would require two people for every one presently employed who were obliged to fill their places,” Marcus said, “Never have so few done so much.”

The financial report was presented to the meeting by Compo in the absence of Herman Robbins of National Screen Service, Compo treasurer, who was unable to attend because of an important meeting yesterday of the NSC board.

Top Officials Attend

Among those present at yesterday’s meeting were:

Joe Alterman, Chester Bahn, Max A. Cohen, Irving Dooling, Ernest Emling, Al Florsheim, Emanuel Frisch, Harold Haring, Ralph Hetzel, Sherwin Khan, Pat Mcgee and Harry Mandel.


Also from Compo: Coyne, McCarthy, Stanley Prenosil and Harold Saxe.

Coyne Pact

(Continued from page 1)

nanski and Ben Marcus, to negotiate with Coyne for a mutually acceptable arrangement by which he would be retained on a consultative basis on special assignments. In addition, that a working arrangement could be reached were suggested by the triumvirate which had consultations with Coyne earlier concerning his contract release.

Will Reply at Next Meeting

The triumvirate will report back on its discussions with Coyne at the next Compo executive committee meeting not later than February, for ratification by the organization of any action it may propose.

Coyne was praised highly by the Compo triumvirate for his work as the chief executive of the organization over the past eight years and for the part he played in the various successful admissions tax reduction campaigns.

A testimonial and industry farewell luncheon to Coyne will be held at the Hotel Astor tomorrow.

Indications are that the triumvirate will select a new Compo executive head later.

New York Film Editors Elect ’58-’59 Officers

Fred Ahrens has been elected president of Motion Picture Editors. Local 711, IATSE, for the period 1959-1960.

Other officers are: vice-president, Michael Prusich; secretary, Jean Steinberg; treasurer, E. Harlan Whitehead; busines agent, John Oxtum, sergeant-at-arms, Fred Edwards and Edward Wyant, Jr.

Trustees Named

Board of Trustees: Morris Roizman, chairman; James Molini and Frank Maddern.


Tax Campaign

(Continued from page 1)

should continue its efforts to eliminate the last $14,000,000 in annual ticket tax payments that will remain after the first of the year, and that it should also continue in reducing and eliminating local and state admission taxes.

Asks Resolution of Thanks

Ben Marcus, chairman of yesterday’s meeting, called for a resolution of thanks to the tax committee, which was put by Emanuel Frisch and adopted unanimously.

Plan Picture in All U.S. Houses Warner Week

A Warner Bros. film feature or short subject will be presented in every motion picture theatre in the United States and Canada during the week of Feb. 22-28, 1959, as the “Big Warner Week” highlighted of the company’s world-wide sales drive in honor of President Jack L. Warner. It is announced by Bernard R. Goodman, sales vice-president and drive captain.

From Dec. 28 to Apr. 4

The Warner Bros. sales drive, extending from Dec. 28 to April 4, is being conducted under the slogan, “Welcome Back, Jack,” billing the company president’s return from Europe.

Temple Art Theatre to New Detroit Company Special to THE DAILY

DETROIT, Dec. 9. — The Temple Art Theatre here has changed hands, passing from ownership and management of Kenneth Campbell, to those of Harry Dezel Marcus, newly-formed Continental Theatre Corp., of which Marshall Davis is president, and Phyllis Dezel, wife of distributor Al Dezel, secretary and treasurer. The same interests, under various corporate styles, also control the Surf and Coronet in Detroit and an art house in Saginaw.

The Temple Art policy will be one of foreign art films, all of which will be subsequent runs.

Wednesday, December 10, 1958
## Motion Picture Daily's Booking Chart

<table>
<thead>
<tr>
<th>November</th>
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<tbody>
<tr>
<td><strong>Allied Artists</strong></td>
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<tr>
<td>Joy Ride (Red Foley, Ann Doran)</td>
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<td>Unwed Mother (Hanna Moore, Robert Vaughan)</td>
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<tr>
<td>December</td>
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<tr>
<td><strong>Allied Artists</strong></td>
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<tr>
<td>Gunsmoke at Tucson (Gypsy Rose Lee)</td>
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<td>Revolt in the Big House (Gypsy Rose Lee)</td>
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<td>Johnny Rockets (Gypsy Rose Lee)</td>
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<td>Juneau (Gypsy Rose Lee)</td>
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<tr>
<td>January</td>
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<tr>
<td><strong>Allied Artists</strong></td>
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<tr>
<td>House of Hanged Women (Gypsy Rose Lee)</td>
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<tr>
<td>Cosmic Man</td>
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<td>Hanged Men (Gypsy Rose Lee)</td>
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Flick, Pesce in Plea for Ad Improvement

(Continued from page 1) number of motion pictures featuring and exploiting descriptions or portrayals of sexual passion, sex crimes, horror, terror and brutality. Advertising accompanying pictures of this type frequently transcends the bounds of decency, he said.

Industry representatives will be among those testifying.

"It is obvious," said Flick, "that people will criticize one obscene, salacious or suggestive advertisement, rather than compliment clean copy. There is the mistaken impression on the part of some individuals that salacious or borderline advertising is good for business. A careful examination of the situation will indicate the contrary is the case."

Says Cooperation Would Help

"If all members of the advertising and communication media, as well as those interested in improving motion pictures, would work together, the elimination of objectionable and misleading advertising would result."

Flick, now executive assistant to Dr. James E. Allen, Jr., State Education Commissioner, is not expected to testify at the New York hearings. He did so, at a session on the same subject, which the joint legislative committee held here last winter.

Louis M. Pesce, current director of the motion picture division, in the annual report for the year ending March 31 last, wrote a detailed discussion and analysis of the situation in which that licentious agency finds itself, as the result of recent court decisions.

Pesce, who will be a witness in New York, declared "the current judicial attitude toward censorship statutes has had a very noticeable effect on motion pictures. More and more pictures are being produced containing the following elements, which, though not legally objectionable, are offensive—especially in terms of the moral needs of teen-agers."

† Extreme horror, gruesome imagery, maiming of humans and animals.
† Extreme violence, brutality and sadism.
† False values—glamorization of anti-social ideas, of crime or criminals.
† Exploiting of themes of juvenile delinquency and drug addiction.
† Erotic content—suggestive scenes portraying immoral sexual relationships.
† Nudity and exploitation of clinical material (childbirth, artificial insemination, etc.).

Referring to the "increasing concern on the part of large and varied segments of the public, with respect to motion picture advertising," this, Pesce states, "arises out of the fact that film advertising reflects the content of motion pictures which, though not actionable under our current jurisdiction, is increasingly offensive."

Noting that the motion picture division's authority extends to poster advertising, but not to that in newspapers, Pesce wrote: "The division has no jurisdiction in the area of misrepresentation, unless obscene material is involved. In many of these situations, it would be difficult to substantiate a charge of misrepresentation, since the advertising material is suggestive but ambiguous, lending itself to whatever interpretations a particular viewer is disposed to make."

Doubts Court Approval

While it would be "desirable to prevent the exploitation through advertising of offensive, borderline films," Pesce doubted "the courts would condescend the suppression of advertising material which substantially reflects the license content of motion pictures."

The motion picture division chief observed that one of four bills affecting motion pictures, introduced at the 1958 legislative session, was passed and later vetoed by Governor Harriman.

This measure (drafted by the joint legislative committee) sought, among other things, to bar advertising which "grossly distorts or misrepresents the character or content" of a film.

1959

INTERNATIONAL
Motion Picture
ALMANAC

AT YOUR FINGERTIPS . . .
the whole business world of the screen!

1959
INTERNATIONAL
Television
ALMANAC

QUIGLEY PUBLICATIONS
1270 Sixth Avenue, New York 20, N. Y.

Send a copy of the 1959 Edition of:

[ ] MOTION PICTURE ALMANAC ($5)
[ ] TELEVISION ALMANAC ($5)
[ ] BOTH ALMANACS ($8.50)

Name ____________________________
Address __________________________

[ ] Payment herewith

Date ________

Price $5 each

$8.50 for both

Who
What
Where in Television and Radio
One Man's TV Views

By Pinky Herman

It was the old Sid NBCaesar we witnessed last Sunday in the "Chevy Show" and the laughs were many. With Uncle Miltie already well set again, Jackie Gleason also en route, watch Sid get his own show again—but pronto... Bill (South Pacific) Tabbert, currently co-starring with Mimi Benzell and Willbur Evans "A Night With Richard Rodgers" at the Cotillion Room of the Hotel Pierre, has been signed to guest star on the "Firestone" ABC-TVvehicle, Dec. 29. Starting Friday and for the entire week he'll do a straight dramatic role in "The Verdict is Yours," TVia CBS... Last week-end we filled the trusty chariot with petrol (ah there, Peter Burren and Hope Williams) and drove up to our old stomping grounds, New England. En route we dilly-dallied a bit in Hartford for a bit of a chat with a couple of good friends, Ivor Hugh and Paul Scott at WCCC, Bertha Porter at WDRC, Bob King, Ross Miller and John DeLisa at WTIC and Dick Godlewski, the latter director for MCM Records. In Beantown we heard a great deal about the dynamic personality of Joe Levine, Presy of Embassy Pictures so we phoned J. L. and learned that his plans call for the distribution early next year of two special features, "The World of Jules Verne" and "Hercules," filmed in Czechoslovakia and Italy respectively. In fact hubbub in the HUB, bad, is that the sensational film effects in the "Jules Verne" pix will cop the "Special Effects" prize of the 1959 Academy Awards... Helen Dallam, ASCAP composer and kiddie story-teller de luxe, has just penned a series of short stories based on Dorothy Dehner's inspired "Twelve Nights of Christmas" paintings... 

☆ ☆ ☆

Due to a busy sked, including starring every Sunday on his own WRCA-TV series and being one of the regular hosts on the RCA "Monitor" week-end series, Johnny Andrews has bowed out of the All-nite deejay stint over WRCA with Wayne Howell succeeding. Johnny's Pinky Platter of "It's A Wonderful, Wonderful Feeling" is clipped with "Havin' A Wonderful Time," is being handled for national sales and distribution by for the MCM. Howard Wormser and Karolyn Martin have opened their own Flackery in Gotham. . . . Gorgeous Dee Lawson, seen and heard frequently on the nets, has a new LP album release on Roulette, "Round Midnight," which will zoOM the lark into the big time. She opens an engagement at Birdland, Jan. 1. With the Miles Davis Group. . . . Bob Klose has taken over the P.M. slots at WFLA in Philadelphia. Bob knows his way about Music Row and will feel right 'to hum' in the City of Brotherly Love. . . . One of the brighter young producers in the East, Laurence Untermyer, has been named President-Director of Ray Heatherton's "Celebrity Table" heard nightly over NBC from Leone's succeeding Lee Jones who takes over similar chores for Ed Herlihy's "Guest of Honor" series. . . . An NBC colorcast, starring Sir Laurence Olivier in Somerset Maugham's "The Moon & Sixpence" will be scheduled early next year... 

Wilmington Newspapers

Up Advertising Rates

WILMINGTON, Del., Dec. — Exhibitors were notified that the advertising rates will be decreased beginning Feb. 1, 1959, in the "New Journal," morning and evening papers. The base rate of 32 cents per line in combination for both editions will be increased to 34 cents and the two per cent cash discount eliminated entirely. The rate on display will use allows 32 cents for users of lines, 31 cents for up to 10,000 and 31 cents for up to 15,000.
DITORIAL

Compo Continues

By Sherwin Kane

OMPO members acted wisely in voting this week to continue the all-industry organization as a permanent expedient, to provide it with a strong, ambitious and capable program of activities and to conduct another dues collection drive early in the new year to assure that it will be able to function effectively.

There were many in the industry who felt that with the major administration tax repeal battles already won by Compo, and with the emergence of the American Congress of Exhibitors with a proposed program in some respects identical upon activities which Compo normally would handle, there was no need for the all-industry organization.

However, it must be remembered that the rapidly forming ACE is expected to be the united voice of the allied hands of exhibition only.

It will not, cannot, include the distribution or production branches of the industry. ACE will serve exhibition, but Compo is needed to serve the entire industry.

In legislative matters, public relations, taxation, censorship, anything to do with government agencies, the united voice of the industry is strong and more effective than any of its individual branches.

There must be a Compo to act in such areas when circumstances require. Inescapably, the time will come when, if there were no Compo, the industry would have to go through the tortuous labors of creating a new one.

Though Compo's magnificent work obtaining Federal admissions tax relief is a matter of record now, there is no guarantee that, in the continuing old war and its attendant rocketing inflational defense costs, there will not be a Congressional move to reimpose socket levies.

In such an event, it is far more expedient, as Compo members decided this week, to have a strong, functioning Compo to spring into defensive action on behalf of the entire industry immediately, than to have to delay an order to organize a Compo, and trust the campaign to its uninitiated forces.

100 Work on ACE Program

While the responsibility for preparing the reports on program and policy for the meeting of the American Congress of Exhibitors scheduled for tomorrow devolved upon an executive committee of six including S. H. Fabian, temporary chairman, the all-day meeting of the executive committee today at the Astor Hotel to review all the working papers and make final recommendations, represents the labor of upwards of 100 exhibitors from all parts of the country, ACE disclosed yesterday.

The members of the order have been assisted by suggestions by phone.

Albany Hearst Paper Attacks Soviet Deal

Special to THE DAILY

ALBANY, N. Y., Dec. 10.—An editorial in the “Times-Union” declares the deal between our State Department and the U.S. Information Agency to exchange films with Russia, “looks murkier than ever” in view of a Moscow dispatch to a trade paper that shows business people in the Soviet Union.

Court Hearing Today

For ‘John Paul Jones’

Federal subpoenas have been issued to purported trustees of the film production “John Paul Jones,” to appear today before Judge Joseph Fishberg in U.S. District Court, New Jersey District, Newark, pursuant to (Continued on page 3)

Goldwyn-FWC Hearings Postponed to Jan. 14

SAN FRANCISCO, Dec. 10.—Final summations by both sides in the long-pending anti-trust suit of Samuel Goldwyn Prods. vs. Fox West Coast Theatres and others, which were scheduled to be heard in U. S. District court here today and tomorrow, have been postponed to Jan. 14, due to the illness of presiding Judge Edward F. Murphy.

Deny Injunction to Carnegie on ‘Candle’

Judge Frederick Van Pelt Bryan in New York Federal Court yesterday denied a preliminary injunction to Little Carnegie Theatre, Inc., which would have barred Columbia, Kingsley International, the Fine Arts Theatre and Richard Davis from opening “Bell, Book and Candle” at the Fine Arts.

Little Carnegie had sought the injunction in connection with a suit (Continued on page 6)

Lower Case ‘tom’ Gets Upper Case Bookings

MG-M’s Christmas attraction, “Tom Thumb,” will open in over 100 theatres in the N. Y. Metropolitan area Dec. 21.

Theatres in the Loew’s, RKO, Show Reels, Century, and other circuits have booked the George Pal production for the holiday playdate.

Opening with it the company feature will be the first Andy Hardy film in 12 years, “Andy Hardy Comes Home”.

National Theatres and Justice Dept.

Agree on Terms of Distribution Order

A proposed order allowing National Theatres to continue the theatrical distribution of films to the extent National Telefilm Associates now engages in it will be submitted to Judge Edward Palmeri in Federal Court this afternoon. The terms of the order agreed upon by attorneys for National Theatres and the Department of Justice.

Arguing that distribution of the pictures to the extent contemplated would not “unduly restrain competition,” National Theatre petitions the court to allow it to distribute to theatres films to which NTA either has or may hereafter acquire theatrical rights in connection with purchase for distribution to television.

The petition and the order point out that NTA now owns the television rights to some 600 pictures but owns the theatrical distribution rights only to 90 of these and that only five (Continued on page 2)

Briefs Due Fri.

U.S. Moves to Halt U-Screen Gems TV Deal

Summary Judgment and Preliminary Stay Sought

The government and defendants in the anti-trust action to set aside the sale to Screen Gems, Columbia Pictures’ television subsidiary, of the Universal Pictures’ pre-1948 film library have been given until tomorrow to file briefs on motions made by the U.S. Attorney General for summary judgment for the government and/or a preliminary injunction barring further distribution of the Universal films by Screen Gems pending trial of the suit.

The motions, argued before Federal Judge Sylvester J. Ryan in U.S. District court here recently, are the first made in the case since its filing here last April.

On the basis of questions and comments of the court at the all-day hearing, the indications are that the Court (Continued on page 6)

N.O. ‘Jean Lafitte Day’

Today for ‘Buccaneer’

By VINCENT CANBY

NEW ORLEANS, Dec. 10.—Tomorrow has been officially proclaimed “Jean Lafitte Day” here to tribute the world premiere of Cecil B. De Mille’s presentation of “The Buccaneer” for Paramount, at the Saenger Theatre. This city 143 years ago was the setting for the history-making (Continued on page 6)

Gerard Chairman of Ad-Pub Publicity Unit

Philip Gerard, eastern publicity manager of Universal Pictures, has been appointed chairman of the publicity coordinating committee of the MPAA advertising and publicity directors committee, to succeed Meyer (Continued on page 6)

TELEVISION TODAY—page 6
High Court to Rule
On Anti-trust Jury

From THE DAILY BUREAU
WASHINGTON, Dec. 10. — The Supreme Court took under advise-
mant on the question whether a California theater company was im-
properly deprived of a jury trial.

The case was argued for Beacon Theatres, Inc. by Jack Gribiloff, de-
clared that the anti-trust issues in-
volved required a jury trial. Frank
Johnston, attorney for the plaintiff,
maintained that even though Beacon’s
case did not require a jury, Fox had not
been deprived of any future rights
to a jury trial on most of the points
in its complaint.

Fox Asked Judgment

The case originated when Beacon
threatened to sue Fox West Coast Thea-
tres claiming that a Fox theater was
given unfair clearance over Bea-
con’s Theatre Drive-In. Fox then
went to court and asked for a declaratory judgment against Beacon, which
then brought a damage counter suit.

The District Court tried the Fox
suit as a jury. Beacon appealed contending that this would deprive it
of an ultimate jury trial, but the Ap-
pellate Court said the lower court had
acted properly.

AMPA Christmas Party
Set for December 23

The 42nd annual Christmas lunch-
eon party will be held by the As-
sociated Motion Picture Advertisers
Tuesday, December 23 in the Geor-
gian Room of the Hotel Piedcullly, it
was announced yesterday by Bob
Montgomery, AMPA president.

A “Santa Claus Committee” has
been appointed to round up hundreds
of door prizes, as well as to invite
top stars of screen and tele-
vision, to attend the party as guests of AMPA. Serving on the com-
nittee are Dave Bader, Merlin Lewis,
Marcia Sturm, Blanche Livingston,
Vincent Trotta, Lige Brian, Hans
Barbara, Pauline Hume, John

New England Tour Set
For ‘tom thumb’ Float

MGM is sending the “tom thumb”
float, which millions saw in the Macy
Thanksgiving Parade, to the New
England cities of Bridgeport, New
Haven, Springfield, Worcester, Pro-
vidence and Portland. When the tour
is completed, the float will return to
New York, where it will be used in
conjunction with the saturation open-
ing in the Metropolitan area on
Dec. 21.

The float features the huge out-
stretched hand which has been used
as the identifying symbol of the
George Pal production.

Dimes’ Dinner for Vogel
Is Set for Feb. 11 Here

The annual March of Dimes Hu-
manitarian Award will be presented to
Joseph R. Vogel, president of
Loew’s, Inc., at a dinner in the grand
ballroom of the Waldorf Astoria here
on Feb. 11.

The award is presented each year
to an outstanding individual in the
motion picture field. Previous re-
ceivers have been Jerry F. Sturz, Leo
Goldenson and Jack Warner.

The $100 a plate dinner for mem-
bers of the industry will be one of
the major fund-raising events in the
1939 March of Dimes appeal.

Joe Sugar Is President
Of Film Board of Trade

Election of officers by the New
York Film Board of Trade held
here yesterday resulted in the selection of
Joe Sugar of United Artists as presi-
dent.

Joe Rosen, of Universal, was named
first vice-president; Alex Arnsawsher,
of 20th Century-Fox, second vice-
president; Ernest Sonn, of Warner
Brothers, treasurer, and Harold Zelt-
er, of Loew’s, Inc., secretary.

Louis Nizer is executive secretary
and attorney for the organization.

Installation of officers will be held
Jan. 21 at the board’s headquarters here.

‘Tables’ Here Dec. 18
At Astor, Normandie

“Separate Tables,” Hecht-Hill-Lan-
caster’s screen version of the Terence
Ratigan stage hit, will have a dual
world premiere in New York at the
Astor and Normandie theatres on Dec.
18, according to Rita Hayworth and
Brenda Korr, David Niven and Burt
Lancaster, the film was directed by
Delbert Mann and produced by Harold
Hecht.

Music Publishers
Elect Arthur Israel

Arthur Israel of the Paramount and
Famous Music companies yesterday
was elected secretary of the Music
Publishers Protective Association, Re-
lected were Louis Bernstein, presi-
dent; Jack Mills, vice-president; and
Maurice Scott, treasurer.

Kirk Douglas in Albany

ALBANY, N.Y., Dec. 10. — Kirk
Douglas is here from Hollywood to
be at the bedside of his mother, Mrs.
Bertha Demsky, who is critically ill
in Albany Hospital, with pneumonia,
a heart condition and complications.

NT, Justice

(Continued from page 1)
are in fact now being distributed to
theaters.

National Theatres, restrained by the
decree under which it was di-
vincted, announce that Century-Fox from
distributing pictures to theaters, seek
permission to continue the distribu-
tion of pictures now being carried out
by NTA after completion of a proposed
larger order with the studio.

The petition points out “the incidents
of nature such distribution, the small
number of pictures presently involved
the agent of such pictures, and the fact
that they already have had at least
one general domestic release.”

Own Theatres Barred

Under the terms of the order Na-
tional Theatres would not be per-
mittted to exhibit these pictures or any
films or TV programs acquired here
after in any of its own theatres on
les and until it decided as independent in any competing area
an opportunity to bid on the pictures.
However, it need not offer more than
one such request.

The order authorizes National Thea-
tres to enter the field of distribu-
tion only as incidental to acquiring,
NTA and it allows the theatre cir-
tuit to transfer the distribution rights
to pictures to a third party subject to
the same condition of offering them
first to National Theatres for com-
petition for exhibition.

Fox Stock Ownership a Factor

The order adds “So long as 200
Century-Fox shall own any stock of
NTA Film Network, Inc., Film Net-
work shall not have any interest in
the business of distributing pictures
nor in their exhibition.”

Vancouver House, Shut
Three Years, to Reopen

Special to THE DAILY
VANCOUVER, Wash., Dec. 10.—
Francis Babke, manager of Vancouver
Theatres, announced yesterday that
the Kiggins Theatre on Christmas
Day. The house has been closed since
1955. It will be maintained as a
family
theater.

Theatres now operated in the Van-
couver area by general manager Art
Adamson include the Broadway
Hazel Bell Drive-In, Bengo Drive-
In, The Kiggins and Castle.

FOR BETTER SPECIAL TRAILERS
YOU CAN DEPEND ON
FILMACK
125 1st. Wabash CHICAGO 5, ILL.
339 North Ave. New York, N. Y.
100 Work on ACE Program

(Continued from page 1)
and mail in their effort to create a comprehensive program for the permanent organization which will be voted tomorrow.

Acceptances for the Friday meeting includes some 50 exhibitors representing the network of exchange areas.


'Want to Live' Showing
For High Court Today

The United States Supreme Court, which had refused to review the Barbara Graham murder case on appeal in March, 1935, today will see the motion picture, "Want to Live," which points up the controversial aspects of the trial and execution of Mrs. Graham, a California "B" girl.

Justice William O. Douglas, who granted a stay of execution pending appeal for the review, will be the host at the special showing of the Figaro, Inc., film released by Unilad Artists, in the East Conference Room of the Supreme Court.

Stereo, Hi-fi Systems
For Wisconsin Houses

Special to THE DAILY
MILWAUKEE, Dec. 10. — Irv Clumb, owner of the Julian and Al Ringling theaters at Badger and Baraboo, Wisc., has installed stereo-phonics and high fidelity record players in the houses. Harry Ball, technician for RCA, supervised the work, assisted by local RCA dealers. Eleven different sound tracks run during the shows.

The system will be used to provide music before the show and during intermissions.

C. W. Henderson
Baltimor Dec. 10. — Funeral services were held yesterday for Clarence William "Bill" Henderson who had been film buyer and booker about 35 years for the Durkee Theatre Enterprises here. He was sixty-six years of age, and was a member of the American Legion and a Mason. His widow and a sister survive.

Heller Sets 3 Dividends
CHICAGO, Dec. 10.—Directors of Walter E. Heller & Co. have declared a quarterly dividend of 30 cents a share on the common stock, $1.20 a share on the four per cent cumulative preferred and $1.87 a share on the 5% per cent cumulative preferred. All dividends are payable Jan. 2 to holders of record on Dec. 19.

Albany Paper

(Continued from page 1)
et are being enlisted in the Communists' campaign against religion.

No great interest or enthusiasm in booking the Russian films had been shown by the theatre managers. Prior to the printing of the editorial, Management, especially of the Stanley Warner Delaware, an art house, had been awaiting the results of experiments elsewhere with the Soviet releases.

Assuming that radio, theatre, movie and TV personalities are exorted to step up the struggle against God and in favor of "The Times, Union," a Hearst publication, "They will follow their orders, because they have no choice but to do so. Thus the plan of our State Department and the U.S. Information agency to exchange films with Russia takes on a new light."

In addition to the fact that U.S. exhibits at all of the be mightily way of showing Soviet films, the editorial inquired, "doesn't this plan, and the profits to the Soviet therefore, simply add up to an encouragement on our part of the Red's war against God and religion?"

Dr. Hugh M. Flick, former director of the State Education Department's Motion Picture Division and current executive assistant to the Commissioner of Education, who had said, in answer to a question at a recent meeting of the Communications Art Guild of the Albany Civic District, that he saw "no harm in showing the Russian pictures. . . . the exchange program has been carefully planned and officially scrutinized," reiterated this belief after the "T-U" editorial appeared.

He thought that an Albany theatre should screen one or more of the Russian releases. The Publisher, however, thought it necessary that we understand the Soviet, no matter how far its form of government differs from ours, and the film is one way of gaining this understanding."

Henderson in Ascap

Skitch Henderson, orchestra leader currently on the Steve Allen television show, has been elected to membership in the American Society of Composers, Authors and Publishers.

Jacker Gets 500 Requests
For Special 'Sinbad' Disk

More than 500 requests for the "Sinbad" record, presented by Colpix Records, have been received at the offices of Columbia Pictures here, it was disclosed yesterday by Rube Jacker, Columbia general sales manager, as a result of his message to the company's branch managers, telling them to make the offer of the record to theatres booking "The 7th Voyage of Sinbad."

The disk was offered to the theatres as ideal for either lobby or intermission play.

Albany Newspaper in Theatre Contest Tie-Up

Special to the DAILY
ALBANY, Dec. 10.—The grand prize in the daily drawing, set value at $1,000, will be awarded on the stage of the Stanley Warner Strand the night of Dec. 23 as the climax to a "Loosy License Numbers" contest which has been conducted with the circuit's four Albany and one Troy theatre, for two months.

In addition to the distribution of $50 weekly by the paper, and passes to the live theatres, a "Shower of Christmas Presents" is now falling daily. In this, 10 kitchen appliances, list value set for $1,000 and 33 sets of theatre passes are awarded each day through Dec. 19.

Swett Acted for Circuit
Jack Stein, circulation manager for the paper, and Al Swett, SW district manager and Strand house manager, effected the tieups.

The circuit has kept a harvest of free publicity, some of it Page One. Last Sunday (Dec. 7) the T-U listed the bill at the five SW situations.

Morris to Aid Opening
Of Moss Florida Unit

Special to the DAILY
MIAMI BEACH, Dec. 10. — The Roosevelt Theatre here, newest unit of the B. S. Moss circuit, has planned a "grand opening" for Dec. 16. The gala premiere performance will benefit the National Children's Cardiac Hospital. The film will be Jacques Tour's "My Uncle, Mr. Holot."

Larry Morris Entourage
Larry Morris, vice-president of B. S. Moss Theatres, is coming from New York to attend the event.

'Candle' Here Dec. 25

Phoenix Productions' "Bell, Book and Candle," a Columbia Pictures release, will have a dual premiere here on Christmas Day at the Fine Arts and Odeon theatres. Burt Lancaster and Kim Novak are starred in the film, which was produced by Julian Blaustein and directed by Richard Quine.
The Perfect National Magazine

FOR YOUNG ADULTS

FOR TEEN-AGE GIRLS

FOR THE HIGH-SCHOOL SET

FOR THE COLLEGE CROWD

FOR “FREQUENT” MOVIE-GOERS

FOR HOUSEWIVES (and their Hubbies)

Universal International presents

TONY CURTIS
JANET LEIGH

CO STARRING
KEANAN WYNN - ELAINE STRITCH - LES TREMAyne - MARCEL DALIO - LINDA CRISTAL

Directed by BLAKE EDWARDS • Written by STANLEY SHAPIRO • Produced by ROBERT ARTHUR
Campaign for "The Perfect Furlough"

11,200,000 READERS! (and customers!)

4,200,000 READERS! (and customers!)

1,100,000 READERS! (and customers!)

3,100,000 READERS! (and customers!)

21,200,000 READERS! (and customers!)

15,200,000 READERS (and customers!)

Another Sock U-I Pre-Selling Job

DESIGNED TO COVER EVERY POTENTIAL AUDIENCE MARKET!
Gerard Named
(Continued from page 1)
Hutner, it was announced today by
Charles Simonelli, chairman of the
MPAA advertising and publicity di-
rectors committee.

The preliminary committee for
publicity matters includes: Lars Mc-
Sorley, Allied Artists; Hortense
Schorr, Columbia; Dan Terrell,
M-G-M; Bert Champion, Paramount;
Edward E. Sullivan, 20th Century-
Fox; Mort Nathanson, United Artists;
Meyer Hutner, Warner Bros., and
Gerald. They will meet next week
with Sid Blumenthal, coordinator of
the Motion Picture Academy Awards
telecast, to develop special press
plans on the pre-sell and the coverage of
the telecast next April.

Special Projects in Work
The Committee also will deal with
a number of special projects cur-
rently being developed by the MPAA,
advocacy and publicity directors
committee.

Deny Injunction
(Continued from page 1)
charging conspiracy to violate the
anti-trust laws and seeking $900,000
damages.

Denying the preliminary injunction,
Judge Bryan said the plaintiff had
failed to fulfill the requirements for
such a suit, including proof that it
would be damaged if it was not grant-
ed before trial of the action.

Big Rank Selling Drive
Starts in Philippines
From THE DAILY Variety
LONDON, Dec. 9. (By Air Mail)
—The Rank Organization is engaged
in a long-planned and highly aggres-
sive selling campaign throughout the
Far East, in the Philippines in par-
cular. The Organization opened its
branch in Manila a little over a year ago with
the screening of "House of Secrets,"
the first Rank picture to be played there.

Says British Films Are Welcomed

Returned from a ten-day trip via
India to Hong Kong and the Philip-
pines, Harry Norris, managing direc-
tor of J. Arthur Rank Overseas Film
Distributors and the spearhead of the
present attack—reported that Manila
exhibitors are now eager to take
British films.

Norris reminded newsmen that the
Philippines is the third largest Eng-
lisht-speaking country in the world
with an estimated population of 22,000,000.
He found British action and war-theme
films particularly popular there.

Making Film in Hong Kong

As part of the Far Eastern oper-
aions, the Rank Organization is cur-
rently shooting in Hong Kong one of
the biggest pictures in their current
prolonged production schedule, "Song to
Hong Kong" with an international cast in-
cluding Orson Welles, Curt Jurgens
and an English girl, Sylvia Sym.
Entire Film Industry Honors Coyne With a ‘Thank You, Not a Farewell’

More than 300 representatives of all branches of the industry and most of its organizations paid tribute to Robert W. Coyne, Compo special counsel, at a luncheon in the Hotel Astor here yesterday.

Although Coyne, who engineered Compo’s last successful admissions tax reduction campaign, will leave his Compo post on Jan. 1 to become president of the Distilled Spirits Institute, yesterday’s program was “not a farewell but a ‘thank-you’ gesture,” in the words of Arthur Mayer, who served as toastmaster.

Flanked by a distinguished dais that included top executives of production-distribution companies, theatre circuits and trade organizations, Coyne’s role in the several Compo admissions tax repeal efforts was described and praised by many of those who worked beside him in the campaign.

(Continued on page 4)

Theatre Take to TV, Radio for Promotion

New York City theatres stepped up promotion over radio and television yesterday to make up for the loss of advertising space in newspapers as the strike of delivery workers against

(Continued on page 2)

REVIEW:

The Buccaneer

DeMille—Paramount—VistaVision

The unmistakable cachet of Cecil B. DeMille is strongly evident in “The Buccaneer,” a big and sprawling epic in VistaVision and Technicolor. The Master Showman only “supervised” the production, according to the credits, Henry Wilcoxon, a long-time associate, produced, and direction was handled by actor Anthony Quinn.

But the subject and the method of “The Buccaneer” are pure DeMille—a story out of past American history told with strokes large and bold, with action, romance and humor and a climactic battle scene that explodes with blood and thunder. DeMille fans, whose numbers are legion, will have a field day.

There are other names that will assist exhibitors in selling the film. Yul Brynner and Charlton Heston, who were both in “The Ten Commandments,” portray the leading roles of real historical personages. Brynner is Jean Lafitte, the famed French pirate, and Heston plays General Andrew Jackson, a role he also had in a previous film, “The President’s Lady.” Charles Boyer, Claire Bloom and Inger Stevens are other names to light up the marquees.

In a brief preface to the picture DeMille appears on screen to sketch the story’s historical background. The time is circa 1812, and America

(Continued on page 4)
**PERSONAL MENTION**

HAROLD HECHT, president of Hecht-Hill-Lancaster, has returned to Hollywood from New York following meetings here with executives of United Artists.

J. Myer Schine, chairman of the board of Schine Enterprises, has arrived at his hotel, Plaza Hotel, Miami Beach, from New York.

William Hart, of the Buena Vista accounting department, Atlanta, is undergoing treatment there at a local hospital.

Bernard Kammer, Hecht-Hill-Lancaster publicity head, arrived at the Roney Plaza Hotel in Miami Beach yesterday from Hollywood.

Sophia Loew, and her husband, producer Carlo Posti, will arrive in Hollywood from Paris on Monday via the polar route.

**FORTHECOMING FILMS CITED IN COMPO AD**

"Hollywood's faith in the motion picture industry is shown in the gigantic investment of $127 million in feature films, 112 of which are up to go," says the 97th in the series of Compo ads in "Editor & Publisher," which will appear tomorrow.

The ad points out the news and advertising value of these films to the nation's newspapers, and urges extensive news coverage in the interest of their readers.

**ANTI-TRUST SUIT SETTLED**

A $600,000 anti-trust action by William Infield, operator of the Franklin Theatre, in Nutley, N. J., has been settled and discontinued, according to papers filed in New York Federal Court yesterday. Plaintiff had sued the defense for $23,000 in three circuits in the area charging discrimination on runs and clearances in the operation of his theatre.

**NEW YORK THEATRES**

Friday, December 12, 1958

**CONFER QUIGLEY SHOWMANSHIP AWARD**

Presentation of the Quigley Grand Award for Showmanship in large situations was made this week to J. Clyde Fuller, Jr., (shown holding the plaque above) manager of Loew's State Theatre, Fuller was designated winner of the prize by chief executives of circuits and film companies in judging held last June. At the time he was manager of Loew's Kings Theatre, Brooklyn, and his campaign was an "Omar Khayyam." Present at the ceremony this week were Martin Quigley, Jr., editor of Motion Picture Herald (left) and Ernest Emerson and Eugene Picker, Loew's executives, with presentation made in the latter's office here.

M. P. In city picture

**PRINCESS SOPHIE HEADS 'INN BOW CELEBRITIES**

Princess Sophie of Greece, socialite Lance Reventlow and Jill St. John headed an array of international dignitaries at last night's benefit premiere of "The Inn of the Sixth Happiness," staged at the Paramount Theatre for the Queen's Fund for Greek Orphans. The Buddy Adler production, which stars Ingrid Bergman, Curt Jurgens and Robert Donat, today begins a simultaneous east-west side-of-berth engagement at the Paramount and Plaza Theatres.

Accompanying Princess Sophie to the premiere was His Excellency Alexis Liatis, Ambassador from Greece to the United States, His Excellency Christian Palamas, Ambassador from Greece to the United Nations, and Madame Palamas.

Augmenting the royal party were such show business celebrities as Hermione Gingold, Shirley Booth, Roberta Peters, Patsy Econ, Joe Adams, Red Buttons, Renata Tebaldi, Dina Merrill, Bert Lahr, Polly Bergen and Pamela Curran, among others.

**TEVLIN COMPANY SET**

Hollywood, Dec. 11. - G. J. Tevlin, formerly associated with Howard Hughes as RKO studio head, has formed his own independent company to produce Mary Roberts Rinehart's "The Bat," which he purchased from Mary Pickford. No release deal is set. He will headquarter at Paramount-Sunset Studios.

**SCHWARTZ WINS POINT, LOSES TWO VS. CENTURY**

WILMINGTON, Dec. 11. - Fred J. Schwartz was upheld in one contention by Chancellor Collins J. Sietz in the Court of Chancery here, but was denied two others.

Chancellor Seitz filed an opinion in an action by Schwartz against Century, Inc., a group of individual directors, which included his two brothers and a number of corporations.

In the opinion Chancellor Seitz held that certain defendants are liable for a dividend held in the sum of $7,158.20 obtained for their trust fund from the sale of Century debentures.

**ENTITLED TO UNPAID BALANCE**

The opinion likewise concluded that Schwartz is entitled to receive the unpaid balance due under the salary agreement made when the plaintiff severed his connection with Century and that the defendants are not entitled to recover any portion of the money previously paid.

Schwartz's application to cancel stock options granted to certain employees and the stock issued thereunder was refused by the chancellor.

He also refused an accounting from director defendants for a portion of the contribution to the profit sharing trust.

What was granted to the plaintiff was an accounting that was concerned with Century's sale of debentures to the profit sharing fund.

**USE TV, RADIO**

(Continued from page 1)

all nine dailies went into its second day. There was some disagreement among exhibitors, however, as to the effect of the strike so far on theatre business, some feeling it definitely had hurt and others saying they had noticed little difference.

One exhibitor said, "Business is off this time of year anyhow and seems no worse or better than it has in the past this season."

With the strike, which started Tues-

day morning, certain to continue at least through Saturday, there was special concern at the Paramount Theatre where 20th Century-Fox's "The Inn of the Sixth Happiness" had its gala American premiere last night. There were reports that any of the dailies would suspend over their limited publication today, meaning that no reviews of the picture would be printed tomorrow.

**RADIO SPOTS EXTENDED**

As a result, radio spots for "Inn", originally scheduled to continue out-

through Friday, have been extended through Sunday in addition to plans to broadcast the premiere festivities or radio last night. TV is also being em-

ployed to promote the picture, as this was accelerated, too.

Should the strike continue into next week the Beekman Theatre plans to cancel the opening of the French film "He Who Must Die," on Tuesday. While a special premiere for Monday night will go on as planned, the regular run will not be started the next day, the management said, as it is felt that newspaper reviews are particularly vital insofar as a foreign film is concerned.

Meanwhile negotiations between the dailies and the delivery work stops were scheduled to resume this morning at 10:30 o'clock. Papers are also to do the same in the Mirror, Herald Tribune,Times, Journal-American, World-Telegram, Post, Long Island Star Journal and Long Island Daily Press.

**PROGRAM PREPARED**

(Continued from page 1)

of the executive committee, explains that a number of reports complete and presented by subcommittees ye-

terday had overlapping features which necessitated extended study to get readying for the meeting today.

Fabian reported that all delib-

erations to date on the over-all ACE pro-

gram have been harmonious. The membership meeting today will close about 50 exhibitor leaders for all parts of the country. The meeting can revise or discard proposals made by the executive committee, he said, no disclosure of the group's recom-

ondations was made in advance.
The World-Wide Tribute to Jack L. Warner, in which every member of the Warner Bros. organization is participating, is our way of saying “Welcome Back, Jack!”—And we know, from the spontaneous and enthusiastic expressions already received from our exhibitor friends throughout the world, that it is your way of saying “Welcome Back”, too. We wish publicly to acknowledge with warmest thanks the wholehearted response to this tribute to the president of our company.

The People of Warner Bros.

AND THE BIG WARNER WEEK
FEB. 22-28!
A Warner Bros. Picture on every theatre screen!
**N.O. Premiere**

(Continued from page 1)

**The Buccaneer**

(Continued from page 1)

is at war again with the British, who having destroyed Washington, are advancing toward New Orleans. Jean Lafitte and his buccaneer followers are courted by both sides since he is in possession of Barataria, the strategic "back door" to the Louisiana city that both armies wish to control.

Within this framework Lafitte is depicted as a freedom-loving man with decent instincts who would have been willing to give up his career as a pirate in return for a pardon from the American government and acceptance as a citizen of the land.

Of action, there is plenty right from the start as Lafitte seeks to keep his men from plundering American ships. One of the pirates disobeys, gathers a band of renegades, and sinks a U.S. vessel called the "Corinthian," taking only one survivor, a cabin boy. Lafitte overtures the buccaneer ship and hangs the captain after a rowdy set-to.

**THERE ARE OTHER** rough-and-tumble episodes, but the high point of the action is the recreation of the Battle of New Orleans. This is a long sequence that gathers in momentum as Jackson, whose men are of ammunition, waits for Lafitte to keep his promise to join them and bring extra guns and powder. The arrival of the pirates just in time; the flare of rockets in the air as the battle begins; the charge of the red-coated British to the tune of bugpipes; and the bloody battle that ensues are presented with a true-story-teller's eye for detail and pace.

And following this there is a lavish ball to celebrate the American victory which is presented in the grand manner expected of DeMille. Brightly colored and authentic costumes amid a luxuriant decor dazzle the eye. The atmosphere is convivial and gay. And then this mood is naturally and dramatically interrupted by a crisis—Lafitte, after being pardoned, is denounced as the leader of the band which destroyed the "Corinthian." The sister of the girl he loves dies on the ship, but the buccaneer refuses to defend himself. As the enraged Americans demand he be hanged on the spot, Jackson comes to the rescue.

The end finds Lafitte at sea again, his dream of becoming an American ended along with his hopes of marrying the American girl he loves. At this point is the daughter of the renegade pirate Lafitte himself had hanged.

This is all presented in the DeMille manner, and the acting is appropriately grandiose. Bryner has donned a wig and moustache for the first time on the screen and makes Lafitte an arrogant and imposing figure. Heston slips easily into the makeup and mannerisms of Jackson again, and Boyer is colorful as the right hand man of Lafitte. Miss Stevens is lovely and elegant as the governor's daughter, beloved of the buccaneer, and Miss Bloom is her antithesis as a rough-spoken hoyden who also adores the man who hanged her father pirate. Other picturesque characters are played by a good supporting cast that includes Henry Hull, E. G. Marshall, Lorne Greene, Ted de Corsia and Douglas Dumbrille. The script was written by Jesse L. Lasky, Jr., and Berenice Mosk, from a screenplay by Harold Lamb, Edwin Justus Mayer and C. Gardner Sullivan, based on Jean Macpherson's adaptation of "Lafitte the Pirate," by Lyle Saxo.

Chalk up "The Buccaneer" as a box office hit.


**Richard Gottfried**

**Legion Pledge**

(Continued from page 1)

in Catholic churches throughout the United States.

Bishop James A. McNulty, new chairman of the Bishops' Committee for Motion Pictures, Radio and Tels vision, expressed optimism that the "lively and influential section of the Catholic community" will support the Legion's objectives.

Since 1958, Catholics have renewed their pledge in December in all U.S. churches.

Bishop McNulty of Paterson, N.J., recently succeeded Bishop William A. Scully of Albany as chairman of the entertainment committee.

The New Jersey prelate urged all Catholics to subscribe to the pledge and pointed to the "danger to morals and health and intellectual development of our nation's youth," and pseudoscience and crime films aimed especially at youngsters.

**Cummings Leaves**

(Continued from page 1)

Goldwyn Company before MGM was formed. Cummings was managing branch operations throughout its history. A 29 year veteran himself, Stockton first joined MGM in 1929 as a clerk in the New York Exchange.

**Tent No. 35 Will Elect Officers Thurs.**

The annual election of officers of Tent No. 35, Variety Club of New York will be held next Thursday at Sardi's Restaurant at 12:30 o'clock, by the group's new canvassing whose election was reported yesterday. The canvass will include Alex Harrison, Harry Brandt, Ira Meinhardt, Robert Shapiro, Jack Hoffberg, George Walbaum, Walter Framar, Charles Smokowski, Jack Levin and Morris Sanders.

**Spiegel Given Award**

ROME, Italy, Dec. 11. In a special ceremony held here yesterday, San Spiegel was presented by Giovannii Granchi, president of the Italian Republic, The Golden David by De natello Statuetta. This award, the patronage of the president of the Italian Republic, was given Spiegel as the producer of the "Best Foreign Pic ture of the Year," "The Bridge on the River Kwai."

**New Type of Screen Installed at Saenger**

For the two New Orleans premiere at the Saenger Theatre—of "The Buccaneer" and its predecessor, "Mard Gras"—a screen of new type was in style. A new improved version of an all-plastic screen developed by the Technikote Corporation of Brooklyn, N.Y., coated to provide high gain in brightness without introducing side fall-off to an effective degree.
Coyne Tribute

(Continued from page 1)

Coyne Praises Associates

In his response, Coyne also lauded Mr. Cardy and other members of his staff, the contributions of the triumvirate, which included Sam Pinaski of American Theatres, Boston, O'Donnell, Pat McGee and others all over the country. He also cited the trade and its cooperation not only in New York but in Washington through its correspondents in many cities.

The arrangements committee for the luncheon consisted of Martin Sol, Strandsburg, Phil Harling, ving Dollinger and Montague.

Invocation by Msgr. Little

Monsignor Thomas F. Little of the alication of Decency gave the vocation.


he could spend as much as he wanted, as much in fact as the motion picture company spent—and that, this year, he said, was $60 million—and told him the "future success of 20th-Fox rests in your hands."

Manulis said he appreciated the blank check, announced 15 separate televisions projects, estimated he'll have nine ready by September, and predicted he might spend in their preparation as much as $15,000,000.

Company president Skouras' intent is to have in time an "equal or better" position in the TV as "we have in the motion picture industry."

Manulis stressed his "setup" will be "remarkable," he will have the entire resources of the studio. Physically, at the moment, that means the "pilot" studio. He has a staff of six, now. He will expand it.

His company's name now is 20th Century-Fox Television, and its sales representatives will be vice-president Irving Asher, and the William Morris agency.

Will Make 'Pilots'

He hopes the ideas behind his projects will sell them. He will make "pilots" where necessary. With or without immediate sales, he will proceed. His pictures are not for NTA, they are for the open market. Why so many? Because the studio is geared to do a "big production job." Personally, he is geared. He said making "Up," comedy and a travel agent who doesn't travel, half hour; "Five Fingers," espionage, based upon the filmed story, half hour; "Whodunit," murder melodrama, half hour; "Profile," dramatic biography, one hour; "Festival," special, one and one half hour; "The Penny Lee Show," comedy, half hour; "The 49ers," adventure in Alaska, half hour; "The Nanette Fraybar Show," musical comedy, half hour; "Tales of Broadway," Garson Kanin stories; two series by writer Leslie Stevens; and a romantic adventure series in the South Pacific, which James Michener will write.

He said his favorites, to which he will give his especial talents, would be "Profile" and "Festival." The latter will be "no gimmick." "We would like it to be the 'best show of the month' in drama and music, and all original."

20th-Fox Sets TV Projects

(Continued from page 1)

BARRAGE OF STUNTS EXPLODING IN YOUR TOWN FOR...

The Last Blitzkrieg

COLUMBIA!

NT Directive

(Continued from page 1)

summate a proposed merger with NTA.

Terms of the order had been agreed upon yesterday by attorneys for the Department of Justice as well as NTA. But Judge Palmieri pointed out that 20th-Century-Fox has a 50 per cent interest in NTA Film Network, Inc. and that, he said, in effect brings about a "remarriage" of Fox with NT through the latter's part ownership in a distributing firm.

Judge Palmieri said he was "concerned" that this violated the separation of production and exhibition as required by the Consent Decree and asked the involved parties to submit additional information. A new hearing has been scheduled for next Friday, Dec. 19, at 2:15 P.M.

NT had argued that distribution of pictures to the extent contemplated would not unduly restrain competition. NTA now owns the rights to some 600 pictures but owns the theatrical distribution rights only to 90 of these, five of which are now in distribution to theatres.

Under the terms of the order NT would not be permitted to exhibit these pictures or any films or TV programs acquired hereafter in any of its other theatres and unless and until it has offered all independent in any competing area an opportunity to bid on the pictures. It need not offer more than one such film, however, under the order.

W. B. Jones Dies

ATLANTA, Dec. 11 - W. B. "Bart" Jones, vice-president of Theatre Candy, Inc., and general manager of Blevins Popcorn Co. of America, died here at the age of 48. He was native of Birmingham, Ala.
Princess Sophie of Greece (right) lends a royal touch to the American premiere last night of Buddy Adler’s “The Inn of the Sixth Happiness,” at New York’s Paramount Theatre. The Princess is welcomed by Danny Kaye and Mrs. Spyros P. Skouras, president of the Queen’s Fund for Greek Orphans, which sponsored the glamorous opening.

Metropolitan Opera star Roberta Peters and her husband, Bertram Fields, are on hand for the charity debut. The audience cheered the performances of Ingrid Bergman, Curt Jurgens and Robert Donat.

Stage and screen comedienne Hermione Gingold and Broadway favorite Joey Adams pause for photographers in the lobby.

Adding glamour to the evening is Dina Merrill with her husband, Stanley Rumbough, Jr. Miss Merrill stars in 20th-Fox’s current new comedy hit, “A Nice Little Bank That Should be Robbed.”


Murray Silverstone, president of 20th-Fox International, enters the Paramount with Mrs. Luis Montes, prominent Mexico City socialite, and Mrs. Silverstone. “The Inn” today will begin a dual engagement at the Paramount and Plaza theatres.

Twentieth-Fox vice-president Charles Einfeld and Mrs. Einfeld (be) greet beautiful Polly Bergen as she arrives for the gala festivities. 20 executives were thrilled by the tremendous reception accorded the Robson-directed film by the opening night audience.
ACE Adopts Permanent Charter, Sets Agenda

Committee Reports Cover Government Action, Decree Changes, Production, Toll TV, Research, Trade Practices

The American Congress of Exhibitors became a permanent organization and unanimously adopted a program of initial activities deemed to be the most urgent of the problems facing it.

U.S. Reasserts Views In 'U'-Screen Gems Case

The government reasserted its view that "price-fixing" between competitors is involved in the sale of Screen Gems, Columbia subsidiary, of the Universal Pictures' pre-1948 film library in briefs filed in U.S. District Court at the weekend. The briefs were supplements in support of motions made by the U.S. Attorney General for summary judgment for the government and/or a preliminary injunction barring further distribution of the Universal films to televisionLeodrial. The suit.

Defendants in the suit did not file supplemental material at the weekend (Continued on page 5)

Industry Census Lists To Be Mailed Jan. 15

WASHINGTON, Dec. 14.--Census Bureau officials said the first questionnaires for the 1959 census of the motion picture industry will be mailed out around Jan. 15. These will be questionnaires going (Continued on page 2)

NAC Western Meeting in Las Vegas Feb. 9-11

Special to THE DAILY
LAS VEGAS, Dec. 14.--The 1959 Western regional conference of the National Association of Concessionnaires will be held Feb. 9-11 at the Hotel Riviera here, with Harold F. Cheshol of Theatre Candy Distributing Company, Salt Lake City, first vice-president of NAC, presiding.

Dismissal of Skouras Vs. RKO Suit Upheld

Dismissal of anti-trust litigation by Skouras Theatres against RKO Theatres and List Industries, its parent company, was upheld by New York Federal Judge Edward Dimock at the weekend. The action, which had been pending for several years, was a suit by Skouras against the RKO circuit and the major distributors except for 20th Century-Fox charging discrimination in giving product to RKO theatres in the New York metropolitan area.

Settlement by RKO and List with (Continued on page 2)

Seek Theatre List for U.K. 'Third Circuit'

From THE DAILY Bureaus
LONDON, Dec. 14.--Inquiries are proceeding with a view to compiling a list of theatres likely and willing to participate in the constitution of a National Circuit. This was announced after a meeting of exhibitors to discuss the formation of a third circuit following "rationalisation" of the Rank and Odeon groups.

The main object of the proposal was (Continued on page 2)

Coyne Signs Contract As D.S.I. President

Robert W. Coyne, whose resignation as special counsel for Compo becomes effective Jan. 1, signed a six-year contract as president of the Distilled Spirits Institute, Washington, D.C., on Friday. The contract has an option to renew for another six years and its terms are guaranteed by five of the principal distillery company members of the D.S.I.

The Compo triumvirate has consulted with Coyne on an arrangement by which he will continue to give consulting services to Compo in the future. At his request he was released from his contract with Compo which had two years to run.

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PERSONAL MENTION

Darryl F. Zanuck returned to Hollywood at the weekend from Paris.

Maurice Silverstein, vice-president of Loew’s International, who recently returned to New York from Hollywood, left here over the weekend for London.

Norbert Auerbach, Columbia Pictures European sales director, and Eric Mueller, sales manager for Germany, have arrived in Hollywood from the Continent.

Jack Brodsky, 20th Century-Fox trade sales contact, and his wife, Dorothy, returned here over the weekend from their honeymoon in Acapulco, Mexico.

Helen Whitson, official of the Eding Studios, London, returned to England from New York on Saturday via B.O.A.C.

David E. Diener, vice-president of Monroe Credital Co., will arrive in Hollywood today from New York.

Sol Wurtzel, unit production manager for 20th Century-Fox’s “Holiday for Lovers”; Henry Levin, director; Charles Clarke, cinematographer, and Eli Donn, assistant director, left Hollywood on Saturday for South America.

Sanford W. Winner, vice-president of Film Representatives, Inc., returned to New York on Friday from Toronto and Montreal.

Carlos Justin, Victor Maders and Neal McCullum, British actors, returned to London from New York on Saturday via B.O.A.C.

Don Yarnborough, of the 20th Century-Fox exploitation department, has arrived at the Roney Plaza Hotel in Miami Beach from New York.

Seek Theatre List

(Continued from page 1)

the desirability to create a market to justify the expansion of production from all sources to offset the present decline.

A representative committee of exhibitors from all parts of the country attended the meeting. A further meeting will take place in the immediate future.

UA Circuit Has 13-Wk. Gain

(Continued from page 1)

motion pictures of a better quality and are distributing them at the regular fixed prices throughout the year.”

UATC plans to continue to rid itself of theatre properties “no longer considered of value for motion picture exhibition,” participants said. “This program will continue,” he said, “until your management is satisfied that it has retained only those properties which will give in the long run. We are confident that the motion picture industry will always have a ready patronage so long as the public is given the type of entertainment which it desires.”

Skouras also reported to the stockholders on “South Pacific,” which was financed through Magna Theatre Corp., in which the UA circuit has invested.

The picture will have been exhibited in from 85 to 100 theatres in Todd-AO by Jan 1, 1959, and is expected to be one of the top grossing films in the industry.

“At this date,” Skouras said, “proceeds derived from the distribution of ‘South Pacific’ will have more than covered all advertising, print and local and national advertising expenses, in addition have paid $2,030,000 of principal and interest on its production loans. Included in the above net profit is an additional $800,000 of principal against the $2,500,000 loan obtained by your company to partially finance the cost of production. $350,000 of the above mentioned payment represented the amortization of its normal due date. Based upon the present results of distribution the remainder of the $2,500,000 loan should be paid prior to the end of next year. Your company will now also receive a 10 per cent profit participation in ‘South Pacific’ for its services in connection with this borrowed.”

SPG Proposes Meeting With MPA Unit on Jobs

The Screen Publicists Guild has proposed an immediate meeting with the MPA’s advertising-publicity department committees to explore new job opportunities for Guild members who are presently unemployed. The committee suggested by Nat Weiss, SPG chairman, and Ben Berman, District 65 organizer, in a letter to Charles Simonelli, chairman of the MPA committee.

The Guild, in its letter, also expressed approval of the MPA’s newly-established registry of available ad- publicity-publication personnel and offered to the MPA the roster of SPG members who are qualified to take over jobs in the film promotion field.

Census Lists

(Continued from page 1)

to independent exhibitors. About a week later, forms will be sent to theatre circuits, and forms will be mailed producers, distributors and service firms about the end of January.

The questionnaires, seeking information on 1958 business operations, have been slightly rearranged in from the 1955 census, but seek to obtain basically the same type of information.

Lippert and Zabel Sign

HOLLYWOOD, Dec. 14—Robert L. Lippert and Edwin Zabel have signed the deal whereby they acquire the 10 theatres of the Southside circuit, as well as a lease on the Hollywood Paramount. Details were published in Motion Picture Daily, issue of Dec. 4.

19 Legal Actions

(Continued from page 1)

week from London where he has been supervising the scoring of “John Ford Jones,” scheduled for release late this year by Warner Bros., and planning his next production, “The Son of Men,” which is to start shooting in Jerusalem March or April.

Details of several actions have been filed by Bernard Glassman, formerly an accountant and tax adviser for Bronston. The picture, an historical spectacle starring Bette Davis and Robert Stack, was directed by Donald Carey and Charles Coburn. It is reported to have cost $4,000,000. Financing was furnished by Pierre Dupont, 3rd, Stuyvesant Flessey, E. L. Kaufman, Legal Aid of New York, and Ms. Dana and family, V. D. Jackson, former Ambassador Ernest Gross, General Motors, Firestone Tire and Rubber Co., Eastman Kodak and Warn Bros.

In some of the actions, Glassman claims to control 50 per cent of the company. Bronston says he was only an employee. He attributes some of the difficulties, which he described as "embarrassing," to the fact that Glassman had a power of attorney to act for him while he was abroad.

RKO Theatres

(Continued from page 1)

will run for eight weeks, was conceived at the division and theatre managers held here recently by the circuit.

The contest is designed to stimulate business in each theatre to the extent of topping the corresponding weeks of last year. The prize will be a full week’s all-expenses-paid vacation for two in either Hollywood or New York City.

Fido Contributions

(Continued from page 1)

ish films which would otherwise have been shown on TV screens. Its film comes from a levy on box office receipts.

Negotiations are being started to be hand for the acquisition of covenants surrounding this flatus. In future, FIDO proposes issue quarterly statements of covenants affairs.
"HOUSE ON HAUNTED HILL," which presents the new electronic device EMERGO, was shown by Allied Artists on the East Coast for the first time Thursday night at the RKO 86th Street Theatre in New York. EMERGO, which projects a skeleton from the screen over the audience, received an enthusiastic welcome from the excitement-packed audience of exhibitors, magazine editors, radio and television representatives and newspapermen. Starred in the William Castle-Robb White film are Vincent Price and Carol Ohmart. The picture will launch the Morey "Razz" Goldstein appreciation sales drive for Allied Artists.

Morey R. Goldstein, Allied Artists vice-president, with Mrs. Goldstein (left) and Anna Maria Powell, "Miss Belgium of 1958."

William Castle, producer-director of "House on Haunted Hill"; Edward rey, AA vice-president; Robert Sherman of Walter Reade Theatres.

Archie Berrish, RKO Theatres; William Castle; and George McKenna, Lafayette Theatre, Buffalo.

Norton V. Richey, president, AA International, and Anna Maria Powell.


Jack Cusack, Victoria and Astor Theatres, and Morey R. Goldstein.
ACE Adopts Charter, Program of Activities

All-Industry Meeting to Be Sought Quickly

(Continued from page 1)

N. Y., Metropolitan M. P. T. Ass'n. and Southern California TOA.

The staff and executive officer, if it is decided to employ one, will be selected by a committee headed by Robert J. O'Donnell.

The committee on producer-exhibitor-distributor relations, whose report on the same subject for discussion with other industry branches was unanimously adopted, will endeavor to arrange for a meeting with distributors at the earliest possible date. Preliminary discussions are to determine whether the meetings will be held with all companies jointly, or individually; whether the topics to be discussed will be on a point or individual company discussion and whether the meetings should be with company heads or heads of distribution.

Presumably, similar considerations will be determined in advance of meetings with production companies.

Horace Adams, Allied States president, is chairman of the committee, but is in Europe at this time and was represented by Irving Dollinger. His report covered such subjects for discussion as new film marketing methods; print shortages; modernization of distribution; clearances, runs and availabilities; new stars; advertising; pre-releases to the Armed Forces; block selling; price-fixing, including indirect price fixing; competitive bidding, orderly release and arbitration.

Fabian Stresses Mutuality

Fabian said ACE will approach the conferences with the sole idea that the problems are mutual ones and their solution will contribute to a healthier industry for all.

Among other reports submitted and adopted at the meeting was one on industry-government relations, which called for clarification of black book regulations; discussion of consent decrees and possible exemptions from antitrust laws; government financial aid to theatres; and eligibility of exhibitors to serve on film company directorates.

Other reports included a discussion of post-1948 film libraries; toll television; means of increasing production; and industry market research.

The meeting also authorized its executive committee to confer with the tripartite of the Council of M. P. Organizations (Compo) to decide which of the matters on the ACE agenda should properly become part of the Compo agenda.

In relation with its report on increased production volume, the committee's report emphasized the desirability of exhibitors purchasing stock, "regardless of company, or production companies, and urged them to do so immediately "as a concrete manifestation of support and confidence in the management of these companies."

On the report on post-'48 film libraries by the committee of which William Forman of Los Angeles was chairman, the sense of the meeting was that it is imbued with more "complex, legal ramifications" than any other subject on the conference agenda. It continued: The committee will undertake to discuss its plans with the appropriate governmental agencies and will report the results in detail as soon as practicable.

Retentive on Clarification

Members of the committee declined to answer reporters' questions for clarification of this statement, as they "can't give you any advice of company. However, it is known in the trade that the principal legal barrier in the subject is that consent decrees prohibit Loew's Theatres, National Theatres and Standard Theatres from purchasing film stock in any exhibitor program which has for its aim the purchase from production-distribution companies of their post-'48 film libraries. Such plans have been broached from time to time by virtually all of the exhibitor organizations. The decrees of AB-PT and RKO Theatres do not prohibit them from participating in film distribution. However, the legality of a single organization handling more than one company's product is at issue in the pending government anti-trust suit against Columbia, Universal and RKO.

ACE spokesman and members emphasized the high degree of unanimity that has marked all of the organization's sessions. It was also stressed that ACE had solicited the advice of the committee for the effectiveness of its work and had patterned them after the highly successful War Activities Committee.

Following are highlights of the committees' approved reports.

Trade Practices

A 12-point agenda on trade practices was proposed to be taken up in a meeting with the heads of distribution by the committee on producer-exhibitor-distributor relations ACE. Acting chairman of the committee is Irving Dollinger, serving as alternate for Horace Adams.

Marketing methods, including sales policies and terms, were raised on the agenda. The committee suggests that distributors consult with exhibitors in advance on any new marketing methods they contemplate so these will be equally profitable to both groups. "It is our feeling that sales policies and terms on these pictures as well as on all pictures must be equitable, the committee added.

Other proposed topics included shortage of prints; modernization of clearance; clearances, runs and availabilities; development of new stars; advertising; pre-release to armed forces; elimination of direct and indirect competitive bidding; orderly release of pictures; and arbitration systems.

Clearance Major Factor

Most important problem in the shortage of prints, the committee declared, is that "long established runs are being completely destroyed and historical clearances being illegally extended." Modernization of clearance is "definitely the responsibility of distribution, it said, and "exhibition will cooperate in every way possible to the extent that the law allows to improve the present clearance problems."

Clearance, runs and availabilities tie into this modernization as well as the shortage problem and a point was made on this, and it feels these must be among the subjects for arbitration.

New Talent Called Vital

On development of new stars the report asserts that exhibition must do its part in playing pictures introducing new talent. On advertising it is proposed that each company give each picture a single year's line-up to a different advertising agency to handle. "We would also like to see the film companies spend part of their advertising budget locally on campaigns in play-offs following the first run," the report adds.

The committee asks further for discussions with exhibition on finding a solution for theatres suffering unfair competition from military camps in their area.

To voluntary block selling exhibition has no objection, according to the report, and only in the case that there be no return to forced block selling. Opposition is expressed emphatically to "any attempts of price fixing on the part of distribution."

Competitive Bidding Treated

On competitive bidding the report states: "This, in itself, has been of advantage to exhibitors in competitive situations in many instances. Generally, however, the only beneficiary has been the distributor. Whether there can be found some method of eliminating this type of competitive bidding where only one or a small group of exhibitors ask for bidding, is hard to determine at this time. Bidding should only be instituted at the request of one or more exhibitors in substantial competition with each other."

Toll-TV Report

Exhibitors must continue to oppose all forms of toll-TV, whether by air or cable, and take all necessary action in this regard, according to the report of the ACE toll-TV committee headed by George Kerastos.

The committee recommends a program in these respects:

1. That appropriate representation be established before all proper governmental agencies to oppose toll-TV in all forms.

2. That the committee be authorized to undertake all necessary action to achieve the purposes and aim to ban all forms of toll-TV.

3. That it be authorized and empowered to engage legal counsel, engineers, economists, public relations and any other professional or other help to present a solid opposition to all forms of toll-TV.

4. That exchange area chairmen be appointed and designated to carry on a grass roots campaign to the proper governmental, civic and community groups for interest and the oppose all forms of toll-TV.

5. That the committee be authorized to raise funds to carry out the objectives as set forth herein to oppose all forms of toll-TV.

Government Relations

Starting with the frank assertion that "This is no time for modesty," Sol A. Schwartz, chairman of the committee on industry-government relations, called for a united effort on the part of the industry for the resolution of changes in the consent decrees.

"Our industry today has changed so radically from what it was when the decrees were originally written," the report said. "Of course, it added, "if some of the remedies are beyond the scope of any Federal agency, action from Congress should be solicited."

Urges Unanimity

This action by legislature, he cautioned must be urged by the industry as a whole, not with different segments asking different things.

The conference recommended that all of that an expression be solicited from the Justice Department that the group picture buying and selling as specifically authorized in those cases, wherein there is no competing entity for the run to be licensed who ask for picture by picture selling.

Without analyzing the decrees, by chance, the conference recommended a number of changes it be obtained either by altering inter-

(Continued on page 5)
Committee Reports Treat All Facets of Industry

(Continued from page 4)

pretations of the decree or by legislative action. These were:
That exhibitors not now permitted to do so, be allowed to produce pictures and distribute them with the further right to show them first in their own theatres.

That the injunction prohibiting pooling agreements be suspended to permit the formation of pools creating for the purpose of sustaining business rather than limiting it. This could be limited to a three-year test period.

Decree-Conformance Suggested

That the decrees of Loew's, Inc. and 20th Century-Fox be amended to conform to the decrees for other companies so that exhibitors may have the right to sit on their boards of directors.

On the question of Government financial aid the committee felt that the qualifying conditions for loans from the Small Business Administration are unnecessarily restricted. Specifically the committee recommended that the present ceiling of $1,000,000 annual receipts be interpreted as applying to individual theatres rather than the group of which they are a part and that all theatres, whether drive-in or indoor, be brought within SBA jurisdiction.

Increasing Production

Recounting the decline in production from a total of 497 features in 1941 to a probable 238 this year, S. H. Fabian, chairman of the committee on ways and means to increase production, said, "So far as I know we are the only retail business in the world with an invested capital of over two and a half billion dollars operating without an inventory."

Five specific recommendations the vital one was that "exhibition pledges its whole-hearted support to help maintain all existing sources of production." To this end, Fabian said, exhibitors must unite in offering assistance whether it be money, playdates or both, to the management of any company confronted with financial difficulties or with an organized attempt to liquidate that company. He further said, "Exhibition should be prepared to acquire in whole or in part the stock of any picture producing company which despite all prior efforts to preserve it, is in danger of being forced out of business or of being liquidated."

Proposals Cover Several Fields

Other recommendations were:
That exhibition impress present producers with the desirability of producing more pictures.

That the decrees be changed so that all the divorced circuits are permitted to produce and distribute pictures with pre-emptive rights.

That overseas foreign films be produced aimed for the American market.

That exhibitors should subsidize independent producers and distributors, the subsidy to be in the form of contractual playdates and/or money.

Field of Research

What is needed in the field of research to aid the motion picture industry is outlined in the report of Max A. Cohen, chairman of the ACE industry research committee. The report breaks down research into several categories which the committee feels represent "some of the most important facets that require attention and study."

Of first importance, the committee states, is finding out how the American public spends its amusement dollar and how much of that dollar the motion picture theatre is receiving. This survey should include finding out who is the average motion picture patron today, not so much in point of age as type of person, skilled or unskilled, etc.

Criticizing present film advertising, the committee asks research to find out what is wrong with current methods and what should be adopted instead. A market survey is proposed which would take up the question of advance admission prices.

Research must also be undertaken on "styling," the report observes, to point the way for a "completely new and revolutionary concept in the production of pictures," including development of new talent in every department of production.

Other subjects proposed for research include modernization of the physical theatre, with statistics acquired to use in seeking government financing. In the field of technological development research will be particularly important, the committee states, which is not going to be so much a matter of statistics, but an actual scientific program whereby exhibition and production both can benefit by the present advances that are now being made and of which we are not taking full advantage."

Large-Screen Color-TV Favored

Mentioned in this respect is the "first step toward third dimension without glasses," which the committee has seen. Use of large screen television in color is also advocated.

On the subject of financing, the committee expresses the hope that research can evolve a plan for supporting ACE at the organizational level at possibly the least minimum cost to each individual member of ACE. The committee, together with the members of the executive committee, has been exploring the possibilities of having the short subjects fund money, which is now being trusted and amounts to about $600,000, signed over to ACE.

Advertising stills are criticized by the committee and steps urged to convince distributors of the value of good ones in marketing all films.

‘Villa’ Boxes Dec. 25

Plato Skouras’ production of "Villa!" will have its New York opening on Christmas Day at Loew’s State, giving 20th Century-Fox a trio of major productions on Broadway for the holiday season. Others are "The Inn of the Sixth Happiness," now running simultaneously at the Paramount and Plaza Theatres, and Leo McCarey’s "Rally Round the Flag, Boys!" which world premieres Dec. 23 at the RKO Palace Theatre.
WHAT CLICKS AT THE BOX OFFICE?

REALISM

A scene from Jerry Wald's IN LOVE AND WAR for 20th Century Fox.

NATIONAL PROJECTOR CARBONS

bring out photo-realism with the brightest light on earth!

Today's money-makers are big, bright, realistic pictures. To show them, you need brighter-than-ever lighting.

“National” arcs bring out all the realism Hollywood puts on film, with the brightest light on earth. And, because these arcs match the sun’s color balance, deep colors come alive. Wide screens show vivid detail. Outdoors, sharp images travel hundreds of feet. Indoors, “National” carbon picture-brightness allows comfortable house lighting.

These slower burning “National” Projector Carbons help cut operating costs: “Suprex” 7mm, 8mm and 9mm carbons — 10mm, 11mm and 13.6mm High Intensity Carbons.

“National”, “Suprex” and “Union Carbide” are trade-marks of Union Carbide Corporation.

NATIONAL CARBON COMPANY • Division of Union Carbide 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
Judge Murphy Dies

Re-Trial Likely

Of Embassy, Goldwyn Suits

Saints or Defendants

Demand New Start

Special to THE DAILY

SAN FRANCISCO, Dec. 15.—Federal District Judge Edward Murphy, so presided at the lengthy trials of defamation suits brought by Samuel Goldwyn Prods. against Fox West and Theatres and others, and Embassy Theatres against major film distributors here, died yesterday of a heart attack.

Attorneys believe both cases will be re-tried. Judge Louis E. Odermuth, chief of the U.S. District court here, stated that if either side moves the suits will have to be taken over again from scratch before the special examining Federal judge.

The justices could stipulate, however, that a new judge pick up the

hearts Exempt from
Blue Laws' in Ohio Special to THE DAILY

COLUMBUS, O., Dec. 15.—Sale of theatre tickets, along with athletic
tests, 3:2 beer and "items of necessity" are exempt from the state's "blue" laws which revoke M. E. Sonnenbrenner is determined to

enforce here.

The mayor's action is being taken

(Continued on page 2)

Mr Arthur Jarratt Dies;
K. Industry Veteran

From THE DAILY Bureau

LONDON, Dec. 15.—Mr. Arthur Jarratt, president of the Kine-
tograph Renters Society and active in many other industry organizations for 25 years, died yesterday following a long illness. He was 64.

Mr. Arthur was knighted in 1956 for

(Continued on page 6)

Radio, TV, Trucks, Posters
Supplant Papers for Film Openings

With four major pictures opening on Broadway tonight, tomorrow and Thursday, distribution ad officials and theatremen yesterday were keeping one ear tuned to the nearest radio for news of the newspaper strike and the other glued to a telephone trying to buy radio or television space to bolster their weakened campaigns.

Frank Films, opening "The Night Remembered" at the Criterion tonight, over the weekend had lined up 80 spots on the NBC network and on WRCA TV for both New York and (Continued on page 6)

Famous Broadway
Films’ Future
Rosy: Zanuck

By SAMUEL D. BERNS

HOLLYWOOD, Dec. 15.—Darryl F. Zanuck expressed complete confidence in the future of American motion pictures, and frowned on unwarranted gloom in Hollywood attributed to TV, in a trade press conference this morning at the 20th Century-Fox studios.

The producer, here until the end of the year to sit in on editing of "Compulsion," produced by his son, (Continued on page 2)

DeMille Will Receive
Dramatic Award Today

Cecil B. DeMille today will receive the American Academy of Dramatic Arts 1956 Alumni Achievement Award at a luncheon in the White and Gold Room of the Plaza Hotel here.

Miss Frances Fuller, president and director of the Academy, will present the award to the producer, who graduated from the Academy in the Class of 1906. Lee Bowman, actor and member of the Academy's Advisory Council, will be luncheon toastmaster.

TOA Protests Downbeat Trade Story By UPI; Asks ’Corrective Action’

Theatre Owners of America has issued a strong protest to United Press International against a Hollywood feature story which asserted among other things that the "movie business has never had it so bad."

The protest, sent to UPI president Frank Bartholomew by George Keratos, TOA president, requested that "corrective action would be instituted which will counteract the erroneous picture left with the public by this story."

In his reply, Bartholomew said the matter would be investigated, indicating that further action would be taken if found warranted.

The article was based on the reduction in Hollywood production and, Keratos contended, left the impression that "our industry’s future is in great jeopardy and that soon very few movies will be available to the public."

He conceded that fewer features are being produced but pointed out that "more numbers of films is no criterion or indicator of the health (Continued on page 2)

Confident
Col. Officers
Predict New Gains Ahead

Annual Meeting Reelects
Directors; Votes Options

With the program of its new administration being carried out as rapidly as possible, Columbia Pictures looks forward to the future with confidence and the expectation that the results will begin to show late next year and throughout 1960, A. B. Schneider, president, said following the company's postponed annual meeting of stockholders at the home office yesterday.

The meeting, Columbia's 55th and Schneider's first as president, re-elected the entire slate of nine directors for another year, approved an employment contract and stock options.

Elect Jackter, Kastner
Col. Vice-Presidents

Rube Jackter, Columbia general sales manager, and Lacy W. Kastner, president of Columbia International, yesterday were elected vice-presidents of the company at the board meeting following the annual meeting of stockholders at the home office.

The board also declared a stock

(Continued on page 6)

Koehner Appointed
Paramount Comptroller

Frederick E. Koehner has been appointed comptroller of Paramount Pictures, marking the creation of the post at that company.

Since last May, when he joined Paramount, Koehner was executive as
Films’ Future Rosy: Zanuck

(Continued from page 1)

Richard, under DFZ Productions banner, and to prepare production of “De Luxe Tour,” which he expects to begin filming early next summer, reported tremendous enthusiasm by picture makers and the public as well in England, France, and other parts of the world for American films, with long queues at the box office to prove it.

Here to cast 10 major roles for “De Luxe Tour,” with an excellent opportunity to feature a new young female player, Zanuck spoke of the problem in getting top players whose tax problem has become acute to the point of refusing work. The spread of the tax over a period of years has become a new wrinkle in negotiations, which may only be good for one or twice at the most, Zanuck said, and cited the case of one player whose tax structure is so complicated that he has one deal which will spread over 30 years, hence which will probably be enjoyed by his estate.

Questioned on whether he will offer participation deals, Zanuck said, “I won’t predict what circumstances will compel me to make participation deals, which DFZ Productions has not had to do until now.”

The producer is currently preparing three stories, in addition to “De Luxe Tour,” which will keep him busy for some time. One of these, according to Zanuck, is “Roots of Heaven” will have the greatest holiday booking record, with 315 openings in key and sub-key runs between Christmas and New Year’s. Four first runs and 177 other shows will open here on multiple bookings of the attraction New Year’s Eve, Zanuck concluded.

TOA Protests

(Continued from page 1)

of our industry. Completely overlooked is that quality and not quantity is the factor that spells box office success and health for our industry.”

Keratoz goes on to cite stories on the current economic status of the industry showing it to be in good health carried by financial publications and by UPI itself.

“Hollywood has found,” he concludes, “that the going price of a box office is and is concentrating on higher calibre films.”

Theatres Exempt

(Continued from page 1)

following widespread Sunday sales of clothing, hardware and other merchandise. Senenbrenner said merchants would be given “reasonable” time in which to comply. “If they don’t abide by the law, we will begin enforcing the law,” he warned, “and there will be no way for us to hurt anyone. And we are not fighting the corner drugstore or grocery which provide necessary services. What we intend to fight is operation of regular mercantile establishments such as clothing and hardware stores.”

Warner Name Upheld

Judge Frederick Van Pelt Bryan, of the United States District Court, has handed down an opinion that Warner Music, Inc., has no right to use the name Warner. He said he would issue a temporary injunction in the Federal Court action brought by Warner Music, Inc., to prevent subsidiaries Warner Bros. Records, Inc., and Music Publishers Holding Corporation, from using the Warner name.

Student Drive Brings Decline in Attendance

Special to THE DAILY

SPRINGFIELD, Ohio, Dec. 15— student campaign against objectionable films has resulted in a marked decline in attendance at area movie houses. This was reported here.

The drive against “obscenity and horror” in motion pictures was inaugurated at a student assembly at Central Catholic high school. The school’s 65 students were joined by representatives of county public schools.

Two students reported that in the past year 74 per cent of the films were objectionable; in the last 19 days they were classified by the Legion of Decency either as morally objectionable in part or all condemned. They said the movies from Dec. 8, to Oct. 33, 8 per cent of all movies shown in the Springfield area were similarly objectionable or condemned.

A student speaker declared that the movies shown “are getting progressively worse” and that the local theatres are no longer suitable places to take a date.

Michael Chakares, vice-president of Chakares Bros., Manager, of which operates most local movie houses, denies that if the films distributed by his company are objectionable, he classifies them “as family entertainment” and “all others were passed” by the Legion of Decency.

AMPP’s Boren Now Executive Vice-Pres.

From THE DAILY Bureau

HOLLYWOOD, Dec. 15— Charles B. Boren today was appointed executive vice-president of the Association of Motion Picture Producers by a board of directors.

Boren, who has been AMPPP vice-president in charge of industrial relations for the past 11 years, now holds the duties of chief administrative officer for the entire association.

$18,079 to ‘Buccaneer’

NEW ORLEANS, Dec. 15—C. B. DeMille’s “The Buccaneer” got to new high at the Saenger Theatre where it had its world premiere on Thursday. Premiere night and six following days yielded $1,079, indicating that the film is due a successful run, the manager states.

Join in Booking Firm

BOSTON, Dec. 15— John Glazer and Thomas F. Fennor joined forces with Arthur K. How to operate Affiliated Theatres Co., a new corporation booking and booking outfit. Howard remains president, Fennoyer is vice-president, and Glazer is treasurer.
with the launching of the most important showmanship effort in Allied Artists' history. The celebration lasts 13 weeks, from JANUARY 3 to APRIL 3 and we call it THE MOREY GOLSTEIN APPRECIATION SALES DRIVE. This is our showcase for a vital and promising new season, introducing the first of the box office pictures announced on the next two pages. Exhibitors everywhere are cordially invited to join in this jubilee of sales, showmanship and production ... from the company where the plans are big, the future as bright as all of us strive to make it.
GREETINGS AND

The Biggest Thing Since Creation!

THE GIANT BEHEMOTH

starring GENE EVANS
ANDRE MORELL
JOHN TURNER

HOUSE ON HAUNTED HILL

starring VINCENT PRICE, CAROL OHMART
RICHARD LONG
ALAN MARSHAL

VICTOR RED RHONDA
MATURE BUTTONS FLEMING

THE BIG CIRCUS

and co-starring
KATHRYN VINCENT PETER GILBERT
GRANT PRICE LORRE ROLAND
CINEMASCOPE TECHNICOLOR

The sizzling best-seller that out-shocks them all!

79 Park Avenue
NOW IN PREPARATION

BIG YEAR FOR BETTER BUSINESS WITH

CRIME & PUNISHMENT U.S.A.
Sensational novel by Stephen and Ethel Longstreet.
Packed with the power and sex of "Moulin Rouge!"

MAN OF MONTMARTRE
NOW IN PREPARATION

REVOLT IN THE BIG HOUSE
"Best prison picture in years! Violent!"
FILM DAILY

King of the Wild Stallions
Starring George Montgomery
CINEMASCOPE • COLOR
Diane Brewster
Edgar Buchanan

Battle Flame and Atomic Submarine

Gunsmoke in Tucson
Starring Mark Stevens
Forrest Tucker • Robbins
CINEMASCOPE • COLOR

Cameron Mitchell • Whitmore
Face of Fire

Van Johnson • Vera Miles
P.O. BOX 303

Grossers from AA

Rod Steiger as Al Capone
Co-starring Fay Spain • James Gregory
Martin Balsam • Nehemiah Persoff
Mervyn Vye

Morey 'Razz' Goldstein
Appreciation Sales Drive
January 3 • April 3
Columbia Officers Predict New Gains

(Continued from page 1) national coverage. Radio spots were worked in for WRCA, WCBS and WOR on news and commentator shows.

Columbia, with a major newspaper advertising and publicity campaign prepared and ready to go for "The Seventh Voyage of Sinbad" opening tomorrow, announced plans for an emergency plan last Wednesday and put it into effect, with speed and drama, on Thursday when the papers suspended publication.

Columbia Budget $25,000

Over $25,000, or more than the budget for the newspaper campaign, was thrown into a radio and television campaign, laying up options for time which had been reserved on an "if" basis in some cases and competing with other companies and departments for remaining time spots. Seven radio and four TV stations were used.

In addition sound trucks were sent out to all boroughs of the city except Staten Island, subway posters were stepped up, and school posters were pressed into use.

The switch was all the more dramatic because Columbia had planned most of its attention to the picture for newspaper ads and publicity since it is in color and features the Dyma mation process.

UA Active for 'Tables'

United Artists, opening "Separate Tables" at the Astor and Normandie theatres Thursday, also took to the air, to music and street corner calls.

Radio spot announcements were increased; heavy disc jockey promotion of the several recordings from the picture was injected; and tabloid type headlines were gotten out.

Paramount with "Geisha Boy" opening Wednesday at the Mayfair, turned similarly to the air.

Meanwhile, McG-. continued to distribute in Times Square and other key locations copies of its own digest of Hollywood news to the general public.

News Strike

(Continued from page 1)

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Re-Trial Likely

(Continued from page 1) transcripts, hear final arguments and hand down a ruling.

Chief Judge Goodman is expected to call in attorneys for both sides in both suits for a conference on Tuesday.

In Los Angeles John Bertero, president of National Theatres, and nominal head of the Fox West Coast circuit, a defendant in the Goldwyn suit, explaining the next course of action to be taken after Judge Murphy's death, stated that the plaintiff and defendant must present a common agreement to have a newly-appointed judge review the case and determine the case for a verdict, otherwise the case will have to be re-tried.

Confirmed by Goldwyn Spokesman

A spokesman for Samuel Goldwyn confirmed this procedure.

Oral summations in the Goldwyn case, trial of which occupied several months last winter and spring, were to be continued last week but had to be postponed because of Judge Murphy's illness.

In the Goldwyn suit, originally filed in May, 1950, the producer charged that a film studio was using a great amount of money in being unable to acquire theatres for his pictures due to discrimination by the defendants. Trial finally began July 10, 1957.

In pre-trial hearings Goldwyn was required to reduce the number of pictures listed in the action from 27 to 7 produced from 1947 to 1950 due to the statute of limitations. However, after the trial began, Judge Murphy reversed this to allow all 27 to be eligible for consideration as damages.

The Embassy case, which was also a long time in coming to trial, was several millions in the first quarter over a year ago, including the results of Screen Gems, the television subsidiary.

Company gross for the second quarter is undetermined but is expected to equal the level of a year ago, despite the fact that grosses of "Bridge on the River Kwai" are beginning to slacken and results of the company's three new, top releases cannot be predicted now.

36 Features Planned

Jaffe said Columbia's schedule for the current year calls for 36 features, compared with 45 last year. Most of the schedule will come from independents, wholly financed by the company. Six of the new productions will be made abroad. Costs of the new features will be at least equal to last year's.

Film operations in the last fiscal year grossed $85 million, and Screen Gems $25 million, for a total of $110 million. In the previous year, films grossed $79 million; Screen Gems $22 million.

Columbia continues to be interested in expansion and diversification opportunities, Jaffe said, and is studying a music company and other allied industry proposals that have been offered it.

With $83 per cent of the stock outstanding being voted, the directors were recalled without a dissenting vote. In the Schneider, Leo M. Blanche, A. Montague, Donald S. Stral en, Alfred Hart, A. M. Sonn bend, Ralph M. Cohn, Mendel F. Silberg and Jaffe.

The employment contract for Jaffe which was approved is for seven years at $1,500 weekly. His approved stock options are for slightly in excess of 10,000 shares. The British stock option is for 15,375.

The meeting paid silent tribute to the memories of Harry Cohn, former president, and Nate B. Spingola, former vice-president, who died during the year.

ACE Meeting

(Continued from page 1) Conn., who is alternate for George Keratosses, Theatre Owners of Americ president, on the ACE executive committee, will report to the New Haven area exhibitors on the ACE organzation and planning meetings held here last week. The meeting is open to all exhibitors regardless of affiliation, although arrangements for it were made by the Motion Picture Theatre Owners of Connecticut.

O'Donnell to Report

R. J. O'Donnell, chairman of the ACE organizing committee, called the meeting in Dallas and will present the report on the New York session to arca exhibitors.

Sir Arthur Jarratt

(Continued from page 1) services to the Royal Naval Film Corp. He held the rank of Captain in the Royal Naval Reserve.

On learning of the death of Sir Arthur Jarratt, Eric Johnston, president of the Motion Picture Association, cabled his wife Dorothy, Lady Jarratt, as follows: "My sincere sympathy to your family, Sir Arthur's death is a personal loss to me and his many friends here in the States. He has been a tower of strength and a source of dynamic leadership in our industry. We shall miss him greatly."

Koehler Named

(Continued from page 1) sistant to James H. Richardson, trea urer of the company. He came from Paramount from Price Waterhouse Co., where he was managing account specializing in the amusement industry.
the BIGGEST...the BOLDEST...

THE
Buccaneer

Exhibitors! Hoist the flag to the yardarm and let your patrons know that Cecil B. DeMille's presentation of "The Buccaneer" is sailing their way. For the price ordinarily paid for a standard-length trailer, the Prize Baby, in cooperation with Paramount, is offering a special ten-minute, Technicolor trailer on the picture that reunites the two towering antagonists of "The Ten Commandments," Yul Brynner and Charlton Heston.

This sure-fire trailer is packed with the kind of boxoffice punch that only Cecil B. DeMille himself could present, as he introduces from the screen the personalities and background of the picture in spectacular scenes of grandeur and scope.

Sail the seas of showmanship with Paramount's "The Buccaneer"...as National Screen clears the decks to help you tell and sell the story of this mighty box-office blockbuster.
In the great chase tradition
of "Foreign Correspondent"
"The Third Man"
and
"To Catch A Thief"!

A WARWICK PRODUCTION

JACK ANITA NIGEL
PALANCE • EKBERG • PATRICK

"It is lively entertainment
and should be a strong
attraction in any first
run, big or small!"

MOTION PICTURE DAILY

THE MAN INSIDE

BONAR COLLEANO • ANTHONY NEWLEY • SEAN KELLY

Screen Play by DAVID SHAW • Based on the novel by M. E. CHABER
Directed by JOHN GILLING • Associate Producer, HAROLD HUTH
Executive Producers, IRVING ALLEN and ALBERT R. BROCCOLI

CinemaScope

THE MAN from Columbia has the
INSIDE story! Call him NOW!...
report Offer to Buy Stock of Loew Trio

been Said Willing to Sell; could End Proxy Bout

principals involved in financial dis-
report that an offer had been made to purchase the Loew's stock-
ings of Louis Green, Jerome New-
and Joseph Tomlinson, dissident
tors of the company, either de-
ed comment on the reports yesterday.

accord to the reports, Ira Gull-
, a supporter of Loew's manage-
t headed by Joseph R. Vogel, the offer to the trio,
then, who is president of Baldwin

(Continued on page 14)

Directors Elected Meeting of UATC

Special to THE DAILY

ALTIMORE, Dec. 16 — All 12
cars of United Artists Theatre
uit were re-elected at the annual
eting of stockholders here yester-
the exception of George
or, who asked to be replaced for

(Continued on page 3)

National Theatres Net $1,302,000 For Year

From THE DAILY

LOS ANGELES, Dec. 16 — National
Theatres, for the fiscal year ended
Sept. 30, 1958, had a consolidated
net profit of $1,302,000, or 48 cents
per share, it was reported today in a
statement to stockholders by John
B. Bertero, president. The figure for
the previous year was $2,226,000, or
48 cents per share.

In his statement to stockholders the
new NT president added, "Present in-

(Continued on page 14)

$37 Millions Raised By Industry for M of D

The motion picture industry has
raised a total of $37,000,000 for the
Infantile Paralysis Foundation, more
than enough to finance the research
which produced the Salk vaccine, in-
dustry leaders were told yesterday
at a meeting at the Hotel Astor to
further plans for the annual Human-
tarian Awards dinner, Feb. 11, at
which Joseph R. Vogel, president of
Loew's, will be honored. The re-
search cost for the Salk vaccine was

(Continued on page 4)

Fox to Release Eleven Films in First Quarter

Twentieth Century-Fox announced
yesterday it will release 11 produc-
tions during the first quarter of 1959.
The schedule is as follows:

January: "The Inn of the Sixth
Happiness," "The Sheriff of Fractured
Jaw," and "Smiley Gets a Gun."
February: "Rally Round the Flag,

(Continued on page 4)

REVIEW

Siegell—M.G.M.—CinemaScope

vies about LIFE in American small towns have always exerted a
long fascination for readers of novels, and many of them have been
made into highly successful films over the years. Add now to the list
Sol C. Siegel production of "Some Came Running," which is a first-
example of the school and looks certain, as a result, to rank with
a top grossing pictures of the year.
The story comes from the best-selling novel of the same name by
les Jones, who wrote "From Here to Eternity," from which was made
quite different type of picture from this one. Once again, however, a
high-powered cast was selected to play the Jones' characters—Frank
Satta, Dean Martin, and Shirley MacLaine are starred, and their support
includes Arthur Kennedy, Martha Hyer, Leora Dana, and Nancy Gates.
This small-town story takes place in Indiana, and much of it was filmed

(Continued on page 3)
**PERSONAL MENTION**

MILTON E. COHEN, United Artists' supervisor of sales for Michael Todd’s “Around the World in 80 Days,” has returned to New York from Jacksonville.

- Harold J. Klein, executive vice-president of J-J Theatres, New York, was married at St. Stephen’s Episcopal Church, Jersey Smolen, TV’s “Our Gal Sunday.”
- Lewis Horwitz, of The Washington circuit, Cleveland, has left there with Miss Horwitz to spend the holidays in Fort Lauderdale, Fla.
- Leo Brown, director of advertising-publicity for Leo’s Poli-New England Theatres, New Haven, Conn., has returned there with Miss Brown and their daughter from a Mediterranean cruise.
- John Huston has returned to Hollywood from Ireland.
- Paul Gregory, producer, will leave here tomorrow for Montego Bay, B.W.I., via B.O.A.C.
- Samuel T. Wilson, theatre editor of the Columbus, O., “Dispatch,” is recovering at University Hospital there following surgery.
- Jack Goldberg, who retired in 1957 as M-G-M resident manager in Albany, N. Y., has returned there from Miami Beach, where he now resides.
- Otto Preminger, having completed his direction of Samuel Goldwyn’s “Porgy and Bess,” has returned to New York from the Coast.

**SDIG Dinner-Dance**

The first annual reception and dinner dance of the Screen Directors International Guild will be held at the Belmont Plaza Hotel here on Jan. 17, Howard T. Magwood, president, has announced. Joseph Lerner is chairman of the 1959 dinner committee.

**Bud Irwin Dies**

BINGHAMTON, N. Y., Dec. 16 - Bud Irwin, manager of the Comerford circuit’s Riviera Theatre here, died of a heart attack on Thursday. He had been with the circuit since its formation. He is survived by his wife, Juliette.

**EXPLAINS SWITCH IN N.Y. CAMPAIGN FOR ‘SINBAD’**

Robert S. Ferguson, Columbia director of advertising, publicity and exploitation, told yesterday how radio, TV and exploitation had to be quickly harnessed to herald the opening of “Seventh Voyage of Sinbad” during the New York newspaper strike.

Heavy Newspaper Drive

“We had originally planned to spend the bulk of our outlay in newspapers in the pre-opening campaign as we had a major process, Dynamation,” Ferguson said. “We realized it wouldn’t be easy to get across the feeling of this process on radio and we do not like to show scenes from color films on TV, and ‘Sinbad’ is in color. Therefore we had developed one of the strongest newspaper publicity campaigns in our history. Then at the 11th hour, just as the Sunday movie sections were going to press, the papers closed down.”

A radio and TV spot campaign costing $25,000, more than would have been spent in print, was set on seven radio and four local video sta-

**‘TOM THUMB’ CAMPAIGN STEPPED UP IN NEW YORK**

Promotion for another major top picture set to open in the metropolitan New York area in the face of the newspaper strike has moved into high gear. The film is M-G-M’s “Tom Thumb,” which opens Sunday in over 100 theatres.

A saturation TV campaign on every leading children’s TV show, coupled with radio spots in Long Island and Westchester, form the core of the advertising budget. These paid spots are in addition to the Bosco commercials offering the “Tom Thumb Tune” record by star Russ Tamblyn. M-G-M is also arranging for ads in neighborhood and suburban papers.

**MGM HAS ‘TABLED’**

In the meantime Loew’s Theatres is supplementing this campaign with a special “Tom Thumb” news, a four-page tabloid that includes a cartoon coloring contest with $175 in prizes and music albums for runners-up, to run from Saturday through Wednesday. Additional pull will be done after the opening.

**LAST NIGHT TO REMEMBER**

**SEE PAGES 1, 15 & 19**

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kase, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. St. John, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager, TELEVISION TODAY, Charles S. Acronos, Editor; TELEVISION PRODUCERS, Martin Quigley, Editor; PICTURE PRODUCE, Josiah D. K. Trop, Editor; THEATRICAL BUSINESS, Oscar Fricke, Editor; THEATRE DIRECTORY, Los Angeles, Calif.; and THEATRE TUESDAY, Richard L. Franklin, Editor.

**TENT TALK**

**Variety Club News**

SAN FRANCISCO—Northern California Variety Club has elected 1959 crew with Gerald Kasri as head to succeed Irving M. Lebow, the only chief Barker to be elected two successive terms in Tent 32’s torry. Jack Tillman was voted first assistant chief Barker, and Roy Cor. second assistant, Stuart Klemp is publicity master and Jack Dobbs do’s guy. Six new cunnas added to crew are E. I. Rubin, A. L. Fagan, Darrel Fschhoff, Ted Nasser, J. Marpole and Hal Gruber.

**ALBANY, N. Y.—**Milton A. Lerner, New York State’s assistant solicitor general, and Rev. Benjamin K. OPM, professor of science and mathematics at St. Regis College, were principal speakers Saturday at Variety Club’s annual kick off dinner for Camp Thacher in the balcony of the Sheraton-Ten Eyck Hotel. Perham was chairman of the affair which the wives of the members, the first time, attended.

**ATLANTA—**Jon B. Farmer was installed as chief Barker of lanta Variety Club. Other officers are W. K. Laird, first assistant; F. W. White, second assistant; Geo. Kroeger, property master, and lan B. Kohoran, doy guy.

**DeMille Given Trophy Of American Academ**

Praise from his friends and for associates of the theatre, and an agreed glass trophy betokening American Academy of Dramatic Arts 1958 Achievement Awarded Cecil B. DeMille yesterday at luncheon in the Hotel Plaza to declare: “You make me feel that old man of 77 has not wasted time.” DeMille graduated from Academy in 1919. He cited it taking more than 30 years to do he’d achieved something; and, seriously, observed that his had gone from puppet to theatre on a larger audience; and that he, Wilson, privileged to use a new “innovation,” has succeeded in reaching, estimates, three and one half hundred persons.

Presentation by Frances Fullon Academy president Frances Fr presented the award, and Lieutenant President Lawrence Langner, Washington, Cornelia Otis Skir and more attended, and wires we received from Lee Bowman, How Lindsay and Jennifer Jones. — P.
Some Came Running

(CONTINUED FROM PAGE 1)

Logan Seeking Talent

A nation-wide search for a youth to portray the title role in "Parrish," the forthcoming motion picture version of Mildred Savage's current best-selling novel, has been launched by Joshua Logan, who will produce and direct the Mansfield Production for Warner Bros. release.

Will Shut N. C. Theatre

THOMASVILLE, N. C., Dec. 16—The Palace Theatre here, built in 1924, will shut on Jan. 1, it has been announced by S. T. Stoker, president of the owning company. The closing will leave the community with one film house, also operated by the Stoker group.

Coast Musician Local Elects Tranchitella

From THE DAILY Bureaus

Hollywood, Dec. 16—An administration slate headed by John Tranchitella won a two-to-one victory in yesterday's bi-annual election of Musici ans Local 47 here.

In addition to Tranchitella, who was elected president for a two-year term, Max Herman was elected vice-president, Lou Maury recording secretary and LeRoy Collins financial secretary.

Tranchitella's slate won a clean sweep by eLecting all of its candidates.

On the meeting was devoted to routine business.

Miss Chase to ‘Can-Can’

HOLLYWOOD, Dec. 16—Barrie Chase will be starred in “Can-Can,” film version of the Cole Porter-Abe Burrows Broadway hit of three seasons ago, to be produced next spring by Jack Cummings Productions for 20th Century-Fox release.

Because of the importance of the new assignment, executive producer Buddy Adler has decided to remove Miss Chase from the cast of “One for Me,” the Bing Crosby-Debbie Reynolds-Robert Wagner starrer, in which she had been scheduled to perform as a specialist dancer.

AIP Buys Foreign Rights

Hollywood, Dec. 16—American International Pictures has purchased from Philip S. Lewis, of American Trading Association, his rights to foreign distribution of the first 50 features made by the company before establishment of its own foreign department, it was announced today by James H. Nicholson, president, on his return from New York.


**20th-Fox Buy**

(Continued from page 1)

members, both Magna Theatre Corp. and American Optical having elected two.

Fox’s investment is an expression of the high regard in which its officials hold the Todd-AO wide screen process. According to it, Fox is buying one of the most effective of the several wide screen systems for roadshow attractions, 20th-Fox plans to produce five special features in the process.

Under the Todd-AO licensing method, the company collects a license fee on each theatre ticket sold for an attraction made in the Todd-AO process. Thus, Fox will pay to Todd-AO only on the success in the royalties as a co-licensor, or part owner.

Magna Theatres, of which George Skorras is president, owns 50 per cent of the Todd-AO stock, and American Optical the other 50 per cent. Magna also owns 62½ per cent of the Todd-AO equity stock, and American Optical 37½ per cent. Charles H. Schaefer is president of Todd-AO.

$37 Millions

(Continued from page 1)

The meeting was addressed by Richard C. Patterson, Jr., commissioner of public events of the City Department of Commerce, who introduced Foundation officials.

**Vogel Active in Drive**

Vogel will receive the organization’s Humanitarian Award in recognition of the part he played as head of Loew’s Theatres over the years in the industry fund-raising campaigns for the March of Dimes, Harry Brandt, president of Independent Theatre Owners Association, reported on program plans for the dinner, including a dramatization of the March of Dimes story, with highlights of Vogel’s long theatre career interwoven, to be directed by outstanding talent personalities.

The need to impress upon the public that the Foundation’s work must go on despite the success of the Salk vaccine was stressed by the speakers. For this theme, Si Sader, M-G-M advertising manager, suggested the slogan, “The March of Dimes Matters On!”

**Reservations Made**

Representatives of a number of companies at the meeting put in their subscriptions for tables at the dinner, which are priced at $100 a plate, or $1,000 per table. Brandt Theatres and American Broadcasting - Paramount Theatres were among the early subscribers for more than one table.

**Fox to Release**

(Continued from page 1)

Universal—International yesterday purchased the motion picture rights to a new British suspense play, “Matilda Shouted Fire,” and simultaneously announced arrangements to film it next fall with Arwin Productions, with Margaret Lockwood in the role. This will be the second U-I-Arwin production, the first, “Pillow Talk,” being prepared for January filming by producers Ross Hunter and Martin Melcher. Edward Mohl, U-I vice-president in charge of production, serves as executive producer of “Pillow Talk.” All three will act in similar capacities on “Matilda Shouted Fire.”

A Night to Remember

(Continued from Page 1)

material for the screen. But the previous pictures used it primarily as the climactic event in a story dealing with the personal lives of a few passengers aboard. Where “A Night to Remember” differs is in its approach.

Erie Ambler, the script writer, following closely Lord’s book (which was a masterful job of carefully detailed research) and Roy Baker, the producer, have made the ship their heroine and what happened to her story. They have sought to depict the disaster exactly as it happened—to give the spectator a strong sense of “you are there.”

In this they have succeeded superbly. From the moment that the “Titanic” is launched in a gala ceremony as a prologue (placed before the credits) to the final arrival of survivors safely in port again the audience is swept along in the relentless and agonizing train of events.

In addition to the overwhelming feel of “presence” the spectator is also given an outside perspective to what occurs. The ironic aspect of the destruction of the “Titanic” is that it could easily have been prevented at any point along the line. Warnings of the ice pack sent by the “Carpathia,” another ship in the area, were allowed to be swamped by a careless clerk under a pile of personal messages from passengers to friends at home. If only the iceberg hadn’t made such an extended gash in the hull of the ship, it could have stayed aloof until assistance arrived. Another ship, the “California,” was only 10 miles away from the “Titanic” but its radio operator had gone to bed and never heard the distress signals. Backets sent up by the doomed liner were interpreted on the “California” as a display of fireworks for fun.

All this is conveyed to the audience and a great deal more. There are numerous vignettes in which several of the passengers and crew are introduced and their characters set for later acts of courage and cowardice when the ship starts to sink.

Thus, along with the mounting suspense (which is never dissipated by one's knowing the outcome) there is terrific emotional drama in scenes showing families forced to say goodbye as the women and children are placed into the lifeboats first. There was space on these boats for only 1,200 of the 2,200 aboard.

Organization of this vast material for the screen was a formidable task which Ambler and Baker mastered with great skill. The technique used—quick cutting from one phase of the story to the other, from the first-class deck to steerage, from the officers' quarters to the “Titanic” to its radio operators—is achieved without any sense of confusion or let-up in the crescendo of the pace. No other medium except the theatre screen could possibly be used to tell the story quite this way—to produce quite a devastating impact.

And the semi-documentary nature of the approach requires no “stars,” although the film has one in Kenneth More, who portrays the second officer of the “Titanic.” He is excellent but no more so than every member of the large cast which is generally unknown in this country.

That fact is unimportant; the story’s the thing. And what a story! What a film!

Running time, 123 minutes. General classification. Pre-release, in December.

R. G.

**New U-I, Arwin Deal**

For ‘Matilda Shouted’

Universal - International yesterday purchased the motion picture rights to a new British suspense play, “Matilda Shouted Fire,” and simultaneously announced arrangements to film it next fall with Arwin Productions, with Margaret Lockwood in the role. This will be the second U-I-Arwin production, the first, “Pillow Talk,” being prepared for January filming by producers Ross Hunter and Martin Melcher. Edward Mohl, U-I vice-president in charge of production, serves as executive producer of “Pillow Talk.” All three will act in similar capacities on “Matilda Shouted Fire.”

**Industry Pension Plan Elects Dyer Chairman**

From THE DAILY Ttowie

HOLLYWOOD, Dec. 16. — Bonar Dyer, of Walt Disney Studios, has been elected chairman of the Motion Picture Industry Pension Plan at the annual meeting of the plan’s board of trustees.

This board consists of 16 trustees divided equally among management and labor.

A report to the board showed the pension plan has assets of over $12,000,000 since its inception in 1954 from employer and employee contributions. First payments to those eligible will commence on Jan. 1, 1960, and will amount to $50 per month.

**SPG Asks Conference Of Ad-Publicity Union**

A joint conference of all AFE-CIO unions of advertising and public relations employees was called yesterday by Screen Publicists Guild of East 85, AFL-CIO. The SPG prop was made to the Alliance of Theatre Press Agents and Managers (ATPA) Local 16032; Hollywood Publicists Local 815, IATSE; National Association of Broadcasting Employees & Technicians Local 11, New York, Publicists Local 872, IATSE.

The proposal for the meeting one week after the conclusion of the AFE-CIO union in New York State and coincided with intensified merger moves among AFL-CIO actor unions.

Retirement for discussion of the joint conference of public relations unions: are organization of the field of advertising and public relations, establishment of uniform standards, salary minimums, job security programs and other benefits; elimination of jurisdictional disputes; mutual and assistance, and other joint undertakings.

The initial conference proposed the SPG would be an exploratory meeting, requiring no immediate commitments from any of the participants.

O. R. McMahon Die

requiem mass will be said at St. Agnes Cathedral in Rock Center at 10 A.M. McMahon died in Florida last Saturday. He had been since 1951, at which time he left the post with RO.

Frankel, Davis to Make ‘Golem’ in Prague

Plans to produce “Golem,” the medieval classic, in its natural setting Prague, as the first American-made film behind the Iron Curtain were announced yesterday by John J. Frankel, president of M.J.P. Enterprises, Inc. and Richard Davis, president of United Motion Pictures Organization. Picture is to be in color and will screen at a budget of $3,000,000 to top American talent. The final script will be submitted to the U.S. Department of State for approval before production commences.

Czech Government to Aid

The Czechoslovakian government through its agency, Czech Filmex, has approved the idea and will provide studios, extras and products personnel in return for exclusive distribution rights in the ten Satel countries. The Budapest production will be distributed by American interests and will probably be the first film to be distributed by a new U.S. distributor company, now in the process of formation. The motion picture is in the Czech Republic and will be abroad, it is planned to commence shooting in December of 1959 with the company scheduled for months of location.
Some came running... 
some turned away... 
but everyone knew
Dave was back in town
and trouble — and
women — must be
close behind!

NANCY GATES
LEORA DANA • JOHN PATRICK and ARTHUR SHEEKMAN
Based on the Novel by JAMES JONES
Screen Play by
Directed by
VINCENZ MINNELLI

YOU CAN BANK ON M-G-M
With top billing going to The Movies as “still the first stop on America’s Midway,” Life Magazine will pay vast, exuberant attention to the Show World in its year-end double issue of December 22nd. How, from the first issue in 1936 (above) to the big Entertainment number of 1958 (below), the motion picture has consistently shared in Life’s major interests, is told in the text at right.

Volume I, Number 1 of Life, dated November 23, 1936, when leafed through now reflects, nostalgically, the manners, modes, fashions and mores of a strangely distant pre-war era, the face of an America naive and unsophisticated by today’s standards. Prominent among the features of that first issue of a new picture magazine was a four-page story on Robert Taylor, then about to make his first top starring appearance with Greta Garbo in “Camille.”

Twenty-two years later, Life places on the newsstands, and in the homes of America, well over 6,000,000 copies of its giant, 204 page, year-end special issue devoted entirely to Entertainment and featuring motion pictures as the Main Stop on America’s Midway. In the intervening years—and 1144 issues—Life’s editors, in terms of space and reportorial effort, have given constant and earnest attention and treatment to motion pictures as a news department certain of reader interest along with science and medicine, art, fashion and sports.

That is no accident. Life was born, in that distant 1936, out of an increasing awareness of photography as a medium of communication, an awareness to which the burgeoning motion picture industry had contributed enormously. The work of various Time, Inc., personnel on the old March of Time did much to crystallize theories and techniques in dealing with photography. In addition to this ancestry and approach, the sheer variety of subject matter dealt with by the motion picture industry, and its natural appeal to the public made the movies a natural resource for a magazine proposing to “see life, to see the world, to eyewitness great events, to watch the faces of the poor and the gestures of the proud.”

Since those early years, the editors of Life have watched and recorded momentous changes in the technological and political life of the nation, and the greatest cultural and leisure time “explosion” in the country’s history. Now with public taste and sophistication matured to a significant degree, they see a greater awareness of ideas and events, a growing demand for high performance.

Approaching the newer and better motion pictures of today, they take the stand that the Life audience has come to look to their magazine for something more than a straight pictorial review, or a typical fan magazine story on a star. “Movie informational channels,” they say, “have flourished to the extent that our role appears to have graduated to an angled critique-in-depth, as opposed to a straight forward news treatment.

“Of course the timing and the film distribution pattern have a major bearing on our approach. But we are essentially most interested in portraying to Life’s readers some information, both visual and textual, which they cannot obtain elsewhere, and which Life can uniquely portray with its camera techniques. We will always make known our critical attitude toward a film, but that is no longer the essential point of reference to our treatment.”

In the prospectus for the 1958 year-end issue on Entertainment, the editors said, “The point of view... is that entertainment today is a definite force for good. It unites and humanizes people. It relieves tension and restores equilibrium. It reaches the heart and needles the mind.”

Applying that point of view to the motion picture of today, they say, “It is certainly the motion picture which is the main hope for leading the way toward setting those higher standards which can help keep the United States the world leader in entertainment, and keep it a force for good.”

For the fabulous effort that produced the pages on Entertainment in Life’s December 22nd issue, turn to page 3.
This smart alec earns smart money

LIFE picked this winner, too!

funnier and warmer as it goes along!
leaves viewers laughter-happy!”

SIXTH RIOTOUS WEEK!
Paris Theatre
New York

alec guinness in
"The Horse's Mouth"

From the novel by JOYCE CARY
also starring KAY WALSH · RENEE HOUSTON · MIKE MORGAN
Screenplay by ALEC GUINNESS · Directed by RONALD NEAME
Produced by JOHN BRYAN · A Knightsbridge Production

TECHNICOLOR®
THE MOVIES

MAIN STOP ON AMERICA'S MIDWAY

Telling the story behind the story of Entertainment that Life Magazine spectacularly unfolds in its December 22nd issue, with the motion picture of past and present giving a grand and hilarious show.

By JAMES D. IVERS

Hurry! Hurry! Hurry! Step right up folks. See the greatest, the biggest, the most colossal show on earth...

In sixteen pages of spectacular color photography, longest lead story ever used, Life this week takes its readers down the Great American Midway of Entertainment, leading them into its fourth annual year-end special issue, which is the biggest (204 pages), costliest (47 pages in full color), most elaborate (four-color gate-fold cover), most successful (73 pages of advertising with a gross revenue of $2,738,000) in its history.

In work since last July, and studded with ingenious and unusual features, the issue goes on sale today for two weeks at ten cents over the regular newsstand price of a quarter. With a special push from the circulation department it is expected to sell well over the 6,165,516 copies reached by last year's double issue.

While it covers in depth the worlds of the circus, nightclubs, the dance, television, hi-fi records, jazz, the stage theatre and amateur playmaking, major emphasis and indeed much of its inspiration is on and from the motion picture.

Two of the eight double-page "spectaculars" which constitute the American Midway theme setting piece, feature motion picture exhibition. One is a panoramic shot of a Salt Lake City drive-in at dusk, the other the most unusual shot ever made of the world famous Music Hall Rockettes. One eight-page feature reports in detail the care and the skill poured into one scene of "The Diary of Anne Frank" by director George Stevens. Seventeen pages are given over to a most unusual "Christmas Package" idea which stars Marilyn Monroe, Gene Kelly, Fred Astaire, Kim Novak, Rock Hudson, Paul Newman, Debbie Reynolds and Sheree North, among others.

Mary Leatherbee, regularly Life's motion picture editor, was responsible for the editorial development of the issue, working under the general direction of Kenneth Mac-

KEYSTONE KOPS IN "SAVED AT THE ALTAR"

Photo at top right: The Oak Hills drive-in theatre outside Salt Lake City, as photographed for Life's "Great American Midway" section while playing "The Ten Commandments." Now this view was obtained is told in accompanying text.

Most of the 50 people involved in shooting a special re-creation (see film strips) of a Mack Sennett "Keystone Kops" story for Life's special issue are in the picture above. Stars in the group (at right and center of photo) include Kim Novak, Rock Hudson, Paul Newman, Debbie Reynolds, Shirley McLaine, Joan Collins, Dana Wynter, Nick Adams, Tommy Sands, Marge and Gower Champion, Don Murray, Fess Parker, Buddy Ebsen, James Garner, Lee Remick and Sheree North.
ish, special projects editor and it is her imaginative flair for the dramatic that gives the issue its distinctive atmosphere. Aiding her was Philip Kunhardt, formerly of the Los Angeles bureau, and a special group of writers plus photographers in New York and the West Coast.

Typical of the attention to detail and the scope of the projects undertaken is the history of the extraordinary drive-in shot showing “The Ten Commandments” on the screen against a background of a mountain range, with two jet contrails forming a modernistic design against the orange sunset. Mrs. Leathbee and her staff specified a drive-in shot with an appropriate movie playing, for inclusion in the 16-page Midway section. Someone called that Salt Lake City was a particularly lively drive-in locale and a query went out to the Salt Lake “Tribune,” Life’s correspondent. Final selection was the Oak Hills drive-in, 679-car theatre which was then playing “The Ten Commandments.”

The Oak Hills is located in the foothills of the Oquirrh mountain range, only a few hundred yards from the “This is the Place” monument marking where Brigham Young led the Mormons out of the mountains. The location made, J. Eyerman, staff photographer stationed in Los Angeles, flew into Salt Lake City. The shot. The story of the picture in Eyerman’s words:

“The camera was set up on a rigid tripod and the general scene was photographed soon after the sun went down, with a black mask covering the white screen area. The camera position was then guarded carefully until 2 a.m., when the theatre shut down. We then removed the black mask from in front of the screen, lit off all the lights and ran a continuous shot of the frame showing Moses with his arms outstretched, and re-exposed each of the general shots.

We were astounded at how little illumination there is on a drive-in screen—not enough to move the needle of our most sensitive exposure meter. We had to expose the Moses scene for 45 seconds.

Taking Out the Screen

Of the three nights we worked, we had only one when the conditions were right. The nights we were rained out—first rain in five days—and on the last night we had a full moon and few cars. Our black mask over the screen area was mounted on a large telescope of glass three feet in front of the camera in order to control its position exactly. The reflection in the glass, which you can see if you look closely, were our most troublesome problem.”

Mrs. Leathbee’s pet project, in her own words, for the issue was the “Christmas Package.” Introduced by a shot of Gene Kelly and Fred Astaire leaping over a giant-sized pile of Christmas packages, it comprises two extraordinary features. In one Marilyn Monroe stars in a re-creation of “The Great Expectations,” impersonating in turn Lillian Russell, Theda Bara, Clara Bow, Jean Har-...
1,076 TROMBONES LEAD to LIFE's two-in-one Entertainment Issue...
Don’t miss LIFE’s special year-end double issue that puts the whole world of U. S. performing arts on stage. It’s on sale now.

From its rip-roaring cover, which unfolds to the double-page you see above, to every page inside—this unique issue is bursting with all the color, action and facts of entertainment.

And you’ll find “entertainment” in every issue of LIFE. Week after week, LIFE brings news of the entertainment world to an audience of 15,320,000 households. Isn’t that a good selling climate for you?

Only LIFE gives you so much entertainment ... so swiftly, so surely
(Continued from page 9) added, "It was much harder to control them than the actors because no one would pay any attention to us."

Before shooting could begin there was a dispute with the state park commission, which prohibits professional photographers from taking pictures on their beaches. This was settled when Miss Alexander assured them this was not a professional group, "just a few people who wanted to take some pictures for fun and relaxation."

On the appointed Sunday Debbie Reynolds flew in on a 7 a.m. plane, after being up all night at the Las Vegas opening of her newest picture, Kim Novak arrived from New York, having had no costume fittings. Don Murray nearly missed the production entirely because he was in the process of painting his house and had to finish the job by Monday, when electricians were to arrive. "Life," Miss Alexander notes, "supplied Don with a substitute painter so he could make the shooting."

Jim Garner and Paul Newman, who portray the villains in the "story," had to jump off the Malibu pier for the last pictures. In order to make sure there would be enough water for them to jump into, Miss Alexander kept a tide table handy. When it came time for them to make the leap (clad in second-hand white tie and tails purchased by Life at $10 a suit for the occasion) they insisted on jumping off the high part of the pier, a good 25 feet from the water. They had such a fine time they insisted on doing a repeat immediately.

Newman's Pants Missing

The only mishap occurred when Paul Newman, returning from the pier jump the second time, found that his own pants had disappeared from the dressing room and had to wear the trousers of his jumping costume home.

Construction and props included a special elaborate wire apparatus for Nick Adams who appears in one shot suspended in mid-air clutching the back end of the Keystone Kops' car.

The cast and the crew were also equal to Miss Novak's lack of costume. She wore underwear from her strip sequence in "Pal Joey" and a wedding dress from "The Eddy Duchin Story."

Miss Alexander says the actors were all very concerned about wanting the story to be completely authentic, and added, "Everyone seemed to have such a god time—not one bit of temperment—that it was sort of like a big picnic. The only people who got upset were myself and Ralph (Crane)."

Other sections of the giant book show the result of similar long-range planning and care. The jazz section is a series of remarkable paintings showing the origin of New Orleans jazz, with captions from tape recordings of conversations with the greats of that era. In the Midway section there is a photograph of the New York Metropolitan Opera House taken with a special wide angle lens, showing the Golden Horseshoe as a horsehoe. There's an eight-page feature on amateur theatricals in Texas ("In Texas everybody is an actor.")

The television feature, "The Short Happy Life of a TV Gag," visualizes the impact of a single gag from the Ed Sullivan show simultaneously on people from Maine to Texas, from house to city apartment. The legitimate stage is covered by a feature on the old pros Rodgers & Hammerstein, and their new "Flower Drum Song," and a last minute drop-in, decided upon because of the newspaper strike, on the TV special Archibald MacLeish's "J.B."

"Top Show People" photographs and studies 42 ranking performers and creators in all segments of the entertainment world; "The Hollywood Clan" tells the story of Frank Sinatra and his non-conforming playmates. Dale Robertson of TV's "Wells Fargo," Dea Martin, and choreographer George Balanchine are treated in separate features; an on page 196 a troupe of first-graders stage "A Visit from St. Nicholas," ending the issue with "all a good night."

Had Fun, Did Travel

An editorial reviewing the issue and its purpose says "While endeavoring to provide fun, Life's editors themselves have had fun and the issue reflects that spirit. Analyzing America's contribution to entertainment—quantitatively and qualitatively to a degree never known before in the world's history—the editorial points up the vitality, the richness of each of the media. Of the movies, the editors say, that although the industry has lost half its audience in the last ten years, the picture is "not sad for the remaining movie goers or for the good moviemakers."

"The latter are thriving on far better movies than they made when their industry merited a twice-a-week national habit. . . . Both the supply and the demand of U.S. movies, once two matched monopolists, have been fragmented into smaller, more specialized and . . . much healthier units."

On television the editorial raises the question of whether that new medium, as presented, constitutes, is really a part of show business. That it is at present and that it has "many considerable achievements" to its credit, true but the editorial points out a basic difference in structure from the other performance arts. "TV is becoming a subsidiary, instead of a vehicle of advertising. Both are horrible professions, but more so when kept separate."

The pull-out cover, unique for a national magazine, features 1,076 (count 'em) trout bones, assembled from 100 high school band gathered at Ann Arbor, Mich. Inside is three-page Chrysler ad, placed through Young & Rubicam.

Clay Buckhout, Life advertising director views the gatefold as so satisfactory a unit advertising space that he announced this week in conjunction with the appearance of the book, that arrangements have been made to make the tripple page unit available in several issues throughout the year.
And thank you LIFE for those swell 'Auntie Mame' spreads. You sure picked a winner!

Last year Warners' 'Sayonara' broke the fabulous all-time Christmas record at Radio City Music Hall. And right now Warners' 'Auntie Mame' is actually thousands ahead of 'Sayonara'! Lines two blocks long in freezing weather! Merry Warner Christmas!

TECHNIRAMA®
TECHNICOLOR®
Television Today

IN OUR VIEW

OBERT E. LEE, a member of the Federal Communications Commission, delivered a talk on a timely and important warning recently during a speech before the 1958 Women's Conference of the Advertising Federation of America. Reiterating the vital importance of voluntary adherence to the tenets of the NAB Television Code, Mr. Lee said: "It is my belief that if all broadcasters lived up to this Code any job a commissioner would be much easier and the American people would enjoy the finest in radio and television fare."

The commissioner was at pains to point out that the FCC as such cannot censor programs, but that violators of the Code provisions would do well to hear in mind the broad licensing powers inherent in the FCC jurisdiction. Thus: "(The FCC) is charged with the responsibility of passing upon the over-all program fare of its licensed stations to determine whether they operate in the public interest. Despite the prohibition against censorship, the commission has authority, recognized by the Supreme Court, to consider in the context of its licensing functions programs violating statutes other than the Communications Act."

Therein lies the crux of the situation with respect to Code conformance. The FCC may very well utilize the terms of the industry's own Television Code as a kind of "statute" for guidance in determining when a station gets "out-of-bounds," and is looking for a penalty. Mr. Lee emphasized the fact that the majority of broadcasters operate in conformance with the Code, but said significantly: "All broadcasters do not live up to this code and as a consequence, the whole industry is sometimes given a partial black eye for the delinquencies of a few."

We might remark parenthetically to Mr. Lee that "there ain't no such animal" as a "partial black eye." You either have one or you haven't.

The Commissioner cited several practices of the "small minority" which he considers "quite abhorrent." Among them he noted over-commercialization in the form of overly-long and too-frequent spot announcements, bait and switch advertising "and all other forms of fraudulent or misleading advertising," as no reason at all to worry the majority who "said those who would victimize the unwary." Further, he said: "I believe that the smutty and double-entendre remark has no place on radio or television... it would seem elemental that these practices do not conform to the minimum standards that should be required of a licensee."

We are heartily in agreement with Mr. Lee with respect to the vital necessity of rigid adherence by everyone concerned with the precepts of the NAB Television Code. It is a guide to a course of procedure which can serve to retain for television the good will which is so essential to its future. There is little of greater importance.

Charles S. Auronson

Desilu Workshop Signs
15 to Train As Stars

From THE DAILY Reports

HOLLYWOOD, Dec. 16.—Desilu's Workshop Theatre has signed 15 young actors and actresses who will be groomed for television and motion picture stardom. The talent, all young professionals, will be groomed under the personal supervision of Lucille Ball, who has created the Desilu Workshop Theatre for the purpose of developing new talent for the film industry. Hal Gerson is the Workshop director.

Loan-Outs Planned

The young talent, when not appearing on the stage in a Workshop show, will be loaned out to various Desilu-produced or film-model shows, in accordance with the stipulations of the Westinghouse Desilu Playhouse.

Lucille Ball said the first production will be a "show with music" and will go into rehearsal about the end of next month. All Workshop productions will be presented under a paid admission policy.

Galaxy Attractions
Is Formed by Gordon

Organization of Galaxy Attractions, Inc., a vertical television and feature film company, was announced yesterday by Milton A. Gordon, president, Gordon, who founded Television Programs of America in 1933, recently sold that company to Independent Television Corp. for $11,656,000.

The new company plans to produce new TV film programs for network sponsorship, live network TV programs, feature films, to finance independent producers for both network TV film series and feature films and to operate an independent network not owned by top stars or writers for both TV and theatrical exhibition.

Reiner Executive V-P

Manny Reiner has been appointed executive vice-president of the new company, a post he will assume on Dec. 31 when his contract with ITCH as vice-president in charge of foreign operations expires. Reiner will also be a director and substantial stockholder in Galaxy.

Securities Co., not available to reporters. However, a spokesman at his office answered an inquiry by saying, "Such a transaction hasn't taken place." Beyond that he declined to comment, stating it was the policy of the firm not to discuss rumors or unconfirmed negotiations.

Green, who has threatened to conduct a proxy fight at the next annual meeting of Loew's stockholders in February, also was not available to reply. A spokesman at his office said that "On advice of counsel, Mr. Green cannot make any comment to the press for the next 48 hours." He declined to explain or amplify. However, it is reported that he has made it clear that he is willing to sell his Loew's stock.

See $7,000,000 Involved

Green reportedly holds 150,000 shares, and Tomlinson, who conducted an unsuccessful proxy fight against the Vogel management at the last annual meeting, is believed to own Greene. Mr. who voted with Green and Tomlinson against management's divestiture plan for Loew's Theatres, while the other 16 directors voted in favor of it, is said to hold about 50,000 shares. Thus, an offer to buy them out at current market prices, would involve more than $7,000,000.

Since the trio constitute the only dissident board elements, a costly proxy fight as well as the major opposition to management's policies would be eliminated if they dispose of their interests.

Newman, while having voted in opposition to Loew's management, subsequently stated he would not engage in a proxy contest because it lacked the support of substantial financial interests. Tomlinson has not disclosed whether he would participate in a proxy contest if one were held.

Although Greene is an existing member of the Securities & Exchange Commission and the New York Stock Exchange of his intention to conduct a proxy contest, there have been few significant developments since.

National Theatres

(Continued from page 1)

National Theatres, as earnings for first quarter of the new fiscal year will show an improvement over earnings for the Comparable first quarter of last year.

In this connection Bertero pointed out that "public response to well produced pictures of quality demonstrates an existence of a strong demand for good entertainment."

The statement requested stockholders' approval of its proposal to acquire common stock of National Telefilm Associates, Inc. Bertero said the move was "in line with the furthering of the company's policy of diversifying its activities in the fields of television, radio and other entertainment."

In June, Loew's announced Edele. Rhoden as president of National Theatres on Oct. 1, said a special stockholders meeting will be held on Jan. 8 to vote on the proposal.

Report Offer

(Continued from page 1)

National Pre-Selling

SHY Millie Perkins, the teenage heroine of "The Diary of an Adam Frunk," the long-awaited 20th-Cent. film, is spotlighted in "The Boy Friend", a film of "Seventeen" December issue. To supp Millie Perkins, George Stevens, dire tor and producer, selected two sen veterans, Shelley Winters and Wynn. Millie, formerly a fash model, was the cover girl for "Seventeen's" February issue.

"Tall Tales Told about Tiny Folks" is the essay headline for the review appearing in the December 15 issue of "Life."

"The 7th Voyage of Sinbad," Dynamation, is the story of a prince on a quest to save his people. A film in magnificent full color of the pro cess and the genie support the matter.

"Tom Thumb" is also reviewed. this M-G-M film Russ Tamblyn bears to 5% inches tall. Russ is in a world of dancing toys. He casts Terry-Thomas and Peter Sellers, found in criminals who overb Theatres are a castle. It in sparkling co of "Tom Thumb" highlights the es

"The Inn of the Sixth Happiness," produced in CinemaScope and Luxe color, has been selected as picture of the month for December by "Redbook."

"The Buccaneer," the story of battle of New Orleans, is "Paragon Magazine's" Family Medal winner November. George J. Hecht, said of "Parents," presented the medal Adam and Eve, also.

In this new Paramount film Chi ton Heston plays Andrew Jacks Yul Brynner takes the part ofashing buccaneer in November. Charles Boyer is seen as a of the pirate crew.

A striking full ad on M-G-M "Tom Thumb" appears in the Dec. issue of "Look."

Debbie Reynolds is on the color cover of "Photography's" Juno issue with her two children. A story appears in the issue. Debbie next film, "The Mating Game," is being readied for release.

"Tarawa Beachhead," the new Lumbra release based on the Taraw landing in World War II, is review and recommended in the December issue of "The American Legion."


WALTER HA
A Top Rank Salute To
and To Exhibitors everywhere

Today you will read
Motion Picture Daily's review of

A NIGHT TO REMEMBER

which received a thunderous ovation at
its American Premiere last night at the
Criterion Theatre, New York City

A NIGHT TO REMEMBER

is but one of the great motion pictures from
the Rank Organization in 1959.

WATCH FOR

FERRY TO HONG KONG starring CURT JURGENS • ORSON WELLES • SYLVIA SYMS
in CINEMASCOPE and EASTMAN COLOR
FILMED IN HONG KONG

NORTHWEST FRONTIER (T) co-starring KENNETH MORE • LAUREN BACALL
in CINEMASCOPE and EASTMAN COLOR
FILMED IN INDIA

GENTLEMAN'S GENTLEMAN starring GENE KELLY
in COLOR

THE NIGHTCOMERS starring JEAN SIMMONS • STEWART GRANGER
in COLOR
FILMED IN SINGAPORE

THE THIRTY-NINE STEPS starring KENNETH MORE • TAINA ELG
in EASTMAN COLOR

WHIRLPOOL (T) starring JULIETTE GRECO • O. W. FISCHER
in EASTMAN COLOR

OPERATION AMSTERDAM starring PETER FINCH • EVA BARTOK
The big, business building story of the motion picture industry is in the current entertainment issue of LIFE.

The big building story on New York's skyline is

ROCKEFELLER CENTER'S NEW 48-STORY
TIME & LIFE BUILDING
AVENUE OF THE AMERICANS BETWEEN 50th AND 51st STREETS

NOW UNDER CONSTRUCTION • OCCUPANCY FALL OF 1959 • FOR INFORMATION: ROCKEFELLER CENTER, INC. • 50 ROCKEFELLER PLAZA • CI 5-9000
A SALUTE TO LIFE!

Joseph E. Levine

my next BIG ONE

"HERCULES"

Eastman Color—Dyaliscope

EMBASSY PICTURES CORP.
1270 Avenue of the Americas, N. Y. 20, N. Y.
20 Winchester St., Boston 16, Massachusetts
Cable Address: EPIC-BOSTON
A NEW TIME-LIFE BUILDING RISES IN NEW YORK'S ROCKEFELLER CENTER

Early in the summer of 1957, steamshovels moved into the site of the old Sixth Avenue car barns between 50th and 51st Streets in mid-Manhattan and the new 48-story Time & Life Building, first Rockefeller Center unit west of Avenue of the Americas, was underway. Within days a suitable Sidewalk Superintendents' Club (official for all Center buildings since John D. Rockefeller, Jr., was hustled away from a hole in the fence at the first excavation) was formally dedicated by Marilyn Monroe.

Three weeks ago Bethlehem Steel Company workers fixed the topmost girder of the steel work in place, and the traditional "topping out" ceremony was held, with a 35-foot Christmas tree, complete with lights, substituting for the flag.

Late in 1959, the $70,000,000 building, a joint project of Time, Inc., and Rockefeller Center, will become the business home of 2200 New York employees of Time, Life, Fortune, Sports Illustrated, Architectural Forum and House & Home. The publication company will occupy 600,000 square feet of space in the building, its second home in the Center since moving there just before World War II. Most of the space will be in the seven-story base structure, from which the 587-foot tower rises, and it will include a unique auditorium designed by Gio Ponti, Italian designer.

The completed building will contain 1,525,000 feet of rentable area. The massive tower, with glass curtain walls between vertical risers of limestone, ascends directly from a plaza on the east and south, and is flanked by the seven-story base structure on the other two sides.

RADIO CITY MUSIC HALL
salutes
LIFE

(and its wonderful Entertainment Edition)
CELEBRITIES, industry executives, diplomatic representatives, leaders in civic, social and business circles added to the colorful festivities which marked the gala invitational dress American premiere showing of the Rank Organization's "A Night To Remember" at the Criterion Theatre here last night. The enthusiastic and glamorous charity affair, which benefited the Brotherhood Council, was accorded national coverage by the National Broadcasting Company's radio network program "Monitor," the Armed Forces Overseas Radio network, and the WMGM "Johnny Johnston" show.

Prior to the lavish showing, Rank Film Distributors of America, Inc., distributors of the dramatic motion picture adaptation of the Walter Lord best-seller, "A Night To Remember," the story of the maiden voyage of the Titanic, were hosts at a cocktail reception at the Criterion Theatre for some 25 survivors of the Titanic, a number of whom recalled their experiences for the press and radio reporters.

Rank Film Distributors of America employees, dressed in 1912 clothing, greet Kenneth N. Hargreaves, RFDA president, at the Criterion Theatre. The costumes were previously worn by actors in "A Night to Remember."

Kenneth Hargreaves greets Judge and Mrs. Maurice Bernhardt, Mr. and Mrs. Abe Stark (center) president of the New York Council.

Charles Moss, executive director of the Criterion Theatre, greets Mr. and Mrs. George Dembow and Mr. and Mrs. Gus Eyssell, president of Rockefeller Center.

Mr. and Mrs. Foster M. Blake, general sales manager for RFDA, shown with Mrs. Donald Neuman (left).


AT 20TH CENTURY-FOX, GEORGE STEVENS HAS COMPLETED

the diary of anne frank*

IN WHICH A GIRL WHO HAS NEVER APPEARED ON THE SCREEN IS ALREADY WORLD FAMOUS

*the motion picture spotlighted in the special year-end Entertainment issue of LIFE
Movie Guide
Ad-Pub Group Acts to Hike N.Y. Promotion

A special "Holiday Movie Guide" carrying current attractions at first-run picture theatres as well as pictures scheduled to open in the next few days, was sent out to television and radio stations and department stores and restaurants here yesterday. The guide, a mimeographed one-sheet, is prepared by MPA the advertising and publicity directors committee at an emergency meeting yesterday as a result of the newspaper strike. Continued on page 7

campaigns on TV Set
or 'Rally,' 'Buccaneer'

As the New York daily newspaper strike went into its second week yesterday with no let-up in sight, film plans continued to step up their other promotional media to seize openings of top pictures.

Special campaigns were set by 20th Century-Fox and Paramount for two titles that will have their premières this week, Paramount will open "The Damned," Max E. Youngstein, United Artists vice-president, and Youngstein's promotion director, S. Charles B. Fink, said, "the first day of the campaign is almost here." The other title is "The Hustler," starring Marlon Brando and directed by J. P. McNeill. Continued on page 6

our Added to Board of 20th-Fox Records

Appointment of four new members of the board of directors of 20th Century-Fox Records, Inc., a subsidiary of 20th Century-Fox Films, was announced yesterday by Henry Onorati, president of the old company. The new directors are James C. Alpert, vice-president of 20th-Fox Films; Milton F. Hay, solicitor for the company; Donald Henderson, Joseph H. Skowatz and Onorati.

LEVIISON TODAY--page 6

Ad Hearings Start Today

A total of 19 witnesses, most of them from outside the industry, have been lined up to testify as witnesses before the New York State Joint Legislative Committee to Study the Publication and Dissemination of Obscene and Obscene Material at the State Office Building here today and tomorrow.

While the committee will go into both film content and film advertising, these will constitute only a part of the field to be covered at the hearing. Major attention probably will be paid to magazines, comic books and other objects of public complaint, especially.... Continued on page 3

Independents' Growth Cited by Youngstein

The independent producer in Hollywood has grown from "a kind of fringe phenomenon of the film business to an equal of the great studios," Max E. Youngstein, United Artists vice-president, stated in an article in the current issue of Saturday Review, Dec. 20.

This growth of the independent means "the day of the craftsman is arriving," Youngstein. Continued on page 3

First Deal of Kind in Industry
Sale and Lease-Back Of U-I Studio Closed

$11½ Millions Deal; No Interruption Of Production, No Merger, Rackmil Says

From THE DAILY Barons

HOLLYWOOD, Dec. 17.—The sale of the Universal studios and real estate comprising Universal City to Music Corp. of America for $11,250,000, with a long term lease-back arrangement for the studio facilities for the continuance of Universal's full production program without interruption was announced today by Millet R. Rackmil, president of Universal, and Lew Wasserman of MCA Inc.

At the same time, putting to rest rumors of a deal which have been widely circulated in recent months without confirmation, Rackmil denied unequivocally that there is any intention of selling control of Universal, or that there is any foundation to the rumors that Universal plans to retire its preferred stock, or that a merger of Universal and Decca Records, of

McCarey Gives Views On Status of Comedy

By FLOYD STONE
(Picture on Page 3)

Between gags and reminiscences, Leo McCarey's opinions about comedy, Hollywood's state of mind, the industry's future, and assorted matters relating to "Rally Round the Flag, Boys!" emerged yesterday as he chatted with trade writers over coffee and Danish in his Hampshire House suite.

He believes in the strong finish. An

Albany Variety Studies Plan to Expand Funds

Special to THE DAILY

ALBANY, N. Y., Dec. 17.—Officers of the Albany Variety Club have decided to follow up a suggestion for tapping new funds made by Milton Alpert, assistant solicitor general of New York.

No Intention to Sell W. B. Stock, Allen Says

Charles Allen, Jr., a member of the board and large stockholder in Warner Bros., testified in the courthouse yesterday that he does not intend to sell his approximately 100,000 shares of Warner stock to the company.

Reports have been circulating in the financial district of some time that Allen and Serge Semenenko, of the First National Bank of Boston, also a Warner director, were about to sell their stock to the company.

Emphasizing that he did not speak for Semenenko, Allen said there have been no negotiations for his Warner Bros. holdings and he does not intend to sell. Semenenko could not be reached.

Springfield Student Boycott Is Ended; Theatres to Drop Unapproved Films

Special to THE DAILY

SPRINGFIELD, O., Dec. 17.—Movies condemned by the Legion of Decency and these which have been presented with an "adults only" tag will not be shown in the future at Chakeres theatres and drive-ins, ending the local movie boycott by school students, in effect since Nov. 21.

This announcement came after a meeting between Chakeres, operator of three Springfield indoor houses and three Clark county drive-ins, and representatives of the newly-formed Intra-School Council for Finer Movies. Liberty, operated by William Scott, was not involved in the boycott.

Mr. Chakeres co-operated in every way he could," said Kevin Charters, Catholic Central High School senior and spokesman for the council. Charters.
To Honor Si Fabian
On 60th Birthday

Si Fabian, Stanley Warner president, will be honored on his 60th birthday at a party to be given by the Amusement Industry Division of the Federation of Jewish Philanthropies on behalf of the 1958-59 campaign. The affair will take place on Wednesday, Jan. 14, at the Sheraton East Hotel here.

Guest speaker at the dinner will be Lawrence A. Wien, chairman of the current Federation campaign. Campaign chairman is William J. German; dinner chairman, Barney Balaban; associate chairman, Arthur Krin, Samuel Rosen, and Abe Schneider; treasurer, Spyros P. Skouaras.

100 Key Dates for
'Some Came Running'

M-G-M’s “Some Came Running,” which will have its world premiere tonight at a gala opening at the Hollywood Paramount Theatre, has been booked in over 100 key cities for Christmas and New Year’s openings, it was announced by John P. Byrne, general sales manager. The labs at the M-G-M studios are busily turning out the prints needed for the holiday bookings.

The film was completed a scant two months ago.

'7th' Off to Big Start

Columbia’s “The 7th Voyage of Sinbad” got off to a huge $2,760 start by 3 P.M. yesterday, its first day at the Roxy Theatre here, in the face of the newspaper strike. Depending on radio and newspaper advertising, and despite the exploitation, the theatre had a long line awaiting the box office opening in the morning, and business in the first hours was described as the best since the new policy was instituted at the theatre.

Set 'Stranger' Bows

Universal - International has announced it will open “A Stranger in My Arms” on a new policy of “planned distribution” under which the film will bow at Loew’s, Atlanta, Jan. 28; Loew’s Nashville, Feb. 2; and the Empire in Birmingham at approximately the same time to launch over 200 dates throughout the Atlanta territory.

Universal Sale

(Continued from page 1) which Rackmil also is president, planned.

Rackmil’s entire statement was upbeat and confident, underlining other Universal executives repeated assurances that Universal is business to stay and is embarked on an important program of producing outstanding, major releases.

Points to Similar Moves

The statement noted that the sale-leaseback transaction has been employed frequently of late by other industries but is without precedent in this industry. Certain no deal of its kind involving a major studio has preceded it. The next transaction in kind within the industry probably was the sale in 1956 of National Theatres of the Roxy Theatre, New York, with an arrangement for the theatre’s surrender for a new theatre in Rockefeller Center, Inc., the purchaser. The theatre lease was acquired several months ago by Rob Kothafel, former managing director of the theatre.

The name of Universal International Studios will be retained, as will the present studio working force. The statement said it is contemplated that additional personnel will be recruited as a result of the transaction.

Reduced Universal Overhead

It has the obvious advantage of Universal of assuring it of what studio facilities it may require without burdening it with continuing such facilities when there is need little or no space. MCA, of course, will employ the studio’s facilities, its part, in the production of its television films and no doubt will offer above space to independent producers.

Rackmil observed that this transaction will strengthen the studio’s competitive position in the industry in a further manner, as it will put Universal on a par with the studios of the world of a steady flow of major product from Universal.

Basic Policy Unchanged

He repeated his statement that Universal “is in business to stay,” basic policy remains unchanged, said. The transaction announced too underscores the company’s plans continuing producing its own movies, pictures, to finance major independent productions, to provide distribution for these and other suitable products in the United States and throughout the world, he said.

Next month, Rackmil said, will be the greatest array of stars working one lot at the same time in indus history, as the company continues policy of making high budget, name productions.
**McCarey View**

(Continued from page 1)

Audience will forgive a lot of slowness if you finish fast. He attempts to shoot in continuity; not always successfully, but it's desirable. Never gamble on that ending; build up to it. He's for the visual gag. The word gag, so common these days, is contentious. He relies on the basic situations. He's for slapstick, too, but unfortunately, it's past.

Chaplin, he declared, these days would have a "hell of a time getting himself established." He says the nearest approach to pantomime these days, which he goes to see, is Canterbury. He illustrated his thesis that the visual is timeless by commenting he saw on television the other night, "My Favorite Wife." It's 17 years old. But, he said, apart from the dated costumes, it stood up. He harked back to the days when he and George Stevens and others ground out Laurel and Hardy's films and others, and said for him it was a wonderful training school.

**Elected New Leaders**

He had a fine time, he said, making his latest. Specifically, he liked using actors such as Joanne Woodward, Paul Newman, Joan Collins, who's never been in comedy as he knows it, and eliciting from them new talents. He expects to make a few "personals." But, he says, he doesn't feel that's so important: he expects word of mouth to build the picture. Twentieth-Fox opens it at the Palace here Tuesday.

He feels our industry is "hot-footing" itself: it expects too much. "A favorite thought of mine," he said, "is that if in the theatre they're embarrassed, they ring down the curtain. They pay them off in New Haven. But we run around in the mode. In the theatre, if they have five or six hits a year, they're satisfied." Hollywood these days is devoted to the "blockbuster or the bust," he says; solving there have been the clumps of the pessimists and the optimists. "But I am with that very optimistic group headed by Spyros Skouras."

He has a three picture contract with 20th: this was his first. He doesn't know what he'll do next. He also has a word for the industry:

"There is nothing wrong with the business that greater attendance would not cure."

**See Big Turnout for AMPA Christmas Party**

A record-breaking turnout is indicated for the Associated Motion Pictures' 42nd annual Christmas luncheon-party to be held next Tuesday at the Hotel Piccadilly, according to AMPA president Bob Montgomery.

Tickets have been extended to Claudette Colbert, Charles Boyer, Dana Andrews, Ingomene Coca, Peggy Wood, Joseph Cotton, Harry Hershfield, Vivian Blaine, as well as other stars of screen, stage and television to attend the party.

**Obtains Charter**

NEW ORLEANS, Dec. 17.—B.C.S., 2800 Grand Route St John, this city, has obtained a charter from Secretary of State Wade O. Martin, Jr., to operate a motion picture theatre. Authorized capital stock is $15,000.

**Rites for Abe Stone**

HARTFORD, Dec. 17.—Funeral services have been held here for Abraham "Abe" Stone, 68, one-time operator of theatres in Albany and Bensalver, N.Y., who died in Clearwater, Fla., where he had been living in retirement.

**Capital Britons to Host At Showing of 'Enemy'**

WASHINGTON, Dec. 17.—The British Embassy and the British Information Services here will be host to the Washington press corps, British Embassy and U.S. Navy personnel at a special invitational screening of the Motion Picture Association of Monday night, Dec. 22, of "The Silent Enemy." Philip Gerard, Universal Pictures' Eastern publicity manager, will be here from New York tomorrow to set the details of the special screening as well as a plan of cooperation with the U.S. Navy on release of the picture.

**New Style Pressbook Sent Out on 'Buccaneer'**

Exhibitors booking "The Buccaneer" are receiving this week from Paramount a new style pressbook, constructed as a campaign package. It contains four separate and individual sections, each dealing with one of the following promotion categories: publicity, exploitation, advertising and accessories. Described in the section are numerous ideas, tips, contests, stories, layouts, ads and accessories that have been marshalled to form the "Buccanneer" campaign.

**PEOPLE**

Douglas Brister, formerly manager of the Warner Theatre in London, has been named by M. J. Frankovich, chairman of the board of Columbia Pictures in Britain, to manage that company's newly-acquired house, the Columbia Theatre, which will open on Feb. 4, 1959.

Mrs. Robert D. Doyle was host to the Dallas chapter of Women of the Motion Picture Industry. Assisting her were Sue Benefield of Mines, Vike Covington, Edward Morris, Grace Folsom, Tommy Ingram and George Watson.

Jack Cruishank, operator of the Avalon Theatre, Portland, has purchased from Bay Grumbacher the Embassy Theatre in the same city.

C. H. Andrews has been reelected president of Stage Employees and Motion Picture Machine Operators, Local 332, of Clinton, Iowa. Also reelected were Charles Tinsley, vice-president; A. E. Hubbard, secretary-treasurer, and Paul Nadelheffer, business agent.

John Thompson, of John Thompson Theatre Enterprises, Gainesville, Ga., has been added to the membership rolls of Theatre Owners of America.

C. G. Pantages, 20th Century-Fox branch manager in Albany, N.Y., was presented a car heater at the Christmas Party and dinner of the company's Family Club on Monday.

Brig. Gen. David Sarnoff, chairman of the board of Radio Corp. of America, discussed "Education in an Age of Change" as the principal speaker at a dinner meeting of Brandeis University at the Waldorf-Astoria here last night.

**Independents' Growth**

(Continued from page 1)

adds, "Nothing can be more important than to have the craftsmen achieve a position of authority in the motion picture business."

The UA executive points out that the "independent revolution" took root about seven and a half years ago when Hollywood was going through its most difficult period. The article cites United Artists' record world gross of about $80,000,000 for 1958 as additional evidence of the impact of the "independent revolution." Youngstein also notes that independently-made films have won the Academy Award for the last three years.

**New Covington Tax**

COVINGTON, Va., Dec. 17.—The City Council has adopted a new license tax ordinance, effective Jan. 1. New rates include 44 cents per $100 of gross receipts of amusement enterprises.
It happened at the frontier that inflamed the world—a background and an event never filmed before!
FOR 1959's HALL OF FAME
Hollywood sent its brightest stars to the actual location. They brought back the story of an unforgettable journey and a love born in the ferment of the greatest revolt of our time.

M·G·M presents
DEBORAH YUL KERR BRYNNER
in ANATOLE LITVAK'S Production of "THE JOURNEY"
co-starring ROBERT MORLEY, E. G. MARSHALL
with KURT KASZNAR, DAVID KOSSOFF, MARIE DAEMS
And Introducing JASON ROBARDS, JR.
Screen Play by GEORGE TABORI
In METROCOLOR
An Alby Picture
Produced and Directed by ANATOLE LITVAK

A COMING HIGHLIGHT AT THE MUSIC HALL, N. Y.
TV Campaigns

(Continued from page 1)

Bucanneer” at the Capitol Monday night, and the following night Fox brings “Rally Round the Flag Boys!” into the Palace.

20th-Fox yesterday described its large scale television promotion campaign, scheduled to start tomorrow, and run through Christmas Eve, as “the most spectacular TV buy in motion picture history.” The merchandising campaign will be carried on WCBS-TV, WRC-TV and WNTA.

The TV will encompass every facet of broadcasting space, from early morning announcements, to daily appeals to housewives, to prime evening variety shows and late news shows.

Time Spots Much in Demand

Particular emphasis has been placed on buying time spots around top-rated programs such as “The Garry Moore Show,” “Father Knows Best,” “The Texan,” “The Jack Benny Show” and the “Alfred Hitchcock Show.” In addition, the top-rated 11:15 P.M. news shows will be saturated because of the importance of these programs during the strike emergency.

In total there will be more than 500 exposures on the television stations on “Rally,” reaching throughout the metropolitan area.

An extensive radio campaign, coordinated in scope with the TV campaign, has also been devised and spot announcements on stations WNEW, WCBS and WRCA will play through the same time period as the TV promotional campaign.

Paramount said it had devised for “Bucanneer” the biggest radio and TV advertising campaign it has conducted in many years. More than $30,000 has been put into the day and night campaign that is saturating the metropolitan area with 500 radio announcements and 150 television spots.

Advantage for Bucanneer

Paramount opened this campaign with the advantage of having published today in the New York Times and the Wall Street Journal just before the strike full-page announcements of the coming of “The Bucanneer.”

Loew’s Theatres, which operates the Capitol, meanwhile is conducting a special “Bucanneer” campaign at its neighborhood houses throughout the metropolitan area. This involves the distributing to customers of various “Bucanneer” novelty items, including pirate eye-patches, which have been supplied by Paramount.

Paramount is also using more than 200 individual spots on radio and TV for its “Geisha Boy,” which opens at the Mayfair Theatre tomorrow. This program was started last Sunday and will continue beyond the opening of the company investing over $20,000 on this phase of the campaign for the picture.

Paramount also said that radio-TV advertising has helped considerably in promotion of its new campaign, which opened yesterday on the Loew’s neighborhood circuit. First-day receipts were described as gratifying.

The company has spent over $17,000 on an extensive radio and TV program to promote the film and also used advertising in suburban newspapers in Westchester, Brooklyn and Queens which continued to publish.

Meanwhile, United Artists is blancketing the New York subway system with 26,000 posters advertising today’s world premiere of “Separate Tables” showing at the Astor and Normandie Theatres.

The posters are adaptations of a full page newspaper ad prepared before the newspaper strike.

Some 400 players each will display four posters today and Friday. The posters, 17 x 22 inches, give the playdates and feature portraits of the stars. This saturation display is one of the facets of the company’s local campaign which also includes round-the-clock radio spot announcements, heralds posted near strategic stands and jocky promotion for the film’s music.

One Man’s TV Views

By Pinky Herman

It’s been a hectic few weeks with this scribbler and so it wasn’t until Tuesday that we had a chance to dial in “The Garry Moore” CBS show. Aided by Wally Cox, Dorothy Collins, Helen Traubel, Marion Lorne and Varel & Bailly’s fine “French Singing Group,” Garry proved that he could not only keep his legion of daytime boosters but can’t miss adding his name to the forthcoming lists of “best performers for the year”…

Our Hollywood & Vine spy aerials that Lew Lauria’s “Telephone Anwering Service System of America” float in the forthcoming Tournament of Roses Parade, can’t miss capping this Award this year. Sezze, “magnificent-even in black & white screen.”…

The Larry Gars (he’s the eloquent WKBwCaptain of wax-ology down yerder in N. Wilkesboro, N’oth Calna) are now thru with the arrival of 6-pound Laura Alice…

Jimmie Rodgers signed to guestrill Dec. 22 on the Patti Page Show TV in ABC. … Walt Framer’s perennial “The Big Payoff,” has been CBSigned for another season (8th). The pint-sized producer sure struck it rich with this one and has still another potential bonanza in “Make A Million.”…

Aside to Walter Winchell: Your picking up our Teri Josevitzit Item” and the wonderful way in which you told his story concerning the Polly Bergen Columbia platter of his song, “It’s A Revoir Again,” has resulted in hundreds of artists calling for copies and many extra spins of the platter. …

Producer Perry Lefferty, Dorothy Collins and Johnny Desmond will play host to the “Hit Parade” cast with a party at Battazz’s following the Dec. 19th NBCast. … RCA-Victor has already notched up a sale of 150,000 of the “Christmas Holidays at the R. C. Music Hall” LP album, featuring Raymond Paige Orch., conducting the Radio City Music Hall Symphony, Dick Liebert at the Organ, and the famed M. H. Choral Ensemble. …

It’s nice to report another example of initiative and enterprise paying off. For years Stan (the man) Richards plugged away on his WORL (Boston) programs to become most popular with teen-agers and grown-ups alike. Last week he took over as program director at WILD, has added Bill Marlowe and Joe Smith to his announcing and ‘personality’ staff which bids fair to make music lovers in this historic city, “WILD” with joy. … Dave Rodman’s expert newscasting every night at 11 TV in WNBC, has held the coveted Neiman Award for 1958. Dave’s delivery packs the wallop of world affairs savvy presented with an authoritative demeanor. … TIP to noom pitcher and teevee talent scouts: Tune in Saturday to Bob Brown’s “Rate the Record” session (6:00-7:00 P.M.) TV in WNTA and take notice of a 16-year-old Verona High School Venus, Suzanne Lee, who is one of the panelists. The dol-Lee has been acting since she was three and has just waxed a ditty “In His Convertible,” for Seeco Recorded.
Boycott Ended
(Continued from page 1)
rs said students will meet periodically with Chakeres and review future bookings.
There still will be some we can’t,” he said, pointing out that Catholic
students use the Legion of Decency
tings, which often have an “ob-
tionable in part” rating.
Eventually we want Mr. Chakeres
being in only ten movies and
believe the campaign will keep out
real trashy, one chatted,” said

Text of Resolution
The boycott started when some 600
students of Catholic Central approved
resolution calling for the ban.
The solution reads: “We, the teenagers
in Springfield, believe in the crusade
against indecent movies and
are in the crusade
truth, we are a degrading influence
our community. Therefore, we
ledge the support in the crusade.
We refuse to tend these shows and the theatres
at showing them regularly as a matter
policy.
Several students at the meeting at-
cked newspaper advertising of the
approved films.
At the time of the start of the boy-
, Chakeres said virtually all of the
pictures had been approved by
Legion of Decency. Charters, how-
er, said that a year’s check, starting Oct.
1957, revealed that 50 per
of the movies shown were classed
as objectionable in part.

Eager for ‘Good Family Films’
“We are not condemning all pic-
tures,” said Charters. “We would en-
patronizing good family pictures.
We disagree with Mr. Chakeres when
he says that all of his films are
mily entertaining.”

Chakers at first said that the stu-
dents’ complaints should be scut to
Hollywood. The students countered
the with the statement that “if theatre
managers didn’t show them, Holly-
wood wouldn’t produce them.”
The boycott gained speed when
residential elementary schools joined
County public schools voiced sup-
ort. The Springfield Parent-Teacher
including went on record saying later
movies should be shown and
nited a rating system similar to
that of the Legion of Decency es-
sentially for Springfield.

Not Selling, Says Adler
(Continued from page 1)
A comment, but the financial district
ports held that he had discussed a
ale of his stock to the company with
bber. Warner, president, before the
ther was injured in an automobile
ident in the Riviera last summer.
that conclusive talks may be held
near future, now that Warner
recovered and is back at the

Semenenko’s holdings also are esti-
ated at approximately 100,000
ares. Warner is the company’s larg-
test individual holder.

Albany Variety
(Continued from page 1)
State, in an address at the recent an-
nual kick-off dinner for the Camp
Thacher project, Alpert cited three
opinions of the Attorney General
which, combined, should make it pos-
sible for the City of Albany to desig-
nate the Variety Club and the camp’s
co-sponsor, the Albany Boys’ Club,
as the municipality’s official agents
an expanded program to aid
panied children.
Under this program, Alpert be-
lieves the camp could become eligible
in “matching dollars” from the State
Youth Commission, for as much as
$9,600 annually. The city now has no
project qualifying it for matching
funds from the Commission.
A former assistant attorney general
and holder of key state positions since
1943, Alpert emphasized that “for
any additional dollar” Tent 9 raised,
the state would contribute an equal
amount—up to the designated figure.
He offered to assist Variety in aiming
at this enlarged goal.

Miss Winters in ‘Odds’
HOLLYWOOD, Dec. 17—Shelby
Winters was signed today to co-star
with Harry Belafonte in his first in-
dependent production, for United Ar-
tists release, “Odds Against Tomor-
row.” The picture, which will be di-
rected by Robert Wise and filmed
completely in New York, is scheduled
to be released in mid-February,
with rehearsals starting Feb. 1.
NOW you can get the color of Elmer's eyes right—in less light!

Here's a new 16mm Eastman original camera color film that's sure to make a hit with producers of industrial and professional films everywhere.

Ektachrome Commercial Film, Type 7255 is 2 to 2½ times faster, with better definition than you've ever seen before. What's more, it does not render existing color stock-shot files obsolete (new film may be inter-cut with older types). And we can provide dependable service or, if you wish, advise you on doing your own processing.

All of which adds up to better pictures, many of them taken under circumstances impossible formerly; cooler, more comfortable shooting; faster deliveries. In fact, better satisfaction all around! For technical details, inquire . . .

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

East Coast Division
342 Madison Ave., New York 17, N.Y. 130 E. Randolph Dr., Chicago 1, Ill.
6706 Santa Monica Blvd., Hollywood 38, Calif.
or W. J. German, Inc.

Agents for the sale and distribution of Eastman Professional Motion Picture Film, Fort Lee, N.J.; Chicago, Ill., Hollywood, Calif.
Film Ads Under Fire At N.Y. State Hearing

Legislative Unit Counsel Hopes Problem Can Be Corrected Without Censorship

By JAMES D. IVERS

The New York State Joint Legislative Committee to Study the Publication and Dissemination of Offensive and Obscene Material will thoroughly explore all other avenues before turning to censorship. "It is most anxious to see any present evils corrected through the existing state motion picture division and by more effective, all-inclusive self regulation within the motion picture industry."

James H. Fitzpatrick, former chairman of the committee and now its general counsel, thus summarized the committee’s aims yesterday at the opening of a two-day hearing in New York.

From the opening of the sessions at 10 A.M. in the New York State Office building it was apparent that the present target of the committee is motion picture advertising. Fitzpatrick repeatedly referred to current film advertising, cited several times.

Meinhardt Reelectel
Chief Barker, Tent 35

In Meinhardt was reelected chief Barker of Tent 35, Variety Club of New York, at a meeting of the Tent’s canvassers at Sardi’s yesterday. Harry Brandt was elected first assistant chief Barker; James Veile, second chief Barker; and Walt Frame, property master. Reelected as dough guy was Jack Holberg, and Harry Finn.

Conciliation Scored
By N.Y.S. Exhibitor

ALBANY, Dec. 18. — Conciliation was described as “just a joke,” because the distributor representatives “have made up their mind beforehand” by exhibitor George Thornton, owner of the Orpheum Theatre in Saugerties. Thornton filed complaints.

THE SELLING PUNCH

By Martin Quigley, Jr.

As some might say “the heat is on” with respect to alleged excesses in advertising. A committee of the New York legislature is holding hearings on the subject in New York City this week. From various parts of the country there have been continuing reports of objections by some newspapers to certain copy submitted. Last week a chain of newspapers in New York’s Westchester County ran a lead editorial denouncing movie makers on account of an advertisement run by those same newspapers the preceding week.

One of the problems in connection with the subject of decent or indecent advertising is that some of the most vocal — on both

Lazarus, Einfeld, Pickman, Saddler to Testify Today

Three other industry advertising executives will testify today at the hearings before the New York State Joint Legislative Committee to Study the Publication and Dissemination of Offensive and Obscene Material at the State Office Building.

In addition to Paul Lazarus, Jr., Columbia Pictures vice-president, these three will appear: Charles Einfeld, 20th Century-Fox vice-president; Jerry Fickman, Paramount vice-president; and St. Seidler, M-G-M advertising manager.

Bosley Crowther, critic of the New York Times, and Louis Pesce, director of the New York State Motion Picture Division, are also scheduled to be heard.

No Sale of Green's Stockholdings in Loew's

There has been no sale of Louis Green's stockholdings in Loew's and the dissident director is pursuing his plans for a proxy contest at the annual meeting of Loew's stockholders in February, a spokesman for Green said yesterday.

Reports in the financial district were that Ira Golden, a member of the Loew's board, had offered to buy Green's stock and that of his supporters on the Loew's board, Jerome Newman and Joseph Tomlinson. Although

Committee on Offensive Material

Move Ahead with Plan For 'Cross-Plug' Trailer

Plans to proceed with a “cross-plug” trailer to be used at first-run Broadway theatres as special promotion during the newspaper strike were discussed at a meeting of the MPA advertising and publicity directors committee yesterday. Most of the Broadway theatres have agreed to go along with the trailer idea as newspaper strike negotiations continued to worsen yesterday.

It is planned that the trailer will be ready for participating theatres to start showing next Wednesday. In the meantime Loew's and RKO neighborhood theatres yesterday began screening a "cross-plug" trailer promoting the holiday film attractions

(Continued on page 5)

ix Films in 3 Months in Paramount Schedule

From THE DAILY Bureaux

HOLLYWOOD, Dec. 18. — Paramount is entering its most active period in more than a year, with its production schedule to continue through March. The major productions now being, two starting within month and other in active production. Three films now shooting until first of year include Hal Wallis' ‘Don't Give Up the Ship,' starring

(Continued on page 2)

Study Plans to Promote 59 Academy Telecast

Plans to make certain that all media receive a steady stream of advance material on the 1959 Academy Awards telecast were formulated yesterday by the MPA coordinating group for publicity, a sub-committee of the advertising-publicity committee. This was the first meeting of the newly formed

(Continued on page 3)
Man-by-Newbery Group
To Offer 8 Films in ’59
By SAMUEL D. BERNs
HOLLYWOOD, Dec. 18. — Show
Corporation of America, organized by
Robert Manby who is also president of
Eldorado Pictures, a subsidiary of
Fred Newbery’s Pictures, has announce
that it will exhibit eight films, seven of which are completed,
for release in 1959, it was announced
today by Manby and Bruce Newbery
to the press luncheon in the Beverly
Hills Hotel.
Newbery, formerly with 20th-Fox
in England, and general sales man
ager for Republic Pictures until 1956,
 stated “there must be an amalgama
tion of companies in the distribution
industry and an application of
business administration to meet the
current demand in the marketing of
films.” He indicated his experien
ce in administration has taught him
to regard the need for an exchange
system as superfluous, and that the
films that will be made available may
be handled by a group of producer
representatives.

No Green Sale
(Continued from page 1)

Guilden’s office has refused to con
firm or deny the reports, there are
definite indications that talks were
held with Green, at least, but that
no agreement was reached.

Meanwhile, Tomlinson, who con
ducted an unsuccessful proxy fight at
Loew’s last annual meeting of stock
holders, and who subsequently dis
posed of a large amount of his hold
ings, has been purchasing the stock
once more. The N. Y. Stock Exchange
reported that in November Tomlinson
bought 16,800 shares of Loews at
required additional indirect holdings of 20,000
shares, bringing his direct holdings
to 150,000 shares and the 20,000
shares held indirectly.

In another development, two minor
ity shareholders in General Industrial
Enterprises charged the company had
violated the Investment Act of 1940
in becoming involved in un
authorized Loew’s directors over fulfill
ment of the latter’s divestive de
gree.

Claim $16-per-Share Average
In Federal District court at Wil
mington, Del., the plaintiffs, Norte
& Co., New York, and Irving A. Koer
ner, charged that Guilden’s Baldwin
Serigraph Company, recently by
General Industrial Enterprises, had
bought about 86,000 shares of Loew’s stock
prior to last Sept. 22, paying an aver
age of not more than $16 a share, and that
Guilden purchased additional shares at
an average price of $14. They
charge that although General Indus
tial had ample funds to purchase the
Loew’s stock some were purchased
for it at the time, but later some
80,000 shares were purchased for Gen
eral at about $21.50 a share, al
gedly in preparation for a possible Loew’s proxy
fight.

Clark, Knox to Re-Open
Febway, Boston, Jan. 15

Special to THE DAILY
BOSTON, Dec. 18.—The 1,965-seat
Febway Theatre here, which was closed
since the beginning of last year, will
reopen Saturday afternoon, according to
the management.

Although the new Febway has not been
officially opened, it is expected to be
on a subsequent run basis, playing 14 days after
downtown with the same film, in a
"direct-play" engagement under the NET
banner. The Febway has been a first run showcase,
playing day and date with the Para
mount Theatre.

New York Show is Scheduled
For Rogers Hospital Monday

SARANAC LAKE, N. Y., Dec. 18
—A Christmas week of entertainments
will start here on Monday for all
patients of the Roy Rogers Hospital
when a Christmas Salute Show
will feature prominent entertainers
who will come up from New York especial
ly for that purpose.

Among the performers will be the
Hines Kids, Bunny Briggs, Larry
and Marion Raymond, Dan Healey,
Harkins, Al Tucker, Mel Haynes,
Pati
nia Baret and Mary Roche.

MPPC Drives Reaches
Point 12% from Goal

From THE DAILY BUREAU
HOLLYWOOD, Dec. 18. — Motion
Picture Permanent Charities wound
up the active phase of its 1959 cam
paign in the studios and allied indus
tries yesterday raising $1,080,561
2,232,566 subscribers to reach
$88,17 per year of its $255,000 goal.
Chairman James Stewart announced
yesterday at the MPPC’s final repor
to luncheon.

In recognition of his service and
accomplishments in the 1958 and
1959 campaigns, MPPC board of
directors, through president Carl
Cooper, presented Stewart with an
elegant silver bowl.

Six Films Set
(Continued from page 1)

Jerry Lewis, Dinah Mired and Mickey
Shaw, presented by Peakey Productions Two-Eyed Jacks,
will star with Marlon Brando in both star
and director; and “Th Haymakers,” Norman Panama-Mel
Frank production.

Starting Jan. 3 will be William
Perlberg-George Strong’s “But Not to
Me,” starring Clark Gable and Carol
Baker. “Heck with a Gun” will be
Marlon Brando in the lead, with the
starring roles.

Hal Wallis’ “Career” will be shown
in February, starring none other than
Dean Martin, Anthony Franciosa
Shirley MacLaine and Caroll Jones.

NEW YORK THEATRES

MOTION PICTURE DAILY. (continuing)
MMPTA Board Lauds

ACE Accomplishments

The board of directors of the Metropolitan Motion Picture Theatre Association, in a letter to S. H. Fabian, chairman of the American Congress of Exhibitors, has noted "its sincere and heartfelt congratulations to the American Congress of Exhibitors for the magnificent accomplishments which were achieved within an incredibly short period."

"It is difficult to express in words," he letter continues, "the tremendous impetus that this new organization has given to the industry's cause of exhibition and industry unity.

"We know that under your leadership and the cooperation of exhibitors throughout the country that ACE will go forward to achieve its objects and that together with COMPO it will unite producers, distributors and exhibitors in solving the problems and complex problems which confront us in these difficult times."

"Please convey to your associates the desire of our membership to help and assist in every possible way the peevy completion of the contemplated goals."

'Cross-Plug' Trailer

(Continued from page 1)

4 each circuit. A similar trailer is also being used by Brooklyn, downtown theatres, with the BKO Albee, Loew's Metropolitan, the Paramount, and 's Fox participating.

Other developments in the campaign to speed up promotional material in other media than newspapers included plans by the MPA committee to continue distribution of its 'Holiday Movie Guide.' This one-sheet, listing current and coming films at the roadways theatres, is being sent out a television and radio stations and their outlets.

Will Drop Tabloid

Decision was made yesterday to drop the idea for tabloid-sized film publication to be distributed to the general public during the strike. Costs and the difficulties of distribution were factors in deciding against this plan.

Radio commentator Barry Gray will read the written but unpublished views of Hecht-Hill-Lancaster's Separate Tables' over his WMCA midnight to 2 A.M. program tonight. The United Artists release had its initial world premiere at the Astor and Orpheum Theatres here yesterday.

'Colosseum' also will interview Delbert liam, director of the film.

Columbia in TV Guide

In a successful effort to break into the mass media in the face of the strike, Columbia Pictures prevailed on TV Guide to hold-up printing its next issue until Monday) so that a special two-page insert from columbia could be included. The insert will plug both "Bell, Book & Candle," opening at the Delaware and Fine Arts and "The 7th Voyage of Sinbad," now at the Roxy. the New York issue of TV Guide as a circulation of 1,200,000.

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The Selling Punch

(CONTINUED FROM PAGE 1)

sides—do not know what they are shouting about. There is something ironic and absurd about a newspaper denouncing something that it printed of its own free will. It is also laughable that newspapers that have been featuring every kind of lurid scandal in their 'news' columns should object, say, to the mention of sin and crime in advertising. A newspaper that features sex in its own news and pictures and in its feature columns should get its own house in order before pointing a finger at a movie maker or exhibitor.

On the other hand the cries about freedom of the press are not pertinent. A newspaper has a responsibility to edit what it accepts for its columns be they news columns or advertising space. With that responsibility goes the obligation of maintaining standards that are reasonable and are applied without favor or discrimination. A newspaper cannot be forced to print an advertisement any more than it can be forced to print a news release.

The purpose of all advertising is to rouse attention and move to action. Its first requirement is to get readership. An unread ad might just as well be blank space. A good ad is one that moves a significant number of its readers to action. So far as a movie ad is concerned, the action wanted is buying a ticket of admission. Movie advertising must have a "selling punch." Movie advertising competes with all other forms of advertising for the reader's attention. It is selling a perishable commodity, one that is out in the community for only a short space of time.

Theatre advertising must get readership; it must stimulate interest, and it much achieve decisions.

These purposes, of course, give no excuse for abuses. Advertising, like pictures themselves, has an obligation not to lower moral standards. The great majority of motion picture ads are acceptable by any reasonable standards. The problem is to discourage the use of those which are not, before damage is done.

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Conciliation

Academy TV

(Continued from page 1)

with two major distributors here several months ago, asking for removal of the clearance that Walter Reade Theatres holds in Kingston over the Orpheum.

Thorton claimed there was "no competition" between his theatre and the Reade one since they are in cities 13 miles apart. He argued that Kingston, since it is a larger community, draws trade from Saugerties, but the latter could not take any from Kingston.

The Reade 9-W Drive-In at Kingston also was involved in the complaint of Thornton, who said the clearance in this case served to delay securing pictures in the summer. Obtaining no relief in either instance locally Thornton took the cases to New York where he also said he received no aid.

The Thornton cases were the only ones in conciliation officially reported heard, although two others, both involving percentage pictures, were said to have been instituted. Interest in the conciliation machinery appears to have been slight throughout the area.

(Continued from page 1)

Talk by Blumenstock

Addressing the session was Sid Blumenstock, director of promotional activities for the telecast, who discussed what the publicists can do to follow up in special areas such as columns, fan magazines, syndicates, etc. The committee then discussed how this work would be assigned.

Also attending the meeting were Mort Nathanson and Taylor Mills.

N.Y. Salesmen Elect

Fred Mayer of Universal was elected president of the Colosseum of Motion Picture Salesmen of New York at a meeting this week. Named as vice-president was Eugene Newman, Paramount; treasurer, Jules Rieff, Columbia; and secretary, Myron Starr, United Artists.
**Film Ads Under Fire at N. Y. State Hearing**

**Counsel Pays High Tribute to Industry Code**

Witnesses Are Drawn from Several Fields

(Continued from page 1)

- the suppression of ads on “Anna Lucasta” by Chicago newspapers, and questioned Gordon White, director of the MPAA Advertising Code Administration, closely on the control of advertising and specifically on ads for a number of pictures.

The latter line of questioning arose because one of the witnesses preceding White was James Benton of the Benton circuit in upstate New York. Benton related that the Plattsburgh, Press Republican, newspaper in Fitzpatrick’s home town, had run several letters to the editor protesting motion picture ads and then had rejected Benton’s copy for an ad on “Cat on a Hot Tin Roof.” The exhibitor declared that he thoroughly agreed that the advertising on this and on many other pictures was objectionable from his point of view but added that he was powerless to change it because the only mails available to him and to most other small exhibitors were the ones from the distributor’s press book.

White, when his turn on the stand came, emphatically denied this, pointing out that exhibitors all over the country constantly change press book advertising copy, but Fitzpatrick clung to his position and that of his witness that the small exhibitor is limited by his lack of facilities for the creation of advertising to the output of the distributor.

Yesterday’s witnesses included, besides White and Benton, B. John Phillips, executive director of the MMPTA; Mrs. Duncan J. O’Brien, of the New York City Federation of Women’s Clubs; Rt. Rev. Msgr. Joseph McCaffrey of Holy Cross Church, on 82nd Street; Thomas Gregg, mayor of Amsterdam, New York; the Rev. Harold Gardiner, S.J., literary editor of “America,” and Dr. Ralph Banay, consulting psychiatrist of N. Y. City Police Dept.

Cites Maryland Moves

The lines of the committee’s approach to alleged obscene advertising were clear in Fitzpatrick’s questioning of witnesses. He several times asked whether or not certain advertising could be considered “misleading or misrepresentative of the picture” and asked several witnesses whether or not they were familiar with the proposed Maryland legislation which would define certain pictures as “obscene.”

The counsel, however, praised the industry’s self-regulation through the Production Code and the Advertising Code. “The motion picture industry through the Code Administrations,” he said, “have been extremely useful and important in developing such degree of restraint as now exists.” He went on to feel that the situation would be chaotic.

Outlines Code’s Objectives

White read a long prepared statement which set forth the operation and purposes of the Advertising Code Administration and, answering the questions of Fitzpatrick on “misleading advertising,” said that advertising copy must compress the “spirit, the atmosphere, the feeling” of a picture into a few words or a picture. He contended that in general this is done, at least by the distributor members of the MPAA and those who utilize the services of the Code Administration. “Our object,” he said, “has been and will continue to be to make our.And, while we have strongly resisted the trend toward a breakdown of public morality we cannot stem the tide. At least we are not at the head of the parade. We are far behind it, and proud of it.”

Sees No New Laws Needed

Concluding, he said that in his view no new legislation is needed. “Everywhere there are laws against obscenity. Let those be enforced. After all, our aims are the same as yours. But we believe that censorship is never a good answer to the problem because it misplaces the responsibility.”

Fitzpatrick then questioned White at length on each of a number of press books which Benton had submitted as being in his opinion objectionable. Many of these were for pictures not submitted to the Code Administration, those which were included: “Tunnel of Love,” “Desire Under the Elms,” “Edge of Fury,” “Home Before Dark” and “Teacher’s Pet.” All of these White defended as being either not salacious or as fairly presenting the contents of the picture.

Silent Regarding “Increase”

Although Fitzpatrick pressed the point, White refused to make any guess as to whether or not the exploitation of sex, brutality or horror has increased or decreased since 1955 when he testified before the Kefauver committee.

The question of foreign or art pictures was pointed out that there is danger of over-emphasis on these pictures and on their advertising because their playing time and bookings are so limited outside of certain areas. Asked by Fitzpatrick if “flagrant viola-

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**YOU ARE CORDIALLY INVITED TO ATTEND**

**A. M. P. A.’s 42nd ANNUAL CHRISTMAS LUNCHEON-PARTY**

**TUESDAY, DECEMBER 23rd, 12:15 P.M.**

Georgian Room, Hotel Piccadilly

- STARS OF STAGE, SCREEN, TV
- PLUS PLENTY OF DOOR PRIZES

Tickets $4 each Including Luncheon And All Gratutities

Phone Hans Barnslyn or Clyde Griffith PL 3-2434 For Reservations

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**Henry Oldtimers Set Founders’ Day Fete**

A number of prominent members of the motion picture industry who grew up in New York City are expected to attend the 30th Annual Founders’ Day dinner and dance on December 26 at the Henry Oldtimers, which is set for the evening of March 28 in the Room of the Waldorf Astoria. These Oldtimers are an alumni group which supports settlement house activities. The dinner and dance will be a career campaign to raise funds for both settlement house projects and for summer camps, Henry and Eliza. The affair also coincides with the 150th birthday of Miss Lillian D. Wald, a famous pioneer social worker who founded the Henry Street Settlement House.
ra Meinhardt

(Continued from page 1)

White Presents Industry Position
At State Film-Advertising Session

Following are highlights of the statement read by Gordon S. White, Adver-
ses Chairman, at the New York, N. Y., State Joint Legislative Committee to
Study the Publication and Dissemination of Offensive and Obscene Material.

"The Motion Picture Association was organized in 1922 for the purpose,
among others, of (1) quote from the Articles of Incorporation) establishing
and maintaining the highest possible moral and artistic standards in motion
picture production.

Tells of Code's Origin

"After eight years the membership of the Association, in 1930, adopted a
Production Code and an Advertising Code. These Codes mark the em-
bodyment and acceptance of moral responsi-

bility on the part of the American
motion picture industry to the vast
world-wide public which it serves.

"Our industry was the first among
the major mass communication in
country to adopt such a system of
self-regulation. Other media in this
country and film industries in other
countries are only now or are being
as guides to their own self-regulation
programs. We are pleased that this
has been so.

"The Advertising Code is designed
to apply to motion picture advertising
the same basic principles of decency
and morality that the Production Code
calls for in the content of the films.

Cites Agreement on Ads

"As with the Production Code, com-
pany members of the Association sub-
scribe to the Advertising Code as well.
But, again, its services are open alike
to members and non-members. Any
producer carrying the Seal of Approval
on his picture agrees in advance to
bring the film's advertising into line with
the Advertising Code.

"In the 24 years that the Advertis-
ing Code has kept records more than
two and a half million still photo-
graphs have gone through this proc-
 ess, and more than three and a half

volumes, over all, have been
processed.

"Most of this great quantity of ma-
terial is thoroughly acceptable as
originally submitted, Processing it
under the Code is more or less routine.
At the other end of the scale, a
rare piece of material may be con-
sidered to be thoroughly unacceptable.

The answer to such is quick and sim-
ple: 'Disapproved.'

Regarding 'Graying Zone'

"But in between, in a sort of 'gray-
ing' zone, is a comparatively small
amount of advertising copy which is
not acceptable. Much of this copy can be
and is made acceptable by revisions
and corrections, on which we consult
with the advertising writers, and it is
acceptable when revised.

"Motion picture advertising is nei-
ther misleading nor irresponsible
because it does not give a verbatim
 report of everything that's in a film.
That is impossible; there's not space;
if it conveys the spirit, the general impression of the
photoplay, this is fair, proper, accept-
ed advertising practice.

"Advertising copy dealing with
crime, or pseudo-science, or horror, I
feel just as strongly that advertising
would be equally unfair, equally im-
proper, if it did not make this clear.
Furthermore, the Representation
should not be intrinsically offensive or
too gruesome, and this the Adminis-
tration seeks to avoid.

"Fortunately, we believe the bulk of the
movies. We are not of which appear
every year, are influenced by the Ad-
vertising Code. But it is important also
not to set what does not come under the
control of the Code. Most ads are
placed locally by exhibitors, the the-
atre operators. Any of them is free
to prepare his own ads or to change the
pros book ads as he sees fit. And the
Chairman hopes they will not be
which can fragment productions or the
many foreign productions which are not
approved under the Production Code.

"Another thing that is important to
keep in mind in considering criticisms
of films and film advertising, is our
changing public attitudes.

Stresses Self-Regulation

"But I would emphasize that the
American motion picture industry, op-
 rating under our voluntary system of
self-regulation, has strongly resisted
the trend to break down accepted
standards and improve the quality of
this industry. We are, in fact, far
hind it . . . and we are proud of this.

"Count decisions dealing with things
in recent years seem to be settling ob-
scenity and the limit of acceptability.
Our Codes have set much higher
standards for the American motion
picture.

"Let me say as strongly as possible
that we hate obscenity as much as you
do, and in the belief that should
prosecution wherever necessary of those guilty of
vexation with the production, seeking to improve the mainte-
ance of those reasonable standards of con-
duct which are desired by decent men.

"Our Aims . . . the Same'

"We aim, we believe, are the same
as yours, even though our angles of
approach to the problem may be dif-
ficult. We believe that the old, deceptively easy
answer . . . 'Pass a law! Appoint a censor!' is not the right answer.
In a free society censorship is never a good answer or a good remedy
for it misplaces responsibility.

Alphabetical Order

White, Gordon S. (Continued from page 1)

Minimum Pay

(Continued from page 1)

primarily to the proposed schedule of graduated wages.
Among those appearing before Indu-
strial Commissioner Isador Lubin for the theatre owners were Morton
Shulman of Independent Theatre Owners Association of N. Y. and D.
John Phillips of Metropolitan M. P. Theatres Assn. If the new recommend-
alations are accepted, they will be

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'Twas the night before Christmas . . .

and JAMES STEWART
came calling,
Upon a young temptress
for whom he was falling.
The stockings weren't hung
by the chimney with care,
But were filled by KIM NOVAK,
and well worth a stare.
When JACK LEMMON should
have been snug in his bed,
Visions of pin-up girls
danced in his head.
Then who to ERNIE KOVACS’
eyes should appear,
But HERMIONE GINGOLD,
a professional seer,
And a lady named LANCHESTER,
but sometimes called ELSA,
Whose antics could give
even Santa an ulcer.
What dashing, what dancing,
what prancing and mixin',

It was obvious a hot-toddy
night was a fixin'.
Miss NOVAK, since childhood
unable to blush,
And Mr. STEWART, an expert
on a subject hush-hush,
Strike up the sparks
'twixt the snow and the frost,
While conventions are told,
(but politely) “Get Lost!”
It's a new kind of Christmas,
with hugging and kissing,
Poor Santa Claus never knew
what he was missing.
But though we take leave
of this scene in the night,
It's a Merry Christmas for all
who see this delight.
(in case you were thinking
our tale had no handle,
we'll tell you right now it's called
BELL,
BOOK
and
CANDLE!)
Diges French Censors to Be More Strict

By HENRY KAHN

PARIS, Dec. 18 (By Air Mail)—A. Trichet, president of the National Federation of Cinemas, took the industry by surprise here when he unexpectedly pronounced himself as champion of film censorship. In a letter to Georges Rapié, the federation's representative on the censorship Commission, M. Trichet said, "Be extremely firm regarding production which would be able, through its bad influence, to..."
(Continued on page 2)

Film Advertising Code Defended by Officials

By VINCENT CANBY and JAMES D. IVERS

Four industry advertising executives defending Code Friday in the second day of the two-day hearings conducted by the New York State Joint Legislative Committee to Study the Publication and Dissemination of Offensive and Obscene Literature. Each admitted at times, perhaps, individuals rights when the Code for film advertising had not been followed to the letter, but this, they emphasized, constituted no argument for prior censorship but required rather a more careful adherence to the rules already in effect.

Answer Fitzpatrick Questions

The four executives were Charles Einfeld, vice-president of 20th-century-Fox; Jerome Pickman, vice-president of Paramount Pictures; Sidney, advertising manager of CM, and Paul Lazarus, vice-president of Columbia Pictures. Their testimony occupied most of the afternoon hearing. Following prepared statements each was questioned at length by James H. Fitzpatrick, former chairman of the committee who now its general counsel.

Einfeld delved off the testimony by the industry executives in a statement in which he reiterated his faith in the Code and also presented at work in the motion picture industry. The Advertising Code Administration and the Production Code Administration, he said, "done their job well and, in fact, have served as models for similar organizations by other industries." Einfeld then listed eight different steps or controls which work to see that film advertising seldom strays far from what constitutes acceptable material:

1. The Ad Code Administration.
2. An appeal board from an Ad Code Administration decision, consisting of Gordon While and the president of several other film companies not directly involved in the dispute.
3. The advertising chiefs of newspapers and magazines or the continuity chiefs of the radio and TV stations who pass on all advertising copy accepted by them.
4. A number of national organizations who are constantly keeping an eye on the film industry—such groups as the Legion of Decency, the NA... (Continued on page 3)

U.S. Court Asks Report On Film Co. TV Interests

Palmieri Expresses Belief at NTA-NTA Hearing That Consent Decrees Prohibit Joint Enterprises of Cos. in Any Field

The belief that the industry consent decrees in the U.S. vs. Paramount case prohibit divided companies from having any direct or indirect interest in a common enterprise in any field, including television, was expressed by Federal Judge Edmund L. Palmieri in U.S. District Court here on Friday during a hearing on National Theatres' plan to acquire National Television Associates. Twentieth-Century-Fox owns 50 per cent of National Film Networks, an NTA subsidiary.

Pursuing his interpretation of the decrees, Judge Palmieri asked Assistant to the U.S. Attorney General Maurice Silverman to prepare to report for March 2 a report for the court's fuller information on all of the television interests of the decree companies, at the same time informing the court whether it approves of the cases reported on hand, if not, why. He indicated he believed it to be his duty to go into the matter.

Another Session Jan. 28

Judge Palmieri reopened the case and set Jan. 28 for another hearing. He stated that he felt now that if he were to approve the National Theatres acquisition of NTA it would be "tantamount to approving a violation of the decree," asked Silverman to propose an alternative plan.

Two Suggestions Made

The Justice Department attorney suggested that perhaps 20th-Fox could be persuaded to divest of its 50 per cent interest in NTA Network; or NTA might be persuaded to sell its remaining 50 per cent interest in Network to 20th-Fox, or to a third party, thus eliminating the common interest of National Theatres and 20th-Fox in N.T.A. operations.

Presumably, attorneys for National Theatres, N.T.A. and the government will endeavor to work out some agreement having that effect between now and the Jan. 28 hearing.

At a hearing on the National Theatres' petition a week earlier Judge Palmieri had raised the question. (Continued on page 6)

Columbia Sets Seminars Here on 'Seventh'

Over 100 executives, promotion men and house managers representing five metropolitan New York circuits will meet at Columbia Pictures' home office today and Tuesday for advertising, publicity and exploitation seminars regarding promotion of "The 7th Voyage of Sinbad."

During the seminars each day, which will follow screenings of the Dyna-mation feature, Columbia sales and promotion executives will cover phases of the various campaigns for the film, including national material that can be adapted locally and will review New York advertising and exploitation drive put on for the Roxy premiere in the face of the newspaper strike.

'Buccaneer' Will Open At Capitol Here Tonight

 Paramount's "The Buccaneer" will have its New York premiere this evening at an invitational affair at the Capitol Theatre. The Cecil B. DeMille presentation will debut before a "black-tie" audience of entertainment celebrities, government officials, society leaders, film industry and other business executives, leading educators, United Nations representatives and others. DeMille himself will attend the premiere.

First-night excitement will be evident up and down Broadway in the vicinity of the Capitol, as a championship brass band in colorful costume parades to the theatre to play for arriving guests and on-looking crowds.
URGES CENSORS

(Continued from page 1)

endanger further the situation of our industry.

"Owning the full weight of his position to the theory that "X-certificate" pictures are bad for business, M. Trichet, has in effect signed a declaration of war on the Brigitte Bar- 

di pictures which has proved such a success both in France and the foreign markets, observers point out.

UPSTATE PRIEST IN PLEA FOR SUPPORT OF GOOD FILMS

Special to THE DAILY

ALBANY, N. Y., Dec. 21. — A well known priest, the Rev. Benjamin Kuhn, O.F.M., mathematics and science teacher at Sienna College in neighboring Loudonville, declared at the 17th annual kickoff dinner of the Albany Variety Club held in the ballroom of the Sheraton-Ten Eyck Hotel to promote the cause of Camp Thacher that "everybody should patronize world- 

wide motion pictures."

Commenting that the producers of motion pictures, as well as of 

television and radio programs, have paid their share, Father Kuhn said he enjoyed all three media.

"Above all," he stated, "I enjoy going to the movies."

COMPANY DIVIDENDS

LOWER FOR 11 MONTHS

From THE DAILY BUREAU

WASHINGTON, Dec. 21. — Publicly reported cash dividends by motion picture companies in the first 11 months of the year were far behind those reported in the comparable 1957 period.

The Comptroller Department said dividends reported from January through November totaled $20,480,000, compared with $24,000,000 in the comparable 1957 months. Dividends reported by the companies were $1,355,000, compared with $1,378,000 in 

November last year.

HUNTER BOOK TO DUGGAN

HOLLYWOOD, Dec. 21. — Even Hunter's soon-to-be-published novel, "A Matter of Conviction," has been purchased by Columbia as a film by Pat Duggan. The film, with a Manhattan back- 

ground, will be produced entirely in New York in authentic locations next summer, as an independent venture by Duggan. No release has been set. This marks third sale by Hunter, his first being "Blackboard Jungle" to MGM, and his second being the recent sale to Columbia of his novel, "Strangers When We Meet."

BLOOMENSTOCK IN NEW POST IN MID-JANUARY

Sid Bloomenstok said at the weekend that he has offered to be available to the MPA ad-publicity directors committee on the Academy Awards telecast February and into March in an advisory capaci 

ity. Bloomenstok, who has a new office with the British Pictures, has accepted a new post with the MPA. 

Upset flow of millions not only to Washington and Hollywood, but in the future a number of other cities. 

RKO Department Heads Move Offices Here

Four department heads of RKO Radio Pictures have moved to various offices, headquarters of RKO Pictures, Inc., here. Executives who moved include, from left to right: Ben Witter, vice-president in charge of domestic advertising, moved to the building at 925 Sixth Avenue, where he will remain; 


RKO Department Heads Move Offices Here

Department heads who have moved include Milton B. Althofe, domestic print and negative manager; and Director; John S. Ivers, publicity manager, and Philip A. Wittson, controller. 

WILMINGTON HOUSE SOLD

WILMINGTON, Dec. 21. — The Ace Theatre here has been sold by Benjamin Shindler, who operated it for 10 years. The property is being sold for a quarter of a century, to the Mid- 

town Realty Co., a local firm.

LIST IND. DIVIDEND

The board of directors of List Industries, parent company of RKO Theatres, on Friday declared a dividend of 25 cents a share, payable Jan. 13 to holders of record at the close of business Dec. 31.
Industry Officials Defend Advertising Code

Public Called Ultimate Judge Of Film Quality

On Monday, Mamie Charles, an attorney, made a motion about the growing demand in "the grass roots of Legion posts throughout the state" for some sort of censorship of films and film advertising. He has received a huge number of protests in the last two years on immoral films and immoral film advertising.

These men," he said, referring to the four industry advertising chiefs, "should do something on this matter. If they don't, there will be more pressure and more pressure on you, Mr. Fitzpatrick, for legislation on the matter."

Praises 'Great Films'

O'Connor, however, took the occasion to congratulate the industry for the many fine films it also turns out. "We are grateful to the motion picture industry," he said, "for these great films. They are a boon to education and they point up the ideals of American family life."

Bally Lighty proposed that the state form a Code of Ethics and an Ethical Commission, made up of religious as well as lay leaders who would read all publications and see all films and rate them according to their probable effect on youngsters.

At least 20 percent of the motion pictures currently approved by the New York State Motion Picture Division should be rejected in the opinion of Louis Pesce, director of the division. Testifying at the morning session of the committee hearing Friday, Pesce said the Division was constrained to license these pictures, even though they "felt them harmful to society and particularly to children," because of the narrow definition of obscenity which has emerged from recent court decisions.

Criticizes 'Teaser' Ads

Questioned by Fitzpatrick on whether "misrepresentation" of the content of films in advertising was a problem to his office, the director said that there were very few cases of "clear-cut misrepresentation"—that is actual reproduction of scenes ordered cut from films by the Motion Picture Division. However, he added, while advertising in general is not under the control of the Division, many instances have come to its attention of "misrepresentation in spirit." In this connection he cited the teaser ad for "Heaven's Seventh Seal" which Fitzpatrick had previously put in the record and about which Einfeld later was questioned.

Referring to a bill introduced by the committee last year and later vetoed which was aimed at control of misrepresentation, Fitzpatrick asked Pesce what would be the word "grossly" be sufficient. The director (Continued on page 6)
CHARLOTTE GOES AFTER HAPPY HOLIDAY BUSINESS!

Columbia's SENIOR

The whole Charlotte area is dancing to the

FIRST FEATURE
Motion Picture Appearance of
LOUIS PRIMA and
KEELY SMITH
with SAM BUTERA and THE WITNESSES

RECORD HALL OF FAME
MITH MILLER
CONNEE BOSWELL
BOB CROSBY
TONI ARDEN
FREDDY MARTIN
and HIS ORCHESTRA

1. Special promotion kits for disc-jockey plugs!
2. Click discs by SENIOR PROM stars sell picture BIG! BIG! BIG!
   a. "THAT OLD BLACK MAGIC" — Louis Prima
   b. "THE LONGER I LOVE YOU" — Paul Hampton
   c. "LOVE" — Paul Hampton — Columbia
   d. "BIG DADDY" — Jill Corey — Columbia
   e. "ROCKABYE IN BEARDLAND" — Mitch Miller
   f. Records (b) through (e) all on one Columbia extended play
   g. "EL CUMBANCHERO" — Jose Melis — Seeco
3. Dazzling displays for music stores!
4. Pleasure-treasure hunt!
5. SENIOR PROM dance contests!
6. "QUEEN OF THE PROM" elections!

Written by HAL HACKADY • Original Songs by HAL HACKADY and DON GOHMAN

MAKE YOUR DATE
TH MORE THAN 100 SATURATION BOOKINGS!

PROM!

starring
JILL COREY
PAUL HAMPTON
JIMMIE KOMACK
BARBARA BOSTOCK
with FRIEDA INESCORT
and Guest Star ED SULLIVAN
(Appearing through the courtesy of CBS-TV)

1. Student singing contests!
2. Charity tie-in parties!
3. 20 big song hits promote SENIOR PROM everywhere!
   “My Heart Will Play The Music” • “The Best Way To Keep A Man” • “Ivy Wall” • “You Know When It’s Him” • “Never Before” • “One Year Older” • “Senior Prom” • “Let’s Fall In Love” • “Now Is The Time” • “Do You Care” • “Put The Blame On Mame” • “Sorrento” • “When The Saints Come Marching In” • “Pennies From Heaven”!
PLUS THE BIG ONES LISTED IN ITEM 2!

10. Surprises! Stunts! Radio-TV and newspaper coverage!

Produced by HARRY ROMM • Directed by DAVID LOWELL RICH

FOR SENIOR PROM NOW!
NT-NTA Case

(Continued from page 1)

whether National Theatres' acquisition of N.T.A. would not undo what divestment had accomplished by returning it to an alliance with 20th-Fox through the latter company's 50 per cent interest in the NTA subsidiary, NTA Networks. In setting the second hearing for last Friday he asked the principals to present briefs on the point for the enlightenment of the court.

In opening Friday's hearing, Judge Palmieri said he was convinced that the licensing of films to NTA Networks by the NTA subsidiary in the business of exhibiting films on its network, and that therefore 20th-Fox, with a 50 per cent interest in Network, is in the business of exhibiting pictures.

"I am aware," he said, "that the situation is not limited to 20th-Fox, but that other companies do the same."

Concerned with Obedience

"This court has a grave concern," he said, "for its obligation to see that its judgments and orders are obeyed, and the government should be especially alert concerning their enforcement.

"I wish it to be clearly understood that I have made no pre-determination here. The court simply wants to be informed and be assured by the government that the decrees are being observed in this instance."

He expressed "surprise" that the government should recommend it without having covered the points he had raised, observing that he didn't see why the proposed acquisition was all right simply because "it doesn't take place in a theatre." For his part, Judge Palmieri said the nature of the proposed joint venture is irrelevant.

Both companies will have an interest in the solvency of the other and that could lead to violation of the anti-trust laws.

Silverman Claims TV Unaffected

Silverman said the government reserved all rights to bring anti-trust actions against the principals at any time that they seemed to be warranted. He told the court the Department of Justice herefore has taken the position that the industry consent decrees apply only to theatrical motion pictures and theatres, not to television or other interests outside the industry.

"Then I respectfully suggest," Judge Palmieri interposed, "that you ask your superiors to reconsider that view. The language of that decree might bear re-reading. Perhaps the wrong interpretation has been given to it up to now."

The court suggested that section 133 of the 20th-Fox decree means something more than theatres and films when it says one divorced company shall have no direct or indirect interest in the profits of another, now or in the future.

David Peck, attorney for National Theatres, argued that the decrees referred only to theatrical films and theatres, have no bearing on television and have never been construed by courts or the government to apply to TV. Judge Palmieri replied that the authors of the decrees obviously were very much concerned about any future link between the companies they had separated. Any other interpretation, he said, "would make a mockery of the decrees, if pressed to its ultimate conclusion."

Silverman said the government would be "happier" if the National-NTA deal could be entered in a way that would provide for the termination of the 20th-Fox interest in the NTA subsidiary, but felt that all necessary safeguards were taken care of in the plan.

Peck requested a conference in Judge Palmieri's chambers, stating that some phase of the situation should be off the record in view of the presence in court of a representative of "a competitor of National's." Stewart Aaron of the law firm of Schwartz & Frohlich, which is counsel for Stanley Warner Theatres, was in the court room at the time.

Judge Palmieri agreed to the adjournment, subsequently setting the date for the further hearing in January.

Every Day On Every Channel TV BROOKS COSTUMES 3 West 46th St., N.Y.C. Ph. FL. 7-5000

REVIEW:

Tonka
Disney—Buena Vista

HOLLYWOOD, Dec. 21

This is the legenday story of a horse, the lone survivor of the historical Custer's Last Stand; and the great love for the animal displayed first by Sal Mineo, portraying a young Sioux Indian, who captured and trained the colt, and then by Philip Carey, as an officer in General Custer's 7th U.S. Cavalry.

Based on the book "Comanche" by David Appel, Lewis Foster and Lillie Hayward wrote a screenplay employing a number of familiar situations destined to please the family trade.

Mineo fills his unusual role of Indian with sensitive reactions to garner sympathy for the challenge he must face to prove himself worthy of his tribe, and to square himself in a harsh accusation by a jealous warrior of superior rank.

Loyal Grigg's photography, favoring Lewis Foster's additional contribution as director, becomes an appreciable factor in the somewhat lengthy "breaking" scenes of Tonka Wakan, (Indian for "The Great One"), and the exciting battle scenes of Custer's last fight.

In proving himself worthy of becoming a warrior, and relieving his mother, Joy Page, of suffering tribal disgrace because of his simple prank of "borrowing" a rope from the jealous tribesman to capture the wild Tonka for himself, Mineo shows some fine riding ability, adding a significant factor to his rising career.

After training Tonka, Mineo is compelled by tribal custom to give him up to H. M. Wynant, the jealous warrior. Wynant's mistreatment of the horse prompts Mineo to turn loose to rejoin the wild pack, tying a good luck talisman to his mane. Tonka captured later and sold to Philip Carey of the 7th Cavalry, is recognized through the talisman as the horse that belonged to Mineo, Carey displays a similar affection for the fine animal.

Mineo, on a reconnaissance for his chief to determine the number of men in Carey's fort, chances a daring entry over the wall of the fort, but is captured by Carey as he finds his favorite pet in one of the horse stalls. Carey allows him to return to his tribe because of their common love for the animal.

In an exciting climax, Mineo, now a warrior participating in Chief Sitting Bull's ambush of Custer's men, is found lying dead near his wounded friend Tonka on the late arrival of the rest of the 7th Cavalry. Tonka, spared from a mercy killing, is given a hero's salute back at the fort, with freedom from further duty. Mineo is also spared and given the right to wear the uniform of the 7th, with time off to ride Tonka whenever he wishes.

The film was produced by James Pratt, with an impressive musical score by Oliver Wallace, and a commercial title song by Gil George and George Brus. Photography is in Technicolor.

Running time, 97 minutes. General classification. Release, in December.

SAMUEL D. BEINS

Harry Corlew, who has been supervising for the Stanley Warner circuit the Commodore Hall, Hull, Derby, Conn. and the Capitol, Ansonia, has been named manager of the latter house.

Samuel Engel, 20th-Century Fo-producer, former president of the Screen Producers Guild and vice president of the Academy of Motion Picture Artists and Sciences, has been named a Fellow of Brandeis University, Waltham, Mass.

Film Officials

(Continued from page 3)

answered that in his opinion any anti-trust bill would have to be narrowed to cover only salacious or exploitative films. On the matter of the content of pictures, Pesce deplored what he called "the spate" of sex, horror and juvenile delinquency films.

Indicating the lines along which the committee may work, he assembled Joseph R. Younglove, chairman of the committee, asked Pesce whether the law itself which was inadequate or whether enforcement of the law was hampered by the legal interpretations which have narrowed it. Pesce replied that it was the interpretation of the law in recent Supreme Court decisions which was making the job "more difficult."

Both Fitzpatrick and Younglove indicated that one solution might be to have the state attorney general press for more jury trials in obscenity cases.

Other witnesses Friday included Frank J. Meyer, chairman of the V.F.W. committee on indecency; Benj amin Clarkrow, state censorship commissioner of the Jewish War Veterans; Emanuel Burke, New York State Council, Knights of Columbus; and Hugh Doyle, member of the New York State Youth Commission. The latter said that the Youth Commission would "probably support any legislation designed to salutary advertising" and introduced an editor from the "New Rochelle Standard Star" warning the motion picture industry that it "meets a grave and salaciousness would bring censorship."

'America' Editor Testifies
Rev. Harold C. Girdner, S.J., literary editor of "America," and author of a recent book, "The Catholic Viewpoint on Censorship," told the committee that he viewed the present picture that "theatre is a moral situation." Confining himself to the field of books and publications, he said "The problem is one of distribution not suppression." A distinction should be made, he declared, between the publication of any material under the rights of free speech, and "the very facile availability and commercial exploitation of material obviously harmful to large areas of the public, particularly children."
Producers HERMAN COHEN
“HORRORS OF THE BLACK MUSEUM”
Color and Cinemascope
In Release: “How To Make a Monster”

Producer ROGER CORMAN
“She”
Color and Cinemascope
In Release: “Night of the Blood Beast”

Producer LOU RUSOFF
“SUBMARINE SEAHAWK”
In Release: “Hot Rod Gang”

Producer STANLEY SHPETNER
“PARATROOP COMMAND”
In Release: “The Bonnie Parker Story”

Producer BURT TOPPER
“BLOOD AND STEEL”
In Release: “Hell Squad”

American International Pictures

James H. Nicholson, President
Samuel Z. Arkoff, Vice President
("God's Little Acre's"
little heller!)

"THE TRAP" LOADED WITH AUDIENCE BAIT!

PARAMOUNT SPRINGS
"THE TRAP"
FOR FEBRUARY!
In New York

Five Pictures Buck Strike, Holiday Slump

Big Take for ‘Night,’ ‘tom,’ ‘Mama,’ ‘7th,’ ‘Tables’

Five pictures on Broadway, three of which opened during the newspaper strike, did outstanding business over the weekend, it was reported yesterday. The grosses were doubly impressive in face of the traditional pre-Christmas slump which hit most of the other theatres.

At the Music Hall, Warner’s “Auntie Mame” continued to attract large lines, and Thursday through Sunday business soared to $109,000. Estimate for the third week, which ends Wednesday, is a big $175,000.

At the Roxy, where Columbia opened “The 7th Voyage of Sinbad” last Wednesday, the gross mounted to $69,473 for the first five days. The majority of business has been done in the evening, according to Abe Jacker, Columbia vice-president and general manager.

Conn. P-TA Groups Hit ‘Vulgar’ Ads and Films

Special to THE DAILY

HARTFORD, Dec. 22 — “Suggestive and vulgar” motion picture advertising and the films themselves need a clean-up effort, in the opinion of the Juvenile Protection Committee of the New London (Conn.) District, Parent-Teachers Assn. Mrs. Minnie DeMille honored at ‘Buccaneer’ Premiere

Cecil B. DeMille last night was honored publicly here by the American Academy of Dramatic Arts for his filmmaking achievements. The producer received the citation on the stage of the Capitol Theatre at a gala invitational dinner. (Continued on page 7)

TELEVISION TODAY—page 6

20th-Fox Will Drop Its NTA Network Tie

Hearing Before Judge Palmieri Today

Agreement Clears Way for Approval

Of National Theatres’ Purchase of NTA

Twentieth Century-Fox has agreed to the sale to National Television Associates of its 50 per cent interest in NTA Network, thus clearing the way for Federal court approval of the acquisition of NTA by National Theatres.

A hearing on the proposed National purchase of NTA has been advanced from Jan. 28 to today, before U. S. District Court Judge Edmund L. Palmieri here.

Since Judge Palmieri’s sole expression of objection to the National-NTA deal was the presence of 20th-Fox as half owner of the subsidiary company, NTA Network, Fox’s withdrawal is regarded as assuring Judge Palmieri’s approval.

The court felt that permitting National to acquire NTA while 20th-Fox was the owner of a half interest in the NTA subsidiary was tantamount to re-wedding the divorced National Theatres and 20th-Fox. At a hearing last Friday Judge Palmieri said he believed that approval of the deal under such circumstances was tantamount to the deletion of the post-merger arrangement. (Continued on page 2)

Golding Ad-Publicity Director for Preminger

From THE DAILY Bureau

HOLLYWOOD, Dec. 22 — David Golding will relinquish his position as vice-president of Seven Arts Prods. here on Jan. 1 to become executive assistant to Otto Preminger in charge of advertising and publicity on Jan. 5. In the new position, Golding will make his headquarters in New York.

British Producers Change Set-Up For Registration of Film Titles

By WILLIAM PAY

LONDON, Dec. 20 (By Air Mail).—A big change in the British Film Producers Association’s film registration titles scheme comes into force on Jan. 1. The change places the responsibility of checking the titles themselves, instead of on the officers of the BPFA and the titles committee.

“This will be done,” the BPFA states, “by circulating weekly to registrants all titles which have been applied for during the previous seven days. These titles will not be accepted and registered until a fortnight has elapsed, during which time any existing registrant who considers that a circulated title will cause confusion with one of his own will have the cause to raise an objection.”

The new scheme includes the set-up (Continued on page 4)
LEOPOLD FRIEDMAN, president of Loew’s Theatres, has left New York for the Coast.

SOL SCHWARTZ, president of RKO Theatres, will leave here tonight for Hollywood.

MICHAEL ANDERSON, British director, returned to London from New York on Sunday via B.O.A.C.

WILLIAM FULWIDER, a theatre editor on the Columbus, O., “Dispatch,” will be here there Saturday on Patricia Wilson.

ALFRED B. HITCHCOCK left New York on Saturday for London.

ALLEN M. WIDEM, of the “Hartford Times,” has returned here from New York.

Mrs. Thomas Kneitel has given birth at Booth Memorial Hospital, Flushing, to a girl, Katherine Anne. Father is on the staff of United Artists’ foreign department.

ROBERT BOSSEN, director, is in New York from the Coast to spend the Christmas holidays.

VAN JOHNSON will return to New York from London today via B.O.A.C.

Studio Activity Slated To Resume in January

From THE DAILY BUREAUS

HOLLYWOOD, Dec. 22.—Very few pictures are scheduled to start before Jan. 5th. Only two new features started this week, while seven others were completed, bringing the total of films currently before the cameras to 13.

Started were: “Cast a Long Shadow” (Mitrish-Murphy United Artists release), and “The Scavengers” (Hy-Ford Production for Hal Roach release).

Completed were: “They Came to Cordura” (Goetz Prod., CinemaScope, Color), Columbia; “North By Northwest” (Metro-Goldwyn-Mayer), “The Sad Horse” (Associated Producers, CinemaScope, Color)—20th Century-Fox release; “Day of the Outlaw” (Security Pictures) and “Invisible Invaders” (Premier Pictures) for United Artists release; “The Philadelphia Story” (Warner Bros.), “The Pit” (Bor-Aire Prods., for Howco International) an independent feature.

PERSO...
1-2-3 Times...Sold!

by the Prize Baby, who's dressed for ticket-selling action!...

COLUMBIA'S

"BELL, BOOK, AND CANDLE"

is geared for Big Business... with this new TRIPLE-TRAILER (an innovation originated by Columbia) that will tease, amuse, amaze your captive audience. It consists of three separate rolls of Technicolor film, ALL THREE TO BE RUN ON THE SAME PROGRAM.

Roll #1: Kim Novak with Bell (28 feet)... show before or after newsreel...

Roll #2: Kim Novak with Book (27 feet)... show before or after short...

Roll #3: Kim Novak with Candle... leading into deluxe scene trailer (231 feet)

It's something REALLY NEW! "THE GREATEST TICKET-SELLER SINCE TRAILERS WERE INVENTED."
British Set-up

(Continued from page 1)

Superior Court

continued on page 2

Ingrid Bergman

HOLLYWOOD, Dec. 22. - Samuel Z. Arkoff, vice-president and general counsel for American International Pictures, has returned from Chicago, where he completed the sale for the company's take-over of the Kling studios.

The lot's new name will be Amero Studios and AIP will move from its present Sunset Boulevard offices on completion of an administration building now on the drafting board.

Suit on Policemen in Theatres Put Off Again

Special to THE DAILY

HARTFORD, Dec. 22. - The $250,000 law suit brought by New Conn., theatre owners against the city of New Britain, protesting the mandatory presence of policemen in theatres, has had its third postponement in Hartford Superior Court. The suit, originally slated to be heard last summer, has been pushed back to the January term because of a heavy court docket, according to New Britain Corporation Counsel George J. Coyle.

The plaintiffs, the Connecticut Theatrical Corporation, a Stanley-Warner subsidiary, owners of the Strand and Embassy Theatres, and Perakos Theatres Associates, owners of the Palace, and lessees of the Arch St. Theatres, allege that the presence of policemen on duty in New Britain's theatres is contrary to federal statutes as well as state laws.

March of Todd-AO'

(Continued from page 1)

stein's "South Pacific" in Todd-AO. The film will have its first showings starting Christmas Day at the Rivoli Theatre here.

The subject, in magnificent color, features scenes of the Coronation of Pope John XXIII, and in and about Vatican City and Rome during and immediately after the election of the new Pope. In the wide screen process and with its six-channel sound reproduction, the solemnity of the Coronation, the background of the Sixtine Chapel Choir, and the sweep of cheers from hundreds of thousands gathered outside St. Peter's achieve impressive realistic effects.

Other sequences, equally effective, cover task force and carrier based plane reconnaissance in the Mediterranean and over Beirut during the American occupation of the city last summer; and a dramatic presentation of the Brussels World's Fair. Each subject affords wide audience interest and enjoyment. "The March of Todd-AO" makes an excellent addition to the road show Todd-AO program.

S. K.

U.S. Films Big

(Continued from page 1)

films have been shown in Hungary and these have included "Trapeze," "Roman Holiday," "Knock on Wood," and "Phone Call from a Stranger." It is certainly clear that American motion pictures are highly popular in Hungary, primarily, we believe, because they show a segment of life in America and something of how Americans live.

"There was a recent cartoon in the world's humor magazine Lasas Matyi, which showed a wife and children tearfully waving goodbye to her husband who was departing by train. To a sympathetic stranger's question as to why the husband was going far, the wife answered: 'Of course. He's going off to see 'Knock on Wood.' This illustrates something of the tremendous difficulty there has been in getting tickets to see this motion picture.

Seem Interested in U.S. Life

"All of the American films have played to overflow audiences and it is certainly fair to say that it is obvious that the Hungarians crowd in to view some replica of American life on the screen.

As for Rumania, where "Marty" and "Trapeze" have been shown, the government report says that both "attracted sellout and enthusiastic crowds in Bucharest." It then went on: "People were standing in line from 3 in the morning until the box office opened at 8 A.M. in order to obtain tickets to see "Trapeze." The theatre where her husband was going far, the wife answered: 'Of course. He's going off to see 'Knock on Wood.' This illustrates something of the tremendous difficulty there has been in getting tickets to see this motion picture.

Good-Will Value Stressed

The U.S. Government, based on such reports as these from many countries over the years, has always regarded the Hollywood motion picture as the country's most important ambassadors of good will and understanding to the peoples of the world, the MPEA pointed out.

Connecticut P-1A

(Continued from page 1)

Phillip L. Stocklin, committee chairman, announced plans for a special committee of educators and parents "to consider the problem and discuss what can be done in the New London area of eastern Connecticut.

Mrs. Stocklin said that the Hartford PTA Council is also working to clean up advertising, motion pictures and TV and has urged similar action by other branches throughout the state.
Big Turnout for "Buccaneer" Opening

Showmanship was very much in evidence on Broadway last night for the gala invitational premiere of Paramount's Cecil B. DeMille presentation "The Buccaneer," at the Capitol Theatre. A championship military band, the Blessed Sacrament Golden Knights of Newark, N. J., unmindful of the rigid weather, formed in front of the theatre and greeted arriving guests with brass-and-drums renditions in jazz and march time. In the lobby, four radio shows interviewed the invited celebrities whose arrivals were announced over loudspeakers by a gigantic "pirate" stationed out front. Orchid corsages were presented to women guests by 20 pretty students of the American Academy of Dramatic Arts who were briefly attired in "pirate" costumes. Photo above shows theatre front activity as the evening got under way.
CBS 'Holdlers Vote Changes in Shares

Stockholders of Columbia Broadcasting System at a special meeting yesterday voted to change all shares of CBS Class A and Class B stock into a single class of stock which has been known as common stock, it was announced by William S. Paley, chairman of the board, and Frank Stanton, president.

More than 77.8 per cent of the outstanding shares, it was also announced, were voted for the change, and less than 0.50 per cent against. The change will not make the stock more transferable and the certificate of incorporation will be filed with the Secretary of State of the State of New York. The par value of the stock, $2.50 per share, remains the same.

Stockholders will retain their present stock certificates which will represent the same number of shares of common stock as the number of shares of Class A or Class B stock previously represented by such certificates.

Bangor Station Will Join NBC As Affiliate

The National Broadcasting Company has signed a television affiliation agreement, effective Feb. 1, 1959, with WLZB-TV, Channel 2, in Bangor, Me., sister station of the NBC radio network affiliate WLZB, it was announced by Harry Bannister, NBC vice-president of station relations; and William H. Rines, president of WLZB. Rines is also president of WCSJ, one of the charter members of the NBC radio network, and WCSJ-TV in Portland, Me., and WBDQ, Augusta, Me., NBC affiliates.

And here we come again to that justifiable complaint of the television medium, the charge that the free flow of ideas has not yet been seriously hampered because broadcast journalism is often denied "free access to the news." Recently, Howard H. Bell, assistant to the president of the National Association of Broadcasters, declared broadcasters are "singled out" for denial of access "despite recognition by the courts that broadcasting comes within the protection of the First Amendment, coverage freedom of the press."

Mr. Bell specifically cited the matter of the ban on radio and television coverage of court proceedings, some public hearings and the deliberations of some legislative bodies in the national, state and local governments. Certainly there is justification for the dry remark of Mr. Bell, speaking at the Freedom of Information Conference of the University of Missouri School of Journalism, when he cited the fact there are no less than 125,000,000 radio sets and 47,000,000 television receivers in use today. Those totals represent a vast portion of the nation's population, all having the unquestioned right to know what has transpired in court, or hearing room or legislative hall, since those matters affect them vitally in many ways.

Mr. Bell answers a typical objection. He said: "It is generally accepted today that we can cover trials in an unobtrusive manner with the use of modern equipment and techniques—even to the extent of our presence being scarcely noticeable at all within the courtroom."

He makes a further significant point when he notes that "the uncurious, the incompetent, or the demagogue" may be more readily exposed by the microphone and camera.

Of course, necessary restraints and extreme care must be observed by the communications media of radio and television in the coverage of such proceedings as have been discussed. But the twin media must be given the opportunity to serve one of the purposes of their existence, the dissemination of information without fear or favor to all who wish to learn.

—Charles S. Aaronson

The Critics Say...

As influential as the many nation-wide syndicated TV columnists, and to be hunted, is often the newspaper critic whose views—though they inevitably reflect regional preference—more often than not have national validity. These reporters, asked to vote again this year in the annual MOTION PICTURE DAILY FAME poll of television talent and shows, added a variety of comments on their views of the industry. Among them were the following reports.

Mrs. Mary Edwards, Herkimz Evening Telegram, Herkimer, N. Y.: The season this year is better than ever before. There is more of a variety of programs for the children to the senior citizen. The spectacles are especially rated high and on the spot news broadcasts are excellent.

George Tashman, The Independent, Richmond, Calif.: Hour long programs are too much in one sitting. I like shows that are made of one half hour. I think also that the network's voting of old shows by local stations, it might be of benefit to the network to have some background material on the movie just prior to its presentation; letters indicate that viewers think sponsors who put on phony "scientific" tests and demonstrations are as moronic as they think audiences are.

F. G. Rule, Knoxville News-Sentinel, Knoxville, Tenn.: The dollar is misused factor in TV today. It replaces too many of those connected by intimately with programming direction and above all, writing. Viewer undoubtedly would be better off if emphasis were on artistic values and if viewer liked what he sees more, so would advertiser benefit.

George Spray, Daily Pantagraph, Bloomington, Ill.: TV programming in general is much better this year. Still wish there were fewer commercial breaks in the longer shows.

Miss Fern Chick, San Antonio News, San Antonio, Tex.: Television is melting, becoming more certain of its role and impact but unable, still, to make every evening an "Evening with Fred Astaire" or to present sustained performances, such as those by Piper Laurie and Maria Schell on "Playhouse 90." Whatever television gives us now, we have reached the point where we are greedy for more of the best, captivated anyway by most of it.

Who's Where

Sylvester "Pat" Weaver has become consultant on special television projects to McCann-Erickson, Inc., has been announced by the advertising agency. Dr. Weaver is the former president of the National Broadcasting Company.

Robert W. Sarnoff, chairman of the board of the National Broadcasting Company, has been selected to receive the National Association of Broadcasters' 1959 Keynote Award. Distinguished Service. Sarnoff will accept the award Monday, March 14, during the NAB's 37th annual convention in Chicago.

Donald Hyde has been appointed executive producer in charge of foreign production for Gannett-Sterling, Inc., with headquarters in London, was announced by Jack Gross, GKS production head. Hyde was editor of the New York "Guns and Cannon," starring Thomas Mitchell, which GKS will place in distribution in January.

12 More Stations Buy UAA Christmas Shows

One or more of UAA's four Christmas programs have been sold to additional stations, Bob Rich, general sales manager of United Artists Associated, has announced. This brings the aggregate to date to 85 markets.

Included in the latest list of stations which have purchased packages are: WSPD-TV, Toledo; WTOI, Knoxville; KMVT, Twin Falls; K Jeremy, Kansas City; KMYR, Atlanta; WJPA, Philadelphia; and WSRV, New York.

NTA Adds 4 'Specials' Extends Temple Series

The NTA Film Network will increase its program services for 1959 with addition of four new hour "specials" as well as a new extended series of Shirley Temple motion pictures, Ely A. Landau, chairman of the board of National Telefilm Associates, announced.

The four new two-hour "specials" now being readied by a staff of 6 editors, writers and stars, are scheduled for presentation in May, April, May and June, 1959. Preliminary plans call for two dramatic "specials" of one musical and one personality show. Details will be announced shortly.

This month features the entry of the NT Film Network into the field of one hour specials.

The Shirley Temple classic will have its special season for the first time this year and will cover the period from February to June, 1959. Landau also revealed that an additional series of Shirley Temple films will be telecast as a pre-Christmas package in 1959. Both series will be offered to advertisers in a combined marketing plan.
**Five Pictures Buck Strike, Holiday Slump**

(Continued from page 1) General sales manager, with the number of adult patrons about equaling children. "Sinbad" was also reported doing exceptional business out-of-town. In Chicago, where the small Garrick Theatre did $10,132 for three days, with capacity on weekend, children accounted for no more than 25 per cent of the business.

Other grosses included, for five days: Electric & Plaza, Kansas City, $15,460; Loew's, Akron, $5,720; Granby, Norfolk, $3,452; Queen, Wilming- ton, $4,025; Denver, Denver, $9,518; Hippodrome, Cleveland, $11,267; Poli, New Haven, $4,495; State, Boston, $6,521; and Hillstreet, Los Angeles (part of a multi-run), $8,790; four days, Keith, Cincinnati, $7,945; and Palace, Dallas, $6,734; two days, Rivoli, Toledo, $4,865.

"Separate Tables," playing day-and-night in New York at the Astor and Normandie Theatres, where it opened last Thursday, had a weekend gross of $33,100. Figure for the Astor was $22,000, the Normandie, $11,100. United Artists credited a stepped-up promotional campaign, which included subway display posting and radio. Special emphasis was also placed on disc jockey promotions of the various "Separate Tables" recordings. Extra plugging over television and radio and word-of-mouth which has been growing since the opening a week ago tonight were credited by Rank Film Distributors for the $18,000 which "A Night to Remember" did at the Criterion Theatre for the week.

**Theatre to Reopen**

ATLANTA, Dec. 22.—The remodelled East Point Theatres, which was almost destroyed by fire on Nov. 24, will reopen Christmas Day with "The Big Country" as its attraction. House had a thorough face-lifting with new sound and projection equipment, seats, and decor. Manager is Mrs. V. M. King.

Dec. 31 'Perfect' Dates

Over 200 theatres throughout the country have booked Universal's "The Perfect Furlough" for special New Year's Eve engagements. This is part of the company's long-range word-of-mouth campaign on the film, which has been scheduled for mid-January release.

**Golding Named**

(Continued from page 1) A party of columnists and editors were on hand during preparations by Preminger for the start of "Anatomy of a Murder," for Columbia Pictures. Preminger recently completed direction of "Porgy and Bess" for Samuel Goldwyn, which Columbia will distribute.

Nat Rudich will continue as press representative for Preminger in the East.

Before joining Seven Arts, Golding was vice-president of Hecht-Hill-Lancaster in charge of publicity, and from 1951-1956 was in charge of advertising-publicity for Samuel Goldwyn Prods. Earlier he had been publicity manager for 20th Century-Fox in New York and was press representative for Goldwyn Prods. in London.

**aramount Santa Claus o Bellevue Children**

Colorfully-wrapped Christmas gifts more than 1,100 of them—were delivered yesterday to Bellevue Hospital by a Paramount Pictures Club for dis-tribution to the children confined there. The presents were purchased by funds contributed by Paramount employees.

Charles Hickey was chairman of a club's committee in charge.

**My wife likes lonely young men.**

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**TENT TALK**

**Variety Club News**

DETROIT—More than 500 persons, including 40 entertainers, participated in the dinner and show honoring Julius Arris, his producer-husband Manager Curian and cast of "War in Umsula." Funds were raised for the Art Fund of the Variety Club. Variety played host on Saturday to 2,00 underprivileged children.

MIA MI—Victor Levine, attorney, has been elected chief barker of Variety Club of Greater Miami, Term '53, for 1959. He will succeed Abe Green, "Miami Herald" sports editor. Abe Gurvitz was named pro- prietor, Robert Green once again will serve as dough guy.

aramount Santa Claus o Bellevue Children Colorfully-wrapped Christmas gifts more than 1,100 of them—were delivered yesterday to Bellevue Hospital by a Paramount Pictures Club for distribution to the children confined there. The presents were purchased with funds contributed by Paramount employees. Charles Hickey was chairman of a club's committee in charge.
I get around this industry of ours a lot, and I think we can all use a lift now and then out of an unusual gesture of goodwill and friendship. That’s why I want to share a recent experience of mine with everybody.

The newspaper strike in New York City threatened our advertising plans for the big holiday launching of “The 7th Voyage of Sinbad” at the Roxy Theatre.

When news of our dilemma came to the attention of my good and dear friend Solly Schwartz, he picked up the phone and offered us the use of the screens of all the RKO Theatres in the metropolitan area to sell the “Sinbad” engagement at the Roxy.

This is a warm demonstration of the unity we all hear and talk so much about, and I thought that maybe—out of the public recounting of the act of a Good Samaritan—the industry might draw a sort of Christmas moral.

A. MONTAGUE
Executive Vice President
COLUMBIA PICTURES CORPORATION
Expect Court
To Okay NT’s
NTABuyToday

Palmieri Suggests Several
Safeguards Be Included

An order approving National Theatre’s acquisition of National Television Associates, with 20th Century-Fox’s interest in NTAS Network terminated and safeguards prescribed by the court added, is expected to be approved by Federal Judge Edmund L. Palmieri in U.S. District court here today.

The action will terminate a series of hearings on the proposed acquisition, which had been delayed as a result of the court’s concern that its approval of the deal while 20th-Fox remained a one-half owner of the NTAS subsid-
(Continued on page 2)

Lewis Named ACE
Administrative Sec.

Merlin Lewis has resigned as executive secretary and treasurer of Theatre Equipment and Supply Manufacturers Association to accept a new position as administrative secretary of the newly formed American Congress of Exhibitors.

Lewis’ new assignment will take effect Jan. 1 with temporary headquarters in the Paramount Building here.

Miss Beverly Friedland, Lewis’ secretary for the past four years, also will start with ACE Jan. 1.

Top Ten
Money Making
Stars

Two glamour queens of international appeal, Elizabeth Taylor and Brigitte Bardot, won places among the Top Ten Money Making Stars of 1958 in the annual poll of exhibitors conducted by Motion Picture Herald for FAME magazine, announced in this week’s issue of The Herald. The significance of the triumph of the ladies lies in the fact that last year no women were included.

Glenn Ford received top rating for the first time in this 27th annual poll. Miss Taylor took second position, with Jerry Lewis, third; Marlon Brando, fourth; Rock Hudson, fifth; William Holden, sixth; Miss Bardot, seventh; Yul Brynner, eighth; James Stewart, ninth; Frank Sinatra, tenth.

Four of last year’s favorites did not make the grade this time around—John Wayne and Gary Cooper, longtime veterans of the Top Ten, and Pat Boone and Elvis Presley, both of...
(Continued on page 6)

REVIEW:

Rally ’Round the Flag, Boys!

McCarey—20th-Fox—CinemaScope

HOLLYWOOD, Dec. 23

Max Shulman’s hilarious best-selling novel has reached the screen in a ribald, farcical interpretation by producer-director Leo McCarey, who is also accredited with collaborating on the screenplay with Claude Binyon. McCarey, a master at high comedy, has injected several well-timed pieces of business for the top-notch cast, headed by Paul Newman, Joanne Woodward, Joan Collins and Jack Carson, to achieve in effect a production of pure escapist entertainment.

Those who have read the book may find some brief with McCarey for having eliminated a salient, motivating character from the film, or having by-passed the development of information leading to more legi-
(Continued on page 4)

Significant
C’Scope-55 Use
Is Suspended
By 20th-Fox

Aftermath of Investment
In Todd-AO Process

Twentieth Century-Fox is suspending use and further development of its CinemaScope-55 wide screen process in consequence of its recent investment in Todd-AO, it was learned yesterday.

The company plans to make several pictures in Todd-AO 65mm., with 70mm. prints, thus taking advantage of the 70mm. installations already made in theatres.

William C. Michel, executive vice-president of 20th-Fox, in confirming the company’s decision said: “We are...
(Continued on page 2)

To Rehear Embassy Suit
In New Trial with Jury

Special to THE DAILY

SAN FRANCISCO, Dec. 23—The Embassy Theatre anti-trust suit, which occupied 62 trial days before the late Federal Judge Edward F. Murphy, is slated to be heard all over again, and this time before a jury.

Attorneys for Daniel O. McClean (Continued on page 6)

RKO Pictures Resigns
From MPEA on Jan. 1

RKO Radio Pictures has resigned from the Motion Picture Export Association, effective Jan. 1, 1959. MPEA announced yesterday. The Association expressed regret at RKO’s departure, after its membership of many years’ standing. RKO stated...
(Continued on page 6)

TELEVISION TODAY—page 4
The Good Samaritan—A Christmas Story

A. Montague, executive vice-president of Columbia Pictures, in a back page ad in yesterday's MOTION PICTURE DAILY headed "The Good Samaritan," recounted for the industry "a Christmas Story." It was the account of the offer made by Sol A. Schwartz, president of RKO Theatres, of his circuit's screens in the promotion of "The 7th Voyage of Sinbad," Columbia's Christmas release, which came up to its New York premiere hour with the city's newspaper strike canceling out the ad campaign planned for the picture's big holiday opening at the Roxy Theatre. 

"It is with great regret," in his advertisement, is a warm demonstration of the unity we all hear and talk about, and I thought that maybe—out of the public recouting of the act of a Good Samaritan—the industry might draw a sort of Christmas moral."

Inquiry revealed that Columbia availed itself of Schwartz's offer and "Sinbad" sales messages were used on all RKO theatre screens in the metropolitan area. Along with the special radio, television and other promotion campaigns, using the New York newspaper one, the theatre screen campaign helped the Roxy to a great $50,000 business weekend, the Saturday and Sunday preceding Christmas, traditionally the slowest week of the show business year. And business continues strong.

N. J. Allied Backs ACE; Urges National Support

Allied Theatre Owners of New Jersey has adopted a resolution approving the program of the new American Congress of Exhibitors and has recommended that national Allied "suppo the ACE in every possible way to help it achieve its announced purposes." 

Sidney Stern, New Jersey Allied president, said the action was taken at the organization's annual beefsteak get-together in Passaic, N. J., last week.

Irvig Dollinger of Jersey Allied, who served as alternate at the final ACE organizing meetings here in place of Horace Adams, national Allied president, made a report to the New Jersey meeting on ACE development before the resolution was adopted.

About 250 at Ama's Annual Christmas Party

Lige Brien of the United Artists special events department was the winner of the top prize at a Las Vegas hotel, at the annual Christmas party of Associated Motion Picture Advertisers, held yesterday at the Piccadilly Hotel here with about 250 in attendance.

Bob Montgomery, Ama president, presided and introduced Harry Hirschfield, Broadway humorist, who was the principal speaker. Numerous contributed gifts were presented as door prizes.

"Rally" Has World Bow At RKO Palace Here

Stars Paul Newman and Joanne Woodward, along with producer-director Leo McCarey, last night headed an array of entertainment world, civic and social notables attending the gala charity world premiere of 20th-Fox's "Rally Round the Flag, Boys!""The opening gala held at the RKO Palace Theatre for the benefit of the National Foundation (for the March of Dimes)."

The lavish opening preceded a continuous performance engagement which begins today. Also for the debut performances were Don Murray and Hope Lange, Eva Gabor, Gloria Swanson and Jack Carter, among others.

C'Scope-55 Use

(Continued from page 1)

not giving up CinemaScope-55 permanently. "We have no doubt that in time there will be a place for it." The company made two pictures in CinemaScope 55, "The King and I" and "Carousel," but they were both box office disasters.

The 20th-Fox decision is regarded as significant in that it is destined to increase the supply of films for theatres equipped for the 70mm processes. In doing so, it is inevitable that it will contribute to an increase in such installations by reducing exhibitor uncertainty which is present when several different processes are in existence.

The New York Theatres

No Daily Christmas Day or Friday, Dec. 26

MOTION PICTURE DAILY will not be published tomorrow, Christmas Day and Friday, Dec. 26, in observance of the Christmas holiday. However, the editorial and business offices of THE DAILY will be open on Friday.

Drop Idea for 1st-Run "Cross-Plug" Trailer

Plans to make up a "cross-plug" trailer to be used at first-run Broadway theatres as special promotion during the newspaper strike have been dropped, it was learned yesterday. A number of the trailers ordered to go along with the idea devised by the MPA advertising and publicity directors committee.

It had been planned to have the trailers completed and ready to start showing today. A similar trailer is now being screened by neighborhood theatres of Loew's and RKO, promoting each other's holiday attractions.

Wild Told to Rest

HOLLYWOOD, Dec. 23—Producer Jerry Wald's doctors have ordered him to abandon any idea of returning to work until after the first of the year. Although the producer is showing progress in recovery from an attack of stomach ulcers and is anxious to return to work, it is thought that by the first of the year he will be better able to start on his next picture for 20th-Fox, "The Best of Everything."
Palace Glitters for Spectacular ‘Rally’ Debut!

Celebrities’ excitement and a gala Christmas atmosphere sparked the spectacular opening last night of Leo McCarey’s comedy hit “Rally Round the Flag, Boys!” at the famed RKO Palace Theatre. The 20th Century-Fox release, in CinemaScope and De Luxe color, brought howls from a delighted audience which included the film stars Paul Newman and Joanne Woodward. Flanking the couple are (left) RKO Theatres president Sol A. Schwartz and 20th Century-Fox vice-president Charles Einfeld.

Leo McCarey, producer-director of “Rally,” is shown with two of Santa Claus’ “helpers.” In keeping with the Christmas spirit the Palace took on a Yuletide look as Santa and has lovely helpers busied themselves by spreading cheer among the attending movie-goers. The proceedings benefited “The March of Dimes.” Also starred in “Rally” are Joan Collins and Jack Carson.

The world famous Doremus Drum and Bugle Corps performed for 30 minutes in front of the theatre. Excitement for “Rally” has been building for many weeks, sparked by the fabulous success of Max Shulman’s best seller. In addition, 20th Century-Fox has been on its most extensive radio and TV campaign for the feature.

RKO Theatres vice-president Harry Mandel greets arriving celebrities Don Murray and Hope Lange. Don will soon be seen in 20th’s exciting outdoor adventure drama “These Thousand Hills,” while Hope is being touted as an “Oscar” nominee for her role in “The Young Lions.”

Twentieth Century-Fox’s Central-Canadian division manager C. Glenn Norris and his wife were among the executives in attendance.

Noted actor Sidney Poitier joined the many stage and screen stars at the “Rally Round the Flag, Boys!” debut.

Margaret Leighton, brilliant actress and star of Jerry Wald’s “The Sound and the Fury,” added glamour to the occasion.
Rally 'Round the Flag, Boys!

(Continued from Page 1)

timate characterizations—in favor of happy and unrestrained fun.

Basically, the story deals with the resentment of a village, Putnam's Landing, on Long Island, over the erection there of an Army installation of a "top secret" military project; and the public relations effort made by one of its residents to create harmony between the villagers and the soldiers.

Paul Newman, who has a field day romping through the film as the harassed husband of Joanne Woodward, trying to find a romantic interlude with her, and being alienated by all of the community activities which engulf her, displays an excellent sense of comedy.

Bryan and Carey telescop Miss Collins' role to establish her immediately as a libidinous, sex-starved neighbor determined to make Newman fill the void created by Mervyn Vye, her television executive husband who spends little or no time at home.

Miss Collins, who needs no "development" of character, enters the spirit of the farce with authority, delivering an immensely funny portrayal to the extent of embarrassing Newman and causing his wife to suspect him of infidelity.

The high point in the film is reached when Newman, following a meeting at the Pentagon with Col. Gayle Gordon and Capt. Jack Carson where he is turned down on a request to keep the Army from "invading" Putnam's Landing, returns to his hotel in Washington to learn that his room has been changed to a suite by his wife who had just arrived.

Newman believing that his wife has really found time to spend with him away from home and committee meetings, orders champagne and caviar sent up to the room while he buys a bouquet of roses to surprise her. Excited with thought of romantics, he begins to undress in the suite when Miss Collins appears in a revealing negligee, and he realizes he has been tricked. In the attempt to break away from her he spills some of her perfume on his trousers and coat. While waiting for them to air, Miss Woodward, who does make the trip to Washington, surprises him as she catches him without his pants and Miss Collins trying to excite him with a lurid dance as she emerges from the bathroom clad in just a fashionably modelled bedspread.

Newman finds himself back at Putnam's Landing trying to convince his wife of his complete innocence, but she refuses to accept him into her good graces.

During a July 4th pageant celebration, when the town's beat generation, portraying Indians, mixes it up with the soldiers, emulating Pilgrims landing from a replica of the Mayflower, Miss Woodward forgets her nervousness and jumps into the water to try and save her husband, who believes she may be drowning when he falls off the main mast of the sabotaged Mayflower.

In an absurdly humorous climax, Col. Gayle Gordon, taking some of the town's leaders on a tour of the secret missile base, unwittingly sets off a charge that sends Capt. Jack Carson as the first man into outer space in a rocket. This action is accomplished in concert with Newman and his wife, who resolve their differences later in the hotel suite where they had intended to spend a "second honeymoon."


Samuel D. Berns

Season's Greetings

and

A HAPPY NEW YEAR

FRANK C. ZUCKER

CAMERA EQUIPMENT CO., INC.

315 WEST 43rd STREET

NEW YORK 36, N. Y.
Season's Greetings

to all our friends in the entertainment world and best wishes for a Happy and Prosperous New Year

AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS
Embassy Suit

(Continued from page 1)
and Leland C. Dibble, operators of the Embassy, who are seeking $6,000,000 in treble damages from the major distributors, National Theatres and its affiliates, including Fox West Coast Theatres, today filed a motion in United States District Court demanding a jury trial and asking that the new trial date be set for next Feb. 2.

Two Suits Involved

The sudden death last weekend of Judge Murphy, who had heard all the evidence in the Embassy case and which lacked only final closing oral arguments, left not only the Embassy case up in the air but also the Samuel Goldwyn $2,000,000 monopoly trial against many of the same defendants.

usual procedure would have been for Chief District Federal Judge Louis Goodenow to assign a new judge to read the transcript of the lengthy trials, hear the brief closing oral arguments and hand down his decision.

Both sides in either case, however, have the legal prerogative to spurn such a move and demand a new trial.
The Embassy attorneys today exercised that prerogative.

Most unusual in today's Embassy action is that previously attorney Robert D. Raven had waived a jury trial when the case originally was assigned to Judge Murphy. Asked why he now wanted a jury trial, Raven said: "No comment."

It is a known fact that jury trials invariably consume far more time than those heard solely by a judge in antitrust suits. The Embassy Case started before Judge Murphy last March 10 and ended, except for the closing arguments and subsequent decision, on Aug. 6. The original suit was filed in Federal District Court here Dec. 29, 1949, approximately six months after the Goldwyn suit was filed in the same court.

All Depositions Taken

With respect to his motion for an order setting the case for retrial, Raven pointed out that all depositions needed to prepare for the new trial have been taken and that all other necessary discovery procedures have been completed. The Embassy motion added that all pre-trial conferences desired have been conducted and that all witnesses and parties needed for trial are available.

Chief Judge Goodman could not be reached today for comment on the surprise move by the Embassy attorney.

In New York yesterday, James A. Mulvey, president of Embassy Theatres Corp., said that while he believes no decision has been made by attorneys in the Goldwyn anti-trust action against Fox West Coast and others, he expects "we may do the same as Embassy."

Trial of the Goldwyn-FWC case also had been completed without a decision having been reached at the time of Judge Murphy's death.

Top Ten Money-Making Stars

(Continued from page 1)

whom appeared for the first time in 1957.

Canadian ratings were almost the same, with two exceptions. Ford was the leader in Canada, too, followed by Stewart, Lewis, Holden, Brando, Bryner, Doris Day, Cary Grant, and Miss Taylor.

Ford's appearance in the Number One spot came at the height of a long career on the screen dating back to 1939. He had made the Top Ten only once before—in 1956, when he placed fifth. In 1955 he was twelfth. Among the pictures in which he appeared in the past year and which served to win him the crown are "Don't Go Near the Water," "Cowboy," "The Sheepman," "Imitation General" and "Torpedo Run."

Six Still Popular

Six members of the masculine contingent, which had swept the ladies out of the field last year, continued to hold their ground. They include Lewis, Hudson, Holden, Bryner, Stewart, and Sinatra. Brando reappeared among the Top Ten after being out for two years. Last year's Number One man, Hudson, slipped a bit this year to wind up as number five.

The appearance of Miss Bardot among the top money makers is unusual because she has not yet appeared in a leading role in an American-made film. She was also cited as a "Star of Tomorrow" by exhibitors in that poll conducted by The Herald this year.

'Raintree County' Important

Miss Taylor, who jumped from a distant position as Number 20 last year to the number two spot for 1958, achieved her claim over male competition on the basis of only two performances. One of these was in "Raintree County," which, although it had its premiere late in 1957, had the majority of its bookings in 1958.

The other was in "Cat on a Hot Tin Roof," in which Miss Taylor's appearance had been eagerly awaited by the public. As a result the MGM picture is certain to be one of the top grossing pictures of the year. Immediately following the box-office champions were 15 stars who have excellent chances to climb into the upper echelon next time out. They are, in order: Pat Boone, Cary Grant, Elvis Presley, John Wayne, Doris Day, Kim Novak, Ingrid Bergman, Gary Cooper, Kirk Douglas, Burt Lancaster, Joanne Woodward, Gregory Peck, Paul Newman, Debbie Reynolds and Deborah Kerr.

Boone and Presley, as noted, were both among the Top Ten last year, at third and fourth positions,

RKO Pictures

(Continued from page 1)

that it expected to continue to work in close cooperation with the Association.

Resigning from MPAA

It was pointed out that even without RKO the MPAA would not be representing less product in foreign markets than before, since the eight remaining companies are increasing their distribution. RKO is also resigning from the Motion Picture Association of America.

Simons Has 3 Theatres

M. L. "Mike" Simons, formerly exhibitor relations director for Loew's, Inc., and more recently with Sindlinger & Co., has become the operator of three theatres in Indiana. Miss. They are the Housey, Regent and Mojac Drive-in.

Stewart, Turner Sign

James Stewart and Lana Turner have been signed to star in Otto Preminger's "Anatomy of a Murder," which begins shooting March 16, the producer announced here.

Random House Book
"Porgy" Souvenir

Random House will have a first printing of 1,000,000 copies of the souvenir book on Samuel Goldwyn's production of "Porgy and Bess." The book will be published in place of the usual souvenir program issued for motion picture roadshow engagements. The "Porgy and Bess" book will utilize three-color reproductions of the photographs achieved by the three photographers engaged by Goldwyn to cover the production. The trio includes Gjon Mili, Phil Stern and Al St. Hilaire.
In Pittsburgh

Disbanding of Allied Up to Board Meeting

Question Raised Whether ACE Should Take Over All

From THE DAILY Bureau
WASHINGTON, Dec. 28.—Allied States directors at their meeting in Pittsburgh, Jan. 24-25, will consider the question whether in view of recent developments Allied should not now be disbanded and the "entire burden and responsibility of protecting exhibitors left to ACE," it is disclosed in an Allied-organized bulletin prepared by Abram F. Myers, chairman and general counsel.

The question, Myers' report states, was raised by an "Allied leader" and has been forwarded to the directors "so they can think about it in advance of the meeting."

Myers observes that the board meeting "will have to deal with the most momentous events in the history of the association, in consequence of which "there will be matters of extraordinary interest for the board to report to the convention," which immediately follows the board meeting.

Apart from consideration of the question of disbanding Allied, the or
(Continued on page 2)

Wrather and Rank Join For Video Production

From THE DAILY Bureau
HOLLYWOOD, Dec. 28.—The John L. Wrather Organization of Beverly Hills and J. Arthur Rank Organization of London will join forces in television production in 1959, it was announced simultaneously in Great Britain and
(Continued on page 2)

Ballots in Mail For SAG-AFTRA Merger

From THE DAILY Bureau
HOLLYWOOD, Dec. 28.—A referendum ballot was mailed today to the entire membership of the Screen Actors Guild for ratification or rejection of the resolution submitted by
(Continued on page 4)

Columbia Sets Four January Sales Meets

A series of four regional sales meetings in January involving both home office and field force executives of Columbia Pictures has been announced by Rube Jackter, vice-president and general sales manager.

The four, two-day sessions will be attended by nine home office divisions and 36 division managers. In addition, one of the com-
(Continued on page 2)

Todd-AO Installation Studied in Albany

Special to THE DAILY
ALBANY, N. Y., Dec. 28.—Todd-AO installation is expected to be installed in either the downtown Stanley Warner Ritz or the uptown SW Madison within a month. No theatre in the immediate area now has this process.

Gio Gagliardi, chief engineer for Stanley Warner, recently checked both the Ritz and the Madison.

Expect '59 Theatre Receipts Over '58
And Attendance Staying About Same

From THE DAILY Bureau
WASHINGTON, Dec. 28.—Theatre attendance in 1959 should remain close to 1958 levels, but higher admission prices and lower Federal admissions taxes should boost 1959 receipts above the $1,200,000,000 estimated for this year.

Rank Trust Buys Out Schlesinger Holdings

From THE DAILY Bureau
LONDON, Dec. 24 (By Air Mail).—The Rank Charity Trust announces that it has bought from the Schlesinger Organization its half-interest in Odeon Cinema Holdings.

Odeon Cinema Holdings controls the Rank Organisation, and is in turn controlled, through a holding company, by the Charity Trust, which was set up by Lord Rank some years ago. Since the Schlesinger 50 per cent
(Continued on page 2)

Overcome Cold, Newspaper Strike

Long Yule Weekend Starts Business Boom

Records Near As Extra Shows, Holiday Scales, New Year's Eve Add Impetus

The four-day holiday weekend literally sent millions of entertainment seekers into the Times Square area, giving the city's first runs a tremendous business upsurge. Waiting lines appeared.

Drive-In Operator Hits 'Exploitation' Trend

Special to THE DAILY
ALBANY, Dec. 28.—As the New Year approaches, a successful drive-in operator voiced a warning that exploitation of this year's trend toward sex and 'exploitation' pictures threatens the long-range well being of outdoor theatres.

The drive-in owner, who preferred to remain anonymous conceded that films of the type he criticized "had done business" in quite a few drive-ins during 1958. However, he insisted "They are driving the family trade away."

Without parents and young children, he added, he "could not see"
(Continued on page 4)

Amended NT-NTA Order Is Approved by Court

National Theatres' proposed acquisition of National Television Associates was given the green light last Wednesday, as expected with the signing of an amended order incorporating safeguards suggested by Federal Judge Edmund L. Palmieri.

With the amendments giving assur-
(Continued on page 4)

Rackmil, Abbaft Leave For Sales Meets Abroad

Milton B. Rackmil, president of Universal Pictures, accompanied by Americo Abbaft, foreign general manager, left here over the Christmas week-end to attend company sales.
(Continued on page 4)
ANNOUNCEMENT
MOTION PICTURE HERALD of January 10 will be a Two-in-One issue comprising a special opening number for the New Year. There will be no publication of January 3. The Two-In-One edition will contain in continuity the HERALD service departments plus an assembly of special features keynoting the prospects for the revitalized industry in 1939.

Allied Board
(Continued from page 1)
organization's relationships—if any—with ACE will also be up for discussion and decision.

"By respect of the leaders (Allied) there will be scheduled for determination the extent to which Allied as an organization will figure, if at all, in the operations of the projected American Congress of Exhibitors," Myers says. "If the new body is to be an organization of individuals (including Allied members), and not an organization of the branch (Allied), the (Allied) will be called upon to determine what Allied's relations, if any, with ACE will be.

"If by the time the board meets the conference between ACE's representatives and the presidents of the film companies has been held and the results made known, the board will be able to plan Allied's future activities with greater assurance.

Whatever steps are to be taken to relieve the condition of the exhibitors must be taken promptly. Every day of unnecessary delay means the needless sacrifice of independent exhibitors who should be preserved—for themselves, their families, their employes, their communities and the motion picture business in general."

Columbia Sets 4
(Continued from page 1)
company's top advertising-publicity executives will attend each session.

Jacker, in calling the meeting, said that Columbia's new management team, which took over the reins of the company about 10 months ago, has developed its program for future production and operations to a point where he feels it is important that the sales force hear about it first hand.

The first meeting will convene in Washington on Jan. 5-6 at the Statler Hotel. It will be attended by one of each company's division heads, representatives of the Eastern region of the United States and Columbia Pictures of Canada.

Subsequent meetings will be held Jan. 12-13, in New Orleans, for the Southern divisions; and in Chicago, Jan. 19-20, for the Far Western divisions, and Jan. 21-22, for the Midwest divisions.

David Miller, Former 'U' District Manager, Dead
Special to THE DAILY
CLEVELAND, Dec. 28—Dave Miller, 65, former Universal district manager in Buffalo, who had been retired for the past five years and moved to Cleveland recently, died here on Thursday in Mount Sinai Hospital. He is survived by his wife, Lil, a daughter, Mrs. Edith Schwartz, and two production club men. Funeral services were held today.

Miller founded the Buffalo Variety Club and was a long time member of the Cleveland Variety tent, and served as chief banker of both clubs.

WRATHER AND RANK
(Continued from page 1)
here today. A new series, "Interpol Calling," based on files and activities of the international criminal police organization, will mark the entrance of the Rank organization into the TV field.

A budget of $1,400,000 has been allocated for the series of 29 programs. Production will start at Pinewood Studios in mid-February, with Anthony Perry assigned to produce the series, which will be distributed world-wide by Independent Television Corp., the newly formed organization owned by the Jack Wrather Organization and Associated Television, Ltd., of London.

Rank Trust Buys
(Continued from page 1)
had been non-voting, the Rank charity's half-interest had already given it complete control.

A sum of £1 million ($2,800,000) was involved in the Schlesinger deal, according to unconfirmed Johannesburg reports.

Niece of Howard Dietz
DETOIT, Dec. 28—Bonnie Mac Mink, 34 passed away here leaving her husband Edward, and three children, because of illness.

She was the daughter of the late Charles Dietz, advertising and publicity director for M-G-M in this area, and a niece of Howard Dietz of New York, former head of M-G-M advertising publicity.

VICE PRESIDENT
DETOIT, Dec. 28—Death claimed one of Michigan's oldest showmen, Edgar E. Kirchner, 77, who died at Harper Hospital after a short illness. He is survived only by his son, Lewis G. Services were held Wednesday. Kirchner was manager of the Family Theatre here for nearly 50 years until his retirement in 1957. At his death, Kirchner was chief banker of the Detroit Variety Club,
285,000 PRESS AGENTS TO PRE-SELL ‘THE PERFECT FURLough”

At 189 New Year’s Eve preview showings in all types of situations across the country an estimated (paid) audience of 285,000 will see “The Perfect Furlough” at least two weeks before its regular engagement anywhere.

Their raves will pre-sell just about everybody in time to do the most good for the 1187 dates already set on the picture for the six-week period starting January 14.

They’ll be telling the world that

The Perfect Furlough

is perfect film entertainment!

Universal-International presents TONY CURTIS • JANET LEIGH in “THE PERFECT FURLough”
CinemaScope in Eastman Color co-starring KEENAN WYNN • ELAINE STRITCH • LES TREMAYNE • MARCEL DALIO and LINDA CRISTAL • Directed by BLAKE EDWARDS • Written by STANLEY SHAPIRO • Produced by ROBERT ARTHUR
Yule Business

(Continued from page 1)
ing made for television, radio and other ad media, some declared that the printed message, illustrated, is needed to give some segments of the public the deciding incentive to leave home for the theatre.

Houses doing capacity business, such as Radio City Music Hall, report sales of an unprecedented $30,000 a day. The hours were set up by callers seeking information concerning starting times of performances, and for other information normally obtainable in the newspaper ads.

"Mame" at Capacity

The Music Hall with "Auntie Mame" and its annual Christmas stage show did its usual capacity holiday business over the weekend, with three and four-block long waiting lines the rule, rather than the exception. Many remained on line for several hours. The fourth week gross, $65,000 tied up for New Year's Eve, is expected to equal last year's $226,000 for the corresponding week.

"Buccaneer" Strong

The Boy, with "Seventh Voyage of Sinbad" and stage show, also had long waiting lines over a large part of the weekend. Christmas Day it broke every one-day record in the history of the theatre except for "The Robe," which had a $55,000 day at prices scaled up to $2.50 and $3. "Sinbad" had a $35,000 day with lower scales prevailing. It had an estimated five-day gross through last night of $145,600. The first week ends tomorrow night.

Frigid Boston Weather

Hurts Local Houses

Special to THE DAILY

BOSTON, Dec. 28 — The extreme cold hampered business on Christmas Day in the downtown area here and reduced the neighborhoods to disappointment.

"Auntie Mame," opening at the "Met," led the field with a reported $3,700 for the day while "The Inn of the Sixth Happiness" was a close second. Opening the previous week, "The Buccaneer" at the Memorial continued strong. "Tonka" at the Paramount and Fenway was satisfactory, but "Tom Thumb" at Loew's Orbital was off.

The three-hard-ticket shows, "South Pacific," "Windjammer" and "Gigi," all picked up well.

NT-NTA Order

(Continued from page 1)
announced that (20th Century-Fox will permanently terminate its 50 per cent interest in NTA News, a subsidiary of NTA, and other provisions made a part of the document, the order was signed by Judge Palmieri. The proposal now goes to National Theatres stockholders for their ap-

Substantial Gains for Photographic Products,
Communications Equipment Forecast for 1959

WASHINGTON, Dec. 28.—Production and sales of the photographic products industry in 1959 will be about 7.7 per cent above 1958 levels, the Commerce Department estimated.

It said production and sales would rise to about $2,120,000,000, compared to about $1,970,000,000 this year. The industry includes firms making and selling photographic apparatus for industrial, professional, and amateur use; sensitized film, paper, cloth and plates; and apparatus used in blueprinting and similar forms of reproduction.

During 1959 the industry expects to broaden its selling, advertising and promotional efforts to further popularize picture-taking, Commerce noted. Development of "easy to use" equipment should do much to popularize sales, it asserted.

Another report predicted that the communications equipment industry would see 1959 sales run at about $2,550,000,000, compared to about $2,480,000,000 this year. The industry includes firms making equipment for telephone, telegraph and radio and television cables.

Rackmil,Abaf

(Continued from page 1)
meetings in Japan and Australia. On the agenda of the sales conferences in Tokyo and Sydney will be a presentation of U-15's present and future production policy. In addition, plans will be finalized for release of the company's forthcoming top budget productions, including "Spartacus," "This Earth Is Mine," "A Vocation of Life," "Pillow Talk," "Operation Petticoat" and "Viva Gringo."

Will Tour the Far East

Following the meetings, Abaf will continue through the Far East, surveying company operations throughout that area, while Rackmil will return to the United States.

Drive-in Operator

(Continued from page 1)

a sound future for drive-in theatres. There is a noticeable drop in the number of small patrons attending this year, he asserted. He believed that parents, in some places, were also beginning to shy away from particular days—drive-in—because of the type of pictures shown.

The drive-in audience is "getting younger, the exhibitor continued. "Some couples, this may be all right," he commented. "The younger element apparently likes the sex and exploitation pictures and presumably will continue to do so, but the latter are not desirable for the family trade. And family patronage, I believe, should be the backbone, the core of the drive-in audience."

At least one other area drive-in operator reported a decrease in kiddy attendance the past season. He said it was chiefly observable in "children under 10."

Cold and rainy weather, the veterinarian, noted, was the reason they did not turn out during the spring and early summer. However, later, when the temperatures were warm and the air was dry they still did not attend in the expected numbers. He attributed this "either to television or to the type of pictures shown —the availability list this year was not strong on films appealing to kids."

Several other drive-in operators said they had had no reports of a decline in "small fry attendance."

Form Teachers Union

HOLLYWOOD, Dec. 28 — School teachers at the film studios have organized Studio Teachers Guild, Local 1323, an affiliate of American Federation of Teachers, AFL-CIO, that will serve as collective bargaining agency. On a second ballot, teachers employed by the Allied Cowboy Producers also voted for Guild recognition.

"Koenepick" in N.Y.

DCA's "The Captain from Koenepick" will open today at 14 theatres in the metropolitan area.

1959 Receipts

(Continued from page 1)
$000,000 this year, and predicted 1959 remittances would be "at the same high level."

"The outlook for the motion picture industry in 1959 should compare favorably with 1958 activity, except in the field of production of feature films," commented Golden.

The report said there was evidence that theatre attendance is becoming stabilized, with average weekly attendance having dropped this year at a rate of $15,000,000, or 40,000,000. "It is not expected that 1959 attendance will increase greatly, but it should remain at the 1958 level," the report said.

Grosses Up $4,000,000

Box-office receipts rose from an estimated $1,116,000,000 in 1957 to about $1,200,000,000 this year, due largely to increased admission prices, the report asserted. Increased admission tax exemptions should also help the theatres, it was pointed out, since theatres will be able to raise prices further and therefore maintain a larger portion of the receipts. Another bright factor mentioned was the steady growth of drive-ins.

Plans to increase attendance which will compensate for the effect during the year, according to Golden, include new advertising techniques, special price features for older persons and children, renovation of theatre facades to a more modern line of major attractions. He said it was also obvious that producers and exhibitors must work together through star participation to sell the pictures to the public.

Sees Shortage Continuing

With some 100 fewer features produced in 1959 than in 1958, exhibitors are complaining that — short of shortages, the report said. "There is no evidence this trend will change in 1959," it continued. "For the past few years, the production industry has been turning out fewer but more expensive and higher quality films." The shortage of feature films has led to wider U.S. distribution of foreign films, Golden stated, but conceded that many of these were not suitable for smaller theatres or theatres in small towns, and that these theatres continued to face a product shortage.

Optimistic Regarding Overseas

Golden termed the foreign outlook for U.S. films "bright." "Barring unforeseen political and legislative obstacles in foreign countries," he said, "foreign business for U.S. films and remittances of film earnings from abroad should continue to expand.

Ballots in Mail

(Continued from page 1)
the SAG board and approved by the Hollywood Stockholders, whereby SAG will invite the American Federation of Television and Radio Artists to join in a survey of the feasibility of a merger of both guilds.
ANNOUNCEMENT

The new leader in production takes another giant step forward. American International Pictures, specialists in exploitation features, announces the formation of its own foreign distribution. Starting immediately, the following pictures are available:

- MACHINE GUN KELLY
- BONNIE PARKER STORY
- SUBMARINE SEAHAWK
- PARATROOP COMMAND
- And, in CinemaScope and Color:
  - HORRORS OF THE BLACK MUSEUM
  - “SHE”
  - TAKE ME TO YOUR LEADER
  - EVE AND THE DRAGON

Mr. William Reich, recently appointed foreign sales manager of American International Pictures, is currently making plans to select franchise holders in important territories throughout the world. American International will shortly establish European and Near Eastern headquarters in Paris, and Middle East and Far Eastern headquarters in Tokyo.

American International

AMERICAN INTERNATIONAL EXPORT CORP.
165 West 46th Street
New York 36, N. Y.
Telephone: Circle 6-2366
Cable Address: EXAMERIC, New York
KIDS WHO COULDN’T STOP LOVING...

HELD BY A KID WHO COULDN’T STOP KILLING!

PARAMOUNT HAS THIS TOPNOTCH ACTION ATTRACTION!
Films Quick to Use Large Display Ad Space as Newspaper Strike Ends

Film companies and theatres were quick to take advantage of the reappearance of daily newspapers in New York yesterday after an interval of 19 days during which the metropolitan papers did not publish because of the strike of deliverymen.

Although the strike was not officially ended until shortly after 10 P.M. yesterday, a count of the votes of union members on the settlement proposals was completed, all the morning and afternoon papers appeared yesterday in abbreviated form.

Alert film companies and theatres having important holiday attractions which had opened during the strike period without benefit of newspaper advertising or reviews, were quick to (Continued on page 4)

Eidophor is Given First Public Showing

By J. A. OTTEN

WASHINGTON, Dec. 29. — Eidophor, a new color television projector whose entertainment use is being explored by 20th Century-Fox, was given its first U.S. public demonstration (Continued on page 4)

UA to Mark 40th Anniversary in 1959
With World-Wide, Year-Long Celebrations

United Artists will mark its 40th anniversary during 1959 with world-wide, year-long celebrations.

Starting January 1, UA's 164 American, Canadian, Latin American and overseas offices and branches and 2200 employees will participate in a series of public and film industry fetes now being planned to observe the founding of the company on April 17, 1919. This was announced yesterday by Robert S. Benjamin, Chairman of the Board. Also taking part in the global celebrations will be United Artists family of more than 60 independent producers.

The fortieth anniversary also will mark UA's expansion as an entertainment company with major interests in television and the music fields. As 1958 draws to a close the UA world-wide gross for the past 12 months has exceeded $80,000,000, an all time high for the 40-year-old organization. Benjamin is confident that the future will be even more gratifying in terms of earnings and in the scope of the across-the-board entertainment offered by UA.

Earlier Edict Reversed
Drive-ins Held Eligible for SBA Loans

Maximum of $350,000, For 10 Years, Is Set

From THE DAILY Bureau

WASHINGTON, Dec. 29.—The Small Business Administration has decided to make drive-in theatres eligible for SBA loans, it was learned here today.

The loan policy board reversed its earlier decision against drive-in eligibility under heavy Congressional and industry pressure. Announcement of the new SBA policy is expected shortly, possibly tomorrow.

The Theatre Owners of America and the Senate Small Business Committee have been urging the agency (Continued on page 2)

Kan. Censors to Seize Unapproved Films

Special to THE DAILY

KANSAS CITY, Dec. 29.—The Kansas Board of Review, which censors motion pictures to be shown in the state, will start the first of the year to pick up prints that fail to possess the agency's official seal of approval.

The drastic confiscation, Mrs. Hazel Runyan, chairman of the board, said, will include any prints and copies (Continued on page 2)

Schenck, Koch in New UA Production Deal

A multi-million dollar deal covering films for theatrical and television distribution was signed by United Artists with Aubrey Schenck and Howard W. Koch, it was announced yesterday by Robert S. Benjamin, UA chairman of the board. Schenck (Continued on page 2)
'BULLS-EYE BOOKING gives 'em what they're looking for!'

KIDS WHO COULDN'T STOP LOVING...

HELD BY A

KID WHO COULDN'T STOP KILLING!

Paramount presents

THE YOUNG CAPTIVES

Starring STEVEN MARLO - LUANA PATTEH - TOM SELDEN

Produced by ANDREW J. FENADY - IRVIN KERSHNER - ANDREW J. FENADY

Screenplay by

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Although the strike was not officially ended until shortly after 10 P.M. on the 19th, a report made by the judge in the settlement proposal was completed, all the morning and afternoon papers appeared yesterday in abatement of the strike.

Alert film companies and theatres having important holiday attractions, which had been suspended during the strike period without benefit of newspaper advertising or reviews, were quick to take advantage of the situation.

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(Continued on page 2)
Personal Mention

Bernie Menschell, president of Bercal Theatres, Hartford, has returned there with Mrs. Menschell from a vacation at West Palm Beach, Fla.

Mrs. Cy Harvey, wife of the secretary-treasurer of Janus Films, has given birth to a daughter, Tanya Mae, at Mt. Auburn Hospital, Cambridge, Mass.

Gene Kelly has left New York for Klosters, Switzerland, to spend the holidays with his daughter, Kenny.

Leon Cohen, owner of the Vine Street Screening Room, Philadelphia, has announced the engagement of his daughter, Eileen, to Marvin J. Palmer of Middletown, Conn.

Robert Stevens, TV producer, has arrived in New York from the Coast.

Edith Meyerowitz, formerly of United Artists and Republic Pictures in Boston, was married on Christmas Day to Henry Nierman.

NSS’s Bennet Retirement

BUFFALO, Dec. 29.—Harold Bennett, manager of the local office of National Screen Service, is retiring on Jan. 15, when the “front office” of NSS will be discontinued here. However, James Lavorato will continue to be in charge of the department that relaxes the shipments from the New York warehouses to the Buffalo area accounts.

State Record Broken

Alan Freed’s “Christmas Jubilee of Stars,” broke every existing record at Loew’s State in Cleveland when the biggest show turned in a whopping $87,000 for the first four days, the theatre reported yesterday. The show consisted of 21 top recording stars and three big bands will continue through Jan. 4, with “Villa” the screen attraction.

New York Theatres

Drive-ins Held

(Continued from page 1)

even though the film has been cleared for presentation in Kansas. The chairman said the board was being bypassed in too many instances and that the agency had been ordered to enforce the latter.

API Will Start Five
In Next 3 Months

From THE DAILY Bureaus

HOLLYWOOD, Dec. 29. — Associated Producers, Inc., has set starting dates for five pictures, two in color, to be filmed in the first three months of 1959 for 20th Century-Fox release. These include: “Here Come the Jocks,” “Return of the Fly,” “The Aligator People,” “The Prairie” and a fifth film of religious theme as yet untitled.

Wise and Mirisch Plan Major Project for U.A.

From THE DAILY Bureaus

HOLLYWOOD, Dec. 29. — Robert Wise will produce and direct a major production of major productions in association with the Mirisch Company, which has been announced jointly today by Wise and Harold Mirisch. Among films to be co-produced will be the recent B & P production, “Battle,” life story of a famed combat photographer, which Wise will produce and direct.

Embassy Suit Re-Trial

Put Off Until Jan. 12

Special to THE DAILY

SAN FRANCISCO, Dec. 29. — The Embassy monopoly suit, halted in its closing stages by the death of Federal Judge Edward P. Murphy, was postponed again today until Jan. 12 by United States Judge Burke, who, after Embassy attorney Robert D. Raven had argued vainly for an end to this stalling.

Just before Christmas and after Judge Murphy’s death the Embassy attorney filed a motion for a new trial and although having previously waived a jury, he now takes the re-trial to be heard by a jury.

Jackson Board Endorses Ohio Censor Revival

Special to THE DAILY

JACKSON, O., Dec. 29. — Revival of movie censorship in Ohio has been approved in a formal resolution passed by the Jackson County Board of Education, while “obscenity and immoralty” in movies, movie posters and public notices have been assailed by Judge Tom Mitchell of the Jackson County Common Pleas Court.

The board of education has made arrangements for the publication of a report of movie poster “obscenity” published by the Greenfield, Ohio, board of education, which urges enactment of a new state censor law.

Judge Mitchell says he feels this to be a “moral issue to which we should give some attention for the sake of our children.” He added: “Some of the lurid movie posters on display and the content of some of the filthy magazines on public newsstands should be of serious concern to all parents.”

Robert Oda, manager of the Murray, Jackson County theatre in Jackson, said he had not been approached by Judge Mitchell or the country board of education “on any phase of this matter.” The Murray is owned by Chilocer Theatres, with home offices in Springfield, Ohio.

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Special to THE DAILY

Arlington, Tex., Dec. 29. — The Arlington Theatre here issued an indication that the court has dismissed Chance Vought Aircraft employees and their families to enjoy holiday shows free any time from Christmas to Jan. 4. Eligible are 3,500 who were let off before Christmas due to the Navy’s cancellation of contracts. Around 75 per cent of Chance Vought employees live in Arlington and nearby Grand Prairie.

Will Film Magazine Story

The “Day the Children Vanished,” based on a “This Week” magazine serial by Hugh Pentecost, will be the first theatrical motion picture project undertaken by the new company.

The contract with UA encompasses movies for television, specifically in the series format financed by United Artists Television, Inc., which is engaged in the financing and distribution of screened half-hour series by independent producers.

To Headquarters at Desilu

Schenck, Koch and Company are currently winding up their contract with Warner Brothers after completing four films for that organization. Schenck-Koch Enterprises, Inc., will make its headquarters at Desilu Studios in Hollywood.

S. D. Stephens Retires

Stephen D. Stephens, who is retiring from the director of personnel at 20th Century-Fox, was feted by over 100 of his co-workers at lunch at the Henry Hudson Hotel yesterday. Stephens has held the Fox post for 15 years.

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Schenck, Koch

(Continued from page 1)

and Koch, previously associated with UA under the banner of their Bel- ket Productions, will release the UA fold on Jan. 1 as Olympia Productions, Inc.

The new organization, which will produce exclusively for UA, will tailor its product to the company’s blockbuster release program, concentrating on quality productions and important properties. Under previous agreements, Schenck and Koch made 28 films for UA release.

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Interstate House Admits Idle Workers Free

Schenck, Koch
Para. Sues

(Continued from page 1)

the fees were paid under "unconstitutional statutes." It contends the money was paid involuntarily and under duress of a threat that the penalty section of the law would be fulfilled. The suit points out that the Ohio censor law required that all films to be publicly exhibited "shall be examined and censored by the Ohio Department of Education for approval."

Claims Constitution Violated

The fee was $3 for each reel not to exceed 1,000 linear feet and $3 for each additional 1,000 feet or fraction thereof. The suit claims this was in violation of the first and 14th amendments and that the state ceased making collections at the end of 1954.

Named defendants were Roger W. Tracy, state treasurer; James A. Rhodes, state auditor; Joseph T. Ferguson, former state auditor; Edward E. Holt, state superintendent of education, and Dr. Clyde Hissong, former superintendent of education.

Drive-In to Remodel

PHILADELPHIA, Dec. 29. — The Ridge Pike Drive-in closed for the season to allow for a program of improvements at an estimated cost of $50,000. The Valley Forge Drive-in also closed for the season.

WB Has 34 Films Ready, Shooting or in Production

Warner Bros. will enter 1959 with 94 major motion pictures completed, in production or in various stages of preparation to follow "Auntie Mame," the company's Christmas-New Year's release.

Chaplin's $425,000 Will Settle Tax Claim

WASHINGTON, Dec. 29. — A $700,000 claim for back income taxes against Charles Chaplin has been settled for $425,000, the Internal Revenue Service has announced.

The service had contended that Chaplin owed close to $500,000 in taxes for 1953 and that his Celebrated Films Corp. owed an additional $55,000 for 1951, 1952 and 1953. Interest at six per cent a year had boosted the total government claim to the $700,000 total.

Stresses His Alien Status

Chaplin had claimed that as a nonresident alien he had not been subject to income taxes and the case had tentatively been set for trial Jan. 8. The claim was finally settled for $330,000 with additional interest boosting the amount to $425,000.

‘Furlough’ Magazine Ads For Specific Audiences

A diversified national magazine advertising campaign aimed directly at specific audience groups has been developed by Universal for its service comedy, "The Perfect Furlough."

It has been announced here by David A. Lipton, vice-president. "Completely different ads, each designed for a specific group, have been placed in magazines known to be widely read by the respective groups," Lipton declared. "In this way we are reaching a total of $6,000,000 readers with ads that we believe will have a special 'touted' appeal for each of them."

Research conducted by the magazines to determine their type of readership was used by Universal as a basis for the placement of the different types of ads.

‘Night’ in 3 at Miami

"A Night to Remember" will open in three Miami theatres on a day-and-date, pre-release engagement starting Jan. 14. It will have preferred playing time at the Colony, Miami Beach; the Paramount, Miami, and the Coral in Coral Cables. The film will also open at the Imperial in Jacksonville Jan. 14.

A special campaign will back the engagements, directed by Geoffrey Martin, Rank Organization advertising-publicity director, who goes to Miami early in January to launch the program.

My father is alive... in prison. He shot my mother to death when he found her with another man!
Eidophor Is Shown to Public

(Continued from page 1)

tion here over the week-end, and showed itself to be a promising but
still unfulfilled means of communication.

The demonstration, before the an-
ual meeting of the American Asso-
ciation for the Advancement of
Science, was made by Ciba Pharma-
cine Products, Inc., the drug firm
which financed the development
of the process and is currently offer-
ing it as an educational aid for scientific

Picture 12 by 16 Feet

The Eidophor system projected a
moderately sharp 12 x 16 foot color
picture to gatherings in the Grand
Ballroom of the Sheraton Park Hotel,
where the AAAS convention is taking
place. The first U.S. public showing on
Saturday showed various scientists
discussing certain properties of
light and color. Yesterday Eidophor demon-
strated micro-surgery techniques and
growth, and today’s program dealt
with the diagnosis of heart disease.

Tomorrow’s final showing will demon-
strate experimental cardiac surgery.

$18,000 for Projector

Eidophor was invented in 1939 by
Dr. Fritz Fischer of Switzerland, and
work was continued by other Swiss
scientists after his death in 1947. It
is termed a “control layer” projector,
and differs from the usual television-
tube-type projector in that it is es-
sentially a light relay system, using
an elector-optical control of the light
beam from an outside source, rather
than using the electronic generation
of the projection light. The projec-
tor is about five feet high, weighs about
$16,000.

Program Is Live

The 150 persons who saw the open-
ing showed some favorably im-
pressed by the demonstration, which
was projected live in a closed-circuit
system. The size of the image was, of
course, impressive. Micro-surgery
combinations were excellent—par-
ticularly those involving slides prepared
in advance—but others seemed to blur
off and to lack sharpness. The system
is a marked advance over previous
systems for microscope and other
scientific work, but obviously has a
long way to go to meet the color
sharpness and brilliance of color en-
tertainment films.

Color Potentialities Emphasized

CIBA president Davies, in brief
terms regarding the telecast, repeated
that “the Eidophor’s potentialities
for good color in the Eidoph-
phor system. The demonstration
seemed to show exactly that: it clear-
ly has the tremendous potential ahead,
but also revealed the poten-
tialities had not yet been realized.

Earl Sponable of Fox is hearing
the work on theatre-type prototypes of
the system. Ciba will use it to put
on public service programs for medi-
cal and scientific groups throughout
the country and eventually in colleges
and schools.

Monsignor Devlin Will
Advise on ‘Say One’

FROM THE DAILY BUREAU

HOLLYWOOD, Dec. 29.—Monsignor
John J. Devlin, pastor of St.
Joseph’s Church, West Hollywood,
has been assigned as technical ad-
sor to the legal sequel to “Say
One for Me,” Bing Crosby-Debbie
Reynolds-Robert Wagner starrer at
20th Century-Fox. Monsignor Devlin
will be assigned on the project by
Father Louis V. Pick, assistant pastor
at St. Victor’s.

Monsignor Devlin’s first assignment
of this nature was on “Richelein,”
starring George Arliss, in 1934. He
has served as technical adviser since
on numerous films, including “The
Bells of St. Mary’s” and “Going My
Way,” both of which also starred
Crosby.

Dismiss Phila. Suit

(Continued from page 1)

pool and dance hall, charging that ex-
hibition of movies was contrary to the
State Constitution, which requires that
“all taxes shall be uniform.” Therefore,
the suit said, the whole city amuse-
ment tax law was unconstitutional.

The court ruled that an equity ac-
tral was not entitled to a refund
of the plaintiffs have taken their objec-
tions before the Tax Review Board.
City Solicitor David Berger, in a
formal opinion, held that the tax ex-
emption for movie houses was a “valid
exercise” of City Council’s legislative
authority.

Fred C. Othman Dead

WASHINGTON, Dec. 29.—Freder-
cick C. Othman, Washington column-
ist for United Feature Syndicate and
former Hollywood columnist for the
United Press, died of a heart attack
here Saturday night. He was 53. Oth-
man covered Hollywood from 1937 to
the mid-1940s.

‘Mile’ Bow in Detroit

The Last ‘Mile.’ United Artists re-
lease, will have its world premiere at
the Palmer Theatre, Detroit, on
Jan. 21.

Phil. Theatre Sold

PHILADELPHIA, Dec. 29.—The
Jeffries, neighborhood house in the
Boxborough section of the city, was
sold for commercial purposes.

Robert Rossen

(Continued from page 1)

over film-making at home, Academy
Award winning producer-director
Robert Rossen said here yesterday
at a press conference in his suite at
the Radisson Hotel.

Rossen has just finished directing
his first film to be made in the U.S.,
in eight years—the William Goetz pro-
duction for Columbia release, “The
'Bell, Book and Candle” starring
together with Rita Hayworth, Van Helf-
phillipine, Richard Conte and Tab Hunter.
Perhaps the only real cost advantage in
films to Europe, Rossen continued
in his production of so-called “super-spectacles,” involving huge
numbers of extras, horses, etc. These,
said he, can definitely be acquired
for less money abroad.

May Make ‘The Octopus’

As soon as he finishes supervising
the editing of “Cordura,” Rossen plans
to get back into work as his own
producer-director. His plans are
quite tentative but they may include
a production of Frank Norris’ “The
Octopus,” for 20th-Fox. His aim, how-
ever, is to have a production program for himself that will give
him some sort of “economic and art-
istic continuity.”

This concentration of all your ef-
forts—on just one project for perhaps
two years is no good,” he said, “not
for the individual or for the industry.
You have to keep working at a steady
pace, or he might make a releasing deal with either
Columbia or United Artists.

Hungry for Young Writers

Rossen bemoaned the loss of orig-
inal screenplays being submitted
these days and the lack of overall
industry effort to interest young writ-
ers in the screenwriting field.

He suggested that a group such as
the Motion Picture Industry Coun-
cell undertake to organize industry ef-
fors to attract new writers to films.

“If I were,” said Rossen, “I would be
willing to go to university, say
once a year, and talk to the students.
I could name 50 others who would
do the same thing.

The future of the industry, he
emphasized, depends on good writ-
ers because the story is all-important
whether the film is a spectacle or a
so-called “little picture.” Without
good stories the industry is dead,” he
declared.
Television Today

Venice Film Festival

The 20th annual Venice Film Festival will be held in that city from Aug. 23 to Sept. 6. The Venice Biennale has announced.

This year the committee has planned a whole series of international events in the weeks preceding the actual Festival. These will include an exhibition of films on art in June; exhibition of films for children and of documentaries and short subjects, the first two weeks of July; exhibition of film books and journals, all during August; European Film Day, Aug. 19; a special newsreel exhibit Aug. 20 and a special trailer exhibit Sept. 7 to 10; an international conference on the cinema and civilization, Sept. 6 to 11; and an international exhibition of scientific and technical films at the University of Padua, Oct. 30 to Nov. 4.

Noble, AB-PT Official, Dies After Long Illness

Edward J. Noble, chairman of the finance committee and a director of American Broadcasting - Paramount Theatres, died Sunday at his Greenwich, Conn., home following a long illness. He was 76 years old.

Noble, who also was board chairman of Beech-Nut Life Savers, Inc., acquired radio station WMCA in 1941, and in 1943 purchased the former Blue Network in a reported transaction of 500,000 from Radio Corp. of America. The name was changed to American Broadcasting Co. In 1953, he relinquished control of the network when it merged with United Paramount Theatres, although he continued as a large stockholder of the new parent company, AB-PT.

Zanuck Prod. to Make "Requiem for a Nun"

From THE DAILY BUREAU

HOLLYWOOD, Dec. 29. - "Requiem for a Nun," only play ever written by Nobel Prize-winning novelist William Faulkner, will be produced by Darryl F. Zanuck Productions for 20th-Century-Fox release, executive producer Buddy Adler has announced.

Simultaneously Zanuck revealed that his son, Richard D. Zanuck, who is making his debut as a producer with "Compulsion," will produce this important offering. Both Zanuck sons have been involved in various stages of production before the two majors. Darryl Zanuck said that the job done on "Compulsion" warranted Richard Zanuck's being given the reins on "Requiem" while he, himself, produces "De Luxe Tour."

Theme Is Non-Beligious

"Requiem for a Nun" is a figural title and the story has nothing to do with any organized religion.

R. E. Ziebell Dies

NORCROSS, Ga., Dec. 29. - R. E. Ziebell, exhibitor of this community, died of a heart attack while vacationing in Mexico.

Rise in Black-and-White TV Sets Is Expected

From THE DAILY BUREAU

WASHINGTON, Dec. 29. - Black and white television set production is expected to increase sharply this year, mostly because of a shift away from "normal" sets. The Commerce Department predicted black and white sets will continue to be favored because of price, low costs and reliability.

In a year-end survey of the electronics industry, it said 1958 TV set output increased in the last two months of the year due to increased demand for black and white sets. Color television sets are expected to increase, but it is unlikely that 1959 will see a major breakthrough.

12 Million Radio Receivers

Radio output this year was put at about 12,000,000 units, again about 80 per cent of last year, with an increase of 13,800,000 sets predicted for 1959. The survey said sales of other consumer electronic products, such as phonographs, recorders, stereo and other hi-fi equipment would continue to increase in dollar volume, especially in the more expensive hi-fi type equipment.

Total output of electronic equipment and components for industry was put at about $7,000,000,000 this year, with a rise to about $7,900,000,000 predicted for 1959. The Commerce survey said production for military purposes was being reduced larger and larger in the total industry picture, as consumer products found an increasingly "saturated" market.

Kansas City Station Sued on Use of Songs

Three members of the American Society of Composers, Authors and Publishers have filed suit for copyright infringement against Twin City Advertising Agency, the owner of radio station KPRS, Kansas City, Mo., ASCAP reported here. The plaintiffs allege that copyrighted songs were performed by the radio station without authorization.

Ask $250 Each Performance

The plaintiffs are asking the United States District Court for the Western District of Missouri to restrain the defendants from publicly performing these compositions in the future, and to award damages of not less than $250 for each unauthorized performance, together with court costs and attorneys' fees.

The Critics Say...

As influential as the many national syndicated TV columnists, many local TV critics have added a bit of paper criticism whose views—though they inevitably reflect regional preferences—are often more relevant and therefore more believable to their observers than national TV critics. These reporters, asked to vote again this year in the annual MOTION PICTURE DAILY FAME poll of television talent and shows, added a variety of comments on the winners of the industry. Among them were the following reports.

Dave House, The Morning News, San Leandro, Calif.: TV continues, by and large, to wallow in its own mediocrity. Main reasons are: (a) eagerness of stars to do what they can do easiest rather than what they do best, and (b) reluctance of networks to change new types of shows. Nets could help by setting aside "showcases" for tryouts of new ideas, and also by asking stars of filmed series to do one special a year when their filming schedule permits—this to be the kind of show the star has always wanted to do while, for reasons of economical nature, he or she has instead done far less demanding things.

Ed. Bassett, Longview Daily News, Longview, Wash.: TV needs more programs like Twentieth Century, more documentaries, more "You Are There"—type programs. Frankly our viewing time has dropped by as much as 10 per cent from last year; this is partially due to being less enamored of the beast as anything. More TV coverage of things as they happen will help. Today's August extra should be taken by TV raters.

Gladys Quilliam, Beaumont Journal, Beaumont, Tex.: Particular bow to DuPont's Shows of the Month and Hallmark Hall of Fame Shows for quality, intelligent use of musical and dramatic fare for TV. Suggest less western fare and return to better quality dramatic shows, like Studio One, Suspicion, also (to our area) The Last Word.

W. F. Jahn, Seattle Post-Intelligence, Seattle, Wash.: I feel that the television networks that are not colorizing color programs are not acting in the best interests of the viewing public and the television industry. I feel there is an overemphasis on Western programs this season. Also there are not enough live dramatic series. The Jack Paar program has been the hit of the television year.
Leo McCarey and friend

Leo McCarey's production for 20th Century-Fox, "rally round the flag, boys!" starring Paul Newman, Joanne Woodward, Joan Collins, Jack Carson; screenplay by Claude Binyon and Leo McCarey from Max Shulman's best-selling novel.

TRAILER BY MR. ROBERT HOPE

(FIRST GENTLEMAN OF THE STAGE, SCREEN, TELEVISION AND UNITED AIRLINES!)
Changes

New US Ticket Tax Cut In Force Tonight

First Dollar Is Exempt, Tax Above Is 10%

From THE DAILY Bureau
WASHINGTON, Dec. 30--The increased admissions tax exemption voted by the last session of Congress finally goes into effect at midnight, tomorrow.

Right now, tickets costing 90 cents or less are free from the 10 percent Federal excise tax, while those costing over that amount are fully taxable. Starting January 1, however, the first $1 of admission charge will be tax-free, no matter how much the ticket costs.

Thus, a $1.50 ticket, which is now (Continued on page 5)

'Defiant Ones' Wins 3
N. Y. Critics Awards

Stanley Kramer's production, "The Defiant Ones," won awards of the New York Film Critics in three categories for the best work of 1958 at the annual voting of the group yesterday. The United Artists release was selected as the best film of the year; (Continued on page 3)

RCA Sales for 1958
At High Level: Sarnoff

Increased sales in the fourth quarter have given Radio Corporation of America an annual volume of business in 1958 approximating the record high of $1,176,000,000, achieved in 1957, Brig. Gen. David Sarnoff, chairman of the board, said yesterday in a year-end (Continued on page 5)

TELEVISION TODAY—page 5

**HAPPY NEW YEAR**

Purchasers 'Friendly' to Vogel Management

Canadian Group Buys Out Loew's Dissidents

The threatened proxy fight by Louis A. Green, dissident Loew's director, vanished yesterday with the consummation of purchase of approximately 40 per cent of the Loew's stock held by Green's brokerage firm, Stryker and Brown, plus a similar percentage of that held by Jerome A. Newman, Joseph Tomlinson, Leiman Bros. and Lazard Freres by Nathan and Maxwell Cummings and Paul Nathanson, Canadian film distribution executive (Continued on page 3)

Hyman Updates '58-'59
Orderly Release Data

Edward L. Hyman, vice-president of American Broadcasting-Paramount Theatres, yesterday announced the issuance of a special edition release schedule compiled again in the interest of his orderly distribution of quality product project.

The special edition supplements the schedule issued by Hyman last September to those who have endorsed orderly distribution, showing in the instances of most distributors, their re- (Continued on page 5)

House Group Readies
Final Report on FCC

From THE DAILY Bureau
WASHINGTON, Dec. 30.—The special House commerce investigating subcommittee late today was still polishing its final report highly critical of the Federal Communications Commis-

Business Booms Here and Elsewhere;
Extra New Year's Eve Shows Slated

The business upsurge on Broadway continued to grow yesterday as reports of grosses from other parts of the country revealed the trend was nation-wide. Out-of-town exhibitors used words like "fabulous" and "best of the year" to describe the type of figures being realized at their box offices. Total grosses for the week were expected to swell even more along Broadway as theatres prepared for an extra show at midnight on New Year's Eve. Admission prices at the Times Square theatres will be at the top of the scale—in most instances that charged at night on weekends and which started over the weekend continued to grow yesterday as reports of grosses from other parts of the country revealed the trend was nation-wide. Out-of-town exhibitors used words like other holiday eves. With the weather fair again yesterday after rain on Monday night long lines of entertainment seekers continued to jam the Roxy and the Music Hall. "Seventh Voyage of Sinbad" was still giving the Roxy its best business in years with the gross for the first week, ended last night, (Continued on page 4)

New Extension
Broaden SBA Indoor Theatre Loan Policy

Extension to Drive-Ins Is Also Made Official

By J. A. OTTEN
WASHINGTON, Dec. 30.—The Small Business Administration officially announced a change in policy making drive-in theatres eligible for loans and also broadening the types of loans for which indoor theatres are eligible.

The new policy, revealed by Motion Picture Daily yesterday, makes both drive-ins and indoor theatres eligible for SBA loans on exactly the same basis as any other business. This means they can get loans for building new theatres, expanding existing theatres, building or acquiring parking lots, repairing or modernizing existing theatres, purchasing new equipment, and other business purposes. Loans still cannot be obtained to ac-

Deny Semenenko Plans Selling Warner Stock

Denial was made yesterday through the office of Serge Semenenko, first vice-president of the First National Bank of Boston, that he would sell his 101,000 shares of Warner Bros. stock to the company.

On Semenenko's behalf it was stated that the reports "can be discounted" (Continued on page 2)

Perilla Will Serve as Telecast Column Liaison

Robert Perilla of Robert Perilla Associates has volunteered to serve as eastern column liaison for the Academy Awards telecast, it was announced yesterday by Phil Gerard, chairman (Continued on page 3)


**SBA’s Loans**

(Continued from page 1)

quire an existing theatre or to pay off outstanding “reasonable” mortgages.

Previously, indoor theatres were eligible for replacement and liberalization loans, and drive-ins were not eligible for any types of loans.

The new SBA loan policy represents a victory for exhibitor groups seeking more liberal lending rules. National and local power brokers received powerful support from the Senate Small Business Committee. SBA several times earlier refused to make a special ruling to make drive-ins eligible for liberalization loans, representing the SBA’s position that drive-ins are not a type of theatre that can be considered for federal financial aid.

Cecil McElroy, manager of the Imperial Theatre, Augusta, Ga., will leave there on Jan. 21 for Birmingham, Ala., to take over his duties as city manager for the Wilby-Kincey Service Corp.

Syd Mirkin, who represents Columbia Pictures’ domestic advertising department in London, is visiting here.

William Lissner, former Universal Pictures salesman in Cleveland, is visiting there from his home in Fort Lauderdale, Fla.

Col. Executives Will Leave for Sales Meet

Six Columbia Pictures executives leave over the weekend for Washington to attend the sales meeting of the Eastern divisions on Monday and Tuesday at the Statler Hotel. Going from New York are Robb Tucker, vice-president in charge of general sales manager, who will chair the sessions; Milton Goodman, home office sales executive; Joseph Freiberg, manager of the sales accounting and contract department; H. C. Kaufman, exchange operations manager; and Saul Trauner, New York branch manager. Also going is Robert S. Ferguson, director of advertising, publicity and exploitation.

**Johnson, B&H, Retiring**

CHICAGO, Dec. 30—William L. Johnson, vice-president of Bell & Howell in charge of industrial relations, will retire tomorrow under the plan which he helped to develop. He will continue to serve the company, however, on a consultative basis.

**DAILY Will Not Publish**

Tomorrow or Friday

MOTION PICTURE DAILY will not be published tomorrow or Friday, in observance of the New Year holiday. Editorial and business offices of the paper will be open on Friday, Jan. 2, however.

**‘Horse’s’ Bookings**

Four holiday bookings have been set for United Artists’ “The Horse’s Mouth,” starring Alec Guinness. Christmas openings will be held at the Peacock Theatre, Atlanta; Cinema Theatre, Buffalo; the Beverly Canon Theatre, Los Angeles; and the World, Philadelphia.

**Confirm New Agreement With Japan Government**

Conclusion of a new agreement with the Japanese government covering $10,160,000, or 90% of the total Eastwood-Picture Export Association’s $11,500,000 picture receipts last July 31 was confirmed here yesterday by a spokesman for the Motion Picture Export Association. The balance of $900,000 in Japanese money belongs to the nine members of the MPEA and Republic Pictures, Disney Productions and two Cinema companies.

The Japanese government is making a $150,000 loan as part of the 15-month period the U.S. companies were allowed to convert immediately into dollars 22 per cent of the receipts from Japanese theatres. Another $50,000 worth of the other projects is now being considered in the form of yen for advertising and distribution and the remaining 48 per cent left in the frozen accounts.

**Can Convert 57%**

In the new agreement the film companies can now convert $5,580,000 or 57 per cent of the frozen yen into dollars, at a conversion rate of $1.20 per yen, to be loaned to the Japan Electric Power Resources Development Corp., a partly government-owned enterprise, which uses nuclear power plant projects. After two years the corporation is scheduled to repay the loan in seven equal semi-annual installments with interest. The resulting repayments will be immediately convertible into dollars.

**Fox Promotes Conn to Chicago Branch Manager**

The promotion of Robert L. Conn, effective Monday, to the managerial post at the 20th Century-Fox branch in Chicago was announced here yesterday by Alex Harrison, general sales manager. Conn succeeds Tom R. Gilliam, who has retired after holding the post for more than 10 years.

**Joined Company in 1936**

For the past several years Conn has been associate manager of or in the 20th-Fox branch managers, he started with the company as an assistant shipper at the Kansas City office. That was in April, 1936. His first promotion, to Kansas City booker, took place in 1941. Two years later he moved up to a film salesmanship, holding that post until 1944 when he entered military service. He resumed his selling chores two years later, after discharge from service. In 1949 he was advanced to Kansas City office manager and to the managerial position at Des Moines in 1951. In 1956 he was assigned to the Indianapolis branch of the company, where he held until 1956, when he moved up to become associate branch manager at Chicago.

**Semenenko**

(Continued from page 1)

completely, and that he “never has contemplated, nor has he had any intention of selling any of his shares to the company.”

It was further explained that any possible adjustment of his holdings could be only within the original agreement with the Warner brothers. The sale was made at the time of the change in (Warner Bros.) management in July, 1956. If such a transaction occurred, it would be motivated purely by personal reasons, and any properties that the group has sold would be considered humble, if other projects are affected in any way by the change in control, the group will have great confidence for its future.

**Previous Denial from Allen**

Charles Allen, Jr., a member of the original group of which Semenenko was a part, and which made the 1956 purchase of the Warner shares, denies in the *Motion Picture Daily* of Dec. 18 that he had any intention of selling his approximately 100,000 shares. Allen’s name had also been linked with the rumor of the sale of the securities. Like Semenenko, he is a member of the Warner Bros. board.

Semenenko’s behalf it was asserted that he “is pleased with the progress of the company.” He said that it is anticipated by its first quarterly figures ending Nov. 30; its strong cash position; the very noteworthy performance of its affiliate in England (Associated British Pictures Corp.) and good estimated earnings for the fiscal year ending Aug. 31, 1957.”

Baird, Broker, in Group

Other members of the 1956 purchasing group are Jack L. Warner, president of Warner Bros., and David Baird, broker, reportedly a member of the group wishing to dispose of his holdings agrees to offer their first to the remaining members of the group.

**Braintree Drive-in OK’d**

BRAINTREE, Mass., Dec. 30.—The selectmen of this community have approved the plans for the construction of a drive-in theatre at the intersection of Route 28 and Cranite St. A 1,500- to 2,000-car operation is planned, with ground to be broken in the spring.

**NEW YORK THEATRES**
Canada Group Buys Out Loew's Dissidents

(Continued from page 1)

and son of Henry L. Nathanson, who headed Canadian distribution of MGM pictures for 40 years.

The purchase trio described themselves as completely friendly to Loew’s management, headed by president Joseph R. Y. Lebush, and the unexpected contest waged by Tomlinson a year ago. However, in October Snyder voted with management in opposition to the Green-Newman plan to spin off the theatre division of Loew’s Theatres in effecting the required Loew’s divestiture of production-distribution from exhibition. Management’s plan of divesting theaters was officially approved by a vote of 16 to 3.

The addition of Cummings to the board, assuming the three dissident directors resign as expected, would reduce the membership to 17 from the present 19. There has been considerable sentiment in favor of a reduction in the size of the board and, if the additional seats are withdrawn, a further reduction would appear to be likely at the time of the annual meeting of stockholders in February, if not before.

Could Eject to Board

However, observers believe that even with their Loew’s holdings substantially reduced, similar to the Cummings brothers and Nathanson, the dissident directors have enough stock remaining to make it possible for them, under the cumulative voting system, to elect at least one and perhaps two directors should they decide to do so.

Maxwell Cummings is a Montreal real estate operator and developer.

The Cummings-Nathanson trio purchased 210,000 shares in all from the Green-Newman-Tomlinson-Lehman-Lazard group for $4,020,000, or $22 per share, plus an additional 25,000 shares of Loew’s in the open market, bringing their total Loew’s holdings as of the moment to 235,000 shares.

No Personal Sale by Green

Green personally did not sell. His brokerage firm, Stryker & Brown, represents approximately 40 per cent of the 150,000 shares it owned or voted. Tomlinson also owned or voted approximately 150,000 shares and sold a similar percentage. Newman’s holdings were estimated at 100,000 shares and the combined holdings of Lehman-Lazard at 130,000 shares. The group as a whole, therefore, has reduced its holdiings from an estimated 550,000 shares to about 330,000.

“Our group is joining Loew’s,” Nathanson Cummings said in a statement issued yesterday, “as a friend of management.” He was speaking with Joseph B. Vogel, president. We see enormous potentials in the future of Loew’s and its many activities. My philosophy is to operate a business successfully and not to liquidate it, as evidenced by the policies which have built Consolidated Foods Corp., to its prominent place in the food industry, with annual sales of $400 million and highest position in the company’s history.”

In U.S. Since 1938

The statement noted that last week Cummings had announced the acquisition by their Consolidated Foods of the Perma-Puff Milk Co. of Ohio for approximately $10,000,000. The 61-year-old executive came to the United States from Canada in 1938, building up a small commodity business into Consolidated Foods Corp.

Ira Guelden, a member of the Loew’s board friendly to management, endeavored several weeks ago to dissuade Cummings and Nathanson from selling their holdings of the Loew’s dissidents but the talks were terminated without an agreement having been reached.

HOLLYWOOD, Dec. 30.—An estimated 8,000,000 persons throughout the country tonight witnessed the festivity associated with the West Coast premiere of Jerry Lewis’ “The Geisha Boy” at the Academy Award Theatre. At 11:10 P.M. (EST), the Jack Paar television show made a live remote pick of the premiere. For ten minutes, 120 NBC-TV network stations, representing 92 per cent of television coverage, showed live opening night activity participated in by Jerry and many Hollywood stars who were premiere guests.

‘Geisha’ Bows on Coast

(Continued from page 1)

of the publicity coordinating group of the MPA advertising and publicity directors committee.

Special material will be made available to the syndicated columnists by Perilla. Such a procedure was found effective last year in the industry’s overall promotional program for the telecast.

Defiant Ones

(Continued from page 1)

Kramer was chosen best director; and Nathan E. Douglas and Harold Jacob Smith were cited for their original screenwriting work.

Named as best actor of the year was David Niven for his performance in “Separate Tables,” and Susan Hayward best actress for “I Want to Live!” Both pictures were also highly sold in U.S. releases. Chosen as best foreign film was “My Uncle,” a Continental Distributing release.

Perilla to Serve

(Continued from page 1)

Exhibitors Protest Kan.

Censor Board Ruling

Special to THE DAILY

KANSAS CITY, Dec. 30.—Following the announcement of the Kansas Board of Censorship that its regulations on the year prints of pictures not bearing the seal of approval of the censorship board would be picked up at theatres, in the state, two representatives of the Kansas Motion Picture industry, in Kansas City today called upon Mrs. Hazel Runyan, chairman of the board.

The two emissaries, Richard Brons, president of the Universal Brothers, and M. B. Smith, representing Commonwealth Theatres, sought to explain the position of the film trade, particularly exhibitors, in the matter and to point out the possible harm that would accrue to theatre operators, who inadvertently might show a picture not possessing the seal of approval, even though, in particular film had been cleared for showing by the board.

While expressing the intention of going ahead with the pick-up order, Mrs. Runyan indicated that concessions might be made.

‘Fortune’ Story Analyzes

Hughes’ Fiscal Problem

A lengthy analytical article on Howard Hughes’ financing problems appears in the January, 1939, issue of “Fortune.” Detailing the financial structure of the Hughes empire, the article says: “One of the chief sources of strength in U. S. industry has reached a turning point in his solitary career. He needs money. So he is sacking Wall Street, which would like to do business, by the millions of dollars, in the Old West.”

The Hughes financial dilemma, ‘Fortune’ says, stems from his commitments to buy jet aircraft for Tam-Tam World Airlines, and from declining revenues from Hughes Tool Co. and Hughes Aircraft.

George K. Fellers Dies

GREENWOOD, S. C., Dec. 30.—George K. Fellers, president of the company that operated one of the first motion picture theatres in this area, died here at the age of 81.
B'way Expects Big Takes for New-Year Eve.

(Continued from page 1) estimated late yesterday to be at least $197,000 and possibly hitting as much as $200,000. The Music Hall, with "Auntie Mame" and Its annual Christmas staging of "A Night at the Museum," was taking its usual waiting lines that were three and four blocks long and the fourth week gross, which takes in New Year's Eve, was expected to be $225,000.

An all-time record for a week's gross is being set at the State Theatre by Alan Freed's "Christmas Jubilee of Stars" on stage and "Villa" on screen. The combination is expected to do almost $152,000 for the first week, which ends tonight. The program continues through Sunday when the State shutters for a remodeling project which is expected to take from two to three months to complete.

'Separate Tables' Strong

Another strong new entry, "Separate Tables," was headed for a combined gross of $71,108 in the second week of its world premiere engagements at the Astor and Normandie. "I Want to Live," now in its seventh week at the Victoria, rolled up a re- sounding $24,750 for its sixth, which ended Monday night.

At the Paramount "The Inn of the Sixth Happiness" is expected to do an outstanding $65,000 for its third week ending tomorrow night and taking in a special New Year's Eve showing, "Rally Round the Flag, Boys!" ended its first week at the Palace last night with a $41,000 gross.

Record business was also reported for "Bell, Book and Candle," playing day-and-date at the Odeon and Normandie. For the first week, ending New Year's Eve, the Odeon looks for a $40,000 gross, one of the best in the history of the house. For the same period the Normandie will do around $17,000, also extremely good.

The Capitol has a strong holiday attraction in "The Buccaneer," which took in $76,000 for its first with the booking night, considered "top-flight" business. The Mayfair, with "Geisha Boy," was headed for $38,000 in its second week ending tomorrow night.

Meanwhile the three two-day attractions, "South Pacific," "A Night to Remember," and "South Seas Adventure" continued at or near capacity. All have been buying extra performances this week, but only "A Night to Remember" has scheduled a midnight New Year's Eve performance.

Reports from out-of-town cities follow:

WASHINGTON - Business over the four-day, government holiday Christmas week-end made almost all managers very happy. With 11 first-run pictures playing, 10 were reported as doing from "very well" to "fabulous."

Heading the list was "Separate Tables," at the Columbia. During the four days it grossed $15,000. "Bell, Book and Candle" at the Trans-Lux grossed $12,000 for the period and "The Inn of the Sixth Happiness" at RKO Keith's did $11,000. Heavy matinee attendance brought the four-day gross for "Tom Thumb" at the Capital up to $10,000. A "The Roots of Heaven" at the Palace and by "Tonka" at the Langley.

The box-office at the local art houses also reflected business which was better than last year's.

DEPOIT - First-run theatres generally report business as "terrific" here for the holidays while outstate and has been given considerable thanks for the "Black Old Year's Eve performance of the latter sold out in a week ahead. Attendance is way ahead of last year for the United Detroit circuit, according to president Harold Brown. "The Longest Month" is big at the Trans-Lux Krin.

DALLAS - Christmas Day at Dallas theatres went ahead of last year's grosses. A few houses to the $1,000 a day, some to uptown. Christmas holidays gave Charlotte theatres some of the best of the year.

Managers of most of the city's six theatres said business was better than usual and blamed weather for the off days. At the Manor where "Tonka" is playing receipts beat last year's by 20 per cent. "7th Voyage of Sinbad" opened well at the Capital and "Tom Thumb," which opened at the Vis a vi the week before Christmas, picked up Friday and although rain started Saturday morning the matinee was sold out. Business was 100 per cent over normal and 20 per cent ahead of last year.

"Geisha Boy" was good at the Capitol. The weekend cut down attendance for the Sunday opening of "Auntie Mame." "The Buccaneer" gave the Imperial Theatre its best business of the year.

MILWAUKEE - With four of Milwaukee's five first runs doing twice average business since Christmas Day, some of the best attendance of 1958 seemed assured during the remaining days of this year.

"The Buccaneer," got under way at the last days before Christmas and set the pace. The full week resulted in 275 per cent of average business. There was no sign of a slowdown. "Auntie Mame" hit the screen at Warner Theatre Christmas Day and got off to a record-setting 200 per cent of average business which it seemed sure to maintain for at least the first week. Loew's Palace did twice average attendance during the opening days of "The Inn of Sixth Happiness," and this attendance pace was continuing.

Strand reported twice average attendance with a first week of "The 7th Voyage of Sinbad."

PITTSBURGH - Business was "just fair" in the downtown theatres on Christmas Day, peaked up noticeably the day after, and operators were optimistic about a healthy upsurge for the holidays. The best was "The Buccaneer" in its second week at the Penn, followed by "The Seventh Voyage of Sinbad" in its second stanza at the J. P. Harris.

The Warner re-opened on the 23rd with "Cinerama-South Seas Adventure" which got fine notices, and opened well.

ALBANY, N. Y. - "The 7th Voyage of Sinbad" sailed at a very breezy pace of approximately $6,700 in Palace's 3,000-seat Palace Theatre Friday through Sunday, industry reports today stated. "Sinbad" reportedly did about $4,000 in same three-day span at the 2,500-seat Proctor's in Schenectady, both Fabian. Schenectady is a "critical" unemployment area.

Out-of-Town Grosses See Exceeding '57

Nationally

1. "Separate Tables" by family patronage. In the suburbs two pictures made their first appearances at popular prices after being shown in roadshow attractions, "Girl" at the Esquire and "The Old Man and The Sea," the latter doing better as a subsequent run than the first time around.

John Callahan, city manager for Bowley-United, reports that the Wynnewood, Texas, and Beverly Hills theatres did better this year with "In Love and War" and "The Reluctant Hero" than with last year's attractions.

Hal Novy, president of Trans-Texas, said that "Circus of Love" at the Fine Arts did exceptional business. "Roots of Heaven" was very strong at the Melba.

ATLANTA - Business at all theatres was reported as much better than during the last Christmas holiday with studio product credited. Managers said they are all looking forward to midnight shows on New Year's Eve to boost grosses even more.

CLEVELAND - Holiday business at the downtown first run theatres is excellent, according to the heads of these theatres. All of them were spotted for family entertainment. They included "tom thumb" at Loew's State; "The Buccaneer" at Loew's Stillman; "The 7th Voyage of Sinbad" at the Hippodrome, and the continued reserved seat engagements of "South Pacific" (35th week) at Loew's Ohio and Ginerama's "South Seas Adventure" at the Palace.

COLUMBUS, O. - Clear skies and mild temperatures helped boost Columbus first run theatres' holiday business to marks "considerably higher" than last year. Attractions appealing to families at three of the four theatres helped to swell grosses. "The 7th Voyage of Sinbad" at RKO Palace, "tom thumb" at Loew's Ohio and "The Buccaneers" at Loew's Broad all "swell." "Houseboat" at RKO Grand shared in the brisk holiday business.

CHARLOTTE - Although rain, sleet, and freezing rain cut into business, Christmas holidays gave Charlotte theatres some of the best of the year.

Managers of most of the city's six theatres said business was better than usual and blamed weather for the off days. At the Manor where "Tonka" is playing receipts beat last year's by 20 per cent. "7th Voyage of Sinbad" opened well at the Capital and "Tom Thumb," which opened at the Vis a vi the week before Christmas, picked up Friday and although rain started Saturday morning the matinee was sold out. Business was 100 per cent over normal and 20 per cent ahead of last year.

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New U.S. Tax

(Continued from page 1)

fully taxable and must have a 15 cent federal admission tax added on, will now be tax-free on the first $1 and will carry a tax only on the remaining $2,000,000. Actually, tickets costing up to $1.05 can be completely tax-free, because the tax is levied over $1 on "each 10 cents or major fraction there- of," and five cents is not considered a major fraction.

Same Rate on Season Tickets

The Internal Revenue Service has ruled that on season tickets or subscriptions under the new law, the same tax rate will be applied to the taxable portion determined by multiplying the number of admissions provided by the season ticket or subscription by $1, and subtracting the result from the total charge. For example, on a season ticket providing 10 admissions for $12, the tax-free portion would be ten times $1 or $10, and the tax would be levied only on the remaining $2, for a tax of 20 cents.

The new exemption rules apply only to amounts actually paid after Dec. 31, 1958. IRS has said. The date of the event for which admission is paid is immaterial, the Service declared. This would seem to indicate that where tickets have been purchased before Dec. 31 for events taking place after that date, the tax must remain on the old basis, with no refund permitted.

Much Credit to Compo

The latest reduction in the Federal tax, like its several predecessors, was won by Compo after a difficult but well run campaign during the last session of Congress.

Hyman Updates

(Continued from page 1)

leases through the first six months of 1959 and beyond. The special edition will add five supplementary releases of stories that have been made since then in release dates for the fourth quarter of 1958 and the first quarter of 1959, and confirms all dates.

Next Release in March

Hyman stated that although there were not many changes, he felt that the supplementary schedule should be compiled and circulated in order to maintain as accurate a picture as possible of the availability of the immediate future. He is now working on the next release schedule in March, he said.

Global Capra Tour for 'A Hole in the Head'

Producer-director Frank Capra will make a two-month world tour to promote the film "A Hole in the Head," starring Frank Sinatra, Edward G. Robinson and Eleanor Parker, for United Artists distribution. The world tour will begin on March 7 and conclude on April 20.

Review:

Guns, Girls, Gangsters

Imperial—U. A.

Sex and violence are the ingredients dished out in about equal proportions in "Guns, Girls, and Gangsters," which is designed primarily for audiences addicted to crime stories.

Supplying the sex is Mamie Van Doren, cast as a night-club singer, who becomes involved in a criminal enterprise primarily against her will. Miss Van Doren gives the kind of performance that has come to be expected from her. She puts in a volup- tuous manner most of the time while attired in tight-fitting clothes. She also sings a couple of song numbers in a saucy and suggestive manner.

Providing the violence, meanwhile, are Gerald Mohr and Lee Van Cleef as the two hoodlums most prominently active in carrying out the caper, which is an elaborate scheme to rob a bank. The mastermind behind the plot, Van Cleef a convict and husband of Miss Van Doren, who conveniently escapes from jail just in time to help in carrying out the robbery. Both men are just as interested in the lady as the loot, and this provokes conflict between them, including a brutal fist fight.

In working out the screenplay from a story by Paul Gangelin and Jerome Sucklick, Robert E. Kent has made strenuous efforts to "professionalize" the robbery so that it appears to have originality. The two criminals put aside their differences and successfully gain control of the armored car with its $2,000,000 in cash but are caught when they overlook an important detail which alerts the police.

The hoodlums are killed in a Point- down gun fight at the end, and Miss Van Doren is carted away to jail.

Kent produced and Edward L. Cahn directed this Imperial Pictures' film for United Artists release.

Running time, 70 minutes. General classification, Release, in January.

Richard Gertner

To Shoot Four Films

In Studios at Dallas

Special to THE DAILY

DALLAS, Dec. 30.—A motion picture production schedule for which four feature-length movies will be shot in the Dallas studios of United National Film Corporation during the first three months of 1959 was announced today by Robert L. Madden, United National's board chairman and president. Madden also announced that "Bronco Fury," color featurette recently completed under which Film Corporation under a contract with Bob Hornerberger Productions, Ltd., will be released early in 1959.

Shooting of the four picture schedule will begin about the middle of January, Madden said. Hollywood Pictures Corporation of Hollywood will produce the first two pictures. Immediately following, shooting will begin on two more under a co-production agreement between Pacific International Pictures of Hollywood and Bob Hornerberger Productions of Dallas.

Screen Gems, Greene, Rouse in 3-Year Pact

From THE DAILY Barrows

HOLLYWOOD, Dec. 30.—Clarence Greene and Russell Rouse have been signed by Irving Bronson, production head of Screen Gems, TV subsidiary of Columbia Pictures, to produce, direct and write two new series a year for three years in partnership with Screen Gems. The initial series, titled "Underworld," will be based on the adventures and experiences of an undercover agent.

Greene will function as producer and Rouse as director for most of the telefilms. Both will write the scripts, and Greene and Rouse's TV activities will augment their independent plans for several feature commitments, including the spectacle, "The Spanish Armada."

One Man's TV Views

By Pinky Herman

With the advent and terrific acceptance by the public of stereo- phonc sound, television is obliged to keep pace. So watch for a new concentrated approach and sales pitch in 1959 of "advanced color." ... Tip to Lester Lewis: Author-Composer Gray Thornton has just completed the book, music and lyrics for a "fantasy," which is a perfect TV vehicle for the talents of Shari Lewis . ... With a few weeks of vacation and much-deserved rest following the sale of his station, KPOK, Scottsdale, Ariz., Dick Gilbert returns to the turntable Jan. 5 to star a new daily series over KONI, Phoenix. ... "The Voice of Firestone" ABC Concert Monday night was enhanced by the trilling of the handsome Bill (South Pacific) Tabbert's warbling of "Younger Than Springtime."

... Channel 9 (New York) has acquired from Warners' award-winning "Yankee Doodle Dandy" starring James Cagney as the immortal George M. Cohan for its "Million Dollar Movie" series.

As has been the custom these many years, the ace of sportscasting, Mel Allen will again do the "Rose Bowl Game" TVia NBC January 1. In the morning Mel will give an ABC country description of the colorful "Tournament of Roses."... John Compton will star as "Channon" in the new NBC crime series, "The D.A.'s Man," which teevies Saturday in the 10:30-11:00 P.M. slot. Local of the program is New York, and actor William Gargan heads east from Hollywood next week for a brief stopover en route to England and the Continent. ... Don De Leo still getting plaudits from Broadway critics for the terrific Christmas party he "collided" at The Lambs Club last week for Gotham orphans. ... After several years with KMOX. Ed Bonner has signed with the daily staff of voice for Lonti Ed, a product of Newark, is one of the most gifted of radio gabbards.

... For the first time in its history, ABC-TV has run up about ten million snackers in one month. (October, 1958) Must be a moral here somewhere. F'instance "to the swift goes the prize?" Anyhow to this Swift (Allen) have gone several awards in three successive years, rings," Sarnoff said, "reflected not only the general improvement in the national economy but also RCA's higher rate of Government business. Its introduction of important new products and services, and further intensification of operating efficiencies."

"The new year begins with definite indications of new peaks in the production of home and leisure products, consumer income and spending, and construction outlays, Sarnoff added. The outlook for 1959 indicates a good year for business, and for a continuing growth of the American economy."

RCA's Sales

(Continued from page 1)
PRAISE from Caesar!

Dear Mr. Quigley:

I have just seen a copy of Motion Picture Daily's special salute to LIFE in today's issue, and I wanted to drop you an immediate note to express the delight of myself and staff with your issue. Mr. Ivers and the others who have participated in putting out your "Salute" deserve warmest congratulations for conveying so interestingly not only the special flavor and ingredients of our Entertainment issue, but LIFE's coverage of the field through the years as well.

We are long-time friends of Motion Picture Daily and this special effort on your part, you can be sure, will serve as a vivid reminder of that relationship for all of us in the months to come.

With all best wishes,

Cordially,

[Signature]

Arnold

Mr. Martin Quigley, Jr.
Motion Picture Daily
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New York, New York