New Customers Grow In the Springtime

By Sherwin Kane

WITH the advent of spring and the end of the slack Lenten period, good showmen have not only an opportunity but a duty to check the appearance and condition of their properties, furnishings, and equipment, and to clean up, recondition, and replace, as required.

Many theatre operators and managers are in and about their premises so much they become accustomed to seeing them as they are, rather than as they should be. Unfortunately, the customers are not equally blind and indifferent to careless housekeeping in and about the theatre.

In the immediate offing, if not already at hand, are some of the finest attractions ever to come from Hollywood. They are being backed by distributors' best promotion efforts and by record advertising appropriations. Responding to these clarion calls, multitudes of long-sighed theatre patrons will begin to emerge from winter hibernation in indoor sports arenas, and from the television cocoons of their homes.

Others will be roused from winter inertia by the brighter sunlight, longer days, the need to "go out" and to spend their leisure time differently.

The surest way to make patrons of visitors is to provide surroundings so clean and comfortable, so attractive and efficiently operated that not only will nothing detract from the show but that your theatre will be remembered as the place to go.

Tour a sharp and critical eye on your property. Try to see it as your customers will. Then correct anything and everything that fails to measure up to a high standard. Don't compromise with cost on the excuse that Lenten business has been slack. Good housekeeping is a good investment. It will pay good dividends.

### Television Today

**IN THIS ISSUE**
- Bob Lang, a man on a mission, talks about "Out of Darkness" and his first three months as CBS director of sales for news and public affairs programming.
- Spotlighting the news in Television Today.
- Passing in Review - The week's highlights in shows.

#### 5 Units to Produce For Newly-Formed Amer. International

**HOLLYWOOD, April 1 -** Five independent producers have been signed to produce for the newly-formed American International Pictures, which will function primarily as a distributing organization, it was announced today.

James H. Nicholson, as president, heads the new firm, which has set up world-wide distribution. Franchises have been established in South America in the company's universal distribution policy.

Golden State Productions, Sunset Productions, Nachienna, Angel Productions and Roger Corman will produce the features on what Nicholson says will be "modest budgets with particular emphasis on locations." The first film may be shot in California before the studio is completed.

#### MGM Hits 5-Year Production Peak; 9 Before Cameras

**HOLLYWOOD, April 1 -** Production will hit a five-year high at M-G-M, with nine pictures before the cameras during the month of April, according to the production schedule announced today by studio head Dore Schary.

Making up the total are six new starts and three carry-overs. Leading off the April starts is the $5,000,000 "Raintree County," starring Montgomery Clift, Elizabeth Taylor and Eva Marie Saint, David Lewis is producer, Edward Dmytryk is director. Filming starts today.


#### For Roadshow Engagements

**35mm Projector May be Modified For 65mm Use, Says MGM Report**

Experiments at the M-G-M studio indicate that a standard 35mm projection machine may be modified to also handle the 65mm print, to be utilized for roadshow engagements of M-G-M's new 65mm process, according to word received here by the company from the studio.

The studio statement expanded on the initial announcement last week stating that "Raintree County," the first to be photographed in the new process, a company spokesman stated that it has not been decided at this point whether to roadshow the picture in a 65mm print. He added the sales policy will be evolved after the picture is completed.

According to the studio statement on the process, the 65mm print can be employed "with a reasonable expenditure for new booth equipment." The modifications necessary on the standard 35mm projector, according (Continued on page 10)

### After Leave Zanuck Again At Studio Helm Viewed Likely

By MURRAY HOROWITZ

Prospects point to Darryl F. Zanuck resuming his post as vice-president in charge of the 20th Century-Fox studio following his leave of absence, which ends in June.

Darryl F. Zanuck, reached by phone before his departure for Europe at the weekend, indicated that his first attempt to work out a new contract with 20th-Fox incorporating his plans to produce independently for 20th-Fox release, has been bested by (Continued on page 10)

### Drive-in Suit Filed by D-J

By J. A. OTTEN

WASHINGTON, April 17-The Justice Department has filed a civil antitrust suit charging several drive-in theatres in the Omaha area with fixing admission and refreshment prices. Named as defendants in the suit, filed in the Omaha District Court on (Continued on page 10)

### Arwin Will Produce Six Films in 2 Years

From THE DAILY Bureau

HOLLYWOOD, Apr. 1 - Arwin Productions, owned by Martin Med-cher and his wife, film star Doris Day, has announced six top-budget films to be made during the next two years, as part of a $15,000,000 production schedule that also includes plans for both television and radio.
Officials of SSBC Express Doubts On Having Committee Conduct Trade Survey

WASHINGTON, April 1.—Officials of the Senate Small Business committee, which is investigating motion picture industry trade practices, stated here at the weekend that they doubt that the committee would "look with favor" on going over the heads of exhibitor organizations by conducting a national investigation among the theatre owners and operators.

The committee officials indicated that the group would probably stand on Sen. Hubert Humphrey's suggestion that the individual theatre associations pull their membership to find out their views on arbitration of film rentals and for production by diversified circuits.

Harry Brandt, president of the Independent Theatre Owners Association of New York, had sent a letter to each member of the SSBC subcommittee last week specifically asking that the group conduct a survey. Theatre Owners of America had also expressed itself as in favor of having the SSBC conduct such a survey, but, according to a spokesman for that organization, no formal request has been made to date.

**Atlas-RKO Merger Awaits SEC Okay**

The Atlas Corp. plans to hold its annual stockholders meeting in May, after the expected decision by the Securities and Exchange Commission on the proposed acquisition of its company and Atlas subsidiary firms with RKO Pictures.

An Atlas spokesman explained the date of the meeting will hinge on the announced action of the SEC, which has conducted hearings on the proposed merger. He explained that the proposed merger must be approved by the stockholders of both firms. In RKO Pictures, the spokesman said no hitch from that quarter, pointing out that Howard Hughes, the principal stockholder, already has approved, in principal, the merger plans advanced by Floyd Odlum, Atlas president. Atlas also is a principal stockholder in RKO Pictures, the former holding about 44 per cent of RKO Radio Pictures, the assets of which consist of cash and a possible carry-over tax figure of an estimated $30,000,000.

**Strike Threat Looms By N.Y. Publicists**

The Screen Publicists Guild (District 65) will start strike fund collections among its membership here this week as negotiators for the Guild and its producer-distributors continued to be "wide apart" in reaching an agreement for a new two-year pact covering home office publicists.

SPC negotiators reported at the weekend that labor negotiators for Columbia, Universal, 20th Century-Fox and Warner Brothers have come up with a proposal granting the publicists a $5 or less than three per cent over-all increase.

The Guild, which will sit down with the labor negotiators for these four companies again tomorrow, is seeking a 15 per cent general increase.

**Ark, TOA to Open Convention Today**

HOT SPRINGS, Ark., April 1.—Circuit and theatre owners throughout the state were arriving here today in preparation for the two-day convention of the Arkansas Theatre Owners Association which opens here tomorrow.

J. S. Carberry, president of the Arkansas TOA, and Fred Brown, convention chairman, are presiding over the meetings. Robert Livingston, Arkansas TOA secretary, Robert O'Donnell, of the Interstate Circuit, Dallas, and William Gehring, vice-president of 20th-Century-Fox, will be the principal speakers.

**Corporate Tax Stays**

WASHINGTON, April 1.—The federal corporate income tax rate will stay at 52 per cent for another year. The Senate has failed to act on legislation to continue this rate, which otherwise would have dropped to 47 per cent today.

**Photo Center Spread For ‘Conqueror’ Ad**

RKO Radio, making a strong push for the heavy Easter weekend business on Broadway, established a firm base of its own by having the center spread of last Friday's New York Daily Mirror for a picture and a layout on "The Conqueror," which simulated the Mirror's usual center spread.

The RKO Radio ad was the cent of a 12-page special amusement section. Thus the "Mirror's" regular two center pages of news pictures faced the first and last page of the special section. The "Conqueror" has its New York opening on Friday of the Criterion.

**Japanese Title Change**

The Japanese production of "Seven Samurai," will win a title change, shortly due to a similarity in title with the Fine Arts Film release, "Samurai," according to Edward L. Kingle, vice-president of Columbia Pictures which distributes special foreign product domestically.

**PERSONAL MENTION**

MORTON A. SPRING, vice-president of Loew's International, returned to New York late last week from England and the Continent.

CHARLES BOASHBERG, Paramount's supervisor of sales on "War and Peace" and "The Ten Commandments," returned to New York at the weekend from Tokyo.

MITCHELL WOLFSON of Wometco Theatres, Florida, has arrived in New York, on a round-the-world trip with his wife and daughter.

IRVING RUBINE, assistant to the president of Doughfart Fords, left here on Saturday for London via B.O.A.C. Monarch.

MORGAN HUDGINS, M-G-M studio publicist, arrived here yesterday from the Coast en route to Europe.

BEN GOETZ, former head of the M-G-M British studios, will arrive here today from the Coast.

CHESTER FREEMAN, M-G-M Canadian press representative, will return to Toronto today from New York.

S. SKYRZOUG of National Screen Service, will leave New York this week for South America.

RICHARD GREENE returned to England from New York on Saturday via B.O.A.C.

RUTH OWEN and Morris ENGL, co-producers, will leave here today for Hollywood.

NORMAN PANA VRA has arrived in New York from Hollywood.

BRUCE ODLUM, producer, has returned to Hollywood from Spain.

S. HUBOS, producer, has returned to New York from Moscow.

OTTO PREMINGER, producer, will leave here for Europe this week.

**Bonded to Handle**

**AA Film Shipments**

The physical handling and shipping of all Allied Artists product will be handled, commencing April 15, by the Bonded Film Service here, according to Roy M. Brewer, AA supervisor of branch operations. The film company has been handling the shipping of its product through its own department. Bonded is a member of National Film Service.

**SSBC Will Explore Trade Items here at Meeting Tomorrow**

WASHINGTON, April 1.—Six questions as to the amount of time distributors feel they need, a possible hearing date and the type of information sought by the Senate Small Business committee will be explored at Tuesday's meeting in New York between SSBC staff officials and distributor representatives.

The SSBC staff officials will meet with selective committee, chairman of the legal committee of the Motion Pictures Association of America, and with aides.

Bacharach Chairman Of 'Flannel Opening'

Bett Bacharach, authority on men's wear fashions, columnist, author and radio commentator, has been named chairman of the March of Dimes premiere committee for the New York opening of "Dana Dandy," Zanuck's current production, "The Man in the Gray Flannel Suit."

All proceeds from the first night showing will aid the March of Dimes Patient Care Program.

Bacharach has called for a meet of men's wear industry leaders to discuss plans tomorrow at New York's Little Club.

**MOTION PICTURE DAILY**

Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. Fein, Advertising Manager; Gus H. Pasel, Production Manager, 455 West 8th Street, New York; 7200 Telephone, 14th-59, Chicago Bureau, 13 South LaSalle Street, Chicago 4, Illinois; Advertising Representative, Telephone Financial 6-2974; Washington, D. C. Office, 20th Century Building, 1617 K Street, Washington 6, D.C.; New York, 20th Century Building, 1617 K Street, Washington 6, D. C.; Los Angeles Bureau, 410 Plaza Square, Hope Williams Building, Los Angeles 13, California; and Toronto Branch, 390 Yonge Street, Toronto, Canada.

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Monday, April 2, 1956.
THE BEST DATE ANY EXHIBITOR HAS HAD IN YEARS!

She's equipped to extend your playing time...
The Sensational 28-Sheet III
For Making Your Box-Office
WHY DID MAMIE LEAVE SAN JANE
20th CENTURY-FOX presents
PRODUCED BY BUDDY ADLER
DIRECTED BY RAOUl WALSH
SCREENPLAY BY SYDNEY BOEHM
From the novel by WILLIAM BOOHER
CO-STARRING JOAN LESLIE
BIG NATIONAL OUTDOOR ADVENTURE

"It's a pleasure to do business with MAMIE STOVER!"
MAMIE'S Technique makes Dreams Come True!

STOVER HAVE TO TRANCISCO?

SELL · RICHARD EGAN in

of Mamie Stover

ENG CAMPAIGN PRE-SELLS MAMIE!

See What Else 20th Is Doing!
20th PRE-SELLS

MAMIE

FROM

COAST-TO-COAST!

ON BILLBOARDS!
Hitting key markets everywhere at the peak of the springtime driving season ... creating that mighty one-extra-for-the-road impression ... just in time to do you the most good!

ON RADIO and TELEVISION!
including network TV appearances by Jane Russell on "Person to Person" and The Perry Como Show, plus important segment of General Electric 20th Century-Fox Hour!
REVIEW:

Black Ketchum, Desperado

_Columbia_

For those theatres where action, particularly that of the western plains, is a necessity to satisfy patrons, this story of gunplay and the war of law and order against villains is a top attraction. Howard Duff and Victor Jory share the spotlight as well as the gunplay while Maggie Mahoney and Angela Stevens provide the romantic interludes, all of which are tightly woven by director Earl Bellamy.

A Clover Production produced by Sam Katzman, "Blackjack Ketchum, Desperado" has Duff, a retired gunslinger, joining law and order to oust Jory and his brothers, portrayed by George Mather and Robert Roark, from the neighboring cattle range. Story-wise, Jory and his band dominate the range by their guns and the war heights even further when Jory discovers that Duff was the gunslinger who shot his brother in a self-defense fray.

However, Duff and the sheriff win out after more shooting and the introduction of Miss Mahoney, who falls in love with the retired gunslinger. An air of spontaneity prevails throughout the film that evidences more than the usual amount of western action. Both Duff and Jory are convincing and lend an air of freshness to the moving production.

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

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<th>To Release Statistics Of Industry Census</th>
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<td><strong>WASHINGTON, April 1.</strong> — The Census Bureau hopes to issue late this month preliminary statistics on its motion picture industry census of last year. The Bureau took the figures in 1935, based on 1934 business, for all branches of the industry. They now expect to put out in about two or three weeks one preliminary report giving nationwide, geographic area, and state totals for motion picture exhibition—both conventional and drive-in. Later, they'll have the same preliminary report for production, distribution and service trades.</td>
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**Conn. AFM Pledges Petirillo Support**

BRIDGEPORT, Conn., April 1. — Delegates to the 46th Connecticut semi-annual state conference of the American Federation of Musicians, here last week, unanimously adopted a resolution pledging support to President James C. Petirillo and the International Executive Board for their connection with the current dispute with Los Angeles Local 47 of the AFM.

**Tax Campaign Described**

The conference, which was attended by 38 delegates, representing 14 Connecticut locals and some 2,500 AFM members, also heard a report by Louis Schine, international secretary of the Federation, on the progress of the campaign to remove the 20 per cent Federal amusement tax. The AFM resolution in support of Petirillo also opposed any movement which has for its purpose the weakening or destruction of the Music Performance Trust Funds.

**Alexander' Drawing Big Family Trade**

Following a $14,700 opening day gross of "Alexander the Great" at the Capitol Theatre here, the second day was reported to have ended with a take of around $10,000. It was reported on Friday. Comparative top grosses were said to have been turned in at regional precincts in Los Angeles, San Francisco, Denver, Miami and Baltimore.

Harry Greenman, manager of the Capitol, noted a heavy "family" patronage at the weekend, which he regarded as a healthy sign for the industry.

Additional regional openings have started in St. Louis, Washington, Dallas, Cleveland, Buffalo, Atlanta and Washington.

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Film producers for Motion Picture Theatres and TV spend thousands of dollars yearly for fine, outstanding productions. Discriminating producers provide their creative efforts by having their negative developing and printing done at Consolidated Film Industries located in Hollywood, New York and Fort Lee over 35 years. Consolidated Film Industries has been renowned for the high quality film processing in both color and black-and-white. CFI is ready to serve at any of their plants located at: 959 Seward Street, Hollywood, California; 521 West 57th Street, New York, New York; Consolidated Park, Fort Lee, New Jersey.

THANKS TO THE ENTIRE TV INDUSTRY FOR THIS UNPRECEDENTED HONOR.
years in a row for all three!

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The Billboard Award

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Presented to

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A Division of Republic Pictures, Inc.

Named by the TV Film Industry for the most economical, fastest, and highest quality service

Winner of the Billboard 1955 TV Film Service Awards

Winning Laboratories

- WHICH LAB EXCELLED IN QUALITY OF ITS WORK?

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Consolidated Film Industries Repeats 3-Way Win for Labs

Keeping pace with the increasingly important role that film labs play in a TV industry that has embraced film more and more, Consolidated Film Industries has stayed atop its competition and again this year copped all three first-place service awards in the laboratories category. Consolidated, a subsidiary of Republic Pictures, was voted tops of all the labs in the quality of its work, the speed of its performance and the economy of its work. Its feat in winning all three first-place awards in this year's balloting duplicates its showing of last year.
Modification of Projector

(Continued from page 1)

filling the largest screens available today and capable of filling still larger screens.

2. Roadshow prints in the dimensions of Todd-AO's 2.25: 1, or the horizontal to the same scale row of 2 to 1 large screen VistaVision.

3. Prints suitable for roadshowing in Cinerama's triple-projection system.


5. Standard 35mm. release prints for wide-screen or normal screen projection.

For All Types of Sound

Roadshow exhibition of a 65mm. picture also can feature the M-G-M's new six-channel stereophonic sound process, the statement declared, adding that M-G-M prints will accommodate all types of optical and magnetic sound.

Drive-in Suit

(Continued from page 1)

Friday, were the Central States Thea-
tre Corp. of Des Moines, the Center Drive-In Theatre Co. of Lincoln, Neb., and the Midwest Drive-In Theatre Co. of Omaha. Central States operates the 76th and West Dodge Drive-In Theatre at Omaha and the 76th and 40th Street friendly at Council Bluffs, Iowa. Center operates the 84th and Center Drive-in in Omaha, while Midwest operates the Airport Drive-In at Carter Lake, Iowa.

The government charges that since February, 1953, the three firms conspired to fix prices for admission to their theatres and for food and beverages sold there. It is also alleged that they agreed upon the maximum amount each would spend on Omaha newspaper advertising. The court is asked to enjoin all these practices.

Barnes Issues Statement

Anti-trust chief Stanley N. Barnes said that the Department had always taken the position it would proceed against price-fixing by criminal ac-
tions. However, he added, a 1953 decision of the Seventh Circuit Court of Appeals held that a price-fixing indictment of several Chicago drive-
ins did not charge an offense under the Sherman Act.

"Although this 1953 court opinion involved different facts than those alleged in the present case and arose in a different judicial circuit," Barnes stated, "it is determined to make exception to our general policy and to proceed in this instance on the civil, rather than the criminal, side of the docket, pending a definitive judicial ruling on the applicable law."

Zanuck

(Continued from page 1)

many and desired complications. He stressed the legal difficulties in-
volved, in response to a question, adding that he may resume his post when his leave of absence is up, if his contract dealings are not re-
solved. Asked about his independent projects, he said he could only make those known once he clears up his status.

Holding Contract Talks

Zanuck said the major reason for his absence was the legal which lasted five days, was to see the amended project under the "Man in the Gray Flannel Suit," in addition to holding contract talks. In regard to the legal complications, he said they appear to grow more complex with time.

Buddy Adler has been acting as studio head in Zanuck's absence. Zanuck said heColdUser feels his desire to relieve himself of studio administrative duties last February, that a four-month allotment of time had been agreed to for work-
ing on the合同 granting him the status of an independent. Cur-
rently, Zanuck is under a long-term contract with 20th-Fox.

Lambs Will Present Nine Cup Awards

The inauguration of a Lambs Cup award by the Lambs Club of New York will be presented in nine categories to performers at the annual Lambs' Gambol on April 21, at the Hotel Waldorf Astoria, was announced by the or-
granization over the weekend.

Representing the traditional pewter mug of the club, awards will be made on a basis of individual noteworthy contributions to the theatre.


Walter Creaza, Harry Hershfield, Gilbert Miller, Clarence Derwent, Joseph Kipnes, Bernard Sobol, Michael Abbott, William Gaxton, Max Gordon, Vinton Freedley, Emil Friedlander, Marcus Heinman and Louis Lottso are members of the nominating committee selecting the award winners.

Seymour Feig Joins Disney Legal Staff

Seymour I. Feig has joined the legal staff of Walt Disney Productions, Gunther R. Lessing, Disney's general counsel, announced.

Feig, formerly with the RKO legal department, will serve as assistant to Franklin Walheim, eastern counsel of Walt Disney Productions.
Television Today

A CONCISE REPORT AND ANALYSIS OF THE SIGNIFICANT NEWS AND EVENTS

Spotlighting the News

The Hearings at the Recess

- The Senate Committee on Interstate and Foreign Commerce, which has been holding hearings on the UHF-VHF allocation problem and on general television service, Wednesday evening recessed until the week of April 23 when it will take up the last week was particularly pointed. CBS, told the committee that the cause of the basic mistake of mixing VHF and UHF channels in the same or overlapping markets and recommended the creation of two or three additional VHF channels and dropping them into many cities. Joseph V. Heffernan, vice-president of CBS, said: "The case for UHF service. This could be done, he said, if the excise tax on all-channel color receivers was repealed, and if the public could insist that the holder of a VHF grant receive, without further proceedings, a grant for a substitute UHF channel resulting from deintermixture. Uttering a box on both your houses, Richard A. Moore, president of KTTF, Los Angeles, testified before the committee that "in the event of a public hearing on the use of such networks and their affiliates were making independent TV film producers completely dependent on the major networks. About the only conclusion to be drawn from the hearings as they recessed: almost everyone was having his say.

Ziv Speaks Out

- Last Fall, Frederic W. Ziv, chairman of the board of Ziv TV, had some pungent remarks to make about the entrance into TV film production of the motion picture companies of Hollywood. Several of his predictions eventually proved quite accurate. Last week, Mr. Ziv was speaking out again. In a four-page memo, he pointed out to his colleagues that the newly released-to-TV theatrical features "are not coming from a bottomless reservoir." When they are used up, he said, the industry will quickly turn to regular TV film suppliers. In a competitive showdown, he sees made-for-TV product winning out over the feature packages. The bulk of the features will wind up in "late night showings and other marginal time spots." Mr. Ziv also sounded aoral note that wasn't nearly as effective as his other remarks. Since many of the theatrical features now released to TV "were produced by men who believed that the way to attract an audience to the theatres was to give them sex, violence and thrills," he said, these pre-1948 feature films can easily set back the medium five or 10 years. It's the original premise that is subject to debate.

Justified Strut

- ABC Television sales folks are strutting—and with reason. It is reported that Disneyland (Wednesday, 7:30-8:30 P.M., EST) and Mickey Mouse Club (Thursday through Friday, 5-6 P.M., EST) have accounted for advertiser renewals for the 1956-57 season with billings exceeding $2,000,000, and that's a right smart lot of billings, in any man's league. Disneyland is sold out now to the Fall of 1957. Mickey Mouse Club is undertaking a smart promotional venture to start this Spring. According to announcement from Robert E. Kinnter, president of ABC, and Walt Disney, a nationwide juvenile "talent roundup" will go into 10 of the country's largest population centers. The winners will be flown to Hollywood to appear as guest performers on the program, with exceptional ability perhaps leading to permanent cast status. Participation of stations and stores will spread the value all across the merchandising area.

Suds and Spirits

- Both the Senate and House Commerce Committees have concluded their hearings on bills to ban the interstate transportation of advertising for alcoholic beverages, which, of course, would prohibit the advertising of beer and wine on radio and TV. Harold E. Fellows, president of the National Association of Radio and Television Broadcasters, last week wrote to all TV and radio licensees warning that there was a definite likelihood, in addition, that the Senate bill would be amended to apply only to radio and TV. This bill, which appears each election year, might well be passed; few legislators with many "dry" constituents, could afford to be against it.

Success

- National Telefilm Associates, Inc., resorts to plain, simple and quite expressive numbers with dollar signs to recount recent success. As reported by Ely A. Landau, president, its most successful half-year, ending January 31, last, accounted for a net profit of $145,051, equal to 22 cents per share, compared with a deficit in the entire 1955 fiscal year. In the six-month period: exhibition contracts were $2,423,483; deferred film rental income aggregated $1,248,701. A $1,500,000 credit line has been established with the Chase Manhattan Bank, New York. Says Mr. Landau: "We are increasingly confident . . . ."

Expansion

- Onward, upward and now outward would seem to be the watchwords of the TV film producers;

(Continued on page 12, column 3)

In Our View

TUESDAY last, in suburban New York, a mother was about her housework in another room, while her several children contentedly watched Ding Dong School over Channel 4 (NBC-TV, 10 A.M.), one of the better and more popular programs for children. Suddenly cutting sharply across the program, and arresting the mother's attention, was a terse announcement, which sounded to the mother like: "There's been a tragedy!" It developed that the news announcement was of a ceiling which had fallen in a synagogue, with injury only to three persons.

Here is a classic example of utter irresponsibility in determining that vital matter of cutting into programs with news flashes. There are several factors of extreme importance which are pertinent here. In the first place, care must be taken that such programs as children's shows should not be broken into—and if they must, that the wording of the break-in be handled circumspectly. Certainly, in the incident cited, the news event under no circumstances warranted a program interruption, and above all, not on a children's show.

Also, there is grave danger the public will become so annoyed with such interruptions that when a really vital matter presents itself, or the needs of national defense require it, such announcements will go practically unheeded. It might well become a matter of crying wolf once too often. It is vitally necessary that the best of good judgment be brought to bear upon the problem, with careful consideration given in each individual case to the type of program on the air at the time the alleged "emergency" news develops.

Every network and every station in the land should have one highly placed and responsible executive, on whose judgment full reliance may be placed, who alone must determine when a news flash is of sufficient importance, all things considered, to warrant interruption of the program then on the air.

—Charles S. Aaronson
Passing in Review

BACK-TO-BACK, CBS-TV's Lamp Unto My Feet and Look Up and Live presented on Palm Sunday morning two of the holiday season's most impressive programs. The former presented dramatic readings by Siobhan McKenna and Fritz Weaver from Paul Claudel's "The Way of the Cross," with music by Arthur Honneger and paintings by Andre Girard, while the latter presented a controversial and engrossing interpretation of the Stations of the Cross. Both may have been shaky technically (the lighting cues went drastically awry several times) but were, in content, unusually fine in the eyes of a restless, Sunday morning insomniac.

And, speaking of insomniacs, they must have received their fill of "W reste's Corrigan" (their appetite for " nerves" last week). The now loquacious ghost of another, happier era showed up first in the audience of Steve Allen's Tonight show, at approximately 12:30 A.M. Thursday, and a scant eight hours later was talking away with Dave Garaway on Today. It's little things like that which make one stop and think. The Robert Montgomery people on CBS-TV Meridian last week presented a highly dramatic case history of a heart patient ("The Long Way Home") while side-by-side CBS-TV's Studio One labored through a fantasy "suggested" by Jackie Gleason, "The Tale of St. Emergency." Ethel Merman Sunday night made what's called a "dramatic debut" on Electric Theater, but no one's talking about it. Concurrently, Herbert Brodkin's Goodyear Playhouse, NBC-TV, was giving a beautiful production to Louis Peterson's "Joey," acted with style and humor by two masters of inarticulate, naturalistic realism, Anthony Perkins and Kin Stanley, and directed by Robert Mulligan. Elsewhere in the week:


Director George Hill, who conceived, helped to adapt and then staged this television treatment of Walter Lord's "A Night to Remember," contributed simply one of the finest plays of the TV season. It was primarily a technical achievement but even as such managed to pack an emotional wallop that considerably less complicated, more personal drama strives for and seldom attains. The story of the Titanic, of course, has within it all the qualities that make for endless fascination—spectacular disaster, legend and romance, which quite legitimately have come to symbolize the end of one era and the beginning of another. From beginning to end, this was a director's show, a masterful job of integration of technical detail, historic fact, crowd scenes and intimate narrative needed for mounting tension by a showman. It also, in the course of 60 short minutes, broadened the scope of live television drama more than any other single show of the year. For the record, Claude Raines, whose narration was just about perfect, headed the huge cast.


F. W. Durkee, Jr., may well be credited with an articulate and fine television adaptation in his script of the notable short story, "Pole Horse, Pole Rider," by George Bruce. If Durkee's good script was in the capable hands of three excellent players, Dorothy McGuire, John For sythe and Ann Rutherford, in particular. The simple story concerns the girl who dreams she is pursued by death, and cannot shake the fear that dream engendered. She falls in love with a soldier about to leave for overseas, and when she falls ill with the dread flu which ravaged the land in 1918, she feels the dream coming true. She lives through the leaves, and as she is recovering and Armistice arrives, comes the dream news that the soldier has died—of the flu. It is a poignant story, told with the stark simplicity and effectiveness which fine performances can impart to such material. It was well worthwhile.

PLAYWRIGHTS 58: "The Undiscovered Land," NBC-TV, 1 Hour, 9:30 P.M., EST, Tuesday, March 27, 1956. Live, from Hollywood. For Ponale.

A well-timed misanthrope cast a disastrous spell over the Playwrights '56 presentation last week, and at a time when the series—soon to be without a sponsor—can least afford it. There was, however, a certain fascination in the J. P. Miller script, stemming in large measure from its amazingly candid challenge to the very concept of redhundred, aggravated by the casting of Cyril Ritchard in the central role. Ritchard was called upon to portray an ex-New York hotel manager who

had piled up enough cash to have been settled for some years as a gentleman farmer in Connecticut, complete with 40 head of Holsteins and lavish farm house. The central situation was even more peculiar—and unbelievable —having to do with the death of the town drunk, whose will asked that misanthrope Ritchard be the person or persons who would succeed in the community. Ritchard did feel that, thus alienating his long-suffering daughter and what few neighbors had earlier been speaking of as "the Ihm," the point was this was impossible to fathom. Clearly one was supposed to experience some horror at the sight of this man's egoistic cynicism, but because economically and physically the effects were rather subtle, the intended effect was lost. Nina Foch, a good actress, was hard put to bring some meaning to the business as Ritchard's daughter, while Ritchard himself was simply light-weight. Arthur Penn directed and Fred Coe conceived. "The Undiscovered Land" was a handsome but strangely barren country.


From the novel premise implicit in the title of this program, Max Liebman fashioned a delightful chunk of television entertainment, aimed and abetted by a cast of real professional. In a series of songs and sketches, with production numbers to serve as background for the real, the general theme was the "wolking gollp" was expanded. Bert Lahr was hugely funny, and such as Helen Gallagher, Tony Randall and Mitzi Green. Janes Blair and Patricia Hammerlee were all entertaining. "The Salesgirl and the Floorwalker," with Lahr as the latter, was especially gay. "The Subway Incident" was less effective, chiefly because all concerned worked too hard at it. In general, however, Max Liebman has created television entertainment—and for just about everybody. Bill Hohin was associate producer, director, William Friedberg and Neil Simon shared the writing credits, and Charles Sanford was musical director.

WHY?

The Kraft Foods Company Wednesday night sponsored its regular series over NBC-TV, "A Night to Remember," [review on this page] recalling the Titanic disaster, and it was as fine a dramatic presentation as has come to TV in recent memory. It was a tense, suspense-laden production, building to a climax—and in this opinion, almost ruined by two commercials (on cheese used) which shattered the effect of the suspense. Why could the Kraft handlers not have seen that commercials at the beginning and end of the show only, and a sustained flow of dramatic presentation without a break would have made an intensely brilliant show—and made the viewer that much more conscious of the Kraft product, his feeling tinged with gratitude. Why?—C.S.A.
CBS Off-Beat, No-Sponsor Specials Have "Mission"

by VINCENT CANBY

In the course of one recent six-day period, the CBS Television network had scheduled—in several of its prime commercial time spots—such untitled audience catchers as a 98-minute film essay that described the downbeat (see it, Now, March 18), a half-hour documentary on the life, loves and death of nothing more romantic than a hawk (Adventure, March 18) and a potentially depressing 98-minute study of the treatment of mental illness in an obscure (to the layman) California hospital (Out of Darkness, March 18).

The three programs held exactly three things in common; each was a special brainchild of vice-president Sig Michelson's public affairs department; each received critical acclaim and big audience response, and each was unsponsored. The nice word is sustaining.

Last week, Bob Lang, for three months now the CBS Television network's director of sales for news and public affairs, sat in his New York office and talked about the sponsorship and/or unsponsorship of these shows. He talked like a man with a mission, which, of course, he is. The mission, in his words, is "to call the attention of our regular CBS viewer to our public affairs programming" and thus to show that "good public service programming can be good commercial broadcasting."

"We," said Mr. Lang, speaking collectively of himself and CBS, "are doing a development job" in selling public affairs programming.

Isaacs has decreed that the ABC shows "are so smart and so good. The Cable shows are not so smart and not so good. If the cable viewer is looking for an evening's entertainment, he should not be expected to look to our public affairs programming."

It is obvious that Mr. Lang religiously and inescapably believes that the network's Unsponsored Specials are "good." He has not been instructed to say otherwise.

Mr. Lang, a veteran of six years as director of Radio Free Europe, succeeded nobody in his present position at CBS. There wasn't any other candidate for the job, so he got it. It might be pointed out too that the current campaign to sell CBS public affairs productions is hardly in the same league as a desperation move. The company last year broke all previous records for sales and came through with net income after taxes of $11,400,000, a 17.4 per cent increase over the previous all-time high mark, set in 1964.

Most of Mr. Lang's remarks centered around the phenomenally successful "Darkness." The network of strictly off-beat, unsponsored subject for which network policy makers had recklessly appropriated the sponsored Omnibus time March 18. The reason, as Mr. Lang talked, began to sound more like vision. "Darkness," he reported, doubled the regular Omnibus audience and almost equaled that of the overlapping NBC-TV competition from Maurice Evans' "Taming of the Shrew." It reached 16,000,000 to 17,000,000 homes, and what's more important, the audience not only stayed with it, but increased as the show progressed.

The show had cost approximately $150,000, not including air time, and had been a gamble throughout its physical production—it was never known whether Doris L., the mute on whom most of the footage was focused, would respond to therapy. However, "the mail on the show was fantastic," said Mr. Lang. Doctors, hospital authorities, members of state legislatures and even Congressmen have since requested private showings of the film. "It will be used over a period of years."

Why, he was asked, wasn't "Out of Darkness" sold for sponsorship? First, he said, "it was a prototype," and then more directly, "I don't get my wires crossed, we would have sold it if we could. That, however, had not been the primary aim of the network. "We wanted to show what we could do. We wanted to show that we could treat a subject such as this in an interesting, entertaining, positive manner, without insulting the intelligence of the professionals." In this case, the medical men.

"I don't think there was a major or minor pharmaceutical house that wasn't watching that show," Mr. Lang continued: "Now we can say, we can do the same for you, perhaps around geriatrics, or something, a general but vital subject as pain." These arturals for sponsorship by pharmaceutical houses. They make products to answer those problems. Professional ethics deny them the "hard-cell" approach, so they must rely on "creating an atmosphere of interest and a certain amount of acclaim" among doctors.

As a prototype, said Mr. Lang, "Out of Darkness" had shown three things, that "we have a staff capable of producing these shows, that we can promote these shows and that we can deliver the audiences for these shows. We have proved ourselves." Concerning the next such production, due either late next Fall or early the following Spring, several sponsors are showing "quiet, definite interest."

The network also is exploring programming in-depth for four or five other fields. Mr. Lang reported, such as the growth of the American city and the problems therein, or the nation's need for more engineers. Some of these might be integrated into existing series, "Let's Take a Trip," for example, or might comprise single "spectaculars" or their own series, all designed for institutional sponsorship.

Mr. Lang's conclusion was as much a statement of fact as the future tense allows: "Six months from now, CBS public affairs programming will be a lot more commercially successful."

"Young Andy Jackson" will be dramatized on "Du Pont Cavalcade Theatre" on Tuesday, April 10 on ABC-TV. Featured are Billy Gray, Glenda Farrell, John Hill and Douglas Dumbrille.

John Howard stars in "Courage" on "TV Readers Digest" on Monday, April 9 over ABC-TV. Featured are Jack Dindorf, John Doucette and Kurt Katch.

Helen Hayes, Judith Anderson, Susan Strasberg and Siobhan McKenna will star in "Cradle Song," a Maurice Evans production on NBC-TV, Wednesday, April 11, over NBC-TV. Mildred Freer Albery is associate producer and Joseph Cunnell is production supervisor. George Schaefer will direct.


Robert Sherwood, the song stylist, is scheduled for another appearance on "Stage Show" Saturday, April 7 on CBS-TV. Shaving the spotlight with her will be Joey Adams, Lou Wills, Jr. and the "Hollywood Palace" orchestra. Jack Philbin is executive producer of the series and Frank Sattenstein directs.
HOLLYWOOD, U. S. A.:

HOLLYWOOD: Robert Alexander Productions is shopping for a leading lady to play the wife of General John Charles Fremont, the Union army hero, soldier, for the "Trailblazer" half-hour film series, which CBS is backing for a Fall start. Steve Cochran has already been to Europe, auditioning for the star role, . . . Bill Downey, a top-notch script writer himself, will be sitting on the other side of the desk for Mark Stevens TV Company to pick story material for all of Stevens’ productions. These include "Big Town," "The City," "Decision," and the forthcoming Alan Young series, "The Professor Is Young." Downey will assist Ray Wander in the company’s programming department.

Guild Films is now at its new enlarged quarters at 8255 Sunset Boulevard. . . . National Telefilm Associates moved into its new quarters this past week. . . . The three-star partners of Four Star Films, Inc., are not only enjoying the prospects of a change in scenery for themselves with a trip to Europe, but will give their loyal TV audience the benefit of some intriguing foreign backgrounds for at least 10 of their future programs. Its only natural that independent stations in this seven-channel market. He’s aiming to make Channel 13 the leading live TV outlet in the area, with four big-budget local talent programs primed for the initial week in April. . . . Hal Roach Studios will breathe easier by mid-May, ground-breaking ceremonies took place last week to make room for construction of a new building and equipment to house the tabulating and accounting departments, as well as the additional studio guard staff. More room for parking parking.

Sidney Van Keuren, vice-president and general manager of the studio, estimates a cost of $1 million dollars to be earmarked for the immediate needs, which includes special electronic equipment and the leasing of Remington-Rand’s $100,000 Model 12 Univac electronic computer. . . . Edgar Peterson, beginning with the April 19 show will be producer of Climax, announces All Scopace, CBS vice-president of network programs here. Also, Julian Claman has joined CBS-TV as producer of Front Row Center.

Clampet-Toon Commercials, Inc., has been formed to produce live action, cartoon animation, and puppet animation for TV advertising spots, it is announced by Bob Clampett, president. He said it would utilize his present production facilities, and make use of the studio, cut his studio staff to a half created, with their fully-developed voices, looks and characteristics. His "Time for Beany" characters, however, are excluded. Three of his key "Beany" staff, Don Messick, Walter Edmondson and Bill Oberlin, will be stockholders and vice-presidents of the new company. John R. Jacobs, Hollywood attorney, will be business manager, and Chris Hayward sales head.

—SAMUEL D. BERNS

Who’s Where

Last week these changes:

HANK WARNER has been appointed director of press information for ABC, it is announced by MICHAEL J. FOSTER, vice-president in charge of press information and advertising. At the same time, Mr. Foster announced the appointment of ADOLPH (AL) SETON as assistant director of press information, in charge of exploitation. Both appointments take effect April 9.

HENRY HUMPHREY has been named film production coordinator and LEONARD J. OSTROWS sales manager for the Du Mont Electronic TV-Film System, it is announced by JAMES L. CADDIGAN, director of the Electronic Division of Allen B. Du Mont Laboratories, Inc. He was formerly manager of the film department of the Du Mont Television Network.

JOHN W. MALONEY has been named a sales executive of the TelProm system. It is announced by HERBERT W. HOBLER, vice-president of TelePromTer. He has a quarter century of experience in the sales and personnel field.

FREDERICK P. LAFFEY has been appointed closed circuit program manager for the ABC-TV Network, ROBERT F. LEWINE, vice-president in charge of programming and talent, has announced. Until recently, Mr. Laffey was traffic and copy supervisor at WBZ-TV, Boston.

Promotion of GEORGE F. MILNE to traffic coordinator for ABC has been announced by FRANK MARX, vice-president in charge of engineering and general services.

COMMERCIALS ON THE SPOT

Continued activity on production of new commercial spots, to freshen the advertising appeals for a variety of products, include the following:

At ANIMATED PRODUCTIONS, Inc.
Cotty’s Lipstick (Franklin Bruck)
Franklin Canned Foods (Puck Aud.)
Canada Dry (J. M. Mathes)
Listerine (Lawbert & Feasley)

At CINERAPGRAPHS, Inc.
Wonder Bread & Rolls (Ted Bates)
Bathlsmith Steel Wire & Bolts
(Direct)
Broll Quik (Zowie & Co.)
Bulova Watches (Direct)

At CLAYTON W. COUSENS, Inc.
Swift Ham (McCann-Erickson)
Camaro Soap (F. H. Hagenhurst)
Chrysler Cars (McCann-Erickson)
Minute Maid Frozen Foods (Ted Bates)

At PETER ELGAR PRODUCTIONS
Zippo Lighters (N. W. Ager)
Royal Instant Pudding (Ted Bates)
Jergens Lotion (Robt. W. Ott)
Jello (Y & R)

At NATIONAL SCREEN SERVICE
Auto Lite Products (Grant Adv.)
New York Mirror (Direct)
Morton Pies (Ted Bates)
Campbell Soup Openings (Ted Bates)

At TED NEMETH STUDIO
Goodyear Tires (Y & R)
Rise Shaving Cream (S.S.C.B.)
Cadillac Cars (MacManus, John and Adams)
Elgin Watches (Y & R)

At SARRA, Inc.
Brading’s Ale & “Cinco” Lager
(F. H. Hagenhurst Co.)
Fisher Price Toys (Weil & Eby)
Monsanto Chemicals (Gardner Adv.)

Amos & Andy, Johnnie & Co., etc.

At TRANSFILM
Colgate Toothpaste (Wm. Esty)
U. S. Tires (Fletcher Richards)
RCA Victor Records (Gray Adv.)
Pontiac Cars (MacManus, John)

At USA PICTURES
Airwick (Craig & Krummel)
Amoco Gas (Joseph Katz Co.)
Seabrook Farm Products (Ayer)

At UNITED WORLD FILMS
Philip Morris (Blake, Beirn, Toigo)
Scot Paper Napkins (J. Water Thompson)
Congo (Benton & Bowles)
Campbell Soups (Leo Burnett)
DeSoto Cars (B.B.B. & Q.)
Chesterfield (Cunningham & Walsh)

EDWARD L. SAXE, last week named vice-president in charge of operations for CBS Television, effective May 7, the announcement from J. L. Van Volkenburg, president. Mr. Saxe, vice-president and assistant to the president, succeeds Frank Falbro, who will retire to a consultant post.

RALPH BARON, HARVEY L. FICHTER, GERRY GIROUD AND HOWARD STEGNER have joined the sales staff of Television Programs of America, Inc., TV film producers-distributors, it was announced by MICHAEL M. SILERMAN, executive vice-president.

ROBERT BERGMANN has joined Transfilm, Inc., New York, as production supervisor, the company announces. He was formerly head of TV and radio production at Norman, Craig and Kummel, Inc.

DONALD SAVAGE, motion picture and television executive, has announced his resignation from Guild Films Co., Inc., to become president of Theatrical Enterprises, Inc. Mr. Savage had been with Guild since 1954 as assistant to the president, REUB KRAUFMAN.
Hold TV Spurring Production Efforts Of Independents

From THE DAILY Boston
CHICAGO, April 1.—The release of the TV slogan "movies are better than ever" and the rapid inroads within the film industry of popular television programs are causing independent production firms a new challenge. At this time although it may not be a profitable one, salary-wise.

Had Visited Hollywood
So said Irv Kupcinet, Chicago Sun Times columnist, after his recent Hollywood trip that brought about a marly thorough understanding of the TV situation and the reason for its overnight increase of independent film producing companies.

In his Kup's column, which is related the advent of television certainly has brought tremendous changes in the industry. But Uncle Sam's still acute tax has changed the map of new-maki

SEG and Producers At Contract Impasse
HOLLYWOOD, Apr. 1.—Contract negotiations for changes in the Screen Extras Guild minimum basic agreement has resulted in a deadlock over items, such as runaway production wages, health and welfare benefits, pensions, vacations and scales for television entertainment and commercial films.

A letter sent to all SEG members concerning the deadlock, revealed that formal notice were served on members of the Association of Motion Picture Producers, the Society of Independent Motion Picture Producers, and the Motion Picture Producers' Association, which that the existing agreement will be terminated in 60 days unless a settlement of the disputed items is reached.

Frend Film Planned By Phoenix, Huston
HOLLYWOOD, Apr. 1.—Julian Blaustein and Daniel Taradash, through their Phoenix Corp., have joined John Huston in production of a feature based on the life of Sigmund Freud.

Blaustein will produce, Charles Kaufman will write the screenplay and Huston will direct Hans Sachs story, "Frend, Master and Friend."

No release has been set.

Cashiers Will Benefit From Fox Film Outline
Capsule outlines of each 20th Century-Fox film action will be featured in all company pressbooks this month as part of an exhibitor service designed to aid theatre cashiers and other personnel answering phone and at-theater program inquiries.

Along with the campaign manual on "Hilda Crane," which is due for April release, the feature will be carried in each book's exploitation section for easy clipping and handy use advance and current with playdates of Fox releases.

25-30 Club Honors Muller and McGuire
Plaques honoring Charles Muller, director of production at the Radio City Music Hall in New York, and Percy A. McGuire, former advertising manager of Simplex and the Independent Producers Corp., were awarded by the 25-30 Club for their contributions to the industry and to the fraternal and social organizations.

In the citation, Muller was honored for his "unproofed technical contributions to his profession" and for "his unselfish attitude" that has "earned him a position of eternal trust and humanity from his friends and associates."

McGuire Now Retired
McGuire, now in retirement, was honored for "his preaching the doctrine of good projection." The club noted that his efforts were devoted to "keep the industry better projection minded" and that he originated the phrase "better projection pays."

Club member Allen Smith presented the plaques during informal ceremonies held at their respective homes.

Todd-AO, Philips Still Negotiating
Negotiations on the distribution of Todd-AO equipment abroad, under way between the Todd-AO Co. and the Philips Co. of Holland, are expected to be completed in about a month, it was stated here at the weekend by a Todd-AO official.

A "memorandum of understanding" in MOTION PICTURE DAILY that the deal had been consummated, calling the report premature. The Todd-AO official said that some points still have to be cleared up before the deal between the two companies will be consummated.

Maurice Mitchell, 65
BIRMINGHAM, April 1.—Funeral services were held here for Maurice Mitchell, 65-year-old sales representa-

TENT TALK Variety Club News
SARASOTA, Fla.—General Manager Joe Cronin and Manager Mike Higgins announce that the entire Fox Trot-Sons will attend the Great Heart Award dinner honoring His Excellency, Archbishop Richard J. Cushing of Boston. The affair will take place at Hotel Statler, Boston, the evening of May 26. The Great Heart Awards is presented annually by the Variety Club of New England, co-sponsors of the Jimmy Fund with the Boston Red Sox, to the individual who has done the greatest amount of good for the greatest number of people.

NEW ORLEANS.—The Variety Club of New Orleans, Tent No. 45, staged an informal open house gathering to display and to open their new quarters at 829 Gravier St. Practically all of the members, wives, friends, and many persons in film, newspaper, radio, TV and other amusement fields were in attendance.

With the exception of the dining room furniture, the quarters are complete.

Regent Here Sold; To Convert to Studio
The sale of the Regent Theatre on Third Ave. in New York by the Playhouse Operating Co., Inc., to film producer Nicholas Farkas has been announced by Berk and Krumgold, theatrical real estate specialists, in conjunction with O'Car & Co.

Farkas immediately announced plans to convert the property into a studio for the production of films for both theatre and TV use.

The Playhouse Operating firm, which operates a circuit of theatres in the metropolitan New York area, has managed the theatre for many years.

Du M. to Show Color-TV
Allen B. Du Mont Laboratories will place emphasis on color television in its exhibit at the 34th annual conven-

The Exceptional Association of Radio and Television Broadcasters in Chicago, April 15-19. DuMont will put on display its Vitacans live color pick-up system and its color multiscanner.
After the theater, get aboard

“The Starlight Nonstop”

... fastest and only DC-7 overnight service, New York to Los Angeles

You've just left Broadway's after-theater crowds. Now it's 12:30 a.m., and you lean back in the reclining seat of your DC-7 Mainliner®. Shortly after you are airborne, your stewardess will offer a “nightcap” highball, serve a delicious hot after-theater supper. Later, if you like, warm “go-to-sleep” bouillon or cocoa. As you speed westward in the world’s fastest airliner, sleep overtakes you. You'll awaken, rested, enjoy an appetizing breakfast before your 6:15 a.m. Los Angeles arrival. Behind you, a wonderful trip. Ahead, the whole day is yours.

For reservations, call MUrray Hill 2-7300; in Newark, call MAركt 4-1500 or write United or an authorized travel agent.
Regarding NLRB Uphold Trial Examiner's Decision in Oregon Labor Case

By J. A. OTTEN

WASHINGTON, April 2—The National Labor Relations Board indicated strongly today that it would not take jurisdiction in cases involving a chain of film theatres whose annual gross income was less than $10,000,000. In an important action, the NLRB upheld a trial examiner's decision dismissing a labor case involving the Hollywood Theatre in Portland, Ore.

The trial examiner had held that the theatre's labor policies were set by Evergreen State Amusement Corp., rather than by National Theatres, Evergreen's parent. This means, he said, that the case does not involve a chain with gross sales of more than $10,000,000 a year, and so does not come within the board's jurisdiction. He said that if National had set the policy, as contended by the NLRB general counsel, the board's jurisdiction was

Universal Chicago Sales Meet April 19

Universal Pictures will hold a three-day mail-year sales executives conference of its home office sales cabinet and district sales managers at the Hotel Drake in Chicago, on April 19-21, with Charles J. Fechner, vice-president and general sales manager presiding.

Highlighting the agenda will be the formulation of the company's releasing plans for the Summer and Fall, including special plans being develop

O'Shea and Skouras Sign Deal

RKO to Handle "Oklahoma!" In CinemaScope Overseas

RKO Radio Pictures will distribute Rodgers & Hammerstein's motion picture production of "Oklahoma!" in CinemaScope throughout the world outside of the United States and Canada, it was jointly announced here yesterday by Daniel T. O'Shea, president of RKO Radio, and George P. Skouras, president of Magna Theatre Corp.

Skouras, following the conclusion of the distribution agreement, left here for Europe to investigate the possibilities of opening the Todd-AO version of the film, it is understood. O'Shea said that RKO is "very interested" in and is considering the early production of certain important

Meet Here Today

SBC Seeking Information on Pre-releases

Other Topics Will Be Discussed With Schmel

From THE DAILY Bureau

WASHINGTON, April 2—Distributor representatives, meeting tomorrow with lawyers for the Senate Small Business subcommittee which has been looking into exhibitor-distributor problems, will be asked, among other things, what they think they can do about pre-release practices.

According to Jack Fynn, subcommittee counsel, this will be one of the areas in which distribution will be asked to give testimony when they take the stand before the subcommittee.

Popeye to AA For Television

Alkael Artists' television subsidiary, Interstate Television Corp., is expected to consummate negotiations with Hearst's King Features for the acquisition of over 170 "Popeye" cartoons for $3,000,000 by the end of this week, according to an Interstate TV official.

The transaction, which was negotiated by G. Ralph Branton, Interstate president and AA vice-president, is said to run for "a number of years" during which Interstate would sell the Paramount-produced cartoons to independent and network TV outlets in packages.

Col. in Three-Film Deal With Schnear

From THE DAILY Bureau

HOLLYWOOD, April 2—Columbia Pictures has completed an agreement with Morningside Productions, of which Charles Schnear is president and producer, for three feature films, it was announced by Harry Cohn, president.

The first of the three, as yet untitled, will be in the category of such

Strong Attractions

Easter Holiday Business Tops 1955 in N.Y.

By MURRAY HOROWITZ

The advent of the Easter holiday, coupled with many strong attractions, sent business spiralling along Broadway here. Among those films doing outstanding business were "Alexander the Great," "The Conqueror," "Serenade," and "Carousel.

The business along Broadway was reflected in many sections of the country, as well as neighborhood situations in New York, according to

Sees Hope for Tax Repeal

Optimism over the prospects of a successful tax repeal campaign was expressed here yesterday by Sam Pinanski, co-chairman of the Council of Motion Picture Organizations, who recently returned from a few days in Washington.

"I am more confident than ever that we can obtain tax relief at this session of Congress," Pinanski said, "but we shall have to work for it. By that I mean that theatre men at the

Alexander' Weekend Grosses: $297,000

United Artists' "Alexander The Great" rolled up a gross of $297,000 over the weekend in its first 20 engagements around the country, it was announced yesterday by William J.
PERSONAL MENTION

FD MOREY and Morey R. Goldstein, Allied Artists vice-presidents; L. E. Goodspeed, Eastern division sales head, and Arthur Greenblatt, home office sales executive, will leave here today for Chicago.

Al Rosenberg, head of Warner Brothers home office contract department, became a grandfather with the birth of a daughter-in-law, Mrs. Harold Rosenberg, at Newton, Mass.

Eugene Picker, vice-president of Loew's Theatres, and Mrs. Picker have announced the engagement of their daughter, Jean, to Paul B. Firstenberg of New York.

Charles Rossmann, RKO Radio European general sales manager, will arrive in New York by plane tomorrow from Paris.

Fred R. Greenway, manager of Loew's Palace Theatre, Hartford, has returned to his duties there following a lengthy illness.

 Abe Goodman, 20th Century-Fox advertising director, has returned to New York from Florida.

Herbert Wilcox will return to England today from New York via B.O.A.C.

 Howard LeSueur, Columbia Pictures director of advertising-publicity, has left here for a two-week vacation.

Christopher Mann, British theatrical agent, is scheduled to arrive here today from London via B.O.A.C.

Margaret Ettinger, president of the Ettinger Co., has arrived in New York from Hollywood.

Zoltan Korda, producer, will arrive in New York today from England aboard the "Queen Elizabeth."

Robert Juppe, publicist, is the father of a son born to Mrs. Juppe at Hackensack (N. J.) Hospital.

Edmund Grainger has arrived in Denver from the Coast.

Columbia Dividend

Columbia Pictures' board of directors at a meeting held yesterday declared a quarterly dividend of $0.06 per share on the $0.25 cumulative preferred stock of the company, payable on May 15 to stockholders of record May 1.

Could Be Another Distribution Plot

Special to THE DAILY

MINNEAPOLIS, April 2—Benjamin Berger, president of North Central Al-elm from the back, where he helped tell the Senate Small Business subcommittee how bad things are for exhibitors, admits that they're no better for some sports pro-
motion.

Berger, who also is president of the Minneapolis Lakers of the National Basketball As'n, said his club lost about $80,000 during the last two seasons, but that the club won't fold, he said, adding he hopes for improve-
ment next year.

Crime in the Streets'

Premiere at Victoria

Morye R. Goldstein, Allied Artists' vice-president and general sales man-
ger yesterday announced that Vincent M. Feeney's "Crime in the Streets" will have its world premiere engagement in May at the Victoria Theatre in New York.

The deal was consummated by Goldstein and Max Fellenzer, vice-
president of Lopert Films, operators of the Victoria for City Investment Co.

Allied Artists' recently-announced production expansion program includes such properties as William Wyler's "Friendly Persuasion," starring Gary Cooper and Dorothy McGuire, which is now being edited for release later this year; "Ariane," to be produced and directed abroad by Billy Wilder with Cooper and Audrey Hepburn in the starring roles; "Typee," which John Huston will produce, direct and write and which will go before the cameras in Tahiti in July; and "Notre Dame of Paris," starring Anthony Quinn and Gino Lollbrigida, which will start production in France next month.

Weitman to Arrange Cinema Lodge Fete

Robert M. Weitman, vice-president in charge of program development for CBS Television, has been appointed

18 Theatres Bought

By Canada Circuit

OTTAWA, April 2—Eighteen the-
aetres have been acquired by the new Regional Theatres Circuit, a sub-

PARTICLE from Odem Theatres, from

the National Theatre Services, Ltd.

Purchased were the Roxy, Acton; Roxy, Burlington; Roxy, Cornwall; Roxy, Cooksville; Roxy, Dundas; Roxy, Georgetown; Biltmore, King-
ston; Roxy, Midland; the Drive-in, Midland; the Roxy, Oakville; Biltmore, Oshawa; Elmndale and Century, Ottawa; Century and Roxy, Owen Sound; Roxy, West Hill, and Roxy, Woodbridge.

The Odem Theatres transferred to the new subsidiary were the Royal, Aurora; the Drive-in, Odeon and Roxy, Brampton; Windsor, Hamilton; Roxy, Newmarket; Century and Greg-
ory, Oakville; Odeon, Sturgeon Falls, and the Paradise, Toronto.

UPA to Establish British Subsidiary

HOLLYWOOD, April 2—Stephen Bossout, president of UPA Pictures, Inc., and Ernest Scanlon, vice-presi-
dent and treasurer of UPA, have an-
nounced that UPA Pictures' Holly-
wood tomorrow for New York en-
route to London and to attend the Cannes Film Festival. While in Eng-
land, they will establish offices in London, and will take over the production director for UPA, Ltd., a branch of UPA.

Major activities of UPA, Ltd., will be the handling of sales and distribution of UPA television production activities in England and on the continent, and ultimately, to establish an animated film cartoon studio in Lon-
don to produce television, documen-
tary and educational film short sub-
jects.

STCOA to Elect

Officers Next Month

Southern California Theatre Owners

Association will hold its annual election of officers in May in Los Angeles, Harry C. Arthur, president, disclosed here yesterday.

Arthur said that his trip to New York from the Coast is to discuss the possible presentation of the Todd-AO production of "Oklahoma!" in the Missouri Theatre, in St. Louis. He said that he had a conference with George P. Skouras, president of Mag-
na Theatre Corp., yesterday concern-
ing a deal.

Fox Branch Moves

Twentieth Century-Fox's Pittsburgh exchange will move to new quarters effective April 16. The new address is 1723-25 Boulevard of the Allies. Nat Rosen is branch manager.

Wilkinson, Levy and Jacocks Relected

By Connecticut T.O.

Special to THE DAILY

NEW HAVEN, April 2—George H. Wilkinson, Jr., of Wallingford, was reelected president of the Motion Picture Theatres Owners of Connecticut at the annual election meeting held here.

Others returned to office for a

other term were Irving C. Jacock, jr., as treasurer and Herman A. Levy, general counsel for the Theatre Owners of America, as executive secretary.

13 Named to Board

Named to the board of directors were James M. Darby, managing New Haven's Paramount Theatre John Perakis of New Britain; Michael Alperin, of Southington; L. Brown, director of advertising in publicity for Loew's-Full New England Theatres; Harry Feinstein, manage-

of Stanley-Warner Theatres; E. Hoffman, of the B & Q chain; Arthur H. Lockwood, of Winste; Albert M. Pickus, of Stratford; Samuel Rosen; Larry Burn, New En-
dlond divisional chief for Loew's; Pauli; Sami; Smith, of Stamford; Wilk-

son and Irwin Wheeler of New

cana.

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RADIO CITY MUSIC HALL... Rockefeller Center

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Co-Starring JOHN FONTAINE

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Andersonville

A NOVEL BY

MacKinlay Kantor
SSBC Meet

(Continued from page 1) tee sometime after Congress returns from its Easter recess. Flynn and sub-committee counsel Charles Noone will also ask distributors to be prepared to describe the way they think an industry arbitration system should be handled. Other topics on which Flynn and Noone will seek information will be film rentals, film shortages and the effect on the industry of decreasing millimeter sizes in which pictures will be produced.

Will Seek General Information

In general, Flynn said, the distributors will be asked to supply any information which would be helpful to the Senators serving on the subcommittee. Flynn and Noone will also want information on when much of the distributors will want to take on the stand.

The meeting is scheduled to take place sometime tomorrow morning in the offices of Adolph Schine, general counsel for Universal Pictures. It is expected that a number of other distribution company representatives will attend the meeting.

Columbia-Schneer

(Continued from page 1)

“special effects” features as “It Came From Beneath the Sea” and “Earth vs. the Flying Saucers,” both produced by Schneer for the Sam Katzman unit at Columbia.

A previous distribution deal made by Schneer with RKO has been cancelled by mutual agreement, RKO production chief William Dozier having agreed to release the producer so that he might continue his relationship with Columbia, where he has been associated since 1939.

George Hollander, 65

OMAHA, April 2—A heart attack proved fatal to George Hollander, 65, for 25 years in show business in Omaha, manager of the RKO Taboo Theatre here for more than a decade. Survivors include his wife, son, two sisters and a brother.

Devote Mass Tomorrow

HOLLYWOOD, April 2—Requiem Mass will be held Wednesday morning at Blessed Sacrament Church for Dave Devote, assistant manager of the RKO Pathe studio, who died on Sunday of a heart attack.

Says It Would Ease Shortage

Production by Divorced Circuits Vital to the Industry: Livingston

The one major problem confronting all exhibition is that of the “shortage of product” and the only way to get more product is through the “divorced circuits,” Robert R. Livingston, secretary of the Theatre Owners of America, declares.

Livingston will speak at the annual convention of the Independent Theatre Owners of Arkansas at the Velda Rose Motel in Hot Springs, Ark., today, and copies of his comments were released yesterday at TOA headquarters here.

They Have the Means

The sole method by which theatres around the nation could secure more product is by having “divorced circuits” engaged in production, “as they have the means and they also have the need,” Livingston states. “More product! Yes! We need more product, and we also need good product. Remember, at one time your patron came to the theatre to enjoy the air conditioning and the easy chairs, as well as the movies. Today, he has all that and some. So we have to have more and better product—no matter how—to entice him back into the theatre,” the TOA secretary asserts.

Livingston also cites the goals of TOA as expressed by TOA president Myron N. Blank in his address. “The strength of your national association is deeply rooted only through the theatre in your community,” he said, adding that a “healthy, vigorous state or regional organizations is necessary because only through unity can we survive.”

Calls for New Ideas

The TOA executive also comments on the subject of new ideas and new approaches in boosting theatre attendance. “The real test is here, and there is more to come—separating the lemon from the men in this thing we call show business,” he said.

FCC Compiles Data

At Request of SSBC

WASHINGTON, April 2. — The Federal Communications Commission has agreed to compile information on the extent to which motion picture producers and distributors hold interests in television stations, according to Jack Flynn, counsel to the Senate Small Business subcommittee now looking into distributor-exhibitor problems.

Subcommittee chairman Humphrey (D., Minn.) suggested at the final day of exhibits before the subcommittee, that it might be instructive to look into the extent to which companies in the entertainment field — both motion picture producers and distributors — held interests in the television field.

Flynn said he had asked the FCC to make such a compilation and that the FCC said it would do so and would send the result on to the subcommittee.

Tax Repeal

(Continued from page 1)

The hopeful attitude must not keep after the Congressmen and Senators until the lawmakers realize that tax relief is absolutely necessary immediately if this great industry is to continue its development. The Easter recess gives an excellent opportunity for this work.

Sees Attitude as Friendly

“I honestly believe our great roadblock could be our own failure to press our campaign with Senators and Congressmen alike,” he said.

“While in Washington I talked with several leaders and I was enormously encouraged by the friendly attitude which they showed toward our industry and its problems. At the same time, I was given information that indicated we were completely justified in our original belief that this year was the time to seek tax relief. I cannot be too emphatic in stating that our prospects are excellent.

“For a long time I was alone, or practically alone, in my efforts to get Congress to do this tax job,” he said. “But in the last two weeks, the attitude of the Senate and the House has shown these efforts are likely to be fruitful. Thanks, however, to the magnificent work done by Bob O'Donnell and his tax committee, as well as by Bob Coyne and the COMPO staff, our early appeals to exhibitors to seek further tax relief are now being fruit.

Optimistic Regarding Result

“There is a great deal going on in Washington that does not get into the newspapers. As a consequence, some people do not realize the possibilities for tax relief that may be developed if we only work hard enough. I want to tell my friends in the industry that if we can roll up our sleeves and do this job, Congress will have an excellent chance of success in this session, in my opinion. “I know of the conditions that I know exist in Washington, I want to say that anybody in this industry who fails to push this campaign is doing himself and his family a disservice by not supporting it.

Universal Meeting

(Continued from page 1)

oped for the handling of “Toy Tiger” and “Avalanche.”

Alfred E. North, executive vice-president of Universal, who will be enroute from好莱坞 to New York will attend the opening day session.

Home Office Officials to Attend

The home office executives participating besides Feldman will be Barlow Moon, assistant general sales manager, F. T. Dana, Eastern sales manager, F. J. A. McCartney, Southern and Canadian sales manager; Foster M. Blake, Western sales manager; James J. Jordan, circuit sales manager; Irving Soehn, short subjects sales manager; Harry Kellman, sales head of the U-S.I. special films division and district managers James V. Frew, Atlanta; F. R. Rossin, Cleveland; Joseph Ginzburg, Machne & Sottich, Chicago; Lester Zucker, Kansas City; Barney Rose, San Francisco, and Henry H. Martin, Dallas.
NLRB Ruling

(Continued from page 1)

on would then have been asserted. Exceptions were filed to the examiner's decision, but not before the full NLRB board.

The board announced today that it had upheld the examiner's decision, with no members dissenting.

Florida Case a Precedent

The examiner, William E. Spencer, cited as support for his ruling a little-known NLRB case involving all Florida State Theatres, Inc. In that case, the board refused jurisdiction over a group of Florida theatres, even though corporations which in turn were wholly-owned subsidiaries of American Broadcasting-Paramount Theatres, which does far more than $10,000,000 business a year. The board then held that the theatres were managed locally and there was no operational integration between the operation of local theatres and the parent companies.

The Florida and Oregon cases are important because the board is still working out exactly how it will apply its standard of jurisdiction in the retail and service fields. The board sometime ago said it would not take jurisdiction over a multi-state chain of retail and service stores unless the entire chain grosses over $10,000,000. Theatres are apparently to be considered as falling in this category.

In the Oregon case, an individual sued unfair labor practice charges against Local 159 of the International Alliance of Theatre Stage Employees, in connection with employment at the Hollywood Theatre. The general counsel argued that the board should take jurisdiction, because National Theatres had more than $10,000,000 a year business.

Sees Evergreen in Control

The trial examiner said the Hollywood Theatre was operated as an independent part of a chain controlled by Evergreen and its subsidiaries, and that personnel and labor policies were set locally; he said there were no evidence showing that theatres in the Evergreen chain had been integrated for operational purposes with any other chain owned by National. Since the theatres in the Evergreen chain do not gross $10,000,000 a year, the examiner dismissed the proceedings.

Hospital to Release Wanger at Weekend

HOLLYWOOD, April 2—Walter Wanger's condition continues to improve and his physician, Dr. Clarence Agress, plans to have him leave the Cedars of Lebanon Hospital this weekend for two additional weeks of rest at his home before returning to his headquarters at the RKO Studio.

A mild heart attack suffered by the 47-year-old producer Monday is not expected to affect his plans to start his first SKO film, "Underdog," on May 28, survey of major circuits. American Broadcasting-Paramount said theatres, which has affiliate circuits throughout the country, reported that the past weekend was better than the Easter weekend a year ago. At the Warner Theatre in Hollywood, a very steady $195,000 is forecast for the second week of "Serenade" at Radio City Music Hall, which also features its own 19th Easter pageant, "The Conqueror." At the Criterion is expected to break the house's first week record, with $70,000 predicted for the first seven days.

At the Roxy, which also features an ice show, a very big $107,000 is due for the seventh week of "Carousel." "Miracle in the Rain" at Loew's State is slated to hit a swell $52,000 for its first week. At the Paramount, a very nice $42,000 is projected for the second week of "Anything Goes."

'Las Vegas Strong'

"Meet Me in Las Vegas" at the Astor is forecast for a fine $35,000 for its third week, while a very good $20,000 is indicated for the 10th week of "Man with the Golden Arm" at the Victoria. "Cinamara Holiday" at the Warner still is doing land office business with $44,000 seen for its 60th week. "Oklahoma" is doing nicely at the Rivoli, with $90,000 indicated.

The first week of "On the Threshold of Space" is expected to do a lively $23,000, with a satisfactory $18,000 due for the first week of "Patterns" at the Mayfair.

Among off-Broadway first-run houses, a very big $15,500 for "Rich and Famous" at the Bijou is seen for its third week. At the Trans-Lux 52nd Street, a pretty good $8,000 for the fifth week of "Doctor at Sea" is predicted.

The J. Lewis circuit, both in New York and out-of-town, reported business very good. Similar reports were received from speakers for RKO Theatres and Stanley Warner. A Trans-Lux spokesman said that while business at the weekend was good, it did not come up to expectations. Most circuit officials declined to compare this year's Easter weekend business with last, stating that Easter fell earlier this year as one reason.

The week, marking the end of the traditional dull Lent season at the box-office, is expected to continue through the week, with schools closed.

"Flamenco" in 8 Cities

Clicking in Opening Dates

Darryl F. Zanuck's "The Man in the Gray Flannel Suit," opening Thursday at the Fox Theatre, Detroit, and in seven other key cities on Friday, registered new weekend earnings and towering Easter week grosses are indicated, Fox reported.

In four days at the Fox, Detroit, "Man Loaded" at the Fox Flushing Suit" notched $19,693. A three-day mark of $11,595 is reported at the Harris, Pittsburgh.

Historical Films Creating

Balt. Box-Office Records

BALTIMORE, April 2.—Historical films are currently creating box-office records here as the Easter week attendance boom goes into full swing. "Morgan" at the Maryland, which is breaking box-office records at the Mayfair Theatre while "Alexander The Great" at the New Theatre is tripling grosses of a "Man Called Peter," which was the 1951 record-breaker.

"Carousel" has been a strong attraction at the Century Theatre where it is showing its fourth week. "Any- thing Goes" at the Strand Theatre has failed to match "East of Eden," which was the attraction there a year ago. "Pacific" and "I'll Cry Tomorrow" have been held over at the Hippodrome and Town Theatres, respectively.

McWilliams Resigns

Ad Post with Magna

Harry K. McWilliams has resigned as assistant director of advertising, publicity and exploitation for Magna Theatres, which is based in his distribution of "Oklahoma." No re- placement has been designated as yet, according to Nicholas John Mintsou- kas, Magna's director of advertising, publicity and exploitation.

McWilliams now is associated with Reemack Enterprise, Inc., producer of "The Original Amateur Hour."
RKO to Handle 'Oklahoma'

(Continued from page 1)

picture properties in the Todd-AO system to be exhibited on a roadshow plan.

Muras, in expressing his confidence in the concluded agreement between RKO and Magna, stated: "For many years RKO has been a vital force in the progress of the motion picture industry here and abroad. I feel that the new leadership under Dan O'Shea provides the strength and imagination necessary to the RKO organization to fulfill completely the expectations of such a great production as Rodgers & Hammerstein's 'Oklahoma'."

O'Shea further added that "Oklahoma!" is "more than a motion picture...it is basic American. Its anticipated success abroad will not only bring to the people of the world the greatest entertainment ever exported, but will afford an opportunity to the world's motion picture audiences to enhance their understanding of our people's attributes."

Chi. Airport Drive-in Is 'Peril to Aviation'

CHICAGO, April 2.—City officials have estimated it will cost taxpayers some $400,000 to purchase and raze a drive-in theatre and screen near O'Hare Field that has been declared a peril to aviation.

The theatre, owned by Sam Shiner and M. L. Weiss, is expected to be operating in late May. According to city officials, the theatre screen, which measures 55 feet high and 100 feet wide, lines up incongruously close to the present two runways at the field. They report a third runway to be built at a later date would virtually wipe the aircraft over the municipal airport.

A meeting between city officials, airline authorities and the theatre owners has been scheduled to discuss the question of settling the dispute over the 40-acre site. Shiner and Weiss maintained they proceeded with plans for the drive-in after the airport planning commission office notified them that no use of the land adjoining the field was planned for some 10 to 15 years.

Disney Setting Plans For 'Chase' Debut

With a parade, a costume ball and numerous other festivities set to surround the occasion, the Atlanta world premiere of Walt Disney's "The Great Locomotive Chase" is taking shape. The first showing of the Civil War film will take place at Loew's Grand Theatre on June 8, and will be the culminating item in two full days of celebration.

The entire two-day world premiere program is under the joint sponsorship of the Georgia Federation of Women's Clubs and the Young Men's Circle of Tallahassee Falls School, and all the proceeds of the various functions will go toward maintenance of the School.

John Bailey, 73

CLEVELAND, April 2.—John W. Bailey, 73, who came here from Johnstown, Pa., in 1911, died suddenly this week in the projection booth of the Mall Theatre where he had worked for 38 years. He was a member of Local 160, IATSE, and the Odd Fellows.

Start Eight Pictures, 32 in Production

HOLLYWOOD, April 2.—Camera work started on eight new pictures while seven others reached the completion stage last week, for a total of 32 pictures now in work.

Started were: "Shakedown on Bis- cayne Bay" (Columbia); "Raintree County," a Technicolor, color (Metro-Golds- warner); "The Loves of Omar Khayyam," VistaVision, Technicolor, and "The Lonely Man," VistaVision, Technicolor (Paramount); "Pharaoh's Challenge," Bel-Air Artists); "The Mole People," and "The Great Man" (Universal-International); "The Wrong Man," Alfred Hitchcock Prod. (Warner Bros.).

Completed were: "Bugsy Mal Gay," (Paramount); Bonanza Pros, "Girls in Prison," Golden State Prod., and "X—The Unknown," Hammer Prod.—Sol Les- cer Co-Prod. (Independent); "Blood Brothers," Grant Pros., and "Gun the Man Down," Morrison-McLaglen (United Artists); "Francis in the Haunted House" (Universal-Interna- tional); "The Burglar's Balls," Cine- 

ABC Vending Net
Up $215,481 Over '54

A net income of $1,564,038, an increase of $315,481 above the 1954 figure of $1,249,557, has been reported for the 52-week period ending Dec. 25, by ABC Vending Corp. Earnings per share jumped from $.14 in 1954 to $.63 for 1955. Sales increased from $48,188,338 in '54 to $50,175,202 for last year.

Cinerama Premiers At Roxy in Atlanta

ATLANTA, April 2. — A capacity crowd including many state and in- dustrial leaders through the Roxy Theatre for the premiere of "This Is Cinerama," the first to be shown in the southeast.

The premiere and its associated events, which included a parade of celebrities and officials who arrive by way of 2,000-yard "Cinerama Walkway," was sponsored by the At- lanta Symphony Guild which bene- fit the completely-sold-out performance.

Robert Riley Elected Technicolor Director

Robert Riley, vice-president i charge of Technicolor's Hollywood sales, was elected a member of the board of directors of Technicolor Mo- tion Picture Corp., at its annual share holders meeting, Dr. Herbert T. Ka- us, president and general manager of Technicolor, announced.

Riley, a native of Massachusetts, joined Technicolor in 1922 when the headquarters of the organization were in Boston.
Won't Ignore 'Verbal Assaults'

Brandt 'Abused Privilege'

At SSBC, Myers Charges

WASHINGTON, April 3.—A supplemental statement to the Senate Small Business Subcommittee has been issued by Abram F. Myers, general counsel and board chairman of Allied States Association, in answer to the testimony of Harry Brandt, president of the Independent Theatre Owners Association of New York, at committee hearings here on March 22. Myers pointed out that no such supplemental statement would have been needed if Brandt had not "abused his privilege by consuming more than two hours of the subcommittee's time in a tirade against Allied and other exhibitor associations and their leaders."

Claiming that Brandt "has made a

(Continued on page 7)

Ark. ITO Renames Carbery as President

Special to THE DAILY

HOT SPRINGS, Ark., April 3. — The re-election of James Carbery of Little Rock as president of the Independent Theatre Owners of Arkansas and the return to office of five district representatives of the organization was announced yesterday.

Yates Tells Stockholders

Republic's Major Income Now Derived From Laboratory, TV

By MURRAY HOROWITZ

The accent on the growing income potential from television for Republic Pictures was underscored here yesterday by Herbert J. Yates, Republic president, at the company's annual stockholders meeting. Yates, expressing optimism at the TV activities of the company, said he could not express the same optimism regarding the production and distribution of motion pictures. The company's TV activities which he listed under the "optimis-

For SBC Hearings

Distributors Lay Testimony Groundwork

SBC Lawyers Meet Here With Adolph Schimel

The groundwork for distributor testimony before the Senate Small Business subcommittee, which has been investigating the motion picture industry's trade practices, was laid here yesterday when committee counsellors Jack Plym and Charles Noon confered with Adolph Schimel, vice-president and general counsel for Universal Pictures, here.

Schimel, who prepared the current industry arbitration

(Continued on page 8)

‘Oklahoma’ Abroad

By RKO in ’Scope, Todd-AO, Standard

Rodgers & Hammerstein's “Oklahoma” will be released abroad by RKO for projection in Todd-AO or CinemaScope, with standard projection prints available later on.

Pasternak and Katz

Talk Columbia Deal

Harry Cohen, president of Columbia Pictures, is negotiating with the newly formed partnership of Joe Pasternak and Sam Katz on a possible long term releasing deal, it was reported yesterday.
New Independent Unit to Make 4 in '56

Amalgamated Productions, Inc., has been formed by Richard Gordon and Charles F. Vetter, Jr., to produce a series of theatrical pictures here and abroad.

First on the schedule is "Requiem for a Redhead," in which Richard Denning and Carol Mathews will star. Maclean Rogers has been signed to direct the picture, which starts shooting on April 9 at the Nettlefold Studios in London.

Amalgamated has acquired an original screenplay, "The Crooked Sky," by Lance Hargreaves, for its second feature. The company plans an undersea for two added properties. The company plans to shoot four pictures in 1956.

CBS to Make Film Of Kelly Wedding

The Columbia Broadcasting System yesterday announced that its news production staff will produce a 90-minute feature film of the wedding ceremonies and highlights of M-G-M actress Grace Kelly's wedding to Prince Rainier of Monaco. The news production will be shown on CBS-TV on April 21, 11 to 11:30 p.m. (EST) and will be sponsored by Maybelline Co.

Para. Owns 26.6% Of Du Mont Lab.

Twenty-six per cent of the total number of outstanding shares of Allen B. Du Mont Laboratories, Inc., is owned by Paramount Pictures, according to the Du Mont Laboratories notice to stockholders. The company's annual meeting on May 7 in Clifton, N.J.

The stockholder's meeting has been called to elect a board of directors, including number, for the coming year and to act upon a proposal to approve the stock option of 25,000 shares at $9.81 per share granted to David T. Schultz, president.

The proxy statement reveals that at the close of business on March 9, 1956, Paramount Pictures owned 628,500 shares or 26.6 per cent of the 2,390,002 shares of Du Mont Laboratories.


All of these persons are now directors of the company. Balaban, Ralbaum and Weisk are respectively president and director, vice-president and director, and chairman of Paramount.

Latin America Agent Set for Superscope

HOLLYWOOD, April 3. - Superscope president Joseph Tushinsky has appointed Guaranteed Pictures De La Argentina to represent Superscope 235 in all Latin-American countries. Under terms of the agreement reached in conferences with GP president Jamie Cabouli, the latter is pledged to deliver a minimum of 50 Latin-American productions per year for conversion to Superscope 235.

Armour on Global Trip

Reginald Armour, executive vice-president of Republic International, will be left here today for London, the first-leg of his world tour which will take him to the Near East and Far East. He is due to return home at the end of May.

26 Story Properties Purchased by MGM Before Publication

From THE DAILY Bureau

HOLLYWOOD, April 3. - M-G-M policy of purchasing story property before going to press has brought the studio an all-time high of material with 16 stories or treatments ready or in preparation, it was announced today by studio head David S. O'Brien.

The latest acquisition is "The B Dream," a novel by Leon Urso, which is in the writing stage. The studio signed the property after reading a market advance story that deals with modern Israel.


Trent Group Leases New Rochelle House

A long term lease for the Theatre at New Rochelle, N.Y., has been signed by the Trent Theatres Corp. headed by Max A. Cohen in Mark I. Finkelstein.

Morris Goldberg and Gilbert Leventhal have signed the lease for the reopening of the theatre with art policy of domestic and foreign films. Berk and Krumgold, theatrical real estate specialists, negotiated the transaction. It recently leased Gem Theatre in Far Rockaway to the same firm.

"Night" to Bow Here

The Swedish production of "T Naked Night" will have its American premiere at the Little Carnegie Theatre here on Monday. It will be presented by William Sheldon, vice-president of Times Film Corp, who is distributing the film.
For Second Consecutive Year

Universal Top Space Buyer
In U.S. National Magazines

For the second consecutive year, Universal-International during 1955 led all other film companies in the number of pictures pre-sold through advertising in national magazines and Sunday newspaper supplements, it was revealed yesterday in the final compilation of the Publishers Information Bureau report for 1955.

Of the industry's 88 pictures that were given national magazine campaigns during the year, nearly one-quarter were from U-I, which pre-sold exactly 20 of its 1955 releases through national magazine advertising, it was explained.

U-I used more different publications than any other film company, its campaigns covering 26 national magazines and Sunday supplements, according to the PIB report which revealed that U-I also led all film companies in dollar expenditures for national magazine display advertising. In commenting on the PIB report, David A. Lipton, U-I vice-president, pointed out that the company also was one of the leaders in other forms of pre-selling its product.

We believe that pre-selling of pictures is so important that we use every possible media in our campaigns to whet the public's interest considerably in advance of the release of our pictures," Lipton declared.

During 1955, U-I argued its national magazine advertising with two national billboard campaigns covering 40 markets and more than 400 communities throughout the country.

The company also was a major user of TV spot time for national pre-selling of its products utilizing spot announcements on a national basis two to three months ahead of the release dates on several of its important releases.

In addition to its pre-selling, U-I also concentrated heavily on newspaper advertising for point-of-sale selling in all of the important territories throughout the country, Lipton said.

WB 'Miracle' Party
To Benefit Canteen

New York's Cathedral Canteen, organized in 1941 and since that time host to more than 4,000,000 service men, will be the beneficiary of the "Motion Picture Theatre Party" to be held tonight at Loew's State Theatre, when Warner Brothers' "Miracle in the Rain" will be shown to a celebrity-studded audience.

A feature of the evening will be the presentation of a scroll to the millionth serviceman to visit the canteen since the Korean War.

"Miracle in the Rain," which was shot mostly on location in New York, is the first motion picture to film dramatic sequences inside St. Patrick's Cathedral.

The picture opened at Loew's State last Saturday.

Lockwood & Gordon
Acquires Drive-in

HARTFORD, April 3—The A. J. Bronstein interests of Hartford, drive-in developers, have leased their East Hartford Family Drive-In Theatre, at Route 5, to Lockwood & Gordon Theatres. The 650-car capacity theatre was built by the Bronstein organization in 1954.

The action takes the Bronsteins, headed by father-and-son team of A. J. and Joe Bronstein, out of active Hartford theatre management.

Goldsmith Detroit
IFE Representative

Lee Goldsmith has been named sales representative for the I.F.E. Releasing Corp. in the Detroit exchange area, it was announced by Seymour Poe, executive-vice-president of the company.

Goldsmith, who recently resigned from Universal Pictures, has covered the Detroit territory for several years.

Studies Guarantees

USTA in Move
To Spur S.A. Distribution

WASHINGTON, April 3. - The United States Information Agency is now studying the possibility of granting a limited distribution of Hollywood pictures in several South American countries.

This was revealed today by Turner J. Shelton, head of the USIA's International Motion Picture Division, who has just returned from a tour of South America. While there, Shelton said, he discussed with Robert Corkery, assistant-vice-president of the Motion Picture Export Association, the problem of limited distribution of Hollywood pictures in South American countries where there is an existing "Golden Dome," as the out that the USIA might help through its Information Media Guarantee Program, Shelton said, and he brought the problem back for study. Part of Shelton's job is approving both the guarantee and the pictures which are distributed under the guarantee.

His Program in Yugoslavia

The new program has a guarantee program operating for distribution in Yugoslavia. It announced recently that it would also guarantee some portion of distribution in Viet Nam.

National Federation

Cites 'Golden Demon'

The National Federation of Motion Picture Councils, Inc., composed of 90 Better Film Councils in major cities, has selected the Japanese color feature "Golden Demon" as the "outstanding foreign film of the year" to be shown at its annual convention, April 19-20, in St. Louis.

The screening will be followed by a symposium on "Evaluating a Motion Picture," that will be addressed by Arthur De Bra, director of community relations of the Motion Picture Association of America, and a representative of Eastman Kodak, who will speak on the color effects in the film.

Edward Harrison is releasing "Golden Demon" in United States.

Other films to be shown at the convention include Cinemara's "Seven Wonders of the World" and Warner Bros. "Giant."

Cornish Retires

HARTFORD, April 3—Samuel P. Cornish, who has sold his interest in the Niantic Theatre Corp., Niantic, Conn., to Socrates Delgeorges and "bought" California "bound with Mrs. Cornish. The couple plans to live on the Coast in retirement, following some 45 years in the exhibition end of the film industry.
GREAT NEWS!

Ever since "Lili" had its record-breaking run at this theatre our patrons have asked us for another Leslie Caron picture of equal charm and beauty... We've got it for you. M-G-M's enchanting love story "Gaby".

LESLEI CARON
JOHN KERR

OUR NEXT ATTRACTION!
GOING AFTER "GABY"
Telling the nation! Billboards, Newspapers, Magazines, Radio, TV!

Based on a Screen Play by Albert Hackett and Frances Goodrich and Charles Lederer

NATIONWIDE POSTING CAMPAIGN
Above is the beautiful, specially lithographed 24-sheet that sells "Gaby" from hundreds of billboards across the nation in: Buffalo, Boston, Cleveland, Houston, Los Angeles, Memphis, New Orleans, Philadelphia, Pittsburgh, Portland, Ore., Salt Lake City, St. Louis, San Francisco, Seattle.

NATIONAL MAGAZINE CAMPAIGN
Full pages in 4-colors in: Life, Redbook, Cosmopolitan, Seventeen. Look (two facing ½ pages in 4-colors).

"PICTURE OF THE MONTH" COLUMN: Look, Collier's, Good Housekeeping, McCall's, Woman's Home Companion, Cosmopolitan, Parents', American.

"LION'S ROAR" COLUMN: Saturday Evening Post.

AND NEWSPAPERS! AND RADIO! AND TV!

(Available in Magnetic Stereophonic, Perspecta Stereophonic or 1-Channel Sound)
Ten-Month Income For Writers in TV More Than Tripled

From THE DAILY Bureau

Television HOLLYWOOD, April Today...3.—The Writers Guild of America, West, today disclosed in a report to its membership, that the aggregate writer income from television writing for the 10-month period ending Jan. 31, 1955, was $1,411,500, and that the corresponding figure for the 10-month period ended Apr. 1 is $4,583,500, indicating and increase amounting to $3,142,000.

Film TV Growth

(Continued from page 1) of "Who's Who and What's Where at TV Film Producers and Distributors," published by Broadcast Information Bureau.

The publishers also reported that there are 373 companies making spot film commercials and that 1,432 national advertisers are using TV.

"Lovers to Normandie

Lovers and Lollipops" will open at the Normandie Theatre here on April 17, Richard Brandt, president of Trans-Lux Distributing Corp., is releasing the film, announced.

Concise and to the Point

The significant developments in television and their meaning...

Edited for Executives

Television Today

Right at the start of the week—through an interpretive new style of journalism — this concise report and analysis of the significant news and events keeps you posted quickly and easily.

Television Today

Published every Monday in conjunction with Motion Picture Daily

OUR members of his famous Mercury Theatre Players repertory group have been cast to support Orson Welles in his first Hollywood TV role in Ford Star Jubilee's production next CBSaturday of "Twentieth Century." The quartet are Keenan Wynn, Roy Collins, Phil Van Zandt and comic Benny Rubin, all of whom Orson hasn't seen for about 14 years.... Jack Ward, composer-operator-conductor of hundreds of radio and TV programs from back in 1934, has opened his own studios in Carnegie Hall where he'll teach piano and organ technique.... Among the several talented young composers who were set for the new Danton in his new tone "How To Be Successful Before 40" (Prentice-Hall) is Bill Hobin, popular associate-producer-director of the Max Liebman spectaculars.... Bill owns up to 32 summers.... Ruth Knopf, formerly assistant to Doug Edwards at CBS, has become assistant director in the weekday service dept. at the Fund for the Republic. Sotto voce to Sylvia Spence: How is the "Robert Sherwood contest" progressing?

Robert Q. Lewis takes the cake—the birthday cake that is—which his TV staff will present to him tomorrow. Bob is one of the hardest workers in television and easily one of the best liked by his associates.

... Eve Arden will fete the "Ed CBSullivan Show" Sunday, April 29, while the smiling Irishman is away in Japan on a talent scouting tour.

A new teleseries, "The Professor Is Young," is conceived, and to be produced by Gary Stevens and starring Alan Young, will go before the cameras next week for the National Broadcasting Company.

Films under the aegis of Mark Stevens TV Company. Series will have a girls' college locale, will be scripted by Frank Gill, Jr. with Mark Stevens, executive producer. Wn. Morris Agency pacted the series and will handle national sales to sponsors.... Ed Simmons and Norman Lear, scripters and directors of the "Martha Raye Show" have been released by La Raye in order to devote their full time to several TV projects skedded for NBC filming in Hollywood this summer.

March, they say, is the breezy (windy is the correct word), but in the first place the March, we refer to is far windy and, too (we've renewed our poet's license), but March, Hal, that is, has been set for quite some breeze in his own in a 6/8 tempo this first week of April. Last night he enceed, as is his weekly wont, the "864,000 Question" Tonight he stars in the "Kraft Television Theatre" presentation of the comedy, "The Paper Foxhole," and Friday he'll be interviewed by Edward R. Murrow on "Person to Person."... All ye bridge, canasta and gin rummy hounds, harken to this friendly advice from flack Spencer Hare. If you'd like to learn how to memorize cards that have been played and thus improve your paste-board efficiency, tune in Saturday, April 14, at 6:00 P.M., to NYChannel 5 and pay heed to Dr. Bruno Furst, director of the School of Memory and Concentration.... Edward Arnold has returned to Gotham from Florida where he was featured in his 115th motion picture, "Shakedown on Biscayne Bay." He'll be seen next Wednesday on Kraft's "The Last Showdown," which will also feature Glenda Farrell, Victor Jory and Elizabeth Montgomery.

CBS Starting Monday morning, April 16, "My Little Margie," co-starring Gale Storm and Charles Farrell and "Amos 'n Andy," will replace "The George Skinner Show" and "Morning Memo" in the half-hour segments of the 9:00-10:00 slot... Mary Scott, wife of Sir Cedric Hardwicke, will substitute for panelist Ilka Chase on the ABC's "Cleaver Masquerade Party" TVer, April 11 and 18, while Ilka sails to Monaco for an upcoming stage engagement.... DeVY, composer-conductor of Frank Drake, whose music has been featured in numerous motion pictures, radio and TV vehicles and currently batonier on Don Fedderson's "Do You Trust Your Wife?" program, may soon have his own panel CBSShow, "Words About Music," coast-to-coast. With regular panelists Oscar Levant and Elsa Lanchester and featuring top-flight songwriters as guestpanelists, the program, after but two months on KNX-TV, may go network.... David Savage, since 1951 assistant to prexy Reub Kaufman at Guild Films, has resigned to become president of Theatrical Enterprises, Inc.

Arbitration

(Continued from page 1) discussions with Magna Theatres Corp. officials over the possible production of "Oklahoma!" in Todd AO at the Missouri Theatre in St. Louis, said that "arbitration to an exhibitor holds the same meaning which it would to an American manufacturer." Points to Rodgers Policy Arbitration of a film rental on a motion picture can never be accomplished to the satisfaction of a buyer and seller, but "you could arbitrate and then have the distributor set the price of the picture by the distributor," Arth. stated. He cited, as an example, the sales policies which were in force in M-G-M when William F. Rodgers was general sales manager. "At the time, the distributor set up a top run for a top picture in a selecte situation and used this as the basis in setting his sales policy and rental limits," Arthur said, advocating that if such a program were put in wide-spread use by all distributors now, it would tend to alleviate many problems brought about by film rentals. The SCTOA executive, in discussing the old M-G-M sales policy, said that "after a test run the film rental set would be adjusted upwards or downwards found necessary during the regular run of the picture." Cites Case of 'Marty'

Arthur said that if an industry arbitration system were now to operate, United Artists would have the right to seek an upward revision in the rentals asked for "Marty," as everyone underestimated the potentiality of the film. "In this case, the distributor would have arbitration working for him," he said.

Commenting on the product situation, Arthur's case will not be useful to cultivate the patrons' tastes for foreign films, but looking of more of them. "There is vast need to double the number of films now produced and shown in the classifications," he said, adding that such an increase in the number of films available would fill all available screen time and do away with "forced runs.

Favors Circuits' Production

American theatres are for a move which would boost the number of pictures available to them, if SCTOA held. "With exhibition circuits now in operation and the distribution by forced circuits would be considered a good step forward in alleviating the problem," he stated. "The industry needs to invest money in production, and of all the circuits, the circuits should be the ones which have this they have a circuits product." Commenting on business in on genuine circuit theatre, Fauchon Marco Service Corp., Arthur said that exhibition business in the past five months hasn't lived up to expectations due to the product being released. "It just has been a bad cycle," he said. Arthur will leave here on Friday for St. Louis.
Myers Replies

(Continued from page 1)

In reply to the attack on Allied and its activities, Myers told the subcommittee that, while he did not wish to ignore the "verbal assaults," except for the fact that the hearing was not confined to the industry but had become a public rec

responsive defense of the picture company's concept of independent filmmaking and exhibition and the "American way," he said, that Allied would have continued to be a board of directors, one member being elected by each constituent unit. The units, he added, gain complete autonomy.

Charges 'Vicious Piffle'

"Most of Brandt's accusations," Myers said, "are mere vicious piffle.

The more serious ones must be cor-

Myers recalled that in 1939 efforts were made to set up a fair trade prac-

tice code and that after it had been completed, some of the directors were not satisfied with it and the Allied con-
vention rejected it. Brandt, Myers said, joined forces with distributor representatives in urging the code's approval. Myers said that Brandt's "lies are unrepentent evidence stemming from his inability, in free and open debate, to persuade the as-

sociated exhibitors to follow him instead of others in which they had greater confidence." Later, he pointed out, Brandt expressed himself as being op-

posed to competitive bidding, but when briefs by associations in opposition to the practice were submitted to the Supreme Court, neither Brandt nor the ITOA came out against it.

Myers then reviewed recent developments as to arbitration, the product shortage and made a plea for

standing order.

Photographed in CINEMASCOPE and in color by Technicolor, Columbia Pictures production of Paul I. Wellman's novel, "Jubal," is a strong and absorbing Western action film of the calibre which is destined to do business at the box-office. With a cast topped by Glenn Ford, Academy Award winner Ernest Borgnine and Rod Steiger, this picture, besides teaming exploitable names, is replete with production values, as it has sufficient excitement, suspense, love interest and humor to promise good returns.

The film tells about a man with a hard-luck monkey on his back, a man who brings trouble to wherever he goes and a man who runs from trouble.

Jubal, which is the name of this character, is convincingly portrayed by Ford, who wins the friendship of his benefactor, ranch owner Borgnine, but has to kill him in self-defense. Borgnine is cast as a rough and crude cattle baron, who has a wife who is disgusted with him and flirts behind his back with other men. Steiger is cast here as an unsavory cow puncher with aspirations to take over Borgnine's ranch and wife, by hook or crook, and is almost successful in his ambitions. With a bunch of characters such as these, the story grips one's interest from start to finish. This film, which differs slightly with the ordinary run of Western productions, should easily satisfy most audiences.

With the later death of Ford from death in a blizzard, makes him foreman of the ranch. Steiger, who thought that he would get the job, goes out of his way to be vicious and his eminence becomes more acute when he finds out that Borgnine's wife had offered herself to the new foreman. The trouble is heightened further when a group of religious fanatics, on their way to the "promised land," camp on the ranch lands. Steiger deepens his feud with Ford over these "rawhiders" by disagreeing over whether they should be allowed to rest on Borgnine's lands.

The situation comes to a head when Borgnine, steamed up by his unfaithful wife and Steiger, goes after Ford with "muder in his heart." Ford kills him in self-defense, but the territory, incited by Steiger's actions, forms a posse and start looking for the ranch foreman, who has hidden out with the "rawhiders." A climax is reached when Ford dismisses that Steiger had attacked Borgnine's wife and killed her. Frontier justice then takes over as Ford clears himself of all charges.

The principal players are ably supported by Valerie French, cast as the unfaithful wife; Felicia Farr, Basil Buysbaud, Noah Berry, Jr., Charles Bronson, John Diekens, Jack Elam and Robert Burton. William Fadiman produced and Delmar Daves directed from a screenplay by Russell S. Hughes and Daves.


LESTER DINOFF

Presidents Meet

On the Agenda

The company presidents and foreign managers will meet here today in an effort to reach final agreement on a world formula for the division of permits. Although agreement on a principle already has been reached, a number of technical points still have to be cleared up, it was stated.

One of the items at issue is said to concern the definition of an American picture, a definition which is significant as a factor in calculating the formula.

Jack M. Warner Here


Republic

(Continued from page 1)

Director Placed

One of the highlights of the meeting was a statement read by Bernard E. Smith, Jr., a director, who at last year's stockholders meeting expressed dissatisfaction with certain aspects of management. At yesterday's meeting, Smith told of his satisfaction that management had gone along with his program of strengthening the board, by adding three directors, A. Louis Oresman, Ernest A. Hall and Medley G. B. Whelpley, and the hiring of an independent auditing firm to go over the books. He said, in addition, that he was assured by Yates that an additional director, with qualifications comparable to the newly-appointed directors, will be selected. Smith also voiced gratification at the stock dividend voted the last fiscal year.

Yates, responding to a number of stockholders' complaints about the lack of a cash dividend, blamed the company's limited working capital in the face of its laboratory and TV expansion program and the taxes paid to the Federal government and the need for the company to meet its cited Republic's $700,000 expenditure for additional film laboratory facilities in New York. The company's laboratories in New York, New Jersey and Hollywood, he continued, now do a greater volume of business with TV than with the motion picture industry. Yates also pointed out, in regard to dividend payments, that he and his family own a large block of the company's stock.

Confering on Taxes

In response to other queries, Yates disclosed that Republic Pictures and other motion picture companies are currently negotiating with Treasury Department officials on an issue involving taxes on liquidated blocked funds subsequent to 1948.

The following management nominees were re-elected to the board for a three year period: Hall, Oresman, Harry C. Mills, John J. O'Connell and Leon A. Swizball. About 70 per cent of the outstanding stock was represented at the meeting.

Yates Reelected

Republic President

Herbert J. Yates was reelected president of Republic Pictures at yesterday's board of directors meeting here, held following the annual meeting of stockholders.

Other directors elected include: Richard W. Altschuler, vice-president and director of world wide sales; vice-presidents, Douglas T. Yates, Sidney P. Solow, John O'Connell; treasurer, John Petruzzels, Jr., and secretary, Joseph E. McMahon.
Good-bye, My Lady
"Theatre-Warner"

This is a fine picture about a man and a boy and a dog. The man is played by Walter Brennan, the boy is played by Brandon de Wilde, and the dog is a Basenji, a breed of dog that is not very well known. The story is set in the Mississippi swamp country, where the man, who is a bounty hunter, is on the hunt for a man who has been murdering children. The boy and the dog are his only companions, and they are in constant danger. The film is beautifully shot, with a strong cast and a gripping story. It is a must-see for all dog lovers and those who enjoy a good mystery.

HOLLYWOOD, APRIL 3

WILLIAM R. WEAVER

Product Flow

(Continued from page 1)

Allied Artists’ subsidiary, Interstate Television Corporation, has leased to the National Broadcasting Company, the re-run rights to “98 ‘I Married Joan’ TV shows, it was reported yesterday.

NBC has scheduled the half-hour filmed show for presentation on Saturdays commencing May 5, at 10:30 to 11:00 A.M., and on Monday to Fridays, commencing on May 14, 5 to 5:30 P.M. (EDT).

and theatres, Goldenson and Hyman reported that producers have been approached by local newspapers following the canvassing of “men in the field.”

Both Goldenson and Hyman, in conclusion, said that the new program continues to be successful, and that the entire team is dedicated to maintaining its high standard of excellence.

Carbery Renamed

(Continued from page 1)

trick vice-presidents and the board chairman highlighted the organization’s 37th annual convention which ended today.

Charles Cochran, now executive vice-president of the board, and vice-president of the board, First, Orr Collins of Paragon; second, Bill Headstrom of Batesville; third, E. W. Savage of Booneville fourth, Charles Revels of Stephenville; and fifth, Roy Cochran of North Little Rock.

Terry Asey of England was named sixth district vice-president, replacing the former executive vice-president. The new directors, named were James McWilliams, El Dorado, Mildred Bomar of Little Rock, Henry Heaven of Forrest City and Adrian Coon of Pocahontas.

Carbery was appointed representative of the national TOA board of directors while B. Busby of Little Rock was elected legislative director.

The two-day convention included addresses by Robert J. O’Donnell, Dallas, general manager of the Int. State Circuit Inc., on what to expect in theatre operation, and William Gehrke, president of 20th Century-Fox, on what to expect in future programmes during the coming year.

Testimony

(Continued from page 1)

tion draft which has been submitted to the SSBC and who also is chair
man of the legal committee of the Motion Picture Review of America, reported that the conference will the government attorneys was of general nature and was on various interesting points.

Nothing specific was discussed by the committee, he said. The Universal official said that Flynn and Noone, who left here immediately after the conference for Washington, would report to the Senators on the committee, and then a date for the distributors’ appearance before them would be set.

It was reported previously, following the SSBC conclusion of testimony before the committee, that the distributors would appear before the Senate group sometime during the week of April 18.

Silent on Schimmel Meeting

To keep in touch with the counsellors, Flynn and Noone, refused to comment on the meeting with Schimmel when questioned during a luncheon break yesterday’s conference.

It is understood that at an earlier meeting the SSBC conference with Schimmel would center on exhibitor-distributor problems, among them being pre-release practices, the arbitration system, film and film shortages. Flynn earlier said, that he was seeking any distributor informal which would be helpful to the Senators serving on the subcommittee.

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e Solution 'o Issues Via Roundtables'

All Mich. Convention nity’ Can Force It

Special to THE DAILY

DETROIT, April 4.—The ultimate action to industry trade practices come through the “unity of exhibitors forcing roundtable discussions at top levels” between distribution and exhibition, is opinion expressed tonight by Jamin B. Good, chairman Allied Theatres of Michigan, admitting that Allied was asking congress to inaugurate legislation (Continued on page 6)

erman Trade Gids or Contest With TV

From THE DAILY Bureau

LONDON, April 4. — The film industry, competing only 400,000 television sets at time, but with more than a million expected by the end of year, will not to make the same mistakes American film industry made in using to TV competition, Dr. on Schelkopf, official representa- tive of the British Motion Picture Industry, said (Continued on page 6)

anteen Benefits by ‘Miracle’ Showing

A full house at Loew’s State The- ree last night paid tribute both Warner Brothers’ “Miracle in the G” and to the Cathedral Canteen, which received the proceeds from the sale performance.

The Cathedral Canteen was formed (Continued on page 6)

Presidents’ Meeting Reaches Permit Accord

By J.C. FAX

WASHINGTON, April 4.–Distributors who will take the stand before the Senate Small Business sub-committee investigating industry trade practices are expected not only to answer charges made by exhibitors, but also to come up with some complaints of their own against exhibitors.

This was yesterday sub-committee counsel Charles Brown and Jack Broidy (Continued on page 2)

Bollengier Named Magna Treasurer

The appointment of A. E. Bol- lengier as vice president and treasurer of Magna Theatre Corp., succeeding Malcolm Kingsberg recently resigned, was announced yesterday. As a certi- fied public accountant, he began his career with the firm of Price, Waterhouse & Co., in 1934, and stayed with it until 1942, having served as independant auditor of major Hollywood studios.

Upon his discharge from the U. S. Army Signal Corps, Bollengier joined Universal Studios and served as studio comptroller until 1947. He joined Eagle Lion as treasurer and served there from 1947 to 1949. Thereafter he was with the Hal Roach Studios as treasurer until 1951.

During the years from 1951 to (Continued on page 6)

Aggressive Front Before SSBC

Distributors Planning Defense and Offense

WILL Seek to Refute Exhibitors’ Charges, Also Present Grievances of Their Own

By J. A. OTTEN

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Broidy to Outline AA Product Plans Today

From THE DAILY Bureau

CHICAGO, April 4—allied Artists’ president Steve Broidy will outline the company’s future plans tomorrow at AA’s national three-day sales convention at the Blackstone Hotel here.

Moxen Broidy, vice president and general sales manager, will dis- cuss release plans for forthcoming AA (Continued on page 6)

Al Swerdlove Dies; N.E. Distributor

Special to THE DAILY

BOSTON, April 4.—Funeral services for Albert Swerdlove, 38, for the past 10 years head of Swerdlove Chil of New England, Classics of New England, and Federal Film Co., will be held Friday from Levine’s Chapel, Brookline. He died suddenly in New York last night while having a late snack in a hotel restaurant. Surviv- ing are his wife, the former Mollie Haase, and a brother, John of Mon- treal.

Only 25% Response to Own Survey

TOA Requests SBC to Poll Exhibitors on Trade Issues

Theatre Owners of America, in a letter to Sen. Hubert H. Humphrey of the Senate Small Business sub-committee investigating industry trade practices, admitted that it was unsuccessful in securing complete membership cooper- ation in answer to the organization’s questionnaire on industry problems.

Myron N. Blank, TOA president, urged Sen. Humphrey and his com- mittee to conduct a poll of exhibitors in order to get their views on matters “now before your committee.” The text of the letter was released here by TOA headquarters.

Blank, who sent the letter to Sen. Humphrey, with copies to Senators Andrew F. Schoeppl, Barry M. Goldwater, Wayne Morse and John F. Kennedy, said that “we have a copy of the Independent Theatre Owners Association, Inc., letter to you, signed by Harry Brandt, as president, respectfull urging you to have the (Continued on page 6)
Cites Opportunities for Special Shows, Tie-ins With Schools on ‘Alexander’

Special to THE DAILY

COLUMBUS, O., April 4.—Interest of educators in motion pictures having educational values, such as United Artists’ “Alexander the Great,” is indicated as an opportunity for exhibitors to tie in with schools, in the current bulletin of Independent Theatres Publishers, Orleans, La.

Robert Wilke, ITOO executive secretary, writing in the bulletin, points out that matinees can be scheduled immediately after school sessions are over. “Student organizations would buy the house for a fixed price and then sell tickets at the regular office box price, with the surplus going to student organizations,” Wilke relates.

“Another proposal is to offer a reduced rate to students at an afternoon show, with perhaps the balcony set aside for their use. The bulletin points out that the same kind of cooperation can be accorded other pictures with an educational angle.

Supowitz Dinner to Draw 300 from Trade

PHILADELPHIA, April 4.—David Supowitz, architec who has remodelled or built almost 500 theatres along the Eastern seaboard, will be honored as a testimonial dinner guest by the theatrical division of the 1956 Allied Jewish Appeal on Monday evening at the Bellevue-Stratford Hotel.

William C. Gehring, vice-president of the 20th Century-Fox, will be principal speaker for the occasion. In announcing the tribute, division co-chairman Jack Beresin and Howard G. Minsky declared: “The award is not only of his architectural talents, but of his insight and compassion which has added countless of the helpless and forlorn of all races and creeds through his leadership in the unsullied communal and philanthropic work.”

Among the slated 300 guests from the industry are: A. R. Boyd, Boyd Theatres; Ted Schlinger, zone manager for Stanley Warner; Jack Berezin, president of ABC Vending Co.; Melvin Fox, Fox Theatres; Leo Posell, builder.

Elect Rhoden, Jr., to Head Commonwealth

KANSAS CITY, April 4.—E. C. Rhoden, Jr., was elected president of Commonwealth Amusement Corp. at a stockholders meeting held here today to name a successor to the late Robert Shelton. Rhoden has been associated with the circuit in various capacities since 1937, most recently as executive vice-president.

The stockholders elected Richard Oscar as executive vice-president and R. F. Withers chairman of the executive committee. Howard E. Jameson was reelected chairman of the board.

‘Conqueror’ in Holland

Howard Hughes’ “The Conqueror” will open tomorrow in two theatres in Amsterdam, Holland, it was announced by RKO.

SSBC Plans

(Continued from page 1)

some time after Congress comes back from its Easter recess. Topics on which the Senators desire information include an industry arbitration system, pre-release and first-run practices, film shortening, and control of films in varying millimeter sizes.

Schnell and other lawyers for the distributing companies plan to hold a meeting before Congress to discuss the information that they will present to the committee and to decide what witnesses will represent the group on the stand.

According to Flynn, Schnell offered the complete cooperation of the distributors. In providing this information, Schnell was unable to say, however, whether the cooperation of the distributors would want on the stand, or when it would be convenient for them to appear before the committee.

‘Alexander’ Held Over in All Dates

Robert Rossen’s “Alexander the Great” is being held over in all of its 20 regional engagements. This multi-million dollar production is being put up as United Artists’ all-time hit-office success, company officials said.

The film holds over in the following situations: Atlantic, Loew’s Grand; Baltimore, New Theatre; Buffalo, Loew’s Buffalo; Cleveland, Loew’s Standard; Dallas, Majestic Theatre; Denver, Paramount Theatre; Ft. Lauderdale, Florida Theatre.

Also Houston, Loew’s Theatre; Jacksonville, 5 Points Theatre; Los Angeles, Fox Wilshire Theatre; Miami, the Colony and Florida Theatres; New York, Capitol Theatre; St. Petersburg, Palace Theatre; S. Louis, Loew’s State; San Francisco, United and Balboa Theatres; Seattle, Southland and Loew’s Riviera; Tampa, Palace Theatre; Washington, D. C., Capitol Theatre, and West Palm Beach, Carefree Theatre.

Says General Tire Rejected $50 Million Offer to Buy RKO

Special to THE DAILY

AKRON, April 4.—General Tire & Rubber Co. recently turned down offers to buy RKO for $50,000,000, it was disclosed by William O’Neill, GTR president, the company’s annual meeting yesterday.

O’Neill, in noting that the subsidiary is carried on the GTR books for less than $2,000,000, said that the consolidated reports of General Teleradio Corp., which includes the profits from the broadcasting station, would be larger.

He indicated that he was making this comment to point out the potential value of RKO Teleradio Pictures, which GTR purchased from Howard Hughes for $25,000,000 last summer, and merged with General Teleradio GTB, in July of 1956, purchasing RKO Radio Pictures from Hughes for $25,000,000, and then put under control of Thomas F. O’Neill, president and board chairman of General Teleradio Corp., and Trouble & Rubber. Under the operation of General Teleradio, RKO Rad Pictures sold its film library to C. C. Taylor for $15,200,000, and reactivated its production and distribution program.

DeMille Is Slated for Musical ‘Buccaneer’

HOLLYWOOD, April 4.—Paramount has announced that Cecil DeMille will “take an active part in the production for Paramount” of “Buccaneer,” in a musical version with Henry Winkler producing an Allyn Bruce directing.

DeMille filmed “Buccaneer” in 1938. The musical version is scheduled for 1957.

Joins DeMille Staff

Bette Doolittle, formerly television assistant at the National Association of Radio and Television Broadcasters and now recently director of home making service of P. Ballantine Sons, has joined Paramount Pictures as promotion specialist for Cecil DeMille’s production of “The Ten Commandments.” She will work out of the New York office under Maxwell Hamilton, executive assistant to DeMille.
Newsreels Planning Limited Coverage of Political Conventions

Avoiding direct competition on a news scale with the television network's coverage of JF Day, political conventions, theatre newsreel companies have indicated a forceful attempt will be made to take the public behind-the-scenes and show the mechanisms of party maneuvers and policies.

TV Activity a Factor

Both Irving Sochin, sales manager of Universal Pictures, and Walter A. Ament, vice-president of Warner News, agreed on the limited coverage in view of the TV full-time programming schedule of the conventions.

In fact, newsreel coverage of political conventions has decreased over a period of years. Ament observed, and a new approach to the meetings would be more feasible rather than direct competition on a news basis with the TV networks. He said that was less newsreel coverage of the 1952 convention than there was at the party sessions in 1948 when TV was just expanding its facilities to include the meetings. He also pointed out that TV programming schedules eight years ago did not permit widespread coverage whereas they now program the sessions practically around-the-clock.

Taking Worldwide View

Sochin disclosed that Universal News will focus attention on worldwide news events which are bound to be treated lightly, if at all, during the TV convention coverage.

"We'll give the convention highlights and then pass on to other news of similar importance. There's no reason to concentrate on the sessions when the public will have their fill just watching it on TV. We need a new approach and giving the public a behind-the-scenes look will be the newsreel answer to the problem," he said.

'Treason' to Astor

"Passport To Treason," starring Fred MacMurray, has been acquired for distribution by Astor Pictures Corp., it was announced by Robert M. Seren, president. It was a novel, then a TV play, by Manning O'Brien.

Reade Press Parade

Announcement concerning the future activities of Continental Distributing Corp. will be made here tomorrow by Walter Reade, Jr., an executive of the company, at a press conference prior to his departure for Europe for the acquisition of new product.

UA to Honor Hecht

United Artists will hold a reception honoring Harold Hecht, producer of the Academy Award winning motion picture "Marty," at the 21 Club here today.

Mixed Reports from the Field

Post-Easter Grosses Depending on Weather and Quality of Product

The post-Easter business pendulum appears to be swinging back and forth in relation to geographical locales. Theatre business in the Carolinas is reported to have shown a definite upturn since Easter, while Connecticut grosses are in the downspointing side, according to surveys.

An official of Stewart-Everett Theatres in Charlotte stated that patronage seems to be on the upswing since Easter, although balmy weather on Easter Sunday was blamed for discouraging people from staying indoors. "Picnic" and "Carousel" were the stronger magnets on Sunday, but even they were not up to expectations.

Bad Weather Hurts Connecticut

Farther North, reports from Connecticut indicated somewhat of a slump but had weather was given partly as the cause and also the belief by some theatre men that the quality of releases was not up to the level of last year. A bright spot on Sunday was "The Lady Killers" which had its New England premiere at the 1,200-seat Parsons Theatre in Hartford. Berne Menschell of Beral Theatres, Inc., which operates the house, said that the picture did the biggest weekend business since the record-breaking weekend of "Guys and Dolls" shown here several months ago.

Connecticut drive-ins have been reopening slowly in face of adverse weather conditions, and it now is felt that outdoor situations won't be hitting their stride until May or early June, depending on the quality of product.

In St. Louis, ideal weather drew capacity crowds to drive-ins for surprise services.

Easter and post-Easter theatre business in the Albany area was reported "excellent" in the first runs and "fair-to-good" in other spots. Easter Eve grosses dropped below expectations and then rebounded on Sunday, at least, to last year's level. Attendance continued firm Monday and Tuesday and the outlook was good for the remainder of the week.

Four Films in Lead

Pictures that got a major share of the public's dollar in the Albany territory during the pre-Easter and the days following were "The Comedian," "Song of the South," "Anything Goes" and "Whiplash."

In general, the post-Easter business in Milwaukee shows improvement over recent months with the exception of holdovers. Comparing the current business with that of a year ago, mixed feelings were expressed, some exhibitors felt it was generally better or the same and some think its lagging. Neighborhood houses are reported doing well.

'Seven Wonders' to Open Here April 10

The third Cinemara adventure, "Seven Wonders of the World," a search for modern marvels by Lowell Thomas, will have its world premiere on Tuesday at the Warner Theatre here.

The new Stanley Warner Cinemara Corp. presentation follows the 60-week run of Louis de Rochemont's "Cinemara Holiday." Shortly after its New York opening "Seven Wonders" will begin showings at the Cinemara theatres in Pittsburgh, Philadelphia and Dallas.

UA Allocates $40,000 On 'Pride' Trade Ads

United Artists has allocated $40,000 for preliminary trade advertising during the production of Stanley Kramer's "The Pride and the Passion," which goes before the VistaVision cameras in Spain this week, it was announced by the distribution company.

The expenditure will serve to tee off the advertising campaign which will grow in size and impact over a period of three to four months following completion of shooting in the Fall, UA said.

Legion Puts 2 Films In Class B Category

Two films were judged as Class "B" in the latest release by the Legion of Decency.

"Alahum," a German-English film released by the Distributors Corp. of America, was said to contain subject matter which is judged to be morally repellant and questionable for entertainment purposes and, in addition, contain suggestive corrupting and situations.

The second film, "No Man's Woman," a Republic release, was cited as reflecting the acceptability of and tends to justify divorce.

To Reissue 'Kane'

For Art Theatres

The business of "Citizen Kane" at the 55th Street Playhouse in New York now in its seventh week, has decided RKO to re-release the Orson Welles production for extended runs exclusively in leading art houses in key cities, it was announced by Walter Branson, vice-president.

A special advertising and publicity kit has been created for these dates of "Citizen Kane." In addition to the news, publicity stories and photo layouts, a new trailer has just been completed.

In Cable Here

Johnston Tells Of His Journey To the Orient

India was described as a "vast market, capable of development," for the motion picture industry by Eric Johnston, president of the Motion Picture Association of America, in a cable message here yesterday from Rome, marking the conclusion of his trip to the Far East.

Visited Pakistan

The cable to MPAA headquarters also told of Johnston's visit to Pakistan, where, he said, the film market is growing with the country. Johnston said his arrival in Rome on Monday was met by Griffih Johnston, Motion Picture Export Association vice-president.

Johnston in his cable said he received a royal welcome in both India and Pakistan. While in India, Johnston continued, he met with leading producers, exhibitors and censorship is dead. Since his return, which resulted in better understanding of mutual problems. He added that he had a one-hour interview with Prime Minister Nehru.

Contacted Government Officials

In Pakistan, similar meetings with the Prime Minister were held and government officials and leading producers and exhibitors were held by Johnston, he informed MPAA headquarters.

The MPAA-MPEA president is expected to remain in Rome until Thursday. While there, he is due to examine the permit situation and other thorny Indian issues. He is due to return to Washington on Sunday.

Peck, Miss Pavan to Attend 'Flannel' Bow

Gregory Peck, who portrays "The Man in the Gray Flannel Suit," and Marisa Pavan, who also has a leading role in the Darryl F. Zanuck CinemaScope production, will attend the benefit premiere of the 20th Century-Fox film at the Roxy Theatre here next week. All proceeds will go to the March of Dimes.

Starting this weekend, a television promotional campaign consisting of 130 announcements will be directed to TV audiences in the New York area. The spot series will feature Peck in 10, 20 and 60-second endorsement messages, in which the star will discuss the film, an adaptation of the Sloan Wilson novel.

Adolf Schwartz, 85

HARTFORD, April 4 — Adolf Schwartz, 85, former owner of the West End Theatre, Bridgeport, Conn., is dead. He was sworn in as a police officer 45 years ago, the theatre had been operated by his son, Jack Schwartz.


WARNER BROS. PRESENT THE C. V. WHITNEY PICTURE STARRING JOHN WAYNE.

THE STORY THAT SWEEPS FROM THE GREAT SOUTHWEST TO THE CANADIAN BORDER IN VISTAVISION AND COLOR BY TECHNICOLOR.

JEFFREY HUNTER, VERA MILES, WARD BOND, NATALIE WOOD

SCREEN PLAY BY FRANK S. NUGENT, EXECUTIVE PRODUCER MERIAN C. COOPER, ASSOCIATE PRODUCER PATRICK FORD, DIRECTED BY 4-TIME ACADEMY AWARD WINNER.
’STERN EVER MADE!’ ☆ ‘IT RANKS WITH ‘COVERED WAGON’, ‘BOXOFFICE
REUNION OF JOHN FORD, JOHN WAYNE AND MERIAN COOPER
NATING’ AUDIENCE AS WELL AS THE GREAT MASS OF FANS!’ M. P. DAILY
A! FOR SHEER SCOPE, GUTS AND BEAUTY—NO PICTURE OF
 FOR THE BIG MONEY STAKES!’ ☆ ‘ONE OF THE FINEST
BREAT ONES! PROMISES TO MAKE ECONOMIC AS WELL AS
OWN YEARS!’
"THE SEARCHERS"

PRESERVED BY WARNER BROS.
Olympic Coverage Dispute

(Continued from page 1)

Olympic committee chairman, following his flat refusal to consider a pool of offers by four wire agencies which furnish news film to television stations.

Blasted Plan in Melbourne

At a committee meeting in Melbourne Hughes denounced the plan of the CBS, NBC, INS-Telenews and United Press-Movietone News for a television system which would charge the actual expenses incurred by the film companies in obtaining Olympic game coverage. These agencies, in a statement released recently as being completely unacceptable an offer by the Olympic committee to contract for the coverage and then market the film on a world-wide basis, Hughes refused the American offer yesterday as he made his charge at the TV film agencies.

The acceptance of the principals of free access to news coverage by the TV film cameras on the same basis as on which newsmen and still photographers are permitted to cover the games would not be in the Melbourne meeting. Television services in Great Britain and the Canadian Broadcasting Corp. endorsed the U. S. stand and were opposed to exclusive coverage with the subsequent payment of royalties.

'Positively Hopeless' Ken G. Hall, managing editor of Australia's Cinesound, which has a contractual agreement with CBS for furnishing news film, advised the New York office after yesterday's meeting that the situation is "positively hopeless" and that "further meetings will produce nothing to change the Australian point of view."

Clarifying the opinion of the U. S. agencies involved, Frank Doughi of CBS, who supported the pool system, declared "we are willing to let the whole thing drop if the committee fails to change its position. We have been fighting the Olympic problem for three weeks and cannot afford to be prepared to buy film rights on any basis—only on a pool system."

As such, he said, domestic agencies were not to bid for the film rights. An April 27 date had been scheduled by the Olympic committee for the tendering of bids for TV film rights. To date, the only firm interested in the pool is the London organization but it is doubtful they will meet the purchase price as estimated by the Olympic committee.

No Buyers in Sight

An agency spokesman declared the committee wants "a substantial amount of money" for the rights but that no one will buy simply because of the principle involved.

Theatre newsreel firms reported they were not interested in the Olympic coverage, much the same as when the Finland committee was marketing the film for the Helsinki games in 1952.

At that time a $100,000 price tag was attached to the exclusive film which has never been shown in the U. S. or Canada. An Olympic committee spokesman here declared there were no buyers, TV or news-reel-wise, for the Helsinki games which resulted in a financial loss.

Sochin Not Interested

The newsreel point of view was clarified yesterday by Irving Sochin of Universal-International News who asserted "we aren't interested in the Australian games. We had no interest in 1952 because of the price tag and due to the coverage by the press in Melbourne. Hollywood, we have no advertisers paying for the film; our only income coming from the sale of newsreels to theatres. It's too expensive for newsreel firms."

German Industry

(Continued from page 1)

itive of the German industry now visiting Hollywood to study this subject, told the press today at the head-quarters of the Association of Motion Picture Producers. Dr. Schelkopf said he has been surprised to discover that the American film industry still has not arrived at a final, definite policy with respect to TV. Although television has not yet become a serious deterrent to German theatre attendance, he said, there is no doubt in anybody's mind that its depressing influence will increase in pace with the increase in the number of set installations.

The German industry does not follow the American Production Code, he said, but does have its own self-regulation system, which is different in some respects and in administration but does have a parallel objective. In citing the superiority of the American code the visitor said: "I was pleased to learn from George Gershon that the American Production Code successfully prevents the appearance of material in bad taste on the screen. Our self-regulatory system can prevent certain things, such as giving offense to religious bodies or imputing praise to militarism, but it does not prevent bad taste from reaching the screen. This is highly regrettable."

Bodenell Named

(Continued from page 1)

1935 he became associated with United Artists Corp. and was active in the re-organization of that company. He left United Artists and the motion picture industry in 1935 and joined the American Express Co. as assistant comptroller.

Brodby to Outline

(Continued from page 1)

product, with emphasis on the launching of "Crime in the Streets" and "The First Texan," scheduled for release in June and July, respectively.


AA"'s New York delegation is headed by Ed Morey, vice-president.

Buffalo Elander

(Continued from page 1)

arranged to lease the property and conduct business there.

The announcement was made by William R. Ralinsk, general counsel for the Foundation, a non-profit organization, and Peter G. Becker, son of Al Becker, veteran local projectionist and theatre supply man, who will manage the theatre and serve with a directorate of three, consisting of Ralinsk, Elmer F. Lux, chief barber of the Variety Club of Buffalo, as the third director.

An agreement for leasing and administration of the Elander was completed last week between Ike Gordon of Rochester, new owner of the property, and Ralinsk.

Mich. Allied

(Continued from page 1)

similar to that existing for a long time in Europe and South America,berg, said that he felt that solutions could be worked out at across-the-table confer-
ences. Meanwhile, he urged Michigan Allied to "pitch into the struggle to obtain top pictures that are now allegedly denied to small towns and suburban houses.

Berger said that the distributor never expected that divorce would become a reality. By the same token, he advised the Allieds to stem the tide of distributing product at "decent, not confiscatory prices," because it is the "will and right of the public."

Registration at the Tullor Hotel was said to be record-breaking, will almost double the anticipated number of delegates attending the luncheon today. Social events consisted of a get-together at Variety Club To.

TOA Asks SSBC

(Continued from page 1)

Subcommittee hearing, Distribution and Fair Trade Practices of the Senate Select Committee on Small Business conduct a poll of exhibitors in order to get their views on matters under Senate committee. We made the same request.

"We have tried for several months now to get our members to answer a questionnaire in the field. We sent a questionnaire to each of our members and three follow-up letters, but only approximately 25 per cent have answered—not nearly enough to make useful analysis. We feel certain that your poll, because of the stature of your committee, would have a much greater response."

Blanks advises January, announced that TOA was sending out an industry questionnaire to 3,600 members representing 9,000 theatres to surveys them for viewpoints on pertinent exhibitor problems. He said that all compilation of the questionnaire would be used as the basis of TOA testimony before the SSBC.
U.S. Companies to Spend $500,000,000
On More and Bigger Pictures This Year

U.S. film companies have spent or will spend approximately $500,000,000 on pictures to be made and/or released this year, according to a survey by "Motion Picture Herald."

In addition, the "Herald" points out, practically all of the companies are using this money not only to make better and bigger pictures, but also to make more pictures to meet the product shortage.

In a partial breakdown, it was estimated that Paramount's investment in its inventory was well over $50,000,000; 20th Century-Fox has a budget of $100,000,000 for 34 pictures; RKO has penciled in an outlay of $22,500,000 for 11 pictures in the first six months of this year; United Artists is investing $45,000,000, and Republic will spend between $12,000,000 and $15,000,000 in production for the first half-year. All other companies are said to be hiking their budgets.

Conn. Theatres Get
SBA Disaster Loans

WASHINGTON, April 5.—The Small Business Administration granted a disaster loan of $192,000 to the Watertown Drive-In Theatre of Waterbury, Conn., to rebuild after the hurricane and flood damages of last summer.

This was revealed in the just-issued semi-annual report of the SBA to Congress. Three other disaster loans to theatres were also listed in the report. They were: State Theatre of Torrington, Conn., $10,000;Kennilick Theatre of Waterbury, Conn., $5,000; and Strand Theatre of Winsted, Conn., $40,000.

Big German Audience
For Films of USIA

WASHINGTON, April 5.—More than 2,000,000 persons saw U.S. Information Agency documentary films in Western Germany every month, according to Thomas J. McNell, of Westport, Conn., McNell, who has served as Information Agency films officer in Bonn for the past two years, and currently is in the United States on home leave, says that Agency films are being used effectively in combating Communist propaganda films made in East Germany and in promoting a better understanding of America.

State Commission Is Told
Proposed Mass. Wage Law
Would Threaten Industry

BOSTON, April 5.—The proposed minimum wage order for the Commonwealth was aired at a public hearing at the State House today, attended by a large group of exhibitors, theatre managers and circuit heads who came to protest the new schedule as set up by the Minimum Wage Commission of the Department of Labor and Industry. Speakers in opposition were headed by attorney E. Curtiss Mower.

In opposing the new wage order which would hike wages from 75 cents per hour to 90 cents and ushers from 65 cents to 80 cents, Mower stated that if this order became law it would have a profound effect on the financial structure of the industry. "I am speaking for a sick industry," he said. "Excluding drive-ins, there were about 400 theatres in existence in 1948 in the Commonwealth. Today there are 250, some of these are wobbling on the brink of disaster. Yet during this period the country has enjoyed its greatest prosperity. This new increase would mean an increase of 26 per cent for part-time help. Theatres cannot stand this bite. Another possibility we must (Continued on page 4)

By Resolution
24 TOA, Allied
Units Approve
Joint Program

WASHINGTON, April 5.—The Justice Department has received some two dozen copies of resolutions passed by member organizations of the Theatre Owners of America and Allied States Association supporting the joint TOA-Allied stand on arbitration of film rentals and production by divorced circuits.

According to a Department spokesman, a few of the resolutions endorse only the proposal to permit formerly affiliated theatre circuits who engaged in film production, with pre-emptive (Continued on page 4)

Milton London Heads
Allied of Michigan;
Simons, Lee Speak

Special to THE DAILY
DETROIT, April 5.—Milton London, of this city, was elected president of Allied Theatres of Michigan at the second and closing day of the 57th annual convention of the organization.

Alden Smith was named vice-president; William Wetsman treasurer and Bernard J. Kilbride, Jr., secretary.

The Advisory Board will consist of Sam Barrett, Carl Buermel, Clive (Continued on page 4)

Handel Named IFE
Publicity Manager

Charles Handel has been appointed publicity manager of the IFE Releasing Corp., it has been announced by Seymour Poe, executive vice president of the company. Handel formerly was a newspaper and syndicate contact for United Artists, where he spent seven years. He left U.A. in 1954 to join the public relations firm of Carl Erbe, where he remained until opening his own office last year.

Handel replaces Sam Friedman who recently resigned.
HOLLANDER RETURNS TO B & K POST
From THE DAILY Bureau

CHICAGO, April 5.—William Hollander, head of publicity and advertising for Balaban & Katz, returned to his office following six weeks in Florida. He had best selling reports that he would retire because of ill health.

COUNTER SUITS FILED
By Conn. Exhibitors

HARTFORD, April 5.—Differences between two veteran Connecticut theatre owners have broken out in the open with the filing of Superior Court suits.

Salvatore Saraceno, on behalf of the Middlesex Building Corporation, has filed suit for $5,095 back rent allegedly owed by the M&D Theatre Operating Co. Saraceno holds 50 per cent of the stock in the Middlesex Building Corp.

Michael Ferraro has sued an object of the Middlesex for $5,450 damages, charging this amount is owed him on a $5,000 note which was taken out in November, 1951, and which has been in default since November, 1953.

Saraceno is also associated in the M&D Theatre Operating Co., which controls the Middlesex and Palace Theatres, Middlesex, Conn., Ferraro. The Middlesex Building Corp. owns the building housing the Middlesex Theatre.

Adorno and Saraceno have been connected with the same interests for five years.

N.Y. COURT REVERSES BAN ON ‘MOM & DAD’

ALBANY, N. Y., April 5.—The Appellate Division today reversed the action of the Board of Regents, which had previously refused a license to the film “Mom and Dad.”

The court ruled unanimously in favor of the Regents was announced.

CAGNEY TO BE CHANEY

HOLLYWOOD, April 5.—Universal-International has purchased the screen rights to the life story of the late John Chaney, from Ralph Wheelwright and James Cagney, to be filmed in top-budget dimensions with Cagney playing Chaney.

NT DIVIDEND SET

LOS ANGELES, April 5.—The National Theatre, Inc., board of directors today declared a quarterly dividend of 12 per cent on the outstanding common stock, payable May 3rd to holders of record on April 5th.

BOSTON B’nai B’rith Elects Geo. Roberts
As Council President

SPECIAL TO THE DAILY

BOSTON, April 5.—George Roberts, treasurer of New England Allied Artists Productions, and also treasurer of the Rikfein Theatres circuit, was unanimously elected president of the Greater Boston Council of B’nai B’rith at the annual elections.

The council is composed of 3 lodges and 21 chapters in the Greater Boston area, with a combined membership of over 10,000 men and women. Roberts becomes the first member of the film industry family to New England to have been elected to this position.

In Many Fraternal Posts

He is a past president of South Lodge, the Theatrical Lodge of B’nai B’rith; on the executive committee of the New England regional board of the Anti-Defamation League; New England membership chairman on the advisory committee of the Jewish Vocational Service; a director of Temple Emanuel, Newton, an property master of the Variety Club of New England.

D.C. Lab. Workers Vote for IATSE

In an election conducted by the National Labor Relations Board, employees of Warner Bros., film laboratories and studio in Washington, voted the week to be represented by the IATSE as their collective bargaining agent. Included in the ballot were laboratory technicians, film editors, department employees and camera men and other film production technicians.

Contract negotiations will begin in the near future.

B & H NET UP

CHICAGO, April 5.—Bell & Howell Corp. reported record sales in 1951 and the largest earnings since 1944. Net income amounted to $2,007,545 which compared with $1,812,945 in the preceding year. 1955 sales total $42,197,575, as against $40,699,450 in 1954. Charles H. Percy, president, said both profits and sales for 1956 should be larger than in 1955.
Central Public Relations Office

**Chicago Exhibitor Advocates New Organization to Boost Attendance**

**Special to THE DAILY**

CHICAGO, April 5—A joining of forces among exhibitors and distributors on a nationwide scale, for the purpose of stepping up theatre attendance, has been suggested by James Jovan, a veteran in the business and owner and operator of the Monroe Theatre in Chicago's loop.

The gist of Jovan's proposal involves the setting up of a central committee through the combined effort of distributors and exhibitors (possibly through COMPO) where the prime function would pivot around getting people out of their homes in the evening, to attend a theatre.

Stating that he isn't unmindful that publicity hailing new innovations and the current crop of top product to some extent plays a part in stimulating business at the box office, Jovan contends that exhibitors and distributors as a body could do a much more effective job.

Jovan proposes that the type of organization he hopes to see established should concentrate on one basic theme... making people continuously aware of the fact that a change in entertainment would be refreshing and that instead of sitting at home night after night in front of a television set, a picture be made a habit at least once a week, possibly between the hours of five and nine o'clock.

Wants to 'Change This Habit'

"Families have become accustomed to checking TV programs and then settling down to watch them," he declared. "Let's change this habit," he added. "We can start subsidizing film programs. I feel confident that constant plugging will do us all a lot of good."

Shrewdly wanting to get the bull rolling on his proposal, Jovan indicated that distributors and exhibitors should contribute enough money to make up a national budget permitting a centralized public relations office to carry on operations from six months to a year.

"We have the talent and the money," he stated. "Let's get to work!"

**Albany, Ga., Plans Welcome for 'Lady'**

ALBANY, Ga., April 5—A two-day celebration will launch the world premiere of Warner Brothers' "Goodbye, My Lady," which will take place at the Albany Theatre here on Tuesday. Albany's Mayor McAllee heads the committee of prominent local personalities to be in the participate in the activities scheduled for Tuesday and Wednesday. The picture was filmed on location largely in and around Albany.

Walter Brennan, Phil Harris and Brandon deWilde, stars of the William A. Wellman Batjac production, and William Hopper who is prominently cast in the picture, will be in the Hollywood contingent attending the premiere which is the kick-off for a 370-theatre, four-week saturation booking in Georgia, Tennessee, South Carolina and Florida. The event will be accorded extensive press, TV and radio coverage.

**New Wash. Theatre**

SEATTLE, April 5—Sterling Theatres has broken ground for its new 1,500-seat theatre at Lewis-Clark Center on Highway 99 at 160th between Seattle and Tacoma. There will be a 35-lane bowling alley in connection with the theatre which will be named in a public contest before opening on Sept. 1.

**Liebman Joins 'Suit' Premiere Committee**

Max Liebman, producer of television "Spectaculars," has been named associate chairman of the Starch of Dimes premiere committee for Darryl F. Zanuck's "The Man In The Gray Flannel Suit" in CinemaScope, designated next Thursday at the Roxy Theatre here. Bert Bachrach, noted fashion expert, is committee chairman.

The TV executive will join Bachrach and other leading citizens from the business, social, civic and entertaining world in the sale of tickets to the "gala" debut of the drama starring Gregory Peck, Jennifer Jones and Fredric March.

Salk to Be Honored

All proceeds from ticket sale will go to the pello lighting organization and the event will mark the first anniversary of the Salk Vaccine.

The second consecutive commercial sponsorship of a 20th Century-Fox premiere telecast will see Eagle Clothes underwriting the "live" show seen here from the Roxy at the March of Dimes benefit.

In connection with the February premiere of the first CinemaScope '55 attraction, Rodgers & Hammerstein's "Carousel," at the Roxy, the TV show was sponsored by the Snow Company of Maine.

**Settle Tax Claim**

The Liberty Theatre at Wellsville, O., closed March 9 of this year by order of the Internal Revenue Dept. for non-payment of admission taxes, was redeemed by the owners of the building after making a settlement with an estate which had an interest in the property and upon payment of $3,295 in taxes. Jack, Paul and George Vogel, owners, made the settlement with the U.S. estate. Plans call for the conversion of the theatre to other commercial use.

**Butterfly' Opens April 23**

Italian Consul General de Ferraris Salabano will serve as honorary co-chairman with J. T. David, Japanese General Consul, for the American premiere of "Madame Butterfly" at the Baronet Theatre here on April 23. An accompanying group of Italian Technicolor open film will benefit the Hospitalized Veterans Service of the Musicians Emergency Fund.

**Co-Production Under Way**

"Death in the Garden," first co-production picture under the recently-made pact between Cineco and France, has gone before the cameras in Casamaloapan, Gulf of Mexico coastal town, under the direction of Luis Bunuel. Co-stars Charles Vanel and Simone Signoret will receive $28,000 for their assignments in this film, which will be reportedly cost $500,000.

**Borgia' Decision Appealed**

James Anderson, attorney for James H. Strode, manager of the Glen Theatre, Kansas City, has filed an appeal in the Johnson County Circuit Court following a municipal court decision against "Lorena Borgia." The film, shown at the Glen in January, was judged as having "obscene and immoral" scenes. Strode was fined $250.

**Para. Luncheon for Hamilton Thursday**

Jerry Pickman, Paramount Pictures Corp. assistant to the general manager, will be host at a luncheon for Maxwell Hamilton, newly appointed executive assistant to C. B. DeMille, at the Paramount executive dining room next Thursday. Trade press editors, who will be guests at the luncheon, will be introduced to Hamilton, who is co-ordinator of world-wide plans for the presentation of DeMille's forthcoming "The Ten Commandments."
TOA-Allied

(Continued from page 1)

rights on first-runs of their own pictures. The bulk of the resolutions, however, was on the personal as well as the arbitration of film rentals.

Pull Had Been Suggested

During the first part of the hearings before the Senate Small Business sub-committee last month, chairman Humphrey (D. Minn.) suggested that it might be helpful to poll members of the merchant organizations and find out of the stands on the two proposals. The speaker, however, said that although most of the resolutions were sent to J. P. McNeil, the hearings recessed, some had come in before Sen. Humphrey had offered his suggestion.

Massachusetts Law

(Continued from page 1)

face, the order becomes law, is a practical one. It could follow that there would be a greater pyramiding of wages above the part time workers, thus forcing the economic structure all out of proportion."

80% on Part Time

Breaking down one circuit of 12 theatres, representing some key city situations and some smaller theatres, Mower said "out of 118 employees classified as doormen, ushers, cleaners, service personnel and talent, only 20 are full time workers. Twenty-eight hold other positions, 51 are students trying to augment their college careers, 11 are housewives and eight are on pensions. Thus, this order should not deal with workers who are dependent on their jobs for a livelihood." In closing his appeal he said "Frankly, we don't know what exhibitors will do if this proposal becomes law. We will have to pare our ushers to the bone and many theatres may have to go out of business."

Allied Artists

(Continued from page 1)

is presiding, will meet individually with each of the panels. Roy Brewer, the company's exchange operations supervisor, and Manny Goodman and S. Borus, respectively Eastern and Western contract department heads, also will confer with each of the panel groups on mutual branch problems.


REVIEWS:

A Day of Fury  Universal

DALE ROBERTSON, Mara Corday and Jack Mahoney provide the action, romance and mild suspense in this color by Technicolor western that tells the story of a wicked town gone righteous and the vain efforts of a gunslinger to remodel it on a crime basis.

Much interest is centered on the love triangle among the coarse outlaw, Robertson; Mahoney, as the level-headed sheriff and Miss Corday as the one-time femme fatale of Robertson who sheds her past to become a respected woman and the love of Mahoney. Between episodes of romance and gun-fighting, there is suspense that is accelerated well by producer Robert Arthur and director Harmon Jones. Exploitation-wise, "A Day of Fury" was filmed with the avid western fan in mind. Photography director Ellis Carter did much to capture the western surroundings vividly in Technicolor.

Robertson is fairly convincing as the gunslinger who invades the little western town of West End, so named because it is the end of the west for the ranchers and outlaws. In an attempt to return the righteous town to crime, Robertson meets staunch opposition in Mahoney who finally succeeds in killing his rival in a final bar-room duel. Considerable footage is devoted to the suspense theme which is built up to a pitch before Robertson's death. Better than average musical scoring and orchestrations by Joseph Gershenson add to the film's appeal. Running time, 78 minutes. General audience classification. For May release.

J. E.

Altec Will Service

GPL Industrial TV

General Precision Laboratory Inc., Pleasantville, N. Y., has arranged with the Altec Service Corp. of New York to provide a nationwide, franchised service for its industrial television equipment. Altec has 200 field engineers and 50 branch offices and service points located from coast to coast. The new arrangement will permit purchasers of GPL equipment to contract for regular service and prompt replacement, whatever their location.

Simon, Gloth Buy Out

Connecticut Partner

HARTFORD, April 5.—The Pike Theatre Corp., which lists as principals Phil Simon and Robert Gloth of Hartford, is now operating the Pike Drive-In Theatre, Newington, Conn. Simon and Gloth have purchased, for an undisclosed sum, the interest held by their former associate, Lou Rogow, in the theatre. Under the trio's ownership, the theatre had been operated by the Turningpike Theatre Corporation.

Carolina Board

To Meet Monday

CHARLOTTE, N. C., April 5.—Current industry problems will be discussed at a meeting of the board of directors of the Theatre Owners Association of North and South Carolina here on Monday.

A principal item on the agenda of the board will be the selection of a permanent office for the exhibitor group's headquarters, as the group's office is now in a building which is being remodeled.

Circuit Men Meet

CHARLOTTE, April 5.—Some 35 managers of Consolidated Theatres in the Carolinas and Virginia returned today following their attendance at a three-day meeting of the circuit.

Broidy to Meet Press

Steve Broidy, president of Allied Artists Pictures, will discuss company and industry progress at a trade press conference tomorrow evening in the AA's office here.

Invitational Premiere

For 'Last 10 Days'

A special invitational premiere of Columbia's "The Last Ten Days," prize-winning film directed by G. M. Pabst from the film story by Erich Maria Remarque, will be sponsored by the Overseas Press Club on Tuesday evening at the World Theatre here.

The regular engagement of the film will begin Wednesday, April 11, at the World.

Michigan Unit

(Continued from page 1)

Waxman, William Clark, Ross, Foy, Perry, and Lessing.


The addresses by Joseph L. Lax, branch manager of 20th Century-Fox, and Mike Simons, customer relation head for M-G-M, featured today closing session.

Lee's talk dealt primarily with CinemaScope 55, while Simons treated exhibition generally, expressing the prediction of new-theatre building in the near future, particularly drive-in, nevertheless, in some new existing.

Support Tax Drive

Harold Brown, appearing as the local chairman for the National Committee for the Elimination of the Excise Tax gained the convention pledge of Michigan Allied support. The social status of the film theatre service, which is causing Michigan exhibitor concern, was discussed with corporation officers present. A resolution was passed for committee to be compiled which is making available its first quarter statements to Allied.

The convention closed tonight with a dinner in the Elmhurst Country Club, Windsor, at which Hildegarde entertained the guests.

USILA Films

(Continued from page 1)

and its foreign policy with regard to European and Soviet communism now existing.

The Agency's film library in Bonn McNeil says, contains 400 titles. These films, he points out, have about 20 weeks rental, mostly before West German civic, educational and youth groups.

The films range from Agency-produced newscasts to motion pictures on peaceful uses of atomic energy and life in the United States.

McNeil brought back with him number of Communist films produce in East Germany and samples of Communist pamphlets and posters. One of the films, produced in East Germany during the Leipzig Youth Rally in 1952, shows the intensity of films indoctrination of youth by counter-propaganda, McNeil says, the Information Agency is showing a film which was smuggled out of Latvia by a refugee and sent to the above-citizens in that Communist-dominated country.

'Shamrock' Deal

(Continued from page 1)

by Frank Nugent, stars a cast of Irish players, including Joseph R. Carroll, Jol Crowley, Dennis O'Day, Mai Crae and Maureen Connell, among others. Lord Michael Killanin is the producer. 'Shamrock,' a four-time Academy Award-winning director Ford on the colorful drama.

Friday, April 6, 195
TENT TALK

Variety Club News

A blanket reservation from Tent No. 39, of Las Vegas, for Variety Clubs International Convention has won an orchid for Miss Dorothy Mith, the tent's secretary, from First Assistant Chief Barker Martin Levine, Levine, upon receiving a check and reservation from the tent's 48 members, was so pleased he promptly wired the orchid to Miss Smith. The convention will be held in New York from May 9 to 12.

LONDON—A share of the proceeds from the 1956 Water Rats' revue, one of the year's biggest and most popular show-business events in England, will go to Variety Club. The event will take place at London's Victoria Palace in October. This will be the third successive year that Great Britain Tent No. 36 has benefited from a Rats' Revue, last year's having netted the club 600 pounds.

Exhibitor Killed

TACOMA, Wash., April 5—Arthur Morse, 72-year-old motion picture owner-operator of Tacoma, was killed instantly when his car crashed into a pole.

Grosses

(Continued from page 1)

week is progressing, with a robust box-office forecast for the weekend, barring any unusually bad weather. Many out-of-towners and vacationing school children with their parents swelled matinee grosses.

Business Good Nationally

Business reports from across the nation were received from circuit spokesmen, with affiliate theatres in key cities. According to an official of American Broadcasting-Paramount Theatres, the box-office is holding up very well, with business slightly better at this point than last Easter Week.

Speaking for Loew's Theatres, both in Metropolitan New York and out-of-town, an official said that by and large, with the exception of a few soft spots, business is better than last year. An RKO Theatres executive said it has been "a nice Easter Week," with business living up to expectations, although not as good as last Easter for RKO Theatres which then featured the high grosser "20,000 Leagues Under the Sea" in many of its situations.

Predictions Fulfilled

Meanwhile, along Broadway, the Warner Theatres, featuring the last week of "Cinerama Holiday" has been swamped with a ticket demand and is doing capacity business, according

'Conqueror' Breaks Criterion Record

In six days of its first week at the Criterion Theatre here, Howard Hughes' "The Conqueror" surpassed the previous house record for a full week, it was announced yesterday by Charles B. Moss, owner of the Criterion. Total gross for the RKO picture as of Wednesday was $74,161. Until then the top weekly gross since the Criterion opened in 1937 was $66,000 for "Country Girl" during a Christmas holiday week.

New Haven Cashing In on Borgnine

NEW HAVEN, April 5—Suburban exhibitors of New Haven, home town of Ernie Borgnine, Academy Award winner for best acting of 1955, are cashing in on the publicity surrounding the star.

Eight neighborhood houses in one of the most extensive saturation bookings to hit that town so far, are playing "Marty," the film that nailed down the award for Borgnine.

to a spokesman for Stanley Warner. Earlier excellent holiday grosses estimated in Tuesday's issue of Motion Picture Daily for other Broadway houses were proven by business, with a few houses doing better than the early estimates.

Cleveland First Runs Up, Neighborhoods Off in Easter Period

Special to THE DAILY

CLEVELAND, April 5—Boxoffice-wise, the Cleveland downtown theatres grossed about $17,000 more this post-Easter week than they did in the corresponding week of the previous year. But this year had two outstanding grossers to swell the take; namely "Alexander the Great," which pulled $25,000 with a steady box-office line for all performances, and "The Man in the Gray Flannel Suit," which drew $20,500. This year there were only two holdover programs compared to three in 1955. Ideal Easter Sunday weather, with sunshine all day, helped business.

Neighborhood Houses Suffer

In the neighborhoods and in many of the surrounding towns, however, exhibitors report business this week is way below that of last year. Owners of theatres in some of the larger surrounding towns report the trend was entirely in the downtown direction. Subsequent run houses "died," they say. Small town business was also reportedly down from last year.

Even drive-ins did not do as well as the fine weather justified. It being the first really fine Sunday of the spring, people were out driving, bumper to bumper, and outdoor theatres were no competition to sunshine.
NA049 PD=BALTIMORE MD 2 1052AME=
WILLIAM HEINEMAN, UNITED ARTIST CORP=
729 7 AVE=

DEAR BILL THANK YOU VERY MUCH FOR ALEXANDER THE GREAT
BIGGEST GROSSING PICTURE WE HAVE HAD SINCE
PLAYED SUCH GREAT PICTURES AS THE EGYPTIAN, SEVEN
YEAR ITCH, TALL MEN, ROSE TATOO AND MANY OTHERS =
BAD BUSINESS DURING HOLY WEEK A MYTH AS INDICATED
BY OUR HOLY WEEK OPENING ON THURSDAY AND 'GOOD FRIDAY
BIG PICTURES WILL DO BIG BUSINESS ANY TIME =
MY GRATULATIONS TO UNITED ARTISTS=
JACK FRUCHTMAN NEW THEATRE BALTIMORE=

and from

VARIETY NATIONAL BOXOFFICE SURVEY:

‘ALEX’ NEW CHAMP!
36 Films Slated
Allied Artists’ 39-Wk. Billings Show 42% Rise

Broidy Sees Best Year For Company, Industry

By LESTER DINOFF
Allied Artists’ domestic billings during the 39-week period of the present fiscal year, ended on March 30, are approximately 42 per cent ahead of those for the corresponding period of last year, and exceed the entire domestic gross of 1955, it was disclosed here at the weekend by president Steve Broidy, who expressed confidence in the future for his company and for the industry as a whole.

UPA Buys Back Cartoons from Col. For Use on TV

United Productions of America has purchased the TV rights to all of its UP Animation cartoons from Columbia Pictures for $200,000 with a view toward using the old cartoons for UPA’s TV program to be inaugurated over the CBS network early this fall. Columbia Pictures will continue to release new theatrical UPA cartoons.

Steve Broidy

Herbert Wilcox

Wilcox to Produce Three for MGM, One for Col. in UK in 12 Months

M-G-M and Columbia Pictures jointly will invest $3,000,000 in four independent productions which will be produced within the next 12 months in Great Britain by Herbert Wilcox.

Wilcox, in describing the three picture deal with M-G-M and the one-picture deal with Columbia, stated that “this is a tangible demonstration that British produced films are wanted in this market.” The producer said that the three M-G-M films will be produced in wide-screen and Perspecta sound, with joint financing, while the Columbia film also will be in wide-screen with that studio financing the production 100 per cent.

All four productions will be made (Continued on page 4)

Funeral Services for Mrs. Zukor Tuesday

Funeral services for Mrs. Lottie K. Zukor, wife of Adolph Zukor, founder and board chairman of Paramount Pictures, will be held here tomorrow at the Pacific E. Campbell Funeral Parlor, 81st St. and Madison Ave., at noon. Mrs. Zukor, who was 80 years old, died Saturday at Doctors (Continued on page 2)

Goldberg to Leave IFE for Jacobs Post

Fred Goldberg, advertising and publicity manager for IFE Releasing Corp., has reportedly resigned his position to join the Arthur Jacobs Agency here. Goldberg, who has been associated with IFE for three years, will leave on April 8.

Growing Bond Blank to Speak At Int’l Meet Of Exhibitors

Reade Tells of TOA Global Rental Study

By MURRAY HOROWITZ
The growing mutuality of interest of exhibitors throughout the world was stressed here at the weekend by Walter Reade, Jr., Theatre Owners of America director, who announced that TOA president Myron Blank will address the general assembly meeting of the Union Internationale de L’Exploitation Cinematographique in Paris next month.

Walter Reade

$1,000,000 Available To Continental for European Product

The availability of more than $1,000,000 to Continental Distributing, Inc., for the acquisition of new European product, was announced here by Frank Kassel, president, and Walter Reade, Jr., chairman. Reade, also head of the circuit bearing his name, also announced that he expects to reopen the Park (Continued on page 4)

Logan to Produce Series for Warners

From THE DAILY BUREN
Burbank, Calif., April 8.—Jack L. Warner, executive producer, announced that a contract has been finalized with Mansfield Productions for Warner Bros. presentation of a series of pictures to be produced (Continued on page 4)

TV Film Rights

In High Court Case

WASHINGTON, April 8.—The U. S. Supreme Court has been asked to review an Appellate Court decision which said that the telecasting of a price-fixing motion picture made in the southern United States 'violates the Constitution.'
TV Film Rights

(Continued from page 1)
1936 was an invasion of the privacy and property rights of one of the boxers.

The suit was originally brought against Philco Television Broadcasting Corp. and Chesapeake Manufacturing Co., by Albert Ettore, who fought Joe Louis in 1936. The film of his fight was telecast in 1946 and 1950 over Philco's Philadelphia TV station.

The District Court threw out the case, but it was taken on appeal to the Circuit Court, which reversed the decision. The brief, which was filed with the Supreme Court over the weekend, declared that a decision in this case may play "a vital part in future rights to televised motion pictures having amusement interest." The brief also stated that the Appellate Court decision in the Ettore case was in conflict with the Roy Rogers and Gene Autry suits, in which the actors tried to stop Republic from selling their old films to TV.

The brief maintained also that Ettore did not sign any reservations for future use of the picture and asked how, on that basis, the lower court could create new property rights.

Para. Gets Air Plugs


Canteen Donates Funds

HOLLYWOOD, April 9. — The Hollywood Canteen Foundation has donated $100,000 to the University of California at Los Angeles (UCLA) as a revolving fund for needy medical students. It was announced by chairman Stiein. Another contribution of $51,000 was given to UCLA by the Canteen from its original funds.

Wonders' Tonight

"Seven Wonders of the World," the third Caramana adventure produced by Lowell Thomas, will open tonight at the Warner Theatre here to an invitational audience.

Nancy Turner Married

Nancy Nason Turner, daughter of Terris Turner, RKO executive, was married here on Saturday in the Lady Chapel of St. Patrick's Cathedral to Harold F. Stone, Jr., of White- stone, L. I.

East to Meet West

At Marsh Testimonial

CLEVELAND, April 8.—Some 200 representatives of all branches of the industry will come here from Hollywood and New York to join Ohio exhibitors in a testimonial dinner tonight celebrating Marsh's 40th anniversary as the Plain Dealer film critic. Coming from Hollywood with George Murphy, who will enliven the affair, will be Jerry Wald of Columbia; Barnett Kleis- ling, Howard Strickling, Frank Whit- beck of M-G-M; Rufus Blair, Teet Carl of Paramount; Joseph Reddy of Walt Disney; Harry Grant of the 20th Century-Fox.

New York Well Represented

The New York delegation will include Stanley Warner president S. H. Fabian; Charles Einfeld, 20-Fox; Richard Altschuler and John Cur- hopo, Loew's, New York; Carl Heif- tin, Republic; Charlie McCarthy, Morie Krushin, UA; Jerry Pickman, Paramount, and Charles Simenelli, Universal.

Richard Schimel of Marsh's Governor Frank J. La不慎e and Cleveland Mayor Anthony Cele- brezze are among the scheduled speakers.

Mrs. Zukor's Funeral

(Continued from page 1)
Hospital following a long illness. Burial at Mt. Hope Cemetery, West- court, Conn.

Mrs. Zukor was well known to members of the industry in all parts of the world, having accompanied her husband in his business travels over the years.

The Zukors were married in 1897 in Chicago, where Zukor was in the fur business at the time. Mrs. Zukor, a native of Hungary, came to this country at an early age with her par- ents, who settled in South Dakota.

Surviving, in addition to her hus- band, are a son, Eugene Zukor, Para- mount executive, and two daughters, Emma and Mrs. Mildred Zukor Loew, as well as grandchildren and great-grandchildren.

Murphy to Cannes

George Murphy, M-G-M actor who in recent years has been serving in a public relations capacity for the studio, has been selected by the State Department as the official U.S. govern- ment representative to the Ninth International Film Festival at Cannes, France, April 29-May 10.

Shepherd Joins Col.

Dick Shepherd, associated with MCA for seven years, lately in charge of its New York motion picture de- partment, has been signed by Columbia Pictures as its studio talent executive, succeeding Max Arnow, recently resigned.

Blank to Speak

(Continued from page 1)
Exhibitor organization, Cinematograph Exhibitors Association, has invited Blank to address a CEA meeting in London. Both Read and Blank de- parted for Europe at the weekend and are expected to be away for four or five weeks.

Read and Blank will make his address to the international exhibi- tors organization in Paris sometime during their sessions, which run from May 2-5. Both will attend the Cannes Film Festival, slated for April 23-May 10. At Cannes, Read said, they will be joined by E. D. Martin, TOA assist- ant director, who has been invited to announce that he may be present in Paris and London, with Blank, for the exhibitors meetings.

Studying Film Rentals Abroad

TOA, which is a member of the in- ternational exhibitors organizations has been exchanging information or film rentals charged outside the U.S. as well as governmental regulation of film rentals, Read said. Blank went on, is continuing his study on the governmental regulation of film rentals issue. In the U.S., TOA has fully approved governmental rentals. It is the latter's proposal that film rental be regulated by the government, although having a working agreement in other areas.

Johnston Talks

(Continued from page 1)
cials, in addition to business and film executives. Johnston also was the guest of honor at a luncheon tendered by the Italian film industry.

Although Johnston did not spe- the "major aspects" discussed, of the current issues is the withholding of permits until what the Italian call enabling legislation is enacted. Johnston, who was scheduled to visit Paris shortly, is due in Wash- ington today.

Schimel's Honor Guest

At UJA Luncheon

Adolph Schimel, vice-president and general counsel of Universal Pictures, will be guest of honor at the amusement industry's annual luncheon May 23 at the Park Hotel for United Jew- ish Appeal.

Chairman of the UJA division for the past three years, Schimel will be acknowledged for his efforts in behalf of the organization.

MOTION PICTURE DAILY, Monday, April 9, 1956

[Continued from page 1]
NEW LENS!

Bausch & Lomb
CINEMASCOPE
35mm Projection Lens
for use with 2\(\frac{3}{4}\)" diameter prime lens

NEW PRICE!

ONLY $240.00
per lens, or $480.00 per pair

Now! Bausch & Lomb brings CinemaScope within the reach of every theatre...even to the smallest size and budget! This new lens, too, is made to B&L standards of optical quality. It projects clear, sharp CinemaScope images...a fitting companion to the B&L CinemaScope Lens that set the standard for the industry. Lens cost is no longer an obstacle to your CinemaScope installation...so ACT TODAY! (Prices on the complete line of B&L standard CinemaScope Lenses remain unchanged.)

SEE YOUR B&L DEALER...
OR PHONE, WRITE, OR WIRE B&L DIRECT TODAY!

In the THEATRE EQUIPMENT and Refreshment WORLD . . .

...with RAY GALLO

THE Charles E. Hires Company, Philadelphia, has a new snack bar for theatre service of frankfurters and the famed Hires root beer. The unit contains a 45-gallon Hires Keg, a 7-cubic foot refrigerator, a thermostatically controlled bun warmer and an automatic roller grill. With a length of 62 feet and a width of 36 inches, the unit has a corner height of 45 inches.

This is the S. O. S. Junior Tripod—a new medium-weight tripod recently introduced by S. O. S. Cinema Supply Corporation, New York. Its features include simple leg-lightening knobs for quick and easy leg adjustments; a two-position offset pan handle for left or right hand use, adjustable to any length; and a camera tightening knob located on the outside so it can be easily grasped. Aluminum leg supports, positive pan and tilt locks, tie-down eyelets and solid hardwood legs for smooth tracking action are also included. The tripod weighs only 14 pounds; has a high spread of 75 inches; and a low spread of 41 inches.
Spotlighting the News

The Busy Week

Upcoming is a busy week in Chicago, the highlights of which will be the annual convention of the National Association of Radio and Television Broadcasters next Monday through the following Thursday at the Conrad Hilton Hotel. Just preceding, concurrent with and in conjunction with that convention will be a number of her important events: This Friday and Saturday 277 representatives of 166 stations affiliated with ABC radio and TV will be meeting here to hear departmental project reports and plans for future activities.

today. Robert E. Kintner, president of the American Broadcasting company, scheduled to make the convention's keynote address, will be called to order a meeting of the ABC radio and TV affiliates.

AB Activity

The National Association of Broadcasters announces as the "first step in its organization, necessitated by the growing interest of public groups and individuals," the appointment of Bernard F. Kamins, executive-vice-president, Mr. Kamins, who has his own publications—advertising consultantency in Beverly Hills, previously served as West Coast coordinator of the NAB. The non-profit, non-political organization currently is active in the negotiations on a new television production code. (See editorial.)

Pursuit of Color

One segment of NBC-TV's Wide World (subtitled "In Pursuit of Happiness") next Sunday should dramatically illustrate that network's tireless pursuit of color. That segment will originate from NBC, Chicago, and mark the start of the network's high-definition broadcast. As the NAB's first all-color TV station, NBC, and these more or less, will simply be in the nature warm-up activities.

In Our View

THERE would appear to have been sound and constructive thinking applied to the newly developed television production code which is now ready for submission to interested industry parties for comment and reaction. It is interesting to note that in large measure the new code, which differs from that in operation under the aegis of the National Association of Radio and Television Broadcasters, is patterned very closely after the motion picture industry's Production Code, which has stood that industry in such good stead these twenty-six years. There seems to have been effected, according to observers, a modern application of the basic principles of common decency in this new code, which is as it should be. A code of this character, which is not fully cognizant of today's life and way of living, is utterly useless before it starts, and cannot be expected to attract either favorable reaction or even a degree of responsive adherence by those involved.

There is reference in the new code, prepared by a group of TV film producers with the networks observing, to narcotics, to commercials and to liquor use, among other things, but in general in these instances typically, the attempt has been made to lay down basic terms which are liberal and intelligent and in no case difficult of obedience by right-thinking producers.

It is the hope of the promulgators of the new code to have the Academy of Television Arts and Sciences take over as sponsor, so to speak, of the code. That is all to the good. It is the kind of thing a well-operated Academy could and should administer for the general good of the whole industry. In any case, this new set of suggestions merits the full and careful consideration of everyone in the industry, and it is devoutly to be hoped that one day there will be a single code for the entire TV industry, one which will command the respect and ready response of all.

—Charles S. Aaronson
Passing in Review

SOMEBODY IS PASSING UP A GOOD BET: that is, the formation of, say, a weekly series of 39 shows devoted solely to the presentation of awards. One week it could be the Oscars, the next week the Emmys, etc., correlated and packaged for single sale. How convenient for the industry each year, and such a move would probably be in the nature of public service programming. This is all brought to mind by WABD's 90-minute coverage of the legitimate theatre's Antoinette Perry awards a week ago, Sunday (April 1).

The combination was certainly not the worst of the awards shows, and when Paul Muni came on stage, it ranked as one of the best. It also was sponsored by a generously unobtrusive Pepsi Cola and tastefully produced and directed by Barry Shear, including the effective, moody fadeout on a Broadway closing up for the night.

Other viewing in the week was random, including all the way to CBS-TV's excellent, make-record account of the court martial of Billy Mitchell and the testing of an F-100 jet fighter, on the final Omnibus of the season, April 1 from the continuing adventures of Sgt. Preston, same network, Thursday, March 29. Like Cleopatra, the sergeant's infinite variety is not withered by age nor stunted by custom. He should go on for a long, long time. On 6-ME, the same network, same night, Brandon de Wilde and Patty McCormack effectively carried the glossy load of Rumer Godden's "An Episode of Sparrows" on Climax. Pop Stoney, who seems to have been on NBC-TV's Big Surprise since 1942, proved how unaffecting can be the simple man keeping losing St. Patrick's Day, Monday, March 31. Monday night Paul Coates offered another of his singularly interesting Confidential Files on WPIX, dealing this time with the "Reist Man." Also McClintic produced, staged and adapted the play for his wife's TV debut, and apparently found no slightest difficulty in getting a new medium. Everyone involved may well take a bow for a skillful production and fine performances.

PRODUCERS' SHOWCASE: "The Barretts of Wimpole Street." NBC-TV, 1 1/2 Hours, 8 P.M., EST, Monday, April 2, 1956. Live, in color, direct from New York. For Ford and RCA Victor. If "The Barretts of Wimpole Street" is accepted, as it must be, as a triumph, once again, for Kathleen Cornell in her first television appearance, it must also be reckoned a triumph as well for the television medium. For here, in actuality, was something of a test for TV. That Miss Cornell was, as she has been on the stage for so many years, a brilliant Elizabeth Barrett, was a surprise to no one. But that the play as a whole, that Miss Cornell's Miss Barrett, and the most excellent presentation, should come through to the living room so effectively, is a fine example of the unobtrusive adventurability of television. The production was well nigh perfect, the cast, completely, no less so, inclusive of Anthony Quayle,ided and yet powerfully alive Browning; Henry Daniell's brilliantly vicious, Freudian-driven and tragic father; and such as Nancy Coleman, Margalo Gilmore, Art Gilmore, Eden Hunt and all the rest. Guthrie

OUTLOOK, NBC-TV, 1 1/2 Hour, 2:30 P.M., EST, Sunday, April 1, 1956. Live, originating in New York. Chet Huntley, NBC west coast commentator, who is the editor and chief commentator (on this new news program, brings to his assignment an incisive manner, good voice and sincere delivery. The format is new, but it offers what might be described as feature stories, but it is weak in its effort to bring the news to the moment to the viewer by remote from various cities. If this first program is to be typical, an effort must be made to make that spot news more selective as to important near-coast events, and to make it happen more swiftly. The feature material included disposal of atomic waste (good), what Congressmen do after defeat (unimportant), Senator Eastland on integration (significant) and a news moment from Cyprus (effective and timely). Joseph O. Meyers, NBC News Manager, supervises, Reuben Frank is producer. The show has possibilities, but the material must be uniformly stronger.

GANGBUSTERS: "The Phantom." WABD, New York, ½ Hour, 3 P.M., EST, Sunday, April 1, 1956. Film. For Bakers Instant Chocolate.

The highly successful radio series by Phillips H. Lord, under the "Gangbusters" title, is on television, and a competition. This series is skillful, has the plot entanglements already thick. The young son of the family is involved with an "older" girl and his attractive aunt (star Ruth Warrick) is hopelessly involved with a married man. Charles Fisher is producer.
Nesbitt Finds Television A Congenial Medium

The scene was New York’s plush Saratoga Hotel, and the man of the moment was John Nesbitt, the noted TRUE short story teller, whose “passing Parade” motion picture and radio series were notable. At this moment he was host at a screening of the first two of his new half-hour television series of "true" stories, for the Bell Telephone System, and did Telephone Time (Sunday 6 P.M., EST, over CBS-TV).

Asides, impromptu and original, before he posed with the gentlemen above, caused some of the A.T. & T. and N.W. Ayer brass to smile, first awkwardly, then with relief, as he told several surprises—for himself. He found, he said, the gentleman of the utility company operatic, patient, intelligent and not so stuffy. Although they had plenty of money, they saddened in wanting value for stockholders, strictly. They appreciated art, and even a measure of levance to matters currently in public discussion. Civil liberties, for instance, as in "The Man with the Beard," which emerges as a caise on intolerance. The immigrant’s struggle for recognition, and his pride in achievement, as in "The Golden Junkman."

Mr. Nesbitt even had kind words for the account executives of N.W. Ayer. They had intelligence as well as suavity, and after struggle, were enlightment on both sides.

Mr. Nesbitt, it will be seen, is a mark. So did executive producer Hal Roach, Jr. next to him. Mr. Roach filled in treewing moments potentially awkward (as the sound machinery stuttered and faulted) with a story I what makes audiences run. It’s long one, about a red light and sable pots and the showman’s dilemma.

The men pictured with Mr. Croch and Mr. Nesbitt are Walter Staley, A. T. & T. assistant vice-president, and S. B. Cousins, vice-president.

According to present plans, a aximum of 39 stories will be amutized in the first year the program is on the air, 13 to run as repeats during the first 52 weeks. Each show will be introduced by Mr. Nesbitt, who makes his television debut as story teller for "Telephone Time." In his introduction he will show what he calls "clues" to the story, objects which have a special connection with the central character.

Now to the first two programs, as screened. Mr. Roach’s studio, producer Jerry Stagg, director Roy Kellino, cameraman Paul Ivano, and of course Mr. Nesbitt have contrived in the first two at least, technically clean production, sight and sound, and a slickness in dramatic presentation.

They also have worked for understanding by all, using for character and situation portrayals brush strokes in some instances perhaps too broad. In "The Golden Junkman," the first, which yesterday started the Sunday series, Lon Chaney is a stock Armenian, and his sons, whom he educates at military school so they come to despise him, are stock snobs. Still, there is impact and poignance as the millionaire immigrant puts himself through college and onto their educational level, and as they feel shame and discovery and elation.

In "The Man With the Beard," the story of Joe Palmer, Massachusetts farmer, whose townfolk persecute him for letting his beard grow (they fear his nonconformance and even suspect subversion)—Walter Cogswell struggles with dialogue a tripe overworked and situations a bit too compressed to be believable. Still, as the madness passes, and he accepts his fellow countrymen despite their sins, and as some of them seem taught tolerance after terror, the pattern emerges in relation to other stories, and this becomes, as Mr. Nesbitt put it, a venture "upstairs" which is indeed tolerable.

All Telephone commercials are at the beginning, middle, and end, and N. W. Ayer has produced them smoothly, relevantly and powerfully, yet inoffensively and even unobtrusively.

SPOTLIGHT

(Continued)

situation is not as bleak as appears at first glance. Many of the films are dated and cannot compete in prime evening times spots. The most serious threat is from the post-1948 films and here the WGA has an ally in "the powerful theatre owner organizations" which are fighting any large-scale release to TV. Right now the Guild is negotiating on the TV release of 83 post-1948 films sold by RKO.

LIMTS IN CANADA

> The Canadian Broadcasting Corporation’s Board of Governors has recommended limits on the further expansion by foreign interests in radio and television in Canada. The board suggested to the Department of Transport that it adopt the U. S. provision which limits alien interests in U.S. broadcasting stations to 20 percent of the total investment, but the matter probably will be thoroughly reviewed by the Royal Commission, recently appointed to study the Canadian industry. It’s slightly ironic that the matter was brought to a head when the CBC board approved an application of RKO Distributing Corporation of New York for license to CKLW and CKLW-TV, Windsor, Ont. The transfer gives RKO about one-third interest in the stations.

Night and Day

> The way may have been pointed by those stations which, in desperation, scheduled old feature films in all time spots from dawn to midnight and found, to their surprise, that they were doing surprisingly well. This spotting of nighttime shows in the daytime—dramatized by NBC-TV’s high calibre Matinee Theatre—now reaches its more practical level: CBS-TV was the first that beginning next Monday its 10 to 11 A.M., EST, period will be handed over to two proved re-runs, My Little Margie, followed by Amos ‘n’ Andy. At the same time, NBC announces it has purchased 98 chapters of Joan Davis’ I Married Joan, originally seen between 1929 and 1935 for the 5 to 5:50 P.M., EST, time spot, beginning May 5. All three shows, originally seen once a week, will be in the Monday-through-Friday category.

TV Director Must Be an Executive

HOLLYWOOD: "Today’s live-television director must have executive ability in order to function as a creative individual." This remark, made by Albert McCleery, executive producer-director of NBC-TV’s "Matinee Theatre," was repeated by Laurence Schwab, Jr., one of "Matinee’s" staff directors, to preface the details and problems he encountered on one job.

A TV director should have a full knowledge of the business in order to facilitate the problems of the program. Mr. Schwab’s directors want to be all "artsy-craftsy," but this won’t get the show directed and on TV within the time limit allotted for preparation. Especially, for the type of important hour-length shows "Matinee" delivers daily," he pointed out in a time-out-for-a-cigarette interview.

The young, bespectacled director, who counts among his credits radio’s "Falcon" series, St. Louis Municipal Opera summer shows, "The Clock's Met One, " "Amzing Mr. Malone" and the "Kate Smith Hour," is also mindful of his position in relation to all of the guilds, crafts and unions that work within the realm of his supervision. He spoke of the necessity of having a complete understanding of the rules and regulations that govern the theatrical craft in order to invite their fullest cooperation, thereby achieving a show that flows evenly in its bid for quality. Such quality has already found its mark through the recent award of an Emmy to "Matinee" as Best Daytime Program.

A live TV director must be able to handle all sorts of actors. He must have the ability to communicate with the directors of method actors, nightclub actors, technical actors, art actors and film actors, Mr. Schwab outlined as part of the know-how expected of the director.

In "live-TV more ‘on-the-spot’ decisions are made than in radio, films or the theatre. Such decisions are necessary to expedite dealings with at least 100 more people than one may handle in the allied fields. You get asked 200 questions a day, and you have to keep the whole picture, the concept of your show in your mind, and fit your answers into that concept," Mr. Schwab emphasized.

"You must have a knowledge of planning and business, because there is no margin for error in live-TV," the director concluded.

SAMUEL D. BEINS

Hi

Your mamie's coming soon to all the best houses. The boys and girls will be lining up early to watch this dance-hall queen in action, so get your date in today!

...AND NOW
NEW YORK'S
CAPITOL
GRABS
MAMIE

MAKE YOUR MOVE NOW!
National Release Date May 9th, Backed by 20th's Nationwide Billboard Campaign!

THE REVOLT OF
MAMIE STOVER
COLOR by DE LUXE
CINEMASCOPE

MAMIE'S coming soon to all the best houses. The boys and girls will be lining up early to watch this dance-hall queen in action, so get your date in today!
11 State Legislatures Retire; 8 in Session
From THE DAILY Bureau
WASHINGTON, April 9.—Eleven state legislatures have adjourned and eight are still in session, according to Jack Bryson, legislative expert of the Motion Picture Association.

Bryson returned to his desk today after more than a month's convalescence from an operation.

He said the industry had won a victory when the Arizona state legislature voted to exempt motion picture companies making films in Arizona from the need for complying with the state income withholding tax. Major problem still facing the industry, he stated, is the censorship law pending in Pennsylvania. The legislature there is in recess until May 1.

Johnston to Report On Trip Tomorrow
From THE DAILY Bureau
WASHINGTON, April 9.—Motion Picture Association president Eric A. Johnston will report to the MPAA board of directors Wednesday on the results of his round-the-world trip.

Johnston, who left the U.S. on Feb. 22 for a trip to Asia and Europe, returned here yesterday. MPAA vicepresident Kenneth Clark said Johnston had decided not to give any information on the trip to the press in advance.

Rites for Mrs. Zukor To Be Held Today
From THE DAILY Bureau
WASHINGTON, April 9.—Funeral services for Mrs. Lottie Kaufman Zukor, wife of Adolph Zukor, chairman of the board of directors of Paramount Pictures, will be held at noon here today at the Frank E. Campbell Funeral Parlor. Mrs. Zukor, 80, died early Saturday morning at Doctors Hospital, New York, following a long illness.

Private interment will be held this afternoon.

N.F. Theatres Hit by Storm
Special to THE DAILY
BOSTON, April 9.—Sunday's freak storm of snow, rain, thunder, lightning and gales caused severe damage to power systems in the Boston area, plunging homes and theatres into darkness. The hardest hit section was north of Boston. The electric wires were torn down by falling limbs.

N.Y. First Runs Hit By Storm, But Some Report Top Grosses
The majority of first-run theatres along Broadway reported weekend business was hit by the rain Saturday and the snow Sunday, although grosses in many situations held up nicely at the tail-end of the Easter holiday, despite the weather.

At the Radio City Music Hall, a

Print Problem Continue Study Of Clearances At Army Posts
Conferences Held in N.Y With Major Distributors
By MURRAY HOROWITZ
A series of conferences with individual film companies on problems relating to U.S. Armed Forces service theatres have been conducted in New York by Pentagon officials and their New York representatives, it was learned here yesterday.

The conferences, dealing with issues ranging from clearances to print availability, were reported to be inconclusive and further meetings are said to be planned. Among the companies visited by Armed Forces representatives were 20th Century-Fox, Loew's, United Artists, RKO Radio Pictures and Republic Pictures.

The individual company conferences continued on page 4.

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Exhibition's No. One Problem

(Continued from page 1)

president of American Broadcasting-Paramount Theatres, last
winter. He urged a drive to be conducted by COMPO which
would be addressed to the women of America and would en-
courage them to obtain respite from household routine by
visiting the theatre and, incidentally, bringing other members
of the family with them.

Earlier, Al Lichtman, former member of the COMPO tri-
vumvirate, proposed a project to win increased theatre at-
tendance. A preliminary study of promotional possibilities
was undertaken by COMPO but this, as well as the subse-
quent Goldenson proposal, presumably was sidetracked by the
campaign for elimination of the remaining Federal admission
tax.

It is time the project was revived. If the groundwork were
to be laid now, a get-them-back-to-the-theatre drive would
be ready to roll when the last of the industry's tax repeal
arguments for this session of Congress has been made.

Exhibitors everywhere are aware that the problem of de-
clining attendance will not be solved by legislators, no mat-
ter what they may recommend. It can be solved only by
action such as that urged by Jovan, Lichtman, Goldenson and
others.

The sooner a start is made on it, the sooner will exhibitors
arrive at the solution of their most serious problem.

Altec's Educational Campaign

A LTEC SERVICE CORP. is deserving of the applause and
encouragement of the industry for undertaking a cam-
paign to bring to the public an increased awareness and
appreciation of quality in sound reproduction in the nation's
theatres.

It is admittedly a difficult task to win public attention
and understanding for a subject which is its very nature
more technical than glamorous. But an excellent start has
been made by Altec's publicity chief, Bert Ennis, who has
planted the story of stereophonic sound and what it means
to increased audience enjoyment and picture presentation
in newspapers in the south. The campaign is to be continued
in the Midwest in the near future. It has won the plaudits of
individual showmen, such as circuit operator Walter Reade,
Jr., as well as the board of directors of Theatre Owners of
America, who formally commended it

Good entertainment is better entertainment when properly
presented in the theatre. Conversely, poor presentation, most
especially in matters of sound, can ruin good entertainment.
The patron appreciates quality and he will appreciate being
told where and how he can find it.

The Altec undertaking will be of genuine help to the well-
equipped, well-kept theatre.

D.C. Area Exhibitors Convene Next Week

WASHINGTON, April 9—An analysis
of current industry trends and a discussion of
concession developments will be features of the Washington
motion picture exchange area con-
vention to be held here April 17 to 19.

Industry trends will be analyzed by
Albert E. Sindlinger, industry statistics expert. The concession
discussion will be led by Ralph Pries.

The convention will include ex-
hibitors from Maryland, Virginia and
the District of Columbia.

Javits to Address Lodge Luncheon

Jacob K. Javits, Attorney General of
the State of New York, will be the prin-
cipal speaker at the 1955 Film Atomic
Lodge B'nai B'rith presidents lunch-
on at the Hotel Sheraton Astor here on April 24.

The luncheon at which Cinema
Lodge members will be joined by their
wives and guests as well as indus-
ty leaders of all faiths, will serve to pay tribute to retiring
president Max E. Youngstein and newly-elected presi-
dent Robert K. Shapiro.

N. Y. Variety Club To Start Epilepsy Collection April 15

The New York Variety Club Foundation to Combat Epilepsy will
start its annual drive for funds on
April 15, it was announced yesterday
by William J. German, the Founda-
tion's president.

The Foundation will hold its weekly
collection at all leading vari-
ty theatres. It is expected that most of
the funds will come from the Variety Club.

Calls Need Urgent

Germian said that there was an
urgent need for this new seizure
clinic. "New York and, for that mat-
er, the rest of the country does not have adequate clinical facilities to
serve all those who need help. The
Foundation's program of public edu-
cation has brought epilepsy out into
the open and an ever-increasing number of persons who at the pre-
ent time are afflicted with this dis-
order are now seeking therapy.

German asked for support of the
Foundation's campaign which will place 20,000 coin boxes on display in the
metropolitan area by April 15.

Chii Likes 'Alexander'

United Artists' "Alexander the Great" pulled a big $20,070 in its
first two days at the Chicago The-
tre, Chicago, UA vice-president Wil-
liam Heinemann reported.

The picture is playing without the theatre's cus-
tomary stage shows. It is being held over in each of its first 20 engag-
ements.

NEW YORK THEATRE

RADIO CITY MUSIC HALL

Rockefeller Center

MARIO LANZA

"SHERENADE"

Co-Starring JOAN FONTAINE

A Warner Bros. Picture

and The Movie Hits Great Easter Show

MOVIECAST

TV FILM SERVICE CENTER

AVAILABLE:
* EDITING rooms
* STORAGE room
* OFFICES
* SHOWING ROOMS
* PROJECTION ROOM FACILITIES

MOLYERAS THEATRE SERVICE, INC.
619 W. 56th St. New York 19, N. Y. 6-0363
As High as 25% in Chicago

South and Midwest Report
Upward Post-Easter Trend

Although the Northeastern states have been hard hit by storms, thereby cutting into the post-Easter grosses, the South and Midwest appear to be showing signs of strength, box-office-wise, according to Motion Picture Daily field correspondents.

The Atlanta area is reported feeling an upward trend of about 15 per cent over the same period last year. Sonny Shephard of Florida's Wometet circuit said that patronage compared favorably with that of last year even though Easter came earlier this year. Al Weiss, division supervisor for Florida State Theatres, stated that although the season started slow, business has been picking up.

A Paramount Gulf salesman reported business was spotty in New Orleans. "Picnic," the attraction at the RKO Orpheum, registered "towering" business, reportedly signing that of the 1955 Easter attraction "The Long Gray Line."

"Carousel" Strong

"Carousel," the first CinemaScope 55 film shown in New Orleans, continues its heavy drawing power in its second week at the State Theatre.

Drive-in theatres and neighborhood houses in the New Orleans area report business is far better than that of last year's Easter and post-Easter periods. It is attributed the improvement on better product and the Academy Award selections, such as "Marty," which was the attraction in a great number of theatres. Others chalking up box-office successes were "Rebel Without A Cause," "Mister Roberts" and "Love Me or Leave Me."

In Chicago, post-Easter business increased from 10 to 25 per cent over the same period in 1955, according to a survey of theatres in the Loop and in neighborhood sections.

Six Films Cited

Loop theatre managers attributed the optimistic picture for 1956 to the entry of such top product as "Alexander The Great," "The Man in the Gray Flannel Suit" and "Miracle in the Rain," all of which opened in Chicago last week. Managers said "Picnic," "The Rose Tattoo," "The Conqueror" and "There's Always Tomorrow" were "life savers" as they outgrew last year's business by approximately 15 per cent.

Neighborhood theatres shared the same financial fervor with the showings of "I'll Cry Tomorrow, "Rain of Ranchipur, "Marty, "Last Frontier" and "Body Snatchers," which out-grossed similar attractions for 1955, it was said.

Schaefer on 'Comanche'

George J. Schaefer has been appointed producer's representative for Carl Krueger's CinemaScope production of "Comanche," a United Artists release.

**Includes Gera Corp.**

RKO Theatres

Voted May 8 on Taking Arcade

RKO Theatres Corp. yesterday announced that stockholders will be asked to approve the acquisition by RKO Theatres of all the assets of the Cleveland Arcade Co. in exchange for 1,043,706 shares of the common stock of RKO Theatres and the assumption of liabilities. Cleveland Arcade's principal asset is 64.4 per cent of the common stock of Gera Corp., a diversified enterprise engaged in textile finishing, electronic research and manufacturing, weaving of synthetic fabrics and various real estate operations.

April Conclave Deferred

The meeting of stockholders has been called for May 8 in lieu of the annual meeting deferred from the second Friday in April.

Stockholders will also be asked to authorize the board of directors to make an offer to acquire the 15.6 per cent of Gera Corp. common stock not owned by Cleveland Arcade in exchange for an additional 216,294 shares of the circuit's stock.

Celebrities Expected

At 'Flannel' Debut

Celebrities from all phases of show business, headed by Gregory Peck and Marisa Pavan of the picture's starring cast, will be at the RKO Theatre here Thursday night for the gala March of Dimes premiere of Darryl F. Zanuck's "The Man in the Gray Flannel Suit."

In addition to Peck and his wife, Veronica Passani, and film star Jean Pierre Aumont, who recently wed Miss Pavan, others present at the opening of 20th Century-Fox's production of Sloan Wilson's novel will include Shirley Jones, French actress Nicole Maury, Celeste Holm, Barbara Stanwyck, Linda Darnell, Andrey Meadows and Polly Bergen.

Marks 30-Year Point

The premiere marks 30 years in the film industry as a producer for Darryl F. Zanuck, who started his career as a screenwriter.

All proceeds from the opening of the picture, to benefit Jennifer Jones and Fredric March with Peck will go to the polio-fighting organization in observance of the first anniversary of the development of Salk vaccine.

The production in its first week at the Orpheum, registered $26,121, against $20,061 for "The Left Hand of God" and $23,771 for "The Seven Year Itch." A seven-day running total of $104,500 opened at the Harris, Pittsburgh, which has billed "The Left Hand of God" and "Love Is a Many-Splendored Thing." By margins as high as $6,000.
Maybe Theatre Men Are Fond of Coffee

SPECIAL TO THIS DAILY
PITTSBURGH, April 9.—Loeve’s Penn is about to declare off-limits to its personnel on the Mayflower Coffee Shop next door. A year ago, the Mayflower had a similar program under the Penn’s assistant manager, from the theatre. Several months ago, Bob Elliott, now in the Navy, also left the Penn to join the Mayflower, and now Al Hill, the Penn’s latest assistant manager, has switched his job—to join the Mayflower staff.

Summer Fete

(Continued from page 1)
asked, as in past years, to herald the festivity’s activities. The city’s many summer events will be emphasized this year by the bureau to make New York City “the most popular vacation spot in the world,” MacLeod stated.

Royal W. Ryan, executive vice-president of the bureau, in response to a question, said the bureau still is planning to exhibit the feature film in New York. He said such a festival, if it comes off, will not be an international one, but an American film festival, with each film company, during the period, exhibiting its best picture. He said he has talked with a number of film company executives on the project, declining to identify the executives on the basis that negotia- tions are so far not conclusive.

MacLeod, who also is chairman of the board of Stern Brothers, said there will be more than 80 conventions and trade shows held here this summer, that will bring thousands of delegates and buyers and their families to New York. He hoped that the number of visitors to New York during the summer will be increased from the estimated 4,000,000 last summer to 5,000,000 this year.

SMPTE to Discuss 16mm at Meeting

Pros and cons of quality sound on 16mm film will be discussed at an open forum May 2 sponsored by the Society of Motion Picture and Tele- vision Engineers during its 79th semi- annual convention, which will be held in New York.

TV technicians and equipment engineers will air their opinions on the controversial question at the sessions which, it is expected, will clarify the issue so designs of professional equipment can be frozen and current work on international standards be initiated.

E. W. D’Arcy, chairman of the society’s magnetic sound subcommit- tee, will preside at the forum to be held at the Hotel Statler. At that time he will report on committee activities, the status of 16mm mag- netic standards, magnetic test films and the future activities planned by the unit.

Seeks to Halt Nominations-TV

(Continued from page 1)
casting Co. The Oldsmobile Division of General Motors has been the sponsor of past Academy Awards nominations and presentations shows.

The Academy is hoping that the telecasting of the next Oscar show would be sponsored by the 10 pro- ducer-distributor companies and has already extended an invitation to them in regard to this,” Seaton said. He said that thus far he hasn’t heard whether or not the companies have replied to the Academy concerning the invitation. Continuing on, Seaton said the one-day Oscar nominations telecast should be adopted by the Academy board, the sponsors’ costs of the “Oscar” show would run about $400,000. “If the 10 companies who would sponsor the next year’s show, the cost to each individual company would be equal to the cost of a page in ‘Life’ magazine under their national magazine advertising rate,” Seaton said.

To Talk With Johnston

Seaton, hesitant to discuss the “nominations elimination” proposal, said that he will meet with Eric Johnston, president of the Motion Picture Association of America, and the company presidents, in New York, to present them facts and figures on the advantages of spon- sorising the “Oscar” presentation ceremonies, which has an estimated tele- vision audience of 40,000,000 people.

Commenting further, the Academy president pointed out that if the industry would sponsor the telecast, the programming night most likely take place on an evening during the week which isn’t a “good business night for theatres.” He acknowledged that there have been many complaints sent in to the Academy regarding the telecasting of the 1955 nominations telecast and nominations presenta- tions, on a Wednesday night.

‘Not Much Entertainment’

Seaton, in reply to a question concerning the mixed reaction to the telecasts of the 1955 “Oscar” nominations and presentations, said that he personally feels that there is “not much entertainment” in watching five people being nominated for “Oscars,” or watching the presentation of the gold statuettes to the winners. “The awards have been designed for people who have entertained others throughout the year,” he said. Asked who would present the pro- posal to the Academy board for doing away with the nominations telecast, Seaton declined to comment.

Rites for Mrs. Zukor

(Continued from page 1)
afte mornin at Mt. Hope Cemetery, Hastings-on-Hudson. At the request of the family, no flowers are to be sent, but contributions in Mrs. Zu- kor’s name may be made to any charitable organizations.

IATSE Contributed $27,151 to ‘Salute’

Members of the International Alliance of Theatrical Stage Employees contributed a total of $27,151 last Christmas Salute to the Will Rogers Memorial Hospital, according to an IA tabulation.

The figure includes amounts sent in with Christmas greetings and cards from locals throughout America, plus several individual donations made in response to an industry appeal. The IA total ran several thousand dollars ahead of the amount donated in 1954, which had been the highest up to that time.

Cuts Playing Time

CLEVELAND, April 9—Selected Theatres, headed by Nate Schultz, has cut the playing time at the Bed- ford Theatre, Bedford, and the Lorain Theatre, Lorain, to weekend operation. Perhaps midweek attendance was the reason.

TOA Issues Bulletin

The second of Theatre Owners of America’s “Business Builders,” the organization’s showmanship bulletin, has been mailed out and includes many ideas designed for building up patronage.

KRNT Has Its Own Closed Circuit System

SPECIAL TO THIS DAILY
DES MOINES, April 9.—KRNT the- atre, owned by the Cowles Broadcast- ing Co., is installing an RCA television system which will enable it to handle closed circuit events as well as special local even The system operates on the re- iteration principle, using a 15 by 49 frames, KRNT, which bills itself as “the largest legitimate theatre in the world,” has 4,193 seats. Cow- ing Broadcasting Co. operates KRK radio, and KRNT-TV in Des Moi- ne.

Army Posts

(Continued from page 1)
ners stemmed from the Feb. meeting between military represen- tatives and the sales managers co- mmittee, a meeting marked by the revealing of an inconsistency in the Army’s schedule of using closed circuits. Previously, the complaints had come from exhibitors working in the area.

Company officials here, speaking confidentially of Army policies, said the situation complicating the picture was the print problem on big films which are put in theatrical release as soon as prints are available. There are not enough prints available on a big picture for pre-release engagements at Armed Service theatres, one company executive said.

Johnston to Report

(Continued from page 1)
ance of his report to the MP Board. He added that Johnston will hold a press conference following board meeting on Wednesday.

Clark said he had yet had chance to discuss with Johnston possible time for a meeting of MPAA’s special three-man committee to consider production code revisions. He added that Johnston might be more about this, too, by Wednesday.

Daly at NARTB

CHICAGO, April 9—John D. Vic- cious, in charge of no special events, sports and public affairs for the American Broadcast- ing Co., will address the National Association of Radio and Television Broadcasters on “Freedom of formation next Tuesday at the Grand Hilton Hotel here.

Daly’s presentation will follow NARTB convention luncheon morning keynote address by President Robert E. Kintner.
An announcement of great importance to exhibitors world-wide!

REPUBLIC PICTURES, INC. is proud to present the breath-taking grandeur of their new wide screen process photographed in ratio of 2:35 to 1.

This process will eliminate distortion, grain and improve photographic and color quality without requiring any additional costly projection equipment in your theatre, provided you are equipped with Anamorphic lenses and wide screen.

The FIRST magnificent and thrilling motion picture filmed in this new miracle of the screen!

HERBERT J. YATES presents
BARBARA STANWYCK • SULLIVAN SCOTT • MARY BRADY • MURPHY
THE MAVERICK QUEEN

with Wallace Ford • Howard Petrie • Jim Davis • Emile Meyer
Walter Sande • George Keymas • John Doucette • Taylor Holmes
Screenplay by Kenneth Garnet and DeVallon Scott
Based on the novel by Zane Grey • Music by Victor Young
JONI JAMES sings “The Maverick Queen” by Ned Washington and Victor Young
Associate Producer-Director, JOE KANE
Photographed in the colorful state of Colorado in exquisite TRUCOLOR
by Consolidated Film Industries
HERBERT J. YATES presents in the majestic beauty of REPUBLIC's new wide screen process a daring motion picture of romance and intrigue!

RAY MILLAND • MAUREEN O'HARA
CLAUDE RAINS • YVONNE FURNEAUX

Lisbon

Photographed in the lovely pastoral country of Portugal in beautiful TRUCOLOR by Consolidated Film Industries with Francis Lederer, Percy Marmont, Jay Novello • Screenplay by John Tucker Battle Story by Martin Rackin • Associate Producer, R. A. Milland • Directed by R. Milland

A sensational music score by NELSON RIDDLE, celebrated arranger and conductor, featuring the musical hit of the year Lisbon Antigua
Review:

Crime In The Streets

HOLLYWOOD, April 9

THE CYCLE OF FILMS on juvenile delinquency would do well to consider this one a climactic choice for important box office returns. Any other treatments of the problem, played against slum backgrounds with warped-minded teen-age rat-pack hoodlums might suffer the comparison of their predecessors.

This outing, like a number of recent films developed from outstanding television presentations, becomes a tour de force for new film personalities, and a trial balloon for its scenario.

Reginald Rose, a brilliant television writer, proves himself as an equally important screenwriter with his initial film effort,—adapting his original story and TV presentation to the more powerful dramatic influence of the large screen with artful simplicity.

Apart from dependable, singularly noteworthy performances delivered by James Whitmore and the rising young personality, Sal Mineo, recently nominated for an Academy Award, John Cassavetes, in his film debut, is at once a new name bound for marquee importance. Cassavetes, Mark Rydell and Will Kulova, who figured prominently in the TV version, were wisely selected to duplicate their roles for the screen.

The dramatic fortitude of the cast is further heightened under the expert, sensitive direction of Don Siegel, with outstanding performances by 12-year-old Peter Votrian and Virginia Gregg, who portray Cassavetes' younger and mother.

Franz Waxman's music becomes an integral factor to the mood, punctuating most of the scenes with variations of a rock 'n' roll beat theme.

Vincent Fennelly's production is an exploitation natural. It puts the germ that spreads juvenile delinquency under the microscope. It tells in violent terms the angry motives of the rat-pack leaders. It pleads for careful appraisal of methods dealing with problem kids. Above all, it imparts the blame on the lack of parental love and responsibility in the development of a child raised in poverty.

The screenplay outlining its tempo and suspense around Cassavetes, a 15-year-old pack leader, who has the loyalty of the gang until he plans the murder of a neighbor he resents. Mineo, anxious to prove his manliness to Cassavetes, and Rydell, an insipid, juvenile fanatic thrill-seeker are the only ones who decide to go along with the idea.

Whitmore, a social worker, learns from Votrian that Cassavetes is planning a murder, and tries to discourage him from a life of crime.

The murder is about to be committed when Votrian appears on the scene. Cassavetes is momentarily crazed at the intrusion, and is ready to plunge a knife into his kid brother's throat when Votrian expresses, through chilidish tears, the love he has for his brother. Cassavetes breaks down with the realization of his maniacal attempt. He decides to pay for his misdeeds, and leans on the comforting arm of Whitmore as he gives himself up to the police.

Running time, 88 minutes. Adult classification. For release in May.

S. A. D. BERNS

In Japan

Goldwyn Urges Fewer, Better Productions

Special to THE DAILY

TOKYO, April 6. (By Air Mail)—Samuel Goldwyn, in Japan for the premiere of "Guys and Dolls," told Morinobu Tanaka, Daily that "the only way for the motion picture business to survive the competition from TV is to produce fewer pictures and only good ones." He commented that "a bad picture on a wide screen is twice as bad."

Goldwyn stated that he had two different ideas, which, if worked out, might, he felt, aid the industry. He added that since he was the "slowest producer on earth," there would be no announcement in the near future.

Approves of 'Jungle'

In speaking of the controversial "Blackboard Jungle" (banned in some parts of Japan), he stated: "When a country chooses only to show nice things about itself and not the other aspects, then it becomes propaganda. Life in no country is only beautiful and, therefore, should be shown as it is. I was and am in favor of sending such a picture abroad."

Coast Craft Workers’ Feb. Earnings Down

HOLLYWOOD, April 9. — Average weekly earnings for craft workers in the studio here during February slumped to $116.19 as compared with $125.29 for January. The decrease resulted principally from the shrinking of the average work-week to 39.9 hours from the 42.8 hours for the previous month.

All Drive-ins Open

In New Haven Area

NEW HAVEN, April 9. — All New Haven area drive-ins resumed operations last week. They were the Bowl, West Shore; Summit, Branford; New Haven, North Haven; E. M. Leow’s on the Post Road, Milford and the Southington Drive-In, with its new, CinemaScope screen. All reported fair to good patronage. A fast pick-up to capacity attendances is expected shortly as the season eases into fair weather.

Named Formosa V-P

Samuel Goldwyn, Jr., has announced the appointment of Richard C. Brown as a vice-president of Formosa Productions, a company, which has been assistant to the president for the past two years, will continue to handle story and talent departments for Formosa.

Fla. Drive-in Owner Hurt in Plane Crash

PALMETTO, Fla., April 9. — Roy Jones, owner of Palmetto Drive-In, said that his brother, Harry, 42 years old, who suffered a broken vertebra, head and chest injuries in a plane crash while en route to Evanston, Ill., is "holding his own." Harry Jones, who owns two drive-ins in Illinois, was preparing to install new equipment in them and was being flown to the Illinois city by Oakley Busker of the United Theatre Supply Co., Tampa, Fla., which will install the new equipment. The plane, a small single engine craft, burst into flames while over Kentucky. They were rescued a few minutes before the plane exploded. Both suffered severe injuries.

MPIC ‘Streamlining’ To Facilitate Activity

HOLLYWOOD, April 9. — The Motion Picture Industry Council has outlined a "streamlining" procedure designed to facilitate the concentration of the organization’s activities and to expedite the processes through which these activities are conducted.

The principal change will consist in a reduction of the number of delegates from each constituent body. Until now each of MPIC’s 10 member organizations has been represented by five delegates. The MPIC president will have to be a member of one of another of the member organizations, but not necessarily that organization’s delegate.

All other officers, except the executive secretary, will be elected from the delegate ranks.

C. V. Whitney Buys Missouri Traveler

Motion picture, television and dramatic rights to "The Missouri Traveler," a novel by John Burress, were purchased by C. V. Whitney Pictures of Hollywood, it was announced yesterday.

The book, published by Vanguard Press will be adapted for the screen by Frank Nugent. It may be the next of the feature productions planned by Whitney Pictures as part of a five-year program of portrayals of America. Vanguard Press and the author were represented in the sale by Milton Rubin Associates and Barbara Tenenbaum.
**Fox Holding**

(Continued from page 1)

P. Soukara, executive producer Buddy Adler and Harrison at the West Coast parliety.

Merchandising and long-range promotion on Rodgers and Hammerstein’s “The King and I”—the second CinemaScope 53 attraction, being released in July—Daryll F. Zanuck’s “The Man in the Gray Flannel Suit,” currently going into release, and “The Sixth of June,” a June release, will be given special attention at the sessions to pinpoint national activities at the still level.

**Regional Heads to Preside**

The divisional meetings will be conducted as follows: Martin Moskowitz, Atlantic; T. O. McCleaster, Central; Al Levy, North-East; M. A. Levy, Mid-West; Harry G. Balbane, Southern; and a.f.a. South-East; Mark Sperandian, Jr., Soth, -West; Herman Wobber, Western; and Peter Myers, Canadian.

Pictures to be in production during April, May and June are “Bus Stop,” “The Last Wagon,” “One in a Million,” “The Day the Century Ended,” “The Best Things in Life Are Free,” “Soko,” “Anastasia,” “A Room Full of Roses,” “Bernardine,” “Boy on a Dolphin,” “The Wayward Bus” and “Can Can.”

**N.Y. First Runs**

(Continued from page 1)

Big $170,000 is seen for the third week of “Serenade,” coupled with the traditional Easter stage show. A sturdy $62,000 is forecast for the second week of “Alexander the Great” at the Capitol, while a terrific $47,000 is expected for the second week of “The Conqueror” at the Criterion.

A satisfactory $42,000 is indicated for the last six days of “Carnival” at the Roxy, which also features an ice show. The picture, which is in its eighth week, will be replaced by “The Man in the Gray Flannel Suit” on Friday, following its benefit premiere on Thursday night. A pretty good $40,000 is due for the fourth week of “Anything Goes” at the Paramount, while a nice $35,000 is seen for the fourth week of “Meet Me in Las Vegas” at the Astor. At Loew’s Apartments, $30,000 is expected for the second week of “Miracle in the Rain.”

Regarding business in neighborhood Metropolitan New York situations, reports were mixed, with some circuits telling of exceptionally good box-office business and others claiming only fair grosses.

**REVIEWS:**

**Outside the Law**

*Universal*

Emphasis on Service methods of disrupting a quite formidable counterfeiting ring holds the spotlight in this Universal release that reveals to some degree the mechanisms of Treasury agent operations. Intervention throughout the Danny Arnold screenplay are moments of suspense, a radical father-son relationship that is taut to say the least, and spirit of Interlude.

Ray Danton, as the hero, and Leigh Snowden, as the quite vivacious blonde who falls in love with Danton, share top honors with Grant Williams, portraying a debonair gentleman who is the third party in the love triangle, and Onslow Stevens who is Danton’s father and a special agent in charge for the Treasury Dept. Danton is appealing and convincing in the role while Miss Snowden, an up-and-coming star, performs in a charming and admirable fashion.

Albert J. Cohen produced and Jack Arnold directed the production that commences with the recalling of Danton from Germany in 1946 to assist the Treasury agents in halting a counterfeiting ring operating on the coast. Danton assists his father, Stevens, in meeting Miss Snowden, the widow of a soldier killed in Germany while working with the “ring.” Subsequently, Danton falls in love with the girl, but not before he helps solve the mystery as to how the counterfeiting operation was carried out. His belief that Miss Snowden had no part in the crime is substantiated in the end when Stevens realizes her innocence. The father-son relationship is rekindled as both Danton and Stevens come to their senses over their greedy inhibitions.

The story is simple and colorful, blending well with the performances of the major stars. Suspense, depicted here in intervals, is handled well. Running time, 80 minutes. General audience classification. For June release.

**JACK EDEN**

**When Gangland Strikes**

*Republic*

Marie Millar, Raymond Greenleaf, John Hudson and Anthony Caruso headline this small town melodrama that blends politics, murder and righteous intentions of honest people who attempt to bring crime out into the open.

Miss Millar portrays the daughter of Greenleaf who is cast as a kindly public prosecutor who believes in the status quo in politics as well as in living. Her model thoughts come to an abrupt end during a murder trial revolving about Caruso, a racketeer. Greenleaf drops the case when Caruso threatens to tell the community that Miss Millar, accepted as his daughter, is actually the daughter of a Greenleaf-convicted woman who later died in prison.

Drama and suspense are interwoven into the plot as Miss Millar falls in love with the son of a business tycoon, portrayed by Ralph Dumke. Later, public sentiment rises to a point where the recall of Greenleaf is asked. Learning that the community will continue prosecution on the murder charge, Caruso murders Dumke, with circumstantial evidence pointing to Miss Millar. However, Greenleaf uses a neat courtroom ruse in the finale that finds Caruso admitting both murders.


Running time 70 minutes. General audience classification. For immediate release.

**Stations Buy ‘Parade’**

“Hollywood Movie Parade,” the 104 feature film package which is being distributed to television by Screen Gems, Inc., subsidiary of Columbia Pictures, has been sold to 21 TV stations in the U. S. and Hawaii, according to Robert H. Salk, Screen Gems director of sales. Salk said that the latest sale of the package to 10 TV stations, has brought the number of stations which will exhibit the Columbia produced features to 21.

**New Sutherland Office**

DETOIT, April 9—John Sutherland Productions, Inc., has opened a Detroit office in the Stephenson Building.

Under the management of Ross M. Sutherland, executive vice-president of the company, the new office has been established to provide counsel in the film communications field, particularly as regards the details of production and distribution of business films.

**Storm Hits**

(Continued from page 1)

and trees. In a radius of 20 miles including Cambridge, Medford, M. rist, Melrose, Medfield, Saugus, there was loss of power for 24 hours, with drive-ins and theatres dark.

In Boston proper, the two drive-ins, both opened by Redstone Theatres, had no electricity during the day, but power was restored one hour before show time. Patrons was small. The 1956 Spring drive-in season has been vexed by experienced film snowstorms in 24 days, has gone down in the annals as the hard luck season, weatherwise, for drive in owners.

**Connecticut Box-Offices**

Suffer from New Snows

HARTFORD, April 9—Weaker weather, with sickenings repeatedly brought snow storms to Connecticut and box offices, in both large city and small towns, suffered accordingly. Many drive-in theatres proceed to close this weekend, with reopenings dependent again upon the time necessary to clear snow-blowers ramps and grounds.

“Lster’s Alley,” “The Conqueror” and “Picnic,” in holdover gogements, showed encouraging tour in downtown area, while revival of “Mister Roberts and “East Eden” did a brisk business.

**2 Drive-ins Damaged**

In Ont. Area Winds

WINDSOR, Ont., April 9—In midst of tornadoes causing the loss of 20 lives, demolition of hundreds of homes, stores and factories, a multi-million dollar losses, Michigan and Canadian exhibitors experienced amazing damage.

In addition to the collapsed temple of the General Custer Drive-In Monroe, only one additional casualty has been reported from the storm area. Monroe’s 7000-seat Drive-In is the Skyway Drive-In, Higway 2, outside Windsor. The wood tower was blown down.

**H-63 Seeks Approval**

For Publicists Drive

Home Office Employees Union Local H-63, IATSE, is awaiting a decision from IATSE headquarters as to whether the local could go ahead with its plans to organize a local of publicists of the film company.

Russell M. Moss, H-63 executive vice-president, and business agent, David Casidy have appeared before the general executive board of the IATSE in Hollywood relative to a request.

H-63 also presented to the IATSE board a petition for a change in title to “Office, Professional and Utility Employees of the Amusement Industry,” and for issuance of an executive board. The matter was taken under study by the IATSE board at its West Coast meeting, but no decision has been made.
"Vagabond King" Thrills London

"The Vagabond King," Paramount Vista-Vision-Technicolor production introducing Oreste, the new singing sensation, performing opposite Kathryn Grayson, had its world premiere at the weekend at London's huge Plaza Theatre. A distinguished audience of government officials, diplomats and stage and screen stars, as well as industry leaders, filled the theatre to capacity.

Oreste went to London from Hollywood to attend the gala opening, and thrilled the first-night audience with renderings of operatic arias in a stage appearance prior to the start of the picture.

The film was an immediate hit, drawing rounds of applause from time to time throughout its premiere showing. One of the features of the lobby activity preceding the showing was a BBC broadcast direct to Malta, Oreste's native land. Photo at right shows the opening night scene in front of the Plaza.

lobby activities at the Plaza prior to the world premiere of Oreste's motion picture included a special BBC broadcast of the event from the theatre to Malta, the singing star's native land. Oreste, right, is seen at the microphone.

Among the large number of distinguished persons who attended the gala world premiere of "The Vagabond King" were Edward Ellul (left), Britain's Commissioner General for Malta, and Lord Listowel. The opening was regarded in London as one of the most spectacular and successful of its kind at the Plaza.

Hutchinson (left), Paramount managing director of sales in England, greets in the lobby Sir Hubert and Lady Rance. Sir Hubert, former Governor of Trinidad, is among the hundreds from British officlaldom who attended the gala premiere of "The Vagabond King."
Showmanship Goes Everywhere with **TRAVEL-Ad**
The new mobile banner frame for car top advertising

Every street and highway is packed with potential patrons. And you can reach them all with bright, colorful banners that sell your stars and shows.

**TRAVEL-AD** frames will do it
Get them on your car...the cars of your staff...and on the vehicles of all cooperating merchants.

Find out how you can have an advertising fleet on every street with the new, inexpensive TRAVEL-AD plan at your branch of

**NATIONAL Screen Service**
Pals of the Industry
Full Support of Industry
For King's Tax Measure

Decca Earning Rate Will Be Maintained
In 1956: Rackmil

Bill Limits Levy to Admissions in Excess Of $1; COMPO Starts Campaign With Copies Sent by Mail to Tax Groups

The full support of the industry will be shown behind the King measure to limit the application of the Federal admissions tax "to that portion of the amount paid for any admission which is in excess of $1," it was announced here yesterday by the Council of Motion Picture Organizations.

Schwalberg's APA
In Tieup With New Gold Medal Company

A deal whereby Artists-Producers Associates will supervise and direct sales, distribution and advertising activities for the newly-formed Gold Medal Productions was announced here yesterday by A. W. Schwalberg, president of APA. Schwalberg also is a director of Gold Medal, of which Martin H. Poll, formerly executive producer for Theatre Network Television, is president. William B. Jaffe is general counsel.

Release Through Majors
The new producing organization, according to Schwalberg, will concentrate on the production of feature films as well as special subjects for theatres.

Review:
THE SWAN

Whether or not Grace Kelly was about to be married to a prince of the blood royal, her new starring vehicle, "The Swan," would be an outstanding entry in both the entertainment and box office sweepstakes of the year. It is that good, appraised only as a picture. It may very well be Miss Kelly's best to date. And with The Wedding certain to be talked about 'round the world for unguessable months to come, this motion picture fable of a beautiful princess in search of her prince is without doubt destined to be seized upon by the world as the next best thing to witnessing The Wedding and the romantics preceding it.

"The Swan" is a sheer delight, given a beautiful and, obviously, costly production by Dore Schary to match its palatial setting and regal prin-
**PERSONAL MENTION**

**DON HARTMAN,** Paramount producer, will leave Hollywood today for New York.

**JAMES E. PERKINS,** executive vice-president of Paramount International, will arrive in New York today from Latin America.

**MAURICE SILVERSTEIN,** regional director in Latin America for Loew’s International, is in New York from Mexico City.

**HERB STRINE,** European press representative for Allied Artists, and an old St. Hilarie, unit photographer, left here for France yesterday.

**MIKE CONNORS,** director of artists relations and publicity for Decca Records, will leave here today for Hollywood.

**STEVE BRODY,** Allied Artists’ president, has returned to Hollywood from here.

**JOSEPH GOULD,** United Artists advertising manager, will leave tomorrow for Hollywood.

**HERB STEINBERG,** Paramount exploitation manager, will arrive in San Antonio today from Chicago.

**GEORGE GLASS,** executive of the Hoot-Lancaster Organization, will leave here tomorrow for Hollywood.

**SPYROS P. SKOURAS,** president of 20th Century-Fox, will leave New York today for the Coast.

**MORRIS JACOBSON** of Strand Amusement Co., Bridgeport, Conn., has returned there from Syracuse.

**JACK H. LEVIN,** president of Certifi- fied Reports, has returned to New York from Pittsburgh.

**Foster M. Blake,** Western sales manager for Universal Pictures, has left here for Hollywood.

**Carole Mathews** left for London yesterday from here via B.O.A.C.

**Ford Wins Title**

TV producer Art Ford, who has entered the theatrical film field, yesterday was granted the right to the title, “Juvenile Delinquent,” following an oral hearing at the MPAA offices. Universal had protested the title on the grounds that it was similar to its forthcoming “The Loveable Delinquent.”

**King-Size Pressbook Out for ‘Alexander’**

United Artists today will begin distribution to the nation’s exhibitors 15,000 copies of the “jumbo” pressbook for Robert Rossen’s CinemaScope production of “Alexander the Great.” It is announced by Roger H. Leavitt, director of advertising, publicity and exploitation. Prepared by the UA pressbook department under the direction of editor Howard N. Connors, the large-size exploitation manual measures 18 x 24 inches and carries on its cover a full-color adaptation of the double-truck ad being run in key newspapers across the country.

Containing a detailed blueprint for both large and small situations, the “Alexander the Great” pressbook was designed to give ideas and materials for circus-style ballyhoos, merchant support, contests, special displays and school promotions.

**Ward Marsh, Editor, Honored in Cleveland**

CLEVELAND, April 10, — About 125 industry members, of whom the majority were Northern Ohio theatre owners and managers, representing every circuit, attended the Ward Marsh testimonial banquet in the Car- ter Hotel here for Ward Marsh, motion picture editor of the “Cleveland Plain Dealer.”

The special feature executives present included Ernest Emerling, Mori Kruhn and Charles McCarthy, all of New York, also John Royal, former Cleveland and one-time manager of the Palace Theatre.

George Murphy, toastmaster, was Hollywood’s personal representative.

Many telegrams from producers on the coast were received. Speeches were delivered by George Bickel, Frank Lausche, Royal and Mayor Anthony Celebreze.

**Film Council to Push Boycott of ‘Boone’**

Hollywood, April 10, — The AFL Film Council, at its regular weekly meeting, voted unanimously to continue the boycott against “Daniel Boone,” filmed in Mexico, which the council took action against last week on the ground it was an example of “runaway production.”

**SAG Approves Pact For Five-Day Week**

Hollywood, April 10, — The Screen Actors Guild, in a mail referendum vote, voted unanimously in favor of a pact to go to a five-day week and increasing salaries minimums retroactive to Feb. 1.

**Foundation Checks in Mrs. Zukor’s Memory**

Jack Cohn, president of Motion Picture Producers, revealed yesterday that a number of checks made out to the Foundation of Motion Picture Pioneers in memory of Mrs. Adolph Zukor had been received. Mrs. Zukor, who died last Saturday at the age of 80, was buried yesterday in Hollywood Cemetery, Hastings-on-Hudson. The checks were in lieu of floral offerings, which Mrs. Zukor’s family had requested be omitted.

**Skouzas Heads UJA Gift Committee**

Spyros P. Skouzas, the chairman of the corporate gifts committee of the Motion Picture and Alone- ment Division of the United Jewish Appeal of Greater New York, it was announced by Leon Goldberg, vice-president of United Hebrews, over-all chairman of the division.

Skouzas, a leading figure in the philanthropic activities of the industry, was said to have been an active UJA supporter and has served on many of the division’s committees.

In accepting the chairmanship of the committee, Skouzas made a special statement to the industry, in which he said: “Before I undertook this job ever before, we must make our greatest effort in behalf of the United Jewish Appeal. The cruel conditions which the refugees from the North African countries are daily undergoing in the border settlements of Israel are brought to our attention every morning in the daily press. For the relief, resettlement and in many cases the very survival of the North African refugees, what we are able to accomplish, both individually and in our industry-wide effort this year, will not be determined by the money we raise. It is the atmosphere of fear and tension to which these people are being subjected every day, may, if it is not alleviated, affect the entire future of people everywhere.”

**Goldberg to Head Jacob’s N.Y. Office**

Fred Goldberg has been appointed head of the New York office of the Arthur F. Jacobs Co., Inc., and coordinator of the firm’s European activities, effective April 30.

Goldberg most recently has been advertising and publicity manager for the studio releasing “Blonde Venus,” for which he was vice-president of the Norton & Condon public relations firm, and assistant publicity manager for RKO Pictures.

**Einfeld Will Leave On European Trip For Int’l Promotion**

Long-range international promotion on six major Cinemascope productions, five of which will be filmed in Europe, and conferences with film industry leaders on the continent and executives of 20th-Century Fox’s International Corp. are part of an extensive agenda of Charles Einfeld, president of Paris, Berlin, Copenhagen and London this summer. While in Paris, Einfeld will attend the latter develop plans for the Cole Porter musical “Can Can” and “Boy on a Dolphin,” a Samuel G. Engel production.

**Will Attend Cannes Festival**

From Paris, Einfeld will go to Cannes to attend the Film Festival there, where Darryl F. Zanuck’s “The Best Years of Our Lives” will be shown in the Grands Cannes, will be an entry.

Meetings with producer Andre Hakim will be held in London to blueprint advance campaigns on “The Blue Max” and “The Black Wings,” two major productions to go into production later this year for 20th Century-Fox release. While abroad, Einfeld will also visit the United States, Silverstein his assistant, president of 20th Century-Fox’s International.

**Ford Wins Title**

TV producer Art Ford, who has entered the theatrical film field, yesterday was granted the right to the title, “Juvenile Delinquent,” following an oral hearing at the MPAA offices. Universal had protested the title on the grounds that it was similar to its forthcoming “The Loveable Delinquent.”

**SAG Approves Pact For Five-Day Week**

Hollywood, April 10, — The Screen Actors Guild, in a mail referendum vote, voted unanimously in favor of a pact to go to a five-day week and increasing salaries minimums retroactive to Feb. 1.
"Hey! Get a load of what M-G-M's got!"

"Guys And Dolls" (Samuel Goldwyn Production – M-G-M release) and M-G-M's "I'll Cry Tomorrow" are America's top-grossing attractions, setting hold-over records everywhere. "Forbidden Planet" sensational Coast to Coast. "Meet Me In Las Vegas" outstanding nationwide. And now more Big Ones from Hit Headquarters.

Grace Kelly
"The Swan"
The love story of a princess. Grace Kelly, Alec Guinness, Louis Jourdan and more. The picture that everyone wants to see. A magnificent eye-filling production in Color and CinemaScope.

Leslie Caron
"Gaby"
The kind of youthful romance for which movies were born. Leslie Caron, topping her "Lili" performance, John Kerr of the stage's "Tea and Sympathy." Backed by a giant promotion campaign. Color-CinemaScope.

Paul Newman
"The Rack"
It's got all the drama, the suspense, the power of "The Caine Mutiny." Watch for new star, Paul Newman. Plus great performances by Wendell Corey, Walter Pidgeon, Edmond O'Brien, Anne Francis, Lee Marvin.

Ava Gardner
"Bhowani Junction"

Ernest Borgnine
"The Catered Affair"
Every audience Preview sensational. Starring Bette Davis, Ernest Borgnine, Debbie Reynolds, Barry Fitzgerald. The Academy Award-winning team, star and author of "Marty" Ernest Borgnine and Paddy Chayefsky deliver another wonderful story.

Glenn Ford
"The Fastest Gun Alive"
Glenn Ford's powerful performance as a peaceful man who suddenly reveals a hidden skill as a marksman. The startling surprise ending will be kept a secret in promotion. The co-stars: Jeanne Crain, Broderick Crawford, Russ Tamblyn.

Kirk Douglas
"Lust For Life"

All Star!
"High Society"
Rhoden

(Continued from page 1) matters, was asked about NT business prior to the Easter holiday. He said that although pre-Easter business has shown some improvement, especially compared to the last quarter of the year, which was low, it has not been quite as good as last year.

De Rochemont Has Two

The NT president said that he will confer with de Rochemont while here. He indicated that de Rochemont, who has acquired two properties, Richard Halliburton's "The Flying Carpet" and "Seven League Boots," plans to combine both into one Cinemiracle production. Asked whether the combined property will be the first Cinemiracle production, Rhoden replied in the negative, saying that such a production would take too much time. He said that de Rochemont, who has been signed by NT as a producer for Cinemiracle, will announce the first property to be utilized for the process.

Rhoden, who plans to return to the Coast on Friday, said he will attend the premiere of "The Man in the Gray Flannel Suit" at the Roxy tomorrow night. He also attended last night's premiere of "Seven Wonders of the World" at the Warner.

Concise and to the Point

The significant developments in television and their meaning...

Edited for Executives

Television Today

Right at the start of the week—through an interpretive new style of journalism — this concise report and analysis of the significant news and events keeps you posted quickly and easily.

Television Today

Published every Monday in conjunction with Motion Picture Daily

Rhoden

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Television Today

Published every Monday in conjunction with Motion Picture Daily

Ly Landau

Ely Landau and Harold Goldman, proxy and national sales manager, respectively, for National Telefilm Associates, may take a well deserved bow for energetic promotion of their product and their impressive means of advising us and our contemporaries of their program at the NARTB conclave at the Conrad Hilton Hotel in Chicago next week. Visitors to their suite (504-5th-506) — free ad — will not only see some of the David O. Selznick, Alfred Hitchcock and Dore Schary pix but they'll also be eligible for a prize—a 16mm. Bell & Howell movie camera... Cosmopolitan magazine tossed a wing-ding yesterday at the Savoy-Plaza in Gotham, honoring Steve Allen who becomes a contributing editor with next month's issue. John J. O'Connell, ye editor of Cosmo, proved a genial host.

Joe Franklin, the ABC Clever host-narrator-emcee-deejay-announcer of the daily-at 12:30 P.M. TV series, will interview Eddie Fisher on his program tomorrow continuing his fast-stepping pace of presenting top-notchers on his show. Incidentally the handsome young vocalist on the program, Alan Gerard, is a writer-member of ASCAP and will sing his own ballad, "All Around the Town," on the show next Tuesday. Lyrics by a fellow named Pinky Herman (who he?)... Sesac Inc. celebrating its 25th anniversary in the music performance rights field, will move this summer, to its new, spacious quarters in the new Coliseum Tower at Columbus Circle. Bill (Sonny) Fox, emcee of the $64,000 Challenge TV CBSeries, which made an interesting debut Sunday, was a member of the production staff on Allen Hunt's "Candid Camera" program six years ago and later became the smooth-talking guide on a weekly travel and exploration program, "Let's Take a Trip."

Jackie Gleason, "for his versatility and infectious enthusiasm" in "The Honeymooners," Doug Edwards "for his mature approach to the news," "Lassie," Dr. Frank C. Baxter "(Now and Then)" and "Omnibus," will be cited with George Foster Peabody Awards for 1955 today at the Radio & TV Executives Society at their luncheon at the Hotel Roosevelt. "Lassie" is produced by Robert Maxwell for TPA... A baseball yarn, "The Rookie of the Year," which is next Wednesday's Screen Directors Playhouse... (This is the time with the opening of the baseball season) will star John Wayne and will feature John's son, Pat, as the "Rookie."... Hold the phone, you excited inhabitants of tune pan alley. John Neshitt's story, "The Man with the Beard," which will be CBSSeen next Sunday on the Bell System's new series, is NOT a story about Mitch Miller—but rather is based on the life of Joe Palmer who lived in a small Massachusetts town over a century ago.

SUCCESS STORY: Six years ago a five-foot-two 33-year-old gentleman, with five cents in his pocket but with eyes glowing brightly in the knowledge that his dreams of freedom had at last been realized and that his struggle for survival in a German concentration camp was not in vain, arrived in this country. A native of Lithuania, he graduated with honors from the University there and authored four books on camera and sound technique which became so widely acclaimed that many of his ideas were adopted here in America. He established a small laboratory and opened in 1952 and has a branch now on 48th St. and three years ago moved his present quarters at 500 W. 52nd St. in New York City. His tripods, sound booms and other studio equipment business has become so widely used in the motion picture and TV fields, that he has just acquired a six-story building on 10th Ave. which will afford him more than ten times the space he now occupies and which he'll move into late next month. The firm is Cinemak Engineering Co. and the brave and gifted founder and president of the company is George Kadisch.

Television--Radio

with Pinky Herman

Television--Radio

with Pinky Herman

Television--Radio

with Pinky Herman

Television--Radio

with Pinky Herman

Television--Radio

with Pinky Herman

Television--Radio

with Pinky Herman
King's Bill

(Continued from page 1)

Robert Coyle, COMPO special counsel, has left for Washington on tax matters in the wake of Congress' recess, leaving the Eastern recess.

The decision to support the King bill in favor of other tax measures was forecast in the March 14 issue of Motion Picture Daily.

O'Donnell Sends Letter

Robert J. O'Donnell, national chairman of COMPO's tax campaign committee, in a letter being sent with the spirit of the bill, said:

"Since the $1 exemption applies to all admissions, we believe the bill is air to motion picture theatres charging higher admissions. In addition to that, the exemption should exist the support of legitimate theatres, sports interests and other enterprises that have admission charges over a dollar.

Will Seek Hearings

"We intend to urge the House Ways and Means Committee to hold hearings on this measure as soon as possible and to pass it on without delay for consideration by the full House.

"Accordingly, we urge that you write your Congressman at once, as it is possible that he can order his colleagues on the House Ways and Means Committee to support it."

Seven Wonders'

(Continued from page 1)

The immemorial world, lending a festive mesosphere to the event.

Representatives of many of the 42 countries that were visited during the ar-long Cinemagraph photographic expedition around the world attended, chalking the Ambassador from Bra-

Continued

pital. Complementing Miss Kelly among the latter are the inimitable Alc Guinnnes, the personable Louis Jourdan, the indomitable but never too regal Agnes Moorehead and Jessie Royce Landis, and the always effective Brian Aherne. CinemaScope and Eastman color not only do justice to, but also embellish an abundance of tasteful, interesting and luxurious design and furnished sets, and focus a glamorous spotlight on gowns and other female finery that will draw oldhims and ahihilns from distaff members of audiences everywhere. And Charles Vidor's direction at all times makes the very best of all the splendid talents, raiment and objects d'art at his command to weave an effective spell of completely enticing make-believe for nigh on two hours.

Gentlemen of exhibition, you have an honest-to-goodness show at your disposal.

John Dighton's screen play of the Ferenc Molnar stage play of the same title is full of quiet charm and the dignity of simplicity of plot, amusing and likable characterizations, diverting incident, captivating dialogue and well-paced movement. In short, it's superb entertainment.

Miss Kelly is the charming but cool and unawakened princess whose father has likened her to the swan. Her mother, Miss Landis, is anxious to make a royal match for her daughter with Alc Guinnnes's debonair Prince Louis.

Vendryes in getting the princess to visit her household for the obvious but not specified out purpose of looking over the royal daughter. The result is a complete indiffernce for each on the part of both prince and princess.

But mother is not content to let matters rest. With the idea of stirring the prince's interest by awakening his jealousy, she arranges to have her daughter invite Jourdan, cultural instructor to the children of the royal household, to the ball in the prince's honor. Piqued by Guinnnes's continued disinterest, Miss Kelly drives the ball accompanied by Jourdan and in a drive into the night she realizes she is instructing at the palace she makes clear her feelings, for the first time arousing the concern of the prince. It then becomes his task to convince her that a princess would be unhappy endeavoring to be a good mother in a small village, like a swan out of water. This Guinnnes succeeds in doing, but only after he has received a sizable assist from Jourdan, who feels he was more pitied than loved by his princess.

All performances are excellent, but Miss Kelly stands out even more than in her earlier pictures. Her talent wings as true in this as does her fresh beauty, so distinctively displayed in Helen Rose's costumes. Worthy of commendation also is the art direction of Cedric Gibbons and Randall Duell, the set decorations of Edwin B. Willis and Henry Grace, and the photographic direction of Joseph Ruttenberg and Robert Surtees.

"The Swan" is not only a class production, it is a superior and satisfying entertainment for the whole family, anywhere. Even stronger adjective

are needed to describe its box office power.


SHERWIN KANE

McEldoweny

(Continued from page 1)

independent producer, aside from Mike Todd and Rodgers and Hammerstein, to use the wide-screen medium. McEldoweny said here yesterday that he planned to make three pictures in the next two years and that he had reactivated Oriental International Films which had produced "The River.

Behind Under-Water Camera

The Todd-YO company, he said, was developing an under-water camera to be used for filming "The Pearl King," a story by Robert Eumon, Associated Press Bureau chief in Tokyo.

Before starting on "The Pearl King," McEldoweny will complete a partially finished production in India, "Kheudi.

Metzger, Inventor of Film Devices, Dies

OTTAWA, April 10. — Morris M. Metzger, 70, superintendent of the film laboratory for Associated Screen News for over 27 years and known throughout Canada for his motion picture technical inventions, died in Montreal after a lengthy illness.

He was credited with having invented the turret lens, automatic splicing machines and machines for developing or printing motion picture films.

Margolin a V.P.

Irving N. Margolin has been elected vice-president and member of the board of directors of Cinerama Productions, Inc. Margolin remains treasurer of the company.

RKO Circuit Eyes Drive-ins

Consideration of the purchase of drive-in theatres is reported in the 1955 fiscal report issued yesterday to company stockholders by RKO Thea-

tres Corp.

Noting that 83 theatres in the nation are operated by the circuit, the board reported that consideration has been given to the acquisition of sev-

eral drive-ins during the past year and that the circuit is in a position to purchase additional theatres with the approval of the Federal Court.

The board reported a net working capital of $8,547,000, as against $8,143,100 a year ago.

Net Income Rises

Adjusted net income for last year before special items was $1,950,200, as compared with $1,953,500 for 1954. Net income last year after special items totaled $1,772,500, compared with $1,059,700 for the corresponding 1954 period. The firm, in a preliminary press report in February, erroneously reported 1955 net income was almost $26,000 above the $1,950,200 figure.

Saloomnam Named to Continental Post

Continental Distributing, Inc., has added to its home office staff Harold J. Saloomnam as sales promotion manager, it was announced by Frank Kasler, president.

Saloomnam's functions will consist of supervising the launching of campaigns on all future Continental releases and coordinating the company's advertising, publicity and exploitation with its sales program.

Saloomnam formerly was assistant to the executive vice-president of IFE Italian Films Export (USA), Inc., after several years as head of his own producers' sales and publicity representation office.
National Pre-Selling

"The Birds and the Bees" is the recipient of considerable promotion this week, with releases of "Photoplay" and "TV Radio Mirror"—the Macfadden publications. A pictorial story with many of the photos in full color appears on a two-page spread in the May issue of "Photoplay." Mitzi Gaynor and George Goebel are spotlighted in these photos made on the Hollywood production sets. "TV Radio Mirror" of the same month there is a striking full page ad on "The Birds and the Bees.

In the review of "The Man in the Gray Flannel Suit" appearing in the April 9 issue of "Life," the writer says: "The film's producer acted on an old maxia Madison Avenue is fond of mouthing, "Don't send a boy to do a man's job," and threw $4,000,000 to "Man," but they have good reason to believe their gamble will pay off at least three-fold."

Many dramatic photos, unusual for their intensity of emotions, even for motion pictures, are used to illustrate: the review of "The Man," which occupies parts of four pages.

"Forever Darling," the M-G-M picture, was mentioned prominently in an interesting article on the family life of Larry Bell and Desi Arnaz which appeared in the April 8 issue of "American Weekly."

"The Prisoner," "Come Next Spring" and "The Conqueror" are reviewed and recommended to the readers of "Redbook" March issue.

Grace Kelly, whose newest picture, "The Swan," will have its premiere in Philadelphia soon, receives some sage advice from Blake Edwards in the April 8 issue of "This Week" on Monaco's court protocol.

"Vincent Van Gogh—Dutch Painter Lives Today In An American Movie," is the title Ed Miller gave his story on "Lost for Life," the M-G-M picture based on the life of Van Gogh. The article appears in the April issue of "Seventeen." It is highlighted by a color reproduction of Van Gogh's portrait of himself that occupies a full page.

Lucille Ball and Desi Arnaz went to Jamestown, N. Y., Lucy's home town, for the premiere of "Forever Darling." "Look" sent a camera crew along to cover Lucy's homecoming event. The story appears in the April 17 issue of "Look." When Desi saw the home town turn-out he said, "You said you came from a small town. This is the most people I ever saw.”

The same warm intimacy found in the TV series of "I Love Lucy," is apparent in these pages of "Look."

WALTER HAAS

Sees Agreement on Formula Details

Barring any last minute hitches, fourteen distributors expressed their agreement on the world formula for the division of permits following a meeting of the Motion Picture Export Association's board of directors here yesterday.

It is understood that Universal fell in line with the majority on certain disputed technical features of the formula, which received endorsement of company presidents in principle. Among the issues in dispute was the definition of what constitutes an American film, a factor which is used in the calculation of the formula. The final approval on the disputed technical issues will come from the respective companies at a later meeting; it is understood.

Omnibus' Shifting From CBS to ABC

The Ford Foundation's 90-minute television show, "Omnibus," will be seen over the TV facilities of the American Broadcasting Co., next Fall, it was announced here yesterday.

"Omnibus," which has been televise by Columbia Broadcasting System's TV facilities on Sunday afternoons for the past four years, will be presented by ABC-TV in prime Sunday evening viewing time.

It was said that the show will be programmed in the 9 to 10:30 P.M. time slot.

It was also announced that the film syndication department of CBS has sold a re-shot series of the "Omnibus" program to Australian television outlets, with William Saroyan acting as host, the role formerly filled by Alister Cooke.

S. K.

See Increased Use of 16mm. Cinemascope In Institutional Fiel

The utilization of 16mm. Cinemascope by the educational and institutional fields is expected to increase this Fall as budgets will be allocated by "small-time exhibitors" to build the necessary equipment at the start of the new fiscal year, it was reported yesterday, by a top 16mm. distributor.

The company official, comment on the current growth of 16mm. Cinemascope, stated that "only small percentage of the market equiff, cinematographic product in small gauge versions."

Says Funds Are Lacking

The main reason for the slow pace he said, was due to the lack of fun in the budgets allocated by the educational and institutional fields, so that new budgets are set at, or near, the end of the current fiscal year, I expect the 16mm. Cinemascope market to increase considerably, the distribution executive said. He pointed out that at present not many school institutions can afford to spend $1 for a 16mm. two-inch focal lens. Bausch & Lomb anamorphic lens, put out $750 or more for other lenses, 16mm. Cinemascope.

He said that at present 20th Century-Fox and Warner Brothers are the two big suppliers of 16mm. Cinemascope product in the domestic market, with M-G-M selling its "small gauge" product in anamorphic versions in Canada and not the U. S. All companies release their product through the facilities of Film, Inc. "small gauge" distributors.

Schwalberg's APA (Continued from page 1)

Schwalberg's APA (Continued from page 1) 16 distributors. Schwalbe said that agreement has been made with one major.

Because of talent developed television, Poll said that Gold Men had brought in TV creative talent such as directors, directors, directors, writers, directors, writers, directors, writers, directors, writers, directors, directors, writers, directors, writers, directors, writers, directors, writers, directors, writers, directors, writers, directors, writers, directors, writers, directors, writers, directors, writers, directors, writers, directors, writers, directors, writers, directors, writers, directors, writers, directors, writers, directors, writers, directors, writers, directors, writers, directors, writers, directors, writers, directors, writers, directors, writers, directors, writers, directors, writers, directors, writers, directors, writers, directors, writers, directors, writers, directors, writers, directors, writers, directors, writers, directors, writers, directors, writers, directors, writers, directors, writers, directors, writers, directors, writers, directors, writers, 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EDITORIAL

Federal Tax Relief Can Be Obtained

By Sherwin Kane

NOW that Compo's admission tax campaign steering committee has decided that H. R. 857, the King Bill, offers the best chance of obtaining tax relief for the theatres at this session of Congress every member of the industry should get behind it and do his utmost to help obtain its enactment. The King Bill would boost the exemption from the 10 per cent federal admission tax from the present 50 cents to $1. The tax could be continued on the portion of the admission price in excess of $1. Thus it offers relief in a fair proportion to both big and little theatres while, at the same time, recognizing the Administration's reluctance to repeal the tax entirely.

Industry members who have heard only defeatist reports on the King bill campaign may be interested to know that well informed observers in the scene are exceedingly optimistic of the chances of passage of the King Bill. Congressional sentiment is favorable as of now and the key to the ultimate success of the industry campaign appears to lie both with the Treasury and White House than with the Congress, although certainly some missionary work in the Congress remains. Established contacts here must be maintained.

If it can be shown that a substantial sum still may accrue to the Treasury from the tax remaining on the higher admissions, and that the cost to it may not greatly exceed the estimated $80,000,000, then it is believed that the Treasury would not oppose the bill (even though it did not recommend it) and thus greatly lessen the chances of a Presidential veto.

Meanwhile, Compo's committee chairmaned by J. J. O'Donnell will feed the wholehearted aid of every member of the industry. Be prepared to respond when called upon.

Congress Told Too Many Films Distort View of U.S. Life

From THE DAILY Eirence

WASHINGTON, Apr. 11. - The U. S. Advisory Commission on Information told Congress today that too many Hollywood films going overseas give a distorted view of American life. It said the industry should cooperate with the government to correct the situation.

The commission is a group of five private citizens who keep an eye on the government's Overseas Information Program. The statements on the Hollywood films were contained in the commission's 11th semi-annual report to Congress.

The commission's criticism came soon after similar criticism by USIA Chief Theodore Streibert and several members of the Senate Foreign Relations Committee.

The commission report said that

(Continued on page 2)

Humphrey Still Mulls SSBC Exhibitor Poll

From THE DAILY Eirence

WASHINGTON, April 11. - Sen. Humphrey (D., Minn.) said he has not yet decided whether his Small Business Subcommittee should poll exhibitors on arbitration and on production by divorced courts.

He said he wanted to talk to other members of the subcommittee before making any final decision.

Humphrey during hearings last month suggested that major exhibitor organizations carry on such a poll among their members. The Theatre Owners of America and Independent Theatre Owners Association later said the poll could be better carried on by the subcommittee and asked the subcommittee to do it.

House Group Vetoes Floating Cinerama

From THE DAILY Eirence

WASHINGTON, April 11. - A House Appropriations Subcommittee has killed the U. S. Information Agency's "Floating Cinerama" project, it was learned.

The agency asked $3,793,500 in federal funds to recondition a mothballed aircraft carrier and equip it to show Cinerama films in major foreign ports. USIA officials said the Cinerama films could be shown on the flight deck to an audience of some 2,000 people at a time, and that other exhibits would be included in

(Continued on page 8)

New Assistant to President

Mundo Lists Promotion of Activities At Local Level Among TOA Duties

A program will be mapped out within the near future to create more enthusiasm for Theatre Owners of America at the regional unit level, it was disclosed here yesterday by Claude Mundo, administrative assistant to the TOA president, at a trade press meeting here yesterday. Mundo said that he hoped to stir up enthusiasm for TOA and for its regional units through the utilization of showmanship and promotions. He cited, as an example, the use of eye catching bulletins which will be sent out at specified intervals.

Mundo, who arrived here last weekend from Arkansas to accept this new post, however, also stated that "frankly, gentlemen, I don't know what I am to do here."

He said that following his last meeting with TOA president Myron N. Blank, at the national exhibitor group's mid-winter board meeting in New Orleans in early March, he came to the conclusion that his main functions would be to assist local units in organizational work and to assist

(Continued on page 8)

Johnston Report Would Expand MPEA Offices In S.E. Asia

Proposes a Cooperation Program to Board Here

By MURRAY HOROWITZ

A program of cooperation with South-Eastern Asian nations for the development of the motion picture medium was outlined here yesterday by Eric Johnston, president of the Motion Picture Export Association.

The market, stretching from Japan to India, could be doubled or halved in the next five years, depending on what happens politically in the nations of that area and "what we do," Johnston maintained. Correctly, the South-East market represents from $24,000,-

(Continued on page 8)

Distribution to SBC Hearing in May

Distribution will offer its testimony to the Senate Small Business subcommittee "some time in May," Kenneth Clark, MPAA vice-president, said yesterday.

This schedule would indicate that it is virtually impossible for any legislation to eventuate from the hearings this year, since Congress is scheduled to adjourn by the end of June, Any report or recommendation by the

(Continued on page 8)

Thorne to Head New Sindlinger Dept.

Ed Thorne, past president of United Theatre Owners of Oklahoma, and for many years city manager of Cooper Foundation Theatres in Okla-

homa City, has joined Sindlinger &

(Continued on page 8)
PERSONAL MENTION

ERIC JOHNSTON, president of the Motion Picture Association, will go to the Coast over the week-end, returning to Washington early next week.

CHARLES M. REAGAN, M-G-M vice-president and general sales manager, and Mrs. H. GREENFIELD, secretary of Loew's, Inc., left here yesterday by plane for Hollywood. They will return at the week-end.

ROBERT M. WESTMAN, vice-president of the Columbia Broadcasting System television network, is in Chicago today from New York.

LAWRENCE LASKEY, partner in E. M. Loew Theatres, Boston, is the father of a son born there to Mrs. Laskey at Beth Israel Hospital.

EDWIN LINDSAY, motion picture editor of the Borderland, Va., "Times-Dispatch," has returned home from New York.

SAMUEL J. FREEDMAN, Paramount publicist on "The Ten Commandments," is in Boston from New York.

ERNST L. SCANLON, producer, is en route to Europe from here.

J. J. COHN, M-G-M studio executive, will arrive in New York on Saturday from the Coast.

WILLIAM NUTT, RKO Radio West Coast story editor, will leave Hollywood tomorrow for New York.

TRUDY HAMBERGER, secretary at Theatre Owners of America headquarters, is vacationing in Havana.

MIKE ROSEN, M-G-M personnel manager, is vacationing from here in Indio, Calif.

ALEX BARRIS, motion picture editor of the Toronto "Globe and Mail," has returned to Toronto from New York.

BEUNIE KAMBER, publicist, has returned to New York from Europe.

Loew, Jr., Stays On

Arthur Loew, Jr., producer of M-G-M's "The Rack," is extending his New York visit for matters pertaining to his recently announced independent producing organization. He will leave for the West Coast shortly and return here again next month, at which time he will confer with publishers and authors with a view to lining up story material.

Wm. Morris to Sell New WB TV Series

The William Morris Agency has been appointed exclusive sales representative for a projected series of four one-half hour television shows of which Jack M. Warner is executive producer. This series is separate and apart from Warner Bros. "Warner Bros. Presents," now on the air. It will be produced by the TV division of Warner Brothers. Each of the four titles will be produced as a series of half-hour shows.

The titles are "Amazon Trader," starring John Sutton, to be produced in Southern America in Warner Color; "96 Winter Street," to be shot in New York with Lee Bowman starring; "Joe McDouaken," starring George O'Leary, a new series of the "Rhinoceros" producers; and "Port of Call," starring John Ireland as a captain of a cargo-passenger ship which puts in at a new port each week.

"Flannel Suit" Opens Tonight Here, L.A.

New York's Roxy Theatre and Gramman's Chinese Theatre in Hollywood will be the scenes of simultaneous premieres tonight of Doryl Zannuck's "The Man in the Gray Flannel Suit." Government, state and local leaders will join with Hollywood and Broadway stage and TV celebrities to attend the respective showings of the 20th Century-Fox production. The premiere marks 50 years in the film industry as a producer for Zannuck, who began his career as a story writer.

"Goodbye, My Lady" in Georgia Premiere

ALBANY, Ga., April 11.—A capacity audience crowded the Albany Theatre here tonight for the world premiere of the Warner Bros. film, "Goodbye, My Lady." Walter Brennan joined Brandon de Wilde and William Hopper, featured in the major roles. A parade with floats from representatives cities and Albany organizations preceded the showing.

All three stars are due in Atlanta tomorrow for an appearance at the Paramount Theatre, one of the 570 Southern houses that will be showing the film within the next four weeks.

62,500 Second Week For 'Alexander' Here

Robert Rosen's "Alexander The Great" has rolled up a second week gross of $62,500 at the Capital Theatre, New York, in spite of an unseasonable snowstorm on Sunday. The United Artists CinemaScope picture begins its third week today.

(Continued from page 1) various handicaps had to be overcome in order to make the government's foreign propaganda efforts more effective, and that one of these handicaps was the distribution abroad of American books, magazines and motion pictures "which give a distorted image of what American people and life in America are like."

The number of publications and films on which produce a bad effect overseas is not a large percentage of the total volume, the commission admitted. "Unfortunately, however," it added, "several rotten apples can spoil the barrel."

Sees 'Understanding' Needed

The commission said it saw nothing in the situation calling for Congressional enactment of a permanent law, but said the matter "does require understanding and cooperation" between the USIA and the motion picture and publishing industries. It noted that USIA has handled this part of the problem but said "the results thus far leave much to be desired."

The commission urged Congress to set up a special joint House-Senate committee to work with USIA in developing a more effective overseas information program. Sen. Humphrey (D., Minn.) immediately introduced in the Senate a resolution setting up such a committee, composed of nine House and nine Senate members. Rep. Feighan (D., O.) has already sponsored such a bill in the House.

UK Likes 'Conqueror'

LONDON, April 11.—The first 11 pre-release Easter week dates of Howard Hughes' "The Conqueror" grossed over £10,000 ($58,000), it was announced by Robert S. Wolff, RKO's managing director for the United Kingdom. All of these engagements were in theatres of the Odeon Circuit, which last Monday opened the RKO film into its chain. Considering the recent box office decline, this is outstanding business, according to Wolff.

Seeney to CBS-TV

Harry J. Seeney, trade news editor for CBS Radio press information, has been named to a similar post at CBS television press information effective April 23.
Texas Rancher Adds Nine Theatres to His Farms, Motel, Hotel, Store, Model School
SPECIAL TO THE DAILY

SEATTLE, April 11.—Peter Barnes, a Texas rancher who also operates six theatres in this area, has expanded his holdings with the purchase of nine theatres of the Columbia Basin circuit in Eastern Washington. His 15 theatres now comprise the largest independent circuit in that area.

The newly purchased theatres are the Lake, Ritz and Basin Drive-in at Moses Lake; the Lee and Marjo, Ephrata; Park-in Drive-in, near Soap Lake; the Lake, Soap Lake Basin, Othello, and the Warden at Warden.

Barnes made his first investment in Washington 17 years ago when he bought six theatres in Oreville, Chelan, Vernon and Okanogan counties.

Besides his theatre interests, Barnes owns a motel at Chelan, Wash.; a date farm near Palm Springs, Cal.; a 1,400-acre farm in Canada; the Wasaga Beach Hotel on the coast of British Columbia; a department store in Ontario; a new home he is building (an indoor swimming pool) in Seattle, a few Canadian theatres, as well as a large ranch near San Angelo, Tex.

People here wonder what he does with so much spare time.

Trans-Lux Pictures Sets Canadian Deal

Negotiations have been completed between Trans-Lux Pictures Corp. and International Film Distributors, Ltd., for the latter to be the exclusive distributors in Canada for all Trans-Lux releases. The first picture is "Dance Little Lady," currently in national release. Also on the schedule for Canada is "Lovers and Lollipops," which opens at the Trans-Lux Normandie, New York, next Wednesday.

Arrangements for the distribution deal were negotiated by Richard Brandt and George Roth for Trans-Lux, and Nat Taylor and Dave Griessdorf for International.

Back Page of 'Times' Is H-L 'Trapeze' Ad

The entire back page of tomorrow's "New York Times" has been taken by the Hecht-Lancaster companies as an advertisement for the CinemaScope production of "Trapeze." The full-page display will run both in the regular edition of the "Times" and in the paper's Sunday edition.

Headline: "$6,000,000—TRAPEZE and the Global Look," the full-page display carries a photograph of "Trapeze." stars Burt Lancaster, Tony Curtis and Gina Lollobrigida, superimposed on a reproduction of the globe. The copy stresses the international character of the forthcoming United Artists release.

UA, H-L Continue 'Trapeze' Parley

HOLLYWOOD, Apr. 11.—United Artists and Hecht-Lancaster executives tonight were continuing discussions relative to renewal or extension of the distribution agreement which expires with the distribution of "Trapeze." Although no principal directly divulged the course which discussions are taking, it is understood that a three-year deal is favorably regarded by both parties, with details to be worked out in final talks.

The discussions began Tuesday.

Universal Ends Warrants Issue

WASHINGTON, April 11.—The elimination of the warrants of Universal Pictures was reported here by the company to the Securities and Exchange Commission.

In its report, the company stated that as of April 1, the expiration date of the warrants to buy common stock, there were no such warrants outstanding. Recapitalizing the activities in the shares for the year, the company stated that as of Dec. 31, there were 10,176 warrants outstanding, exclusive of the 25,487 warrants held in the company's treasury. Warrants for 4,935 shares of common stock will expire from Dec. 31 to April 1 and a like amount of common stock was issued. The company bought 5,311 warrants in the period at a cost of $90,084, while holders of 30 warrants did not exercise their rights.

To Launch TV Code Educational Drive

WASHINGTON, April 11.—An extensive promotion campaign to familiarize the public with the Television Code will be launched soon by its Television Code Review Board, the National Association of Radio and Television Broadcasters announced.

After a weekend meeting in New York, the code review board decided to send out a brochure and other material explaining the workings of the code to the public.

Westrex Offers New Type Sound System

The introduction of the Westrex Economy Sound System, said to provide quality equipment for film at a low price, has been announced by the Westrex Corp.

The firm, which reports the single channel sound system is composed of parts engineered in an easy way, said it is less costly than comparable 1953 equipment and that the original cost is lower but the equipment is easy to install.

Tax Drive to Fore Allied of N.J.

Convention Set For May 27-29

A heavy agenda covering the forthcoming annual convention and the unit's campaign to get new members will highlight the board of directors and membership meeting of Allied Theatre Owners of New Jersey which will take place at the Famous Kitchen Restaurant here on April 24, according to ATONJ president Sydney Stern.

Stern said that the annual convention of the regional unit of Allied States will be held at the Concord Hotel, Lake Kiamesha, N. Y., May 27-29, and that some 450 persons are expected to attend.

Directors to Meet in Morning

The ATONJ president said that the board of directors of the unit will meet in the morning and that the afternoon of April 24 will be devoted to a regular membership meeting.

Stern said that the subject of tax repeal campaign, an issue which the unit has been pushing for some time, will be discussed or put over to a time when the matter can "really be given a going over."

Commenting on the ATONJ questionnaire, Stern said that only 70 per cent of the number sent out have been returned thus far. "A compilation of the questionnaire, which includes questions concerning arbitration, government regulation of film rentals, and taxes, will be made public at our annual convention in May," he said. Stern also said that the unit's Emergency Defense Committee will also render a report then.

New Show Business

Club in Chicago

CHICAGO, April 11.—Members of all branches of show business have formed a new social and benevolent club known as The Stage Club of Chicago. Inc. Meetings are being held every Monday evening in temporary quarters at 55 West Wacker Drive. Charles O. Schoke has been elected president.

Hotels Near Capacity

For V.C. Convention

Farlin Levine, chairman of the 8th Annual Variety Clubs International convention scheduled for May 12 at the Waldorf-Astoria hotel, yesterday urged local club bankers to wire and phone to get their reservations in fast in order to be assured of choice rooms at hotels of their selection.

Levine said that reservations were coming in at such a rapid rate that we are getting close to capacity at some of the hotels on our list. We expect at least 1,200 barker and their wives to attend."
WARNERS ARE ALL SET TO A "THE ANIMALS"

2 BILLION YEARS IN THE MAKING! The whole flaming story of raging animal life on earth from its prehistoric beginning to the present!

COLOR BY TECHNICOLOR
Filmed by 27 production crews on mass safaris throughout the globe!

WRITTEN, PRODUCED AND DIRECTED BY IRWIN ALLEN

ACADEMY AWARD MAKER of 'THE SEA AROUND US'

A WINDSOR PRODUCTION
THE SHOW-WORLD WITH

TERRITORIAL SATURATIONS THROUGHOUT THE MONTH OF JUNE! MASSIVE TV AND RADIO BOMBARDMENT WILL ROAR NIGHT AND DAY! IT'S THE SHOWMANSHIP SHOW OF THE AGE FOR ALL AGES!

(COAST PREVIEWS NOTHING BUT ALL-OUT RAVES!)

SEE THE TRADE SHOW! SET IT IN AND SET IT UP FOR A MOP-UP!

CHECK YOUR WARNER MAN FOR DATING SCHEDULE IN YOUR AREA!
...world-wide!

Everybody thrills to a fight! Especially when it’s on a wide, wide-screen where every seat is down front! Before this show could go on in this way, time, work, and money went into perfecting new technics in production, processing, and projection. Members of the Eastman Technical Service, working hand-in-hand with the industry, are happy to have helped develop these technics.

Motion Picture Film Department

EASTMAN KODAK COMPANY, Rochester 4, N.Y.
Branches at strategic centers. Inquiries invited.

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

Midwest Division
137 North Wabash Ave., Chicago 2, Ill.

West Coast Division
6706 Santa Monica Blvd., Hollywood 38, Calif.
Johnston Says Soviet Silent on Film Deal With U. S. Producers

The MPEA has received no response from Russia to a suggestion made by Eric Johnston, president, in February that MPEA be advised what future joint business films Russia might wish to buy from the American industry, and at what price. Johnston told a trade press conference April 10 that he had been approached by the Soviet Ambassador and a Soviet cultural representative in Washington before leaving on his recently completed global tour. They asked whether the American industry would be interested in selling some films to Russia. Johnston said he countered with the inquiry whether Russia was interested in buying and made the suggestion about providing information on which MPEA could act.

Sees Government in Favor

Nothing has been heard from Soviet sources since, Johnston pointed out.

In reply to a question, Johnston said he believes the U. S. State Department and other government agencies are in favor of American films being sold to Russia.

Asked whether British film industry representatives had responded to his invitation to come here and investigate conditions surrounding the sale of other Hollywood films to television, the MPEA head replied in the negative. British exhibitor and producer trade organizations had asked Johnston to intervene to prevent the sale of Hollywood films to British television.

Mundo Lists

(Continued from page 1)

them in their convention work and also, to work on the national TOA convention which will be held this Fall.

Mundo, a former Arkansas exhibitor who owned and operated the United in Little Rock, said that he “will have no business contact with distribution and will deal mainly with exhibitors.” He will indirectly deal with public relations for TOA, also, Mundo said.

Asked if he will have authority to answer questions pertaining to policy and to act in the absence of top TOA personnel, Mundo replied that “I don’t know much about nothing.” He said that when TOA officers are absent, Herman M. Levy, TOA general counsel, could be considered the group’s “spokesman.”

Clune in New Post

(Continued from page 1)
pied many key production posts in his many years in Hollywood, including 15 years as executive production manager for 20th Century-Fox and eight years as general production manager for Selznick International.

He is a member of the executive branch of the Academy of Motion Picture Arts and Sciences.

The Scarlet Hour

Paramount—VistaVision

The initial starring performances of Carol Ohmart, Tom Tryon and Jody Lawrence, whose Paramount is building up in the current new talent search, are somewhat marred by a rather complex melodramatic plot in this Michael Curtiz production in VistaVision. It’s a hard-boiled type of narrative that wraps up a love triangle, a jewel theft and an accidental killing into 95 minutes of episodes which have a goodly amount of suspense even though some of the incidents are familiar and a little improbable.

A capsule synopsis reveals that it is a story that does not generate a great deal of sympathy for the central characters. Miss Ohmart is cast as the wife of building contractor James Gregory, the latter justified in his suspicion that his wife is carrying on an affair with Tryon, one of his employees. When the wife and Tryon, during a secret meeting, overhear three men plotting to rob a big home, the lovers concoct a plot whereby they will hijack the thieves, get the loot for themselves and run off together. However, in carrying out the plan, Gregory, who has followed them, is shot and killed. Miss Ohmart, in the course of the police investigation, implicates Miss Lawrance, her husband’s secretary who, in a sense, carries a torch for Tryon. Eventually, the guilty ones are arrested and, in the fadeout, Tryon and Miss Lawrance realize they have been in love with each other all along.

All of the so-called new talent deliver good performances, with Tryon probably winning the top laurels. The supporting players have had considerable experience on television and the Broadway stage.

Curtiz directed the picture from a screenplay by Frank R. Konkel, Tashlin and John Meehyt Lynne based on an original story by Van Konkel and Tashlin.

Others in the cast are Elaine Stritch, who turns in a fine acting job as the flippant girl friend of Miss Ohmart; E. C. Marshall and Edward Binns. Nat “King” Cole is spotted in for a night club scene in which he sings “Never Let Me Go.”

Running time, 95 minutes. General classification. For April release.

JACK EDEN

Floating Cinemaram

(Continued from page 1)

other parts of the ship. They argued this would be an effective method of selling foreign audiences on the U. S.

However, a subcommittee headed by Rep. Rooney (D., N. Y.) has vetoed the funds request, it was reported. The matter will be put before the full House Appropriations Committee on April 20.

The executive branch of the government has viewed the Cinemaram project as a key part of their hoped-for expansion in the government’s overseas information program. Should the House sustain the subcommittee’s action, there would undoubtedly take their fight for the project to the Senate.

Five Cities Added to George Golbe’s Tour

Five cities were added to George Golbe’s “The Band and the Bees” national tour itinerary yesterday, bringing to 11 the number of key cities which the TV comedian will visit during April and May.

Boston, Philadelphia, Washington, Denver and Detroit were added to the list that already included Houston, Dallas, Ft. Worth, Chicago, New York and San Antonio. The Paramount film has its premiere on May 4 in New York and on May 2 in Chicago.

Distribution to SBC

(Continued from page 1)

committee, assuming it proposed legislation in the first place, would most likely be acted upon in the short time remaining of the session.

Curtiz also reported that Eric Johnston, MPAA president, had wanted to hold a meeting of the committee considering revision of the Production Code Administration in New York but the absence from the city of the committee members prevented it. Barney Balaban is in Europe and Abe Schneider is out of town, too. A meeting will be held when they return.

Thorne to Head

(Continued from page 1)

Co. as head of a new client service department, it was announced by Albert E. Sindlinger, president of the business analyst firm.

Thorne has been spending the past week with Sindlinger and staff at the headquarters in New York, observing at first-hand the methods and procedures used to gather and tabulate Sindlinger data each week. Thorne will return today to Oklahoma City, where he will headquarters for the time being. He will conduct clinics with Sindlinger clients throughout the country, and service Sindlinger’s TV station and sponsor clients, publishing clients, as well as exhibit and producer clients.

Stressed Free Market

To the requests of Asian Ind on behalf of the American market for films, Johnston said he stressed the U. S. is a free market and that films could be marketed as effectively as some of the foreign commodities the U. S. He went on to express belief that films are an international hoof of exchange and it was in the interest of each country to that medium in a healthy state. In terms concerning the trade, he said the U.S. should be mutually benefit than exclusively, in the partner country without consideration other countries.

As part of the initial phase of program, MPEA offices will be established in Manila and an MPEA representative will be appointed to replace the representative who recently resigned.

Expecta Good Year

Asked for his 1956 estimate of foreign markets, Johnston said he thinks American film company will do slightly better this year, $2,000,000 to $3,000,000 most compared to 1955. He said the recently-arrived-at formula will probably be for the first time in the division Japanese permits. In Italy, when the U. S. government has issued 30 per country next year’s quota in proceeds permits.

Turning to the domestic situation, Johnston said that everyone he talked to his expressed optimism about the film business in the U.
Herald Institute Poll Reveals

All-Inclusive Arbitration
Favored by U.S. Exhibitors

Overwhelming support of an arbitration system that would encompass all trade practice problems and would be guided by both industry and non-
industry men has been given by exhibitors throughout the nation in a detailed
survey conducted by the Motion Picture Herald Institute of Industry Opinion.

Dire need for relief of the friction that appears to be grinding at the
bearings of the trade's economic structure was cited by exhibitors, who
favored an arbitration system by a decisive 84.9 to 15.1 per cent. The
Institute's survey further revealed that exhibitors are striving for com-
plete arbitration, as illustrated in a unified response of "if we are going
arbitrate, let's arbitrate everything." Arbitration support in sev-
eral instances was indicated only if

(Continued on page 8)

300-Date Saturation Run for 'Alexander'

A saturation Decoration Day book-
ing of 500 dates in 32 cities for Rob-
ert Rossen's CinemaScope production of
"Alexander the Great" has been scheduled by United Artists.

Bookings are to be backed by the same
campaign that sparked runs in New
York, Chicago, Los Angeles, Atl-
lanta, Baltimore, Ft. Lauderdale,
Jacksonville, Miami, St. Petersburg.

(Continued on page 8)

Claim Record for Plan's Thoroughness

Aim Campaign for 'Commandments' At Non-Theatre Patrons, 'Repeats'

A world-wide promotion program, perhaps never before equalled for scope,
thoroughness and duration, has been
developed for Cecil B. DeMille's "The
Ten Commandments" and was dis-
scribed to trade press representatives
by Maxwell Hamilton, director of
presentation plans for the picture, at
a luncheon in the Paramount home
office dining room yesterday.

Hamilton, new to the motion pic-
ture field but with wide experience
in industrial and corporate public
relations, will administer a special cam-
paign of a minimum two and one-
half years duration on behalf of the
picture, which will begin where all
of the usual extensive promotion cam-
paigns which are planned for pro-
ductions of exceptional importance
ordinarily terminate.

In other words, the program being
directed by Hamilton will include
every imaginable phase and area of
promotion which promises to attract
the non-theatre-goer, rather than the
regular and occasional patrons at
whom the theatrical campaign for the

(Continued on page 8)

To Produce Later

RKO Into TV;
Film Service
Unit Set Up

Designed to Serve All
Segments of Television

HOLLYWOOD, April 12—RKO
Radio stepped into the television field
today with the announcement of the
establishment of a film service unit
for TV which will "compet-
ently to serve every branch
and segment of the TV
industry in the pro-
duction of all
types of televi-
sion films."

According to
Charles L. Glett,
executive vice-presi-
dent, RKO ul-
timately will produce its own films
for television, but the basic intention

(Continued on page 6)

Friedman Resigning
Para. Playdate Post

Resignation of Martin Friedman as
head of the home office playdate de-
partment of Paramount Film Distrib-
uting Corp., was announced "with deep
regret" yesterday by the
company.

Friedman, who has been in the in-
dustry since 1929, indicated that he
was leaving Paramount to assume

(Continued on page 6)

Trans-Lux Studying
Television Market

The Trans-Lux Theatre Corp.,
which has the television rights to over
400 Encyclopedia Britannica films, is
investigating the TV market in regard

(Continued on page 8)
**PERSONAL MENTION**

**DONALD HENDERSON, 20th Century-Fox treasurer, is scheduled to return to New York over the weekend from the Coast.**

Isador M. Rappaport, owner of the Hippodrome, Town and Little theatres, Baltimore, has left here with Miss Rappaport for Washington Springs.

Lee Katz, Allied Artists European executive production representative, will arrive here from the Coast tomorrow en route to Paris.

Alvin Kosoff, 20th Century-Fox salesman in Albany, N. Y., will be married in Philadelphia in October to Dorothy Bunker.

Gary Haymes, of Transfix, Inc., is the father of a daughter born to Miss Haymes at Peck Memorial Hospital, Brooklyn.

Al Cohen, co-owner of the Ritz Theatre in Atlantic City, will leave here shortly with Miss Cohen for a trip abroad.

Moe Kreuzhage, United Artists exploitation manager, will return to New York today from Detroit and Cleveland.

Miss Wadad Boumanikour, owner of the Plaza Theatre in Malone, N. Y., has left there for Miami.

Catherine Lacey, British actress, returned to London from New York yesterday via B.O.A.C.

Don Sharpe, producer, has left New York for London via B.O.A.C.

Frank Sinatra has left here by plane for Madrid.

**Sue Grotta to Head SMPTE Press Dept.**

The Society of Motion Picture and Television Engineers has appointed Miss Sue Grotta, director of press relations, Boyce Nemec, executive secretary, announced.

In charge of a new press relations department in New York, Miss Grotta will direct a recently formalized program of public information aimed at keeping motion picture and television executives, businessmen and engineers posted on the contributions made by SMPTE and its members to engineering progress in the film and TV fields.

In addition to her administrative duties, Miss Grotta will edit the Engineers' monthly newsletter "National News and Notes."

**Equip Palace Theatre As Gift to Grace Kelly**

Motion picture equipment—the gift of Philadelphia friends of Grace Kelly—will be installed at the Palace in Monaco, A. F. Watters, vice-president of RCA and operations manager, RCA International Division, announced yesterday. The gift includes an RCA 35mm projector and a complete stereo phonic sound system to be installed after May 1, in a private Palace theatre now under construction, Watters said.

**Indians to Tour N.Y. For Fox's 'Mohawk'**

A full-blooded Mohawk Indian and an Iroquois Indian girl will form the feature attraction of a 20th Century-Fox flying program unit which in three weeks will visit 29 cities of the Mohawk valley in New York state in connection with the 100-theatre opening of Edward L. Alperson's "Mohawk," which 20th-Fox will release.

In Lockport Monday

The team will appear in Lockport and Batavia on Monday, and thereafter will visit Rochester, Buffalo, Canandaigua, Newark, Elmira, Binghamton, Amsterdam, Albany, Gloversville, Little Falls, Herkimer, Ionia and Utica.

The concluding week calls for appearances in Syracuse, Oswego, Geneva, Auburn, Cortland and a final visit to Watertown on May 5.

**A&S N.Y. Post Ad Plugs 'Flannell Suit'**


The double-track ad, part of an extensive advertising campaign by the department store, calls special attention to the film and a Gregory Peck suit being introduced by Engle Clothes. A page-flap figure of Peck as "The Man in the Gray Flannel Suit" illustrates each page of the insertion.

Joseph Pelekrene, 89

Funeral services for Joseph Pelekrene, 89, father of Louis Pelekrene, staff writer of "The Filo Daily," will be held at St. Joseph's Roman Catholic Church in Bogota, N. J., on Monday morning. Interment will follow at St. Joseph's Cemetery in Hackensack. Pelekrene, died here at Presbyterian Hospital on Wednesday following an illness.

**'Most Talked About' Pictures Are Listed**

Columbia's "Picnic" was the picture "most talked about" during the week ended April 7, while runners-up were M-G-M's "I'll Cry Tomorrow," Paramount's "The Rose Tattoo," United Artists' "Marty," and UA's "The Man With the Golden Arm," according to the latest report of Sindlinger & Co.'s field staff. The business analyst organization makes a daily check of the public's entertainment behavior.

In fifth to 10th position were 20th-Fox's "Carousel," Paramount's "The Trouble With Harry," Universal's "In the Clear," President's "The Best Things in Life," Warners' "Blood on the Sun," and M-G-M's "Guys and Dolls."

It was pointed out that the impact of the Academy Awards was reflected in the position of "The Rose Tattoo" and "Marty," which jumped to third and fourth place in a week. The data was based on 8,621 interviews made between April 1 and April 7.

**Galindo Again Heads Mexico's N.C.I.C.**

MEXICO CITY, April 12.—Cesar Santos Galindo, manager of the Churubusco Studios here, has been reappointed to his former position as the National Cinematographic Industry Chamber.

Other officers elected were Santos Martinez, vice-president; Jose A. Quiroga, treasurer; Mrs. Bryan L. Jones, deputy treasurer, and Eduardo Chavez Garcia, secretary.

Mrs. Lance Montes is the widow of Luis R. Montes, founder of the Mexico City tent of Variety Club.

**'My Lady' Premiere Hits House Record**

ALBANY, Ga., April 13.—The world premiere of "Waller Bros.' "Good-bye, My Lady," at the Albany Theatre here last night highlighted up $4,799, breaking every record in the theatre's history, the management reported. Opening launched a 370-theatre saturation booking on the picture, which takes place during the next four weeks in the southeastern territory.

**Blanche Livingston of RKO Weds Today**


After a honeymoon to California and Las Vegas, the couple will reside in New York.

**By Adapting**

**Hartman Cites Stage Benefits To The Screen**

The benefits of adapting plays for motion pictures was stressed here yesterday by Donald Hartman, former 20th-Fox Paramount Pictures studio executive, and now an independent producer, who plans to produce "The Chalk Garden," "Matchmaker" and "Desire Under the Elms," the first two currently playing on Broadway.

Hartman maintained that playing a role often offers the producer a chance to see what does and does not play well in terms of writing, thus allowing him to avoid the pitfalls. The motion picture, in addition, lends scope. Hartman, who said all of his three productions will be financed by Paramount Pictures, said he has definite studio commitments on only one, "Desire Under the Elms," which is scheduled for March, 1957.

He said he may start filming "Chalk Garden" in the fall, possibly in England, where the play opened yesterday. Scriptwriter John Michael Hayes, who will do the screen adaptation for "Chalk Garden," will accompany him to England, leaving on Sunday, Hartman stated.

Will Confer on Casting

While in Europe, Hartman will confer with Ingrid Bergman and Alec Guinness, whom he would like to star in "Chalk Garden." He said he also will meet with Tyrone Guthrie on the possibility of the latter directing "Matchmaker." He will meet write Irving Shay of Paris with the script for "Desire Under the Elms" and go to Madrid to confer with Sophia Loren on her playing one of the lead roles in "Desire Under the Elms."

**NEW YORK THEATRES**

RADIO CITY MUSIC HALL

Rockefeller Center

MARIO LANZA

in "SERENADE"

Co-Starring Joan Fontaine

A Warner Bros. Picture

And The Fred, Phil & Jack Stage Show

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwood Kane, Editor; Raymond Levy, Executive Publisher; Al Steele, News Editor; Herbert V. Peter Advertising Manager; Gus H. Farm, Production Manager; Hollywood Bureau, Yuro-Vite News, Hollywood, Manager, William R. Wagger, Editor, Telephone Hollywood 7-3451 Chicago Bureau, 1222 North LaSalle Street, Urban Parley, Advertising Representative, Telephone Financial 6-5240, Washington, D. C. New York Bureau, 6 Golden Square, Hope Williams Bureau, Manager, Peter E. Heidt, Advertising Manager, Phone: Tippett 2-7100. Cable address: Chiquitos, New York, Martin Quigley, President, Martin Quigley, Secretary. Address all communications to 1211 Sixth Avenue, Rockefeller Center, New York 20, New York. Telephone City Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1211 Sixth Avenue, Rockefeller Center, New York 20, New York. Copyright 1950 by Quigley Publishing Company, Inc. Reprint rights will be granted on application. In a section of Motion Picture Herald: Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Film almonds, Film Trade Journal, Better Theaters and Better Merchandising, each published 13 times a year, Vincent Warner, President; George F. Urben, Vice-President; Lee J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theaters and Better Merchandising, each published 13 times a year. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 20c.
Cover 'Spectrum' of Entertainment

George Glass Says Hollywood Should Avoid Pitfalls of 'Typed' Categories

Hollywood product should cover the "spectrum" of entertainment, avoiding the pitfalls of allowing its line-up to fall into what may be considered current popular categories of mass appeal, George Glass, executive vice-president of Hecht-Lancaster Companies, said here yesterday.

Glass maintained that what is considered unpopular today, at times, proves very popular tomorrow. As to the entertainment "spectrum," Glass pointed to the activities of his own company, whose productions range from the small-budgeted Academy Award winning "Marty" to its multi-million dollar budgeter "Trapeze," to be released in July and August. Glass, who returned to the Coast yesterday, said he had spent the week conferring with United Artists officials on plans for "Trapeze."

"Says Oscar Hypoed 'Marty'

He said "Marty," since becoming the recipient of the Academy Award, has earned over $1,000,000 more than it otherwise would have.

Glass also disclosed that he has a property of his own, a Cosmopolitan novellette, titled "The Comedian," which he will produce on his own, possibly in a deal with Hecht-Lancaster Companies. Meanwhile, he said Ernest Lehman had completed his script for "The Sweet Smell of Success," which will star Tony Curtis, the first of four scheduled productions for Hecht-Lancaster this year.

Mexico Production

Lowest in Years

MEXICO CITY, April 10. The production of only 24 films during the first quarter of the current year indicates that 1956 motion picture production in Mexico will be the lowest in years, the Mexican Picture Production Workers Union has reported.

Disclosing that some 88 films were produced here last year by Mexican firms, the union forecasts that only 80 productions will be released this year unless there is a pronounced upturn within the industry. The union theorized that difficulties in the Mexican trade, chiefly those of financing and a lack of markets, are the major reasons for diminishing production.

Alianza Suspends

Prominent among those local producers who have halted work is the Alianza Cinematografica, which reported its suspension involved five Mexican films and two productions with foreign companies.

Nine Pictures Start

Production on Coast

HOLLYWOOD, April 12. Nine new pictures went into production last week and eight others were completed, for a total of 33 pictures now in various stages of production.


Go See' Picks Three

"The Cockleshell Heroes," "Patterns" and "Lovers and Lollipops" were selected by the New York Subway Advertising Co. Monthly selection by Susan Lee of the New York Subway Advertising Co.
Paramount's Spring Torrent Of Hits Is Sending Grosses Soaring To New Highs!

Anything Goes

Starring
Bing Crosby
Donald O'Connor
Jeanmaire
Mitzi Gaynor
Phil Harris

VistaVision and Technicolor
Music and Lyrics by Cole Porter • Produced by Robert Emmett Dolan
Directed by Robert Lewis • Screen Story and Screen Play by Sidney Sheldon • From the Play by Guy Bolton and P. G. Wodehouse
(Revised by Howard Lindsay and Russel Crouse)

Five magnetic stars singing great Cole Porter tunes—in the picture that's delighting the crowds from coast to coast.

The Scarlet Hour

Starring
Carol Ohmart
Tom Tryon
Jody Lawrance

Guest Star
Nat "King" Cole

Produced and Directed by Michael Curtiz
Screen Play by Rip Van Ronkel, Frank Tashlin and John Meredith Lucas
VistaVision

Showmen, here's the answer to your S.O.S. for new talent. Three Michael Curtiz star-discoveries in a chiller of a thriller.
The Birds and the Bees

Starring
George Gobel
Mitzi Gaynor
David Niven

VistaVision and Technicolor

Co-starring
Reginald Gardner • Fred Clark
Produced by Paul Jones
Screen Play by
Sidney Sheldon and Preston Sturges
Based on a Story by Monckton Hoffe

George Gobel's boxoffice tour of selected first dates is building up nationwide interest — while the title song soars to popularity.

The Leather Saint

Starring
Paul Douglas
John Derek
Jody Lawrance
Cesar Romero

Co-starring Ernest Truex • Richard Shannon • with Ricky Vera
Produced by Norman Retchin • Directed by Alvin Ganzer
Story and Screen Play by Norman Retchin and Alvin Ganzer

This one's dating fast! Word is out that it's a "Going My Way" type of story, headed for the same type of business.

Today's Headline Star in 4 Top Pictures

The Country Girl

A Perlberg-Seaton Production • Starring Bing Crosby
Grace Kelly • William Holden • Produced by William Perlberg • Written for the Screen and Directed by George Seaton • From the Play by Clifford Odets

Alfred Hitchcock's
To Catch a Thief

Starring
Cary Grant and Grace Kelly • with Jessie royce Landis
John Williams • Directed by Alfred Hitchcock • Screen Play by John Michael Hayes • Based on the Novel by David Dodge
VistaVision and Technicolor

Alfred Hitchcock's
Rear Window

Starring James Stewart • Co-starring Grace Kelly
Wendell Corey • Thelma Ritter • with Raymond Burr
Directed by Alfred Hitchcock • Screen Play by John Michael Hayes • Based on the Short Story by Cornell Woolrich
Technicolor

James A. Michener's
The Bridges at Toko-ri

A Perlberg-Seaton Production • Starring William Holden
Grace Kelly • Fredric March • Mickey Rooney
with Robert Strauss • Charles McGraw • Keiko Awaji
Produced by William Perlberg and George Seaton
Directed by Mark Robson • Screen Play by Valentine Davies
From the Novel by James A. Michener
Technicolor

... ... ... AND ... ... ...

save that Decoration Day date for

Alfred Hitchcock's
The Man Who Knew Too Much

VistaVision and Technicolor

Starring
James Stewart • Doris Day
Directed by Alfred Hitchcock
Screenplay by John Michael Hayes
Based on a Story by Charles Bennett and D. B. Wyndham-Lewis
RKO Into TV

(Continued from page 1) at this time is to make available to the television industry the facilities of the studios.

Our purpose at this time is to serve the television industry in every area," Glett said. "We will serve the wants and requirements of television producers, advertising agencies, sponsors, etc., with our unexcelled service facilities and the aggregate of our resources in both manpower and material.

The decision was made as a result of negotiations which were made in New York during the past three weeks among RKO president Daniel T. O'Shea, Glett and home office officials.

Fred Ahern Supervisor

Appointed to supervise the immediate operations of the new RKO service, with the title of super- vision of television operations, is Fred Ahern, who has been RKO studio production coordinator and, previously, a director of operations for five years of CBS-TV, Hy-

wood. Ahern, who for the past years has been a Hollywood production executive in both the fields of motion pictures and television, will headquarter at the RKO Pathé Studio in Culver City. He will divide his time between there and RKO's New York studio.

The entrance of RKO into the field of TV is another step, according to Glett, in the development of the service. "When it is announced at a time when RKO is engaged in a major expansion of program motion picture productions at the RKO Gower Street Studio, UA and H-L

(Continued from page 1) mutual wish, without a fixed term date.

The UA statement issued after an agreement was completed read part as follow:

"The unprecedented scope of a new agreement with Hecht-Lancaster Companies sets a record for independent production. We feel that the artists supplied will have cause to rejoice in knowing that an uninterrupted flow of superior product, may by far a group of talent as wide world to have will be coming from them for the next several years for Hecht and Lancaster. On the bet of figures now in our hands, we estimate that the box office yield, wide, from H-L pictures release dates, will be in excess of $50,000,000.

'$9,000,000 for Advertising

In addition to the sum earmarked for the production budget, UA I. allocated $9,000,000 for the advertising and promotion of the forthcoming "Trapeze" and the first five to be made under the new contract.

The first five properties, however announced individually as have been acquired by H-L, are: "Swans Don't Cry", "Bachelor Pad", "Devil's Disciple", "Bundodia" and "The Way West."
N.Y. Welcomes "Man in Gray Flannel Suit"

JOINING a roster of distinguished motion pictures to premiere at New York's Roxy Theatre, Darryl F. Zanuck's "The Man in the Gray Flannel Suit" in CinemaScope bowed last night in a glittering performance riding the March of Dimes. Present at the event were some 6,000 first-nighters drawn from show business, the social, political and diplomatic spheres and the national and industry press. Marking the thirtieth anniversary as a producer for Mr. Zanuck, the Gotham program was staged in conjunction with a Hollywood premiere, at Grauman's Chinese Theatre. Highlighting the spring season, the twin openings were accorded widespread TV, radio, newsreel and newspaper coverage with highlights beamed across the globe by the Voice of America and the Armed Forces Radio Service. Starring Gregory Peck, Jennifer Jones and Fredric March, the romantic drama is based on Sloan Wilson's best-selling novel. In the photo at the right, left to right, are: Jack Cohn, executive vice-president of Columbia Pictures; Elmer Rhoden, president of National Theatres, and Robert Rothafel, managing director of the Roxy Theatre.

Marisa Pavan, star of the film, arrives at the theatre with her celebrity husband, Jean Pierre Aumont, who will be seen in "Hilda Crane."

(Rex)
‘Dimes’ Aided

(Continued from page 1)

The Way Out

A CHASE MELODrama that has some exciting moments after a slow start, this RKO Radio British import stars Gene Nelson, Mona Freeman, and John Beverley. Produced by Alec Snowden and directed by Montgomery Tully, “The Way Out” describes a pattern of escape on the part of Nelson after he murders a bookmaker in a tavern brawl. Here, the way out is revealed as an escape route from London, where the story is laid, to France. But, even though law and order are pictured in a loose frame and as being outwitted at every turn by the fleeing Nelson, justice wins out as Nelson dies beneath the wheels of a bus as he attempts to escape the police. Nelson is fairly convincing, but both Freeman and Goodliffe offer sensitive performances to support Bentley as the detective pursuing Nelson. Story-wise, the screenplay is tense after the first quarter-hour with good episodes of suspense.

It is terror that causes Nelson to flee from the police. As his wife, Miss Freeman, and her brother, Goodliffe, succeed in hiding Nelson in various apartments and finally resort to “the way out” when they realize Nelson cannot be talked into going to the police. But even with the help of Miss Freeman and license plates in their flight from London to a suburb where Nelson will find “the way out.” But, continuing his uncontrolled impatience and deceit, Nelson flees his hide-a-way in an attempt to make it to the coast where the boat destined for France is waiting. En route he meets the police and, after shaking them in a wild fist-fight, runs away only to meet death below the wheels of a passing bus. Running time, 90 minutes. Adult classification. For April release.

JACK EDEN

The Dimes’ Aid

(Continued from page 1)

Zaneck, were attended by distinguished audiences comprising many leading stars of Hollywood, the Broadway stage and TV, film industry leaders, United Nations ambassadors, state and local political figures, representatives of the press and dignitaries from many other walks of life.

Crowd Watch Arrivals

Extra details of police were assigned to the Times Square area to cope with the large volume of vehicular and foot traffic. The arrival of personalities, starting at 8 p.m., swelled the number of viewers on the scene.

Greeted by newspaper and still photographers, stars headed by Marisa Pavan, official cast representative, were interviewed by Faye Emerson and Lanny Ross for WPIX video audios. The program was sponsored by Eagle Clothes.

Notables arriving at the theatre walked down an unusual carpet of gray shawl, instead of the usual red one. As for such occasions, created by the sponsors of the premiere telecast.

Author Present

Among the many personalities attending the opening were Sloan Wilson, author of the best-selling novel on which the 20th Century-Fox production is based; Shirley Jones and Barbara Buick, stars of “Carousel”; Jean Pierre Aumont, star of “Hildi Grae”; Dana Wynter, star of “The Birth of June”; Elmer Einfeld, president of National Theatres; John B. Sortero, National Theatres vice president and head of Fox West Coast Theatres; Richard Einfeld, executive assistant, National Pictures Corp.

Trans-Lux

(Continued from page 1)

ative, an ideal sales possibility for the Britannica product would be to the educational and educational markets. He said that the story has been going on since Trans-Lux ac-
quired the TV rights.

It was also said that Trans-Lux is considering selling the films to sponsors for packaging by topics—travelogues, education, etc.

The Trans-Lux executive, who was highly optimistic about his company’s business and growth in the future, said that the circuit is interested in expanding its theatre operations. The company presently operates theatres in New York City, Washington and Philadelphia.

Kaye Leaving

(Continued from page 1)

activities, will take him to England, Egypt, France, Israel, Italy, Spain, Switzerland, Turkey and Yugoslavia.

The film, which was produced and is distributed by Paramount Pictures upon the same release, has been trans-
lated into more than 20 languages. Proceeds from the exhibition of the film are to go to the UN Children’s Fund.
By Dominant

Tells Plans for

WB Reissues
To Theatres

Will Market 2 Packages Of 52 Productions Each

By MURRAY HOROWITZ

Plans for the theatrical re-release in the U. S. of segments of the Warner Brothers film library were announced recently by Norman Katz, executive vice-president of Dominant Pictures.

Katz said that the titles will be announced shortly. The five, Katz added, like other new Dominant product, will be kept off the TV market for three years.

Dominant acquired the theatrical rights to the films, as well as the theatrical rights to the British Lion product, Katz stated.

MPA Annual Meet Next Week; May Set Code Study Talks

From THE DAILY BUREAU

WASHINGTON, April 15.—The Motion Picture Association of America hopes to hold its annual board meeting sometime during the week of April 23.

Officials are trying to schedule the meeting for the 24th or 25th. They are also trying to arrange for a meeting around the same time, possibly right after the board meeting, of the special board subcommittee, which was set up to study changes in the Production Code.

Move for Meeting Last Week

There were attempts to hold a meeting of the special code subcommittee last week, but two members were not available, and it had to be put off.

Lacks Needed Personnel, Time

Senate Group Won’t Poll the Exhibitors

Humphrey Informs Blank and Brandt of SSBC Decision; Thinks Idea Is Good

WASHINGTON, April 15.—Senate Small Business Subcommittee chairman Humphrey (D., Minn.) has turned down exhibitor requests that his subcommittee poll theatre owners on arbitration and production by divorced circuits.

On Thursday, Loew’s, a subsidiary of Dominant, announced it would stop producing silver screen movies.

A 60 per cent increase in net profit for the quarter ending Feb. 25 over the comparable period of 1955 has been reported by the Stanley Warner Corp., S. H. Fabian, Stanley Warner president, disclosed that the net profit after all charges for the 1956 quarter.

O’Neill Will Receive Poor Richard Award

Special to THE DAILY

PHILADELPHIA, April 15.—Thomas F. O’Neill, president of RKO Tele- 

dio will be presented a silver medal and citation of the Poor Richard Club at the annual dinner meeting of the organization here on Tuesday.

O’Neill will address the meeting on the subject of the present day—"One World of Entertainment."
Court Calls Walcott After Film Ballyhoo

From THE DAILY Bureaus

CHICAGO, April 15—Joe Walcott, a featured performer in Columbia's "The Harder They Fall," has been summoned to testify before the Cook County Grand Jury tomorrow as a result of his TV and radio appearances here as part of the film's promotional campaign.

During the last week Walcott tangled with Illinois boxing commission referee Lou Radzienko, also president of the National Boxing Assn., and the 225-pound lightweight champion in the film star declared boxing needs "strong men to clean it up."

In the Columbia film, which is an expose of crooked dealings in the fight game, Walcott played a leading role as a boxing trainer.

Use of Gov't-Held Channels for Private Firms Is Rejected

From THE DAILY Bureaus

WASHINGTON, April 15.—An inter-agency study group has refused to release to commercial television, channels now held for government broadcasting use.

The Federal Communications Commission last fall, looking for more VHF channels for private use, asked the Office of Defense Mobilization to study whether the spectrum space between 50 and 600 megacycles, now held for government services, could be released to private TV. An inter-agency group was set up, and this group on Friday reported that the channels were needed for defense purpose, and even hinted that the government might need more channels in the future.

The group said government programs for guided missiles, earth satellites, radar networks and other defense purposes "have placed and will continue to place an increasing demand for more bandwidth for radio frequencies." It declared that "national security requirements and the needs of air navigation and air communications preclude the release of non-government use of any of the very high frequencies now utilized by the federal government."

The study group consisted of representatives for the Commerce and Defense Departments, FCC and ODM. The report was unanimous, the announcement said.

Blake McVeigh to N. Y.

Blake McVeigh, publicist, will arrive in New York today for conferences at the home offices of Warner Bros. on promotional plans for "The Searchers."

Senate Group (Continued from page 1)

rights for divorced circuits making films. He suggested the major exhibitor associations poll their members. But McVeigh and Blank later said such a poll be conducted by the subcommittee instead, arguing the subcommittee would get better response.

In his letter to Blank and Brandt over the week-end, Humphrey said he still thought a poll was a good idea and that the committee would have to find some way that the poll might be made by an independent polling organization or another group. However, he declared, the subcommittee doesn't have the manpower to make such a study and would have to devote too much time to the project even if it had the staff.

TOA explained when it asked the SBC to conduct the exhibition poll that a recent poll of its own resulted in too small a response on which to base any reliable conclusions. Brandt endorsed the suggestion, but Abram Myers, chairman of the board and general counsel of Allied States, registered opposition. Myers said such a poll was unnecessary because the information sought already is available.

B'nai B'rith to Cite Youngstein, Levine

Max E. Youngstein, retiring president of Cinema Lodge, B'nai B'rith, and Martin Levine, co-chairman, will receive special citations from the Metropolitan Council of the lodge's "Honorary Luncheon," to be held at the Hotel Sheraton Astor here April 24, for their contributions in making possible the "Alexander the Great." New York premiere as a fund-raising project for the national B'nai B'rith agencies.

Jacob J.ivas, Attorney General of the State of New York, and Willard D. Deeg, president of the Metropolitan Council, who represents more than 200 lodges and chapters in the Greater New York area, will present the citations, and $8,000 members, will make the presentations to Youngstein and Levine.

Will Welcome Shapiro

The Cinema Lodge luncheon will serve to honor Youngstein as the retiring president and to welcome Robert K. Shapiro, managing director of the New York Paramount Theatre, as the incoming president.

The New York premiere of United Artists' "Alexander the Great" at the Capitol Theatre, sponsored by the Metropolitan Council and Cinema Lodge, accounted for more than $20,000 for the national B'nai B'rith agencies, which include the Defense League, the Hillel Foundations and the B'nai B'rith Youth Services.

Oregon Production Planners

Production of motion pictures, films and commercials, animal sound slide films, slides and slide presentations is scheduled by All Film Productions which recently opened in Portland, Ore., under ownership of Rex Pruitt. A man of the International Alliance of Theatrical Stage Employees, the SME Pruitt has been associated with All Pipes Films for the past six years.

Allied Artists Office Moves

The Charlotte branch of a chain of Allied Artists Corp. has moved to its location on W. Fourth St. The branch office of Columbia Pictures firm now occupies the building.

SMPTF Booklet Available

The Society of Motion Picture Television Engineers has announced that free copies of its booklet, "Wide-screen displays are still tall order," are available. The 12-page pocket-sized booklet, published last September, contains actual characteristics of the methods in use up to that time.

Canada Film Relocates

Odeon Holdings, Ltd., of Canada, has filed notice at Ottawa that its subsidiary, George Ivan Olivo, was the main office of the company had been transferred from Toronto to Charlottetown on Prince Edward Island. At the same time, it reported the board of directors was lowered from five to four.

Set Drive-in Reopening

Joel Mirranda, who operates the Warren Theatre, Warrensburg, in the Albany exchange area, has reopened the drive-in at Lake George on May 13. The theatre had been closed since 1953.

Goldenson a Director

Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, was named a director of Marshall Field & Company, a non-profit organization set up for the purpose of recognizing and rewarding fundamental and imaginative contributions to the well-being of children.

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Contemplated Reorganization
Proxy Statement Outlines
New RKO Theatres Setup

A 72-page proxy statement, outlining the reorganization contemplated by RKO Theatres as a consequence of the proposed deal to purchase the assets of the Cleveland Arcade Co., was mailed to stockholders at the weekend.

Schwartz Letter Enclosed

In an accompanying letter, RKO Theatres president Sol A. Schwartz said upon consummation of the proposed diversification plan, the corporation’s name would be changed to RKO Industries. List would become chief executive officer of RKO Industries Corp., in which event he intends to devote the major part of his time and efforts to its business. Schwartz will continue as president and chief executive officer of RKO Theatres, which would continue to carry on the corporation’s theatre operations. It is contemplated that the board of directors would be increased to include A. H. Parker, president of Old Colony Trust Co., and William A. Broadfoot and Royal B. Lord, two of the directors and principal officers of the company. Gera, the company’s treasurer, who has been an executive with the company before, will be vice-president of the company. Gera’s annual salary is $78,000.

TV Entirely in Color Predicted by Sarnoff

Special to THE DAILY
Television CHICAGO, April 15—Future television programming will be entirely in color, Robert W. Sarnoff, president of the National Broadcasting Co., predicted this afternoon as he dedicated Chicago’s Station WNBP—the first all-color television station.

The dedication ceremonies, which Mayor Richard J. Daley of Chicago participated, were telecast in a color segment on NBC-TV’s “Wide Wide World.” Mayor Daley proclaimed the week of April 15 to be NBC Color Television Week in Chicago.

In analyzing the future of television, Sarnoff said: “It was little enterprise engaged in textile finishing, electronics research and manufacturing, weaving of synthetic fabrics and various real estate operations. It also was disclosed that Schwartz has extended his contract from April 30, 1957, to April 30, 1959. The contract provides Sol A. Schwartz for a salary of $70,000 per year during his active employment, to be followed by a five-year consultant arrangement at an annual fee of $30,000, subject to certain rights of Schwartz and the corporation to terminate active employment at an earlier date.

Under the deal, the Arcade assets would be acquired in exchange for 1,043,706 shares of RKO Theatres common stock and the assumption of liabilities of Arcade. It also was recommended that RKO consider making an offer to acquire the 15.6 per cent of the Gera common stock not owned by Arcade in exchange for an additional 216,294 shares of RKO Theatres stock.

In his accompanying letter, Schwartz said the actual 1955 earnings of the corporation, before special items, were 60.6 per cent on the stock presently outstanding. On a pro forma basis, giving effect to the proposed acquisition of the Arcade assets, earnings, before special items, of the combined company on the basis to which the number of shares outstanding would have been 84.2 cents per share.

Great Day to Bow In Denver May 16

DENVER, April 15—A May 16 date has been scheduled for the world premiere of Edmund Grainger’s “Great Day in the Morning,” at the RKO Orpheum Theatre.

Grainger and Robert Stack, Virginia Mayo and Ruth Roman, stars of the RKO release, will attend the performances. Alex Nichol, a co-star who was to attend since he is starring in the Broadway play, “Cat on a Hot Tin Roof,” over two years ago that standards for color television were approved. The future, I am firmly convinced, lies in the complete programming of television in color.”

Appeal to TOA
Give Foreign Product More Playing Time

An appeal to U.S. exhibitors for more playing time for foreign products produced may be made at the annual convention of the Theatre Owners of America by some foreign producers who are expected to visit this country during the 1956 meeting of the national exhibitor association.

The annual TOA convention will be held at the New York City Coliseum here, Sept. 19-23, in conjunction with the TESMA-TEDA-IPA trade shows and conventions.

Foreign Officials to Be Invited

According to a representative of TOA, the association’s executives, Motion, Blank, D. Warner and Walter Reade, will extend invitations to a number of prominent foreign industry people while touring Europe on their current trip. It is expected that Indo Memira, president of the Union Internationale de L’Exploitation CinemaTeographique, will be one of the European exhibitor-producers who would receive an invitation.

Blank will address the general assembly of the UIEC in Paris next month. He is TOA’s representative to the international group. The TOA president was a guest speaker to the UIEC’s Rome convention in late 1955 and at that time urged foreign producers to make films suitable for the U. S. market. However, a number of foreign film men have stated that their product couldn’t get proper playing time in the U. S. and among them were Gennini, who came to America for the 1955 annual TOA meeting in Los Angeles in regard to this matter.

International Flavor Sought

The 1956 meeting of the exhibitor group will have an “international flavor” as a number of foreign equipment manufacturers and suppliers have notified TESMA of their intentions to take part in the trade show.

Reinhardt President Of Fox Family Club

The board of governors of the 20th Century-Fox Family Club elected the following officers for the 1956-57 period; Harry Reinhardt, president; Bernard Buzzone, vice-president; Hy Salant, treasurer, and Ann Vitez, secretary. Leo Israel is publicity manager. Forthcoming activities to be discussed will be the annual outing, gin rummy tournaments, annual fall dance and entertainment, bowling tournament, swimming club and other events.

Previous club presidents were Jack Miller, Ted Shaefer, Frank Carroll, Lorn Jones, Bill Gehlert, Sy Wise, Steve Lehr, Leo Israel, Fred Bullock, Roger Ferril and Andy Smith.
TYPING START!

O LINE - HOT! thanks to

ANIA HELICOPTER PREVIEW!

AN INVITATIONAL SHOWING!

WEST COAST SATURATION!

ALAA NEW YORK PREMIERE!

and coming up next:

EW ENGLAND SATURATION!

RAL DIVISION SATURATION!

BOOK IT NOW!

It comes backed with 20th's area-TV marketing technique!

LAUNCH IT WITH OFFICIAL
U.S. AIR FORCE SUPPORT!

Make your opening a festive, important event with the cooperation of the USAF base or recruiting station nearest you (see list in Press Book). Directive has alerted all installations to aid playdates. Arrange for

PARADES
BANDS
DISPLAYS
RADIO
TOP-ECHELON
PERSONNEL
INFORMATION BOOTHs
INTERVIEWS
CIVIC
PROCLAMATIONS
CEREMONIES

Of SPACE

Written by
NCELBERG and FRANCIS COCKRELL
CinemaScope

COLOR by
DE LUXE

Box-office
Altitude
Unlimited!
**SW Net Up**

(Continued from page 1) was $818,000, as against $511,400 for the previous year.

Net profit for the 26 weeks ending last Feb. 25, after all charges, was $1,629,000, or the equivalent of 74 cents per share on outstanding common stock. This compares with $1,621,000, or 75 cents a share, for the previous year.

**Theatre Receipts Rise**

Charges for depreciation and amortization for the past 26-week period totaled $2,443,700, as compared with $2,373,000 for the same period in 1955. Theatre admissions and merchandise sales, rents from tenants and fees were $47,342,700 for the past quarter, while the same items in the prior year period totaled $45,372,500.

Approximately 275 theatres in the nation are operated by the company, which also produces and exhibits Cinemarca pictures. One of the wholly owned subsidiaries is International Latex Corp.

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**Expect 400 at Better Films Councils Meet**

ST. LOUIS, April 15—Some 400 representatives of Better Films Councils throughout North America are expected to attend the annual convention of the Federation of Motion Picture Councils, Inc., at the Sheraton-Jefferson Hotel, here Thursday and Friday.

The Better Films Council of Greater St. Louis, Inc., the first of its kind in the world, will be the host. Convention chairman is Mrs. Gustav F. Goetsch, a past president of the St. Louis group. Founder and honorary president of the St. Louis organization is Mrs. A. F. Burt, vice-president of the Federation.

**Griffith Johnson to Speak**

Friday's program will include a talk on “American Films in the Foreign Markets” by G. Griffith Johnson, vice-president of the Motion Picture Association of America, and a symposium on “The Changing Audience and Motion Picture Production Code.”

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**’U’ Shifts Meet**

(Continued from page 1)

presiding and home office sales executives and district sales managers participating.

The four-day meetings are being held to develop the company’s releasing plans for the Summer and Fall.

Alfred E. Daff, executive vice-president of Universal, will attend the opening session.

The home office executives participating besides Feldman will be Ray Moon, assistant general sales manager; P. T. Duna, Eastern sales manager; F. J. A. McCarthy, Southern and Canadian sales manager; Foster M. Blake, Western sales manager; James J. Jordan, circuit sales manager; Irving Sochin, short subjects sales manager; Harry Fellerman, sales head of the U-I special films division, and district managers James V. Frew, Atlanta; P. F. Rosian, Cleveland; Joseph Guss, Boston; Manie M. Gottlieb, Chicago; Lester Zucker, Kansas City; Barney Rose, San Francisco, and Henry H. Martin, Dallas.

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**The Last Ten Days**

**Columbia**

The last hours of Hitler’s despotism are successfully recreated in the German import under Columbia release. It combines melodramatic elements, paths, realism and human emotions—to a most satisfying degree. A standard width black-and-white production with English titles its appeal probably is best directed by a minority house.

As Hitler, German actor Algi Skoda is entirely convincing and portrays the dogmatic role to a point such as to Hitler, himself. Good supporting characters complement his performance, but on Oskar Werner, as the youthful Nazi captain who aims to take Hitler’s life for his gross neglect of the populace stands out above the others.

G. W. Pabst directed and Ga Sokoloff produced the film based on the book by M. A. Mucken. Produced by Cosmopelfilm in Vienna, the story depicts Hitler’s steadfast belief in Nazi supremacy even to the last few days before he took his own life. Shown are the many and frantic maneuvers of the dictator in his attempts to prevent defeat, even when his military advisors predicted otherwise.

Running time, 115 minutes. General classification.

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**Cinemiracle**

(Continued from page 1)

series of Cinemiracle production conferences here last week with Elmo Rhoden, president of National Theatres, which developed the process.

Rhoden returned to the Coast on Friday.

Dr. Rochemont also maintains that “wonderful refinements” on the system have been recently made to the Coast. He said he may go to the Coast for further work on the system and production plans this week. Currently, he said, he is assembling a technical crew and will get into production as soon as possible.

Rhoden, before he left, indicated that one factor holding up production is a second Cinemiracle camera which is expected to be delivered within six weeks. Rhoden also said he was planning to hold a demonstration of the system in the East.

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**30th Anniversary**

**For Shelly Films**

TORONTO, April 15—Shel Films Ltd., observed its 30th anniversary day with the opening of its new plant, Canada’s first service studio, on the Queen Elizabeth Highway, beyond this city’s limits.

The new studio features modish facilities and new equipment for producing 35mm. and 16mm, films in color and black-and-white, and is available without subscription. The availability laboratory, sound recording, lighting, sound processing and camera equipment is an integral part of the new studio.

Leon C. Shelly, firm president, was at the studio opening.

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**The most Luxurious way to Los Angeles!**

**United’s 365 m.p.h. DC-7 Nonstop flights**

It’s "red carpet" service on the world’s fastest airliners with delicious full-course meals, tasty snacks, a choice of cocktails, plus all the many extras of "service in the Mainliner manner." Club-like rear lounge for relaxation with fellow-passengers. Leave 12 noon or 12:30 a.m.

Contact nearest United Air Lines ticket office or an authorized travel agent.
potlighting the News

hoopla in Chicago

The official agenda for the current Chicago convention of the National Association of Radio and Television Broadcasters (see page seven) gives little indication of hoopla those endless corridors of the Radisson Hilton. But hoopla thereoubtedly will be. National Television Associates for one, will be lining round-the-clock open house its suite, containing a reception club house and screening room, just by chance, delegates see a few of those David O. Selznick features which NTAs has. RCA Recorded Programs vice-president has set up a tea room, to be a group of top personalities be performing for the edification of anyone who drops by. One of the social highlights Wednesday night will be a fancy cocktail party given by the Television FilmGram Group, namely ABC Film Division, Guild Films, NBC television Films, NTAs official committees, Screen Gems, TPA and To boot, there'll be door prizes likewise, except perhaps at the next to the barber shop.

As It Now

If what, to some observers, as long last, a sponsor is see it now: the tremendous value impact of those Edward R. Murrow-Fred W. Friendly documentary series makers on CBS-TV, Inc., toiletries manufacturer, has signed to sponsor the mingling, ambitious two-part See Now "Report from Africa.

One will be seen next Monday and Part Two will be May 17. Both parts are an long, thus setting a new record for television public affairs running.

ta's Plans

allowing close on the heels of announcement of his resignation as vice-president of WRCA-WRCA-TV, NBC's New York affiliate stations, Hamilton Shear, will sell the joint purchase, with sentiment Television Corporation of Buffalo, of radio and television stations, WSYA-AM and TV, Harrisonburg, Va., James B. McFadden, vice-president of NBC spot sales, who has succeeded Mr. Shea in the WRCA TV, is in turn succeeded by John Teher, director of NBC spot sales.) Associated with Mr. Shea in the Virginia deal is David C. McFadden, vice-president. Both hold equal interest in the property which will be operated under the personal management of Mr. Shea who, as president and general manager, will reside in Harrisonburg. The deal marks the second major negotiation within 10 days involving Transcontinental. It earlier announced the acquisition of WHAC, AM, FM and TV, Rochester, N.Y., subject also to FCC approval.

Gems & Merchandise

Merchandising of Screen Gems properties "has expanded so rapidly" that the department has been reorganized and enlarged and Edward L. Justin has been appointed director. It was announced last week by Ralph M. Cohn, vice-president and general manager of the Columbia Pictures subsidiary. Before joining Screen Gems, Mr. Justin was operating vice-president and a director of Kegan Corporation since the acquisition of that company by NBC early last year. For the record, "Win Tin Tin," currently an ABC-TV presentation, is the leading Screen Gems property in merchandising, with more than 30 items currently on the market. Other Gems with merchandising tie-ins include Tales of the Texas Rangers, Jungle Jim and Jet Jackson. Upcoming are a whole raft of things to tie in with Circus Boy, a production from the NBC-TV network in the 1956-57 season.

Can't Afford to Run?

The ABC-TV network, which so thoughtfully is running those charm schools for novelty political candidates, is making it even more difficult for us sidewalk politicians to resist the call to office. It now has reduced its rates for five-minute political broadcasts, normally set at 26 percent of the hour rate, to a straight 10 percent of the hour rate. Now, if they will just introduce a Talk Now-Pay Later plan . . .

A Question of Time

The story behind the switch of Omnibus from CBS-TV to ABC-TV brings to mind the old gentleman who had the time but not the inclination. Robert Saudek's Ford Foundation production now is tentatively set for the 9:30 to 11 Sunday evening spot when it returns in October, strengthening still further the network's spectacular Fall lineup.

Community Systems

The monthly luncheon of the National Television Film Council, this month Wednesday, April 25, at the Hotel Delmonico in New York, will hear from Theodore R. Kupferman, general attorney and vice president of Cinerama Productions, on "Practical and Legal Aspects of Community Antenna Systems." A following discussion of the subject will have as speakers Milton J. Shapp, president of Jerrold Electronic Corporation, and Arch A. Mayers, distribution vice-president of the Council. The community antenna system situation is an interesting and significant problem which could do with a bit of fresh airing.

Under the Influence

The influence of television is most often referred to in terms of the buying public and potentially delinquent small people. But it also works the other way around, and influences the policy makers. The latest example of this is RKO's decision to re-release theatrically its "King Kong," following the 1933 epic's hugely successful TV showings on two general Teleradio outlets, WOR-TV, New York, and WHBQvent, Memphis. The picture will go out in June coupled (Continued on page 10, column 3)

In Our View

JUST as water seeks its own level, so it would appear to be that television, in the scheme of things, entertainment-wise, is now seeking, and will soon and surely find, its own level.

That there is a degree of competition between theatrical motion pictures, for example, and the television presentation into the living rooms of the nation, is obvious. But it is also a fact that there is room for both of these modern miracle media of entertainment, enlightenment, interest and enjoyment. It is a happy fact of the economic and social status of this nation that at the present writing, at least, we are a "haves" nation enjoying marked prosperity, and that now and in all probability even more in the future we have a large measure of leisure time. The more leisure time there is, plus a state of prosperity, the more readily will the several entertainment media enjoy a share of the public's time and extra dollars.

One of these two prime media has the effect of drawing the potential user out of his home, and the other has the reverse tendency. There are times when for reasons other than strictly the pursuit of entertainment, folks are drawn in either direction, and the medium is there to attract. But one need not constantly fight the other. Rather, in a very real sense, they are both after the same thing; a slice of the public's leisure time.

In the recent words of Leonard Goldenson, president of AB-Paramount Theatres, the competition of the two is largely over because each medium has its own specific market. We subscribe to that opinion.

—Charles S. Aaronson
FINE AND FRIEDKIN DUE TO HAVE LITTLE IDLE TIME ON THEIR HANDS

HOLLYWOOD: Mort Fine and Dave Friedkin have piled their typewriters and are busy planning an exciting schedule for the Columbia Theatre program series for NBC-TV; supervising their top-rated “Frontier” series; and filling a commitment to write “Frankie and Johnny” as an example of the fine talent for which the Columbia Theatre is justly famous this summer, which Elliott Lewis will produce. The two new show ideas brought back by NBC can be summed up with the titles, “South for Such High Classics.”

The team intends to develop the “South Sea” series with adult type stories based on adventure and escape from pedestrian life. The South Sea background will offer the general concept of island paradise. The series will be filmed color and will have Matthew Rose overlooking the filmography for Tomoda Productions. Tomoda is just another way of saying Tony Miner, Mort Fine and Dave Friedkin. A name like this will be selected for the director.

“The Crime Classics,” a re-enactment of historical crimes, now being filmed at Gross-Krasne’s California Studios, employs a composite of special techniques derived from the theatre, live TV and film. Elliott Lewis, who formerly developed the series with the Mutual TV department, is now over CBS Radio, joins Friedkin and Fine on this one as co-producers. Lou Merrilli, Bess, in the radio series as Thomas Hyland, was tested and will re-emact the roles, serving as an intimate son between the viewer and the performer’s heart, which is also to become an integral part of the package.

Although options time is always a “boondoggle” for “Frontier” confidence in the life line of show has inspired Alex North to write a special theme song score, which will be done before the main and end titles... maybe develop into a commercial hit.

Friedkin and Fine’s regard must concern the diminution of incantation in story telling, generally passed by producers for but reasons, will highlight some of this year’s future programs. “Somewhere Voice,” set air time April 29, has a special new song and score integrate the basis for the story. “Balla Pretty Polly,” a Kentucky song, will become the basic theme line for another of the program which will feature a ballad in its historical aspect.

The two writers, who branch out as producers, Friedkin earning extra credit director of “Frontier,” are now preparing the season’s end of the year of their venture. The team will also be responsible for launching the “Max” series, having written first 26 episodes.

SAMUEL D. BE'
**Spotlight on NARTB In Chicago This Week**

**CHICAGO:** Conrad Hilton's huge Michigan Avenue hotel, modestly named for its owner, has for the last several weeks been offering its lovely hotel bar for the on-slaught which gets underway here today. The onslaught is officially called the 34th annual convention and 10th annual broadcast engineering conference of the National Association of Radio and Television Broadcasters.

**E MAN TEMPORARILY AT THE CBS MICROPHONES** is Sylvester Weaver, former head of the board of the National Broadcasting Company, shown accepting special George Foster Peabody award for "Pioneering program concepts." The presentation last Wednesday at New York's Roosevelt Hotel, was a Radio and Television Executives Society luncheon, the particular purpose of which was to present very distinguished Peabody annual awards. Mr. Weaver, who is the chairman of the board of "The Voice of Democracy," is flanked at right by Douglas Edwards, awarded for his CBS television program; then, to left, by Bennett Cerf, Jack-n-all-traders, and presenter of "Never Again" on "Alfred Hrabalovics, Inc. and Perry Como and Art Carney, the latter sitting in for Jackie Gleason. Como and Mr. Gleason were jointly awarded for "television entertainment," as was honored included Davidson Taylor, for "Assignment India"; Robert Soudak, Omnibus' Adams family series; Dr. Frank Baxter, the Shakespeare scholar, Heye Howard, for his "Outside, U.S.A." and ABC-TV; NBC-TV's Producers Showcase, Television Programs of America's Lentil. The latter, incidentally, made a dramatic, minute entrance to receive the gold award personaly and utter a few bars of thank.

**The Show-Makers**

Ronald Reagan plays the starring role in "The Lord's Dolls" on General Electric Theatre Station WBBM, on April 22, on CBS-TV. Reagan, in addition to starring in presentation, is also on-air announcer on a regular basis.

Reginald Gardiner stars in "Mr. Vader" on Wednesday, April 19, on NBC-TV. Bracken, Garrett Hughes and Zsa Zsa Pitts co-star with Gardiner. The teleplay, produced by Sam Marx and directed by James V. Kern, is program host.

Paul Boyer stars in "Well, Miss Meyerson," on the Bristol-Myers Star Playhouse, Thursday, April 20, on NBC-TV. Adapted for television by Frederic Brady from a story by Walter C. Brown, the teleplay was produced by Mr. Bracken and directed by Robert Florey. The cast includes Bertha Koebner, Richard Phillips and Russ Conway.

In Clanton, star of the CBS-TV "The Big Bowl" series, will fill in for hostess Miss Meyerson on "The Big Jive" while Miss Meyerson vacates for a week starting Monday, at 23.

"Flotem Arrow" will be presented on General Electric's "The Century-Fox Hour" Wednesday, May 2, on CBS-TV. Robb Sutor, Rita Moreno and John Hoyl have the starring roles.

The four-man scripting nucleus for Jackie Gleason's "The Honeymooners" has resumed work in preparation for resumption of shooting of the series in mid-August. The writers, who are working under the supervision of Joe Bigelow, are Martin Marx, Walter Stone, Sid Zelinka and Herb Finn. Again using the Electronician, the series begins its second season for Brink on CBS September 29.

Tedd复工 has been signed by the DuMont Broadcasting Corporation to produce the Monday night fights for WABD-Channel 7, replacing Tex Sullivan, who were operated as president and matchmaker of the now defunct London Sporting Club.

Phyllis Thaxter, Warren Stevens and Louise Allbritton star in "The Hitchcock Presents" on Sunday, April 22, on CBS-TV. Adapted for television from a story by Adela Rogers St. Johns, the teleplay was produced by Robert Stevens and produced by Alfred Hitchcock for Revue Productions.

Gabby Hayes, perennial old-timer of Westerns, will tell a "tall tale" at the opening of each episode of "The Gabby Hayes Show," to start over the ABC-TV network Saturday, May 12. It is announced by Slocum Chapin, vice president in charge of sales for ABC. Each program will be a story of the west, featuring a different Western star.

C. McConnaughy, chairman of the Federal Communications Commission, will make the principal address. Also at the luncheon, one of the four co-equal winners of the 1956 Voice of Democracy contest, Dennis P. Longwell, Herrin, Illinois, will read a portion of his essay, "I Speak for Democracy."

The afternoon session Tuesday will open with a special presentation on "The Future of Information," with John Daly, vice-president of ABC, making the address. With Mr. Fellows as moderator, Chairman McConnaughy and all the FCC members will participate in a forum Tuesday afternoon.

Wednesday, Television Day, will get under way with a presentation of the NARTB Television Code, by Edward H. Bronson, director of the Radio and Television Broadcasters Foundation. A forum on station film policies; and a forum on color television management problems. Appearing on the TV forum will be Harold P. See, KRON-TV, San Francisco, chairman of the NARTB Television Film Committee.

NARTB president Fellows will make the Wednesday luncheon address, comprising his annual report to delegates. The first portion of the Wednesday afternoon session will be devoted to political telecasting, including an open forum and an address by Mr. Hagerty. The remainder of the afternoon will be devoted to television production by the Television Bureau of Advertising.

Convention co-chairman E. K. Hartenberg, KCRO, Kansas City, will preside at the sessions Thursday, with speakers to include Henry B. Clay, KKWK, Shreveport, chairman of the NARTB radio board of directors; Dr. E. L. DeLenger, vice-president of the Brown Company, and Arthur Schofield, advertising and sales promotion director of the Storer Broadcasting Company, among others.

Edward Everett Horton, Maxie Rosenblum, Hugh O'Brien and Lita Milan are featured in a live "Radio Day" on the "Damas Ranson Theatre" over CBS-TV Saturday, April 21. Also featured are Lita Milan, Otto Waldis, Rausen Hill and Glade Lohman.

"Bred for Battle," featuring John Bromfield and Sheldon Leonard, will be spotlighted on the "Damas Ranson Theatre" Saturday, April 28, on CBS-TV. Nancy Gates and Race Gentry are also featured. The teleplay was written by Jack Harrey, produced by Lou Broussard and directed by Sydney Miller.

William K. Everson, for the past six years foreign publicity manager of Allied Artists, last week was named the first recipient in a new recognition in a writer-producer category. Mr. Kilian's company, known as Biograph Television, produces the "Movie Muscles" series devoted to the history of the motion picture.
Who's Where

JOHN KIERAN, JR., director of publicity, promotion and special events for WABD, has been appointed manager of the programs for the station by TED COIT, vice-president of the DuMont Broadcasting Corporation and manager of its owned and operated stations.

ROBERT W. O'BRIAN has been named manager of the Chicago office of Television Programs of America, Inc., it is announced by MICHAEL M. SILLERMAN, TPA executive vice-president. Mr. O'Brien was formerly with the Chicago office of Harrington, Righter and Parsons.

WILLIAM SEAMAN has been named program service manager and WILLARD MELLOR staff associate producer of the ABC-TV network program department. An I.T.A. announcement on the Scottish commercial TV setup is expected soon. Transmissions are scheduled to start early next year.

THE B.B.C. has launched its new film series, "Picture Parade," on TV. Five-minute excerpts of the major London pre-releases are screened on the weekly programme. On commercial TV, A.B.C. continues its "Film Fanfare," dealing with the four major general releases. These will be the only "film magazines" on the air.

COMMERCIAL TV has put on its first "spectacular programme here-The Bob Hope Show starring Fernandel, Diana Dors and Yana—and with advertising rates increased 50 per cent all available time, six minutes, was immediately snapped up. The programme was transmitted over the Midlands network March 28 and to London viewers April 1.

Associated Television, which presented the show also announces a British version of the American TV quiz "The $64,000 question." The dollar sign, however, will be substituted by sixpences—making a top prize of £1,000. This is the biggest prize yet offered in British commercial TV.

Accepting this latest challenge from its commercial rival the B.B.C. announces ambitious plans for the coming months. The Corporation's light entertainment department will step up TV variety shows by 50 per cent. A whole new series of British comedy-star shows will be presented. Negotiations are underway for a show with Jack Benny June 8.

WILLIAM PAY

TELEVISION IN BRITAIN

LONDON: Production and home sales of television sets advanced to a new level last year. Some 140,- 100 sets were manufactured, compared with 106,500 in 1954. Home sales were 131,700, compared with 101,106. These figures are given in a Government survey which also reveals that at the end of January 5,339,000 television sets were licensed, compared with 5,400,000 a month earlier and 3,106,000 a year earlier. The sound radio figure declined further to 6,074,000 from 8,845,900 at the end of December and 9,596,000 a year before.

SIR ROBERT FRASER, director general of the Independent Television Authority, pointed to the "ascending confidence" of American advertisers in U.S. TV programmes when he spoke of Commercial TV's progress in Britain. American advertising expenditure on American TV, said Sir Robert, had risen from $20,000,000 in 1949 to $335,000,000 in 1958. He also estimated that, at its present level, about three per cent of advertising expenditures in Britain was being spent on TV. Sir Robert was addressing the third annual luncheon meeting of The Market Research Society in London.

ATV (Associated TeleVision) which ranks as London's weakest programmes, has now followed the London week-day contractor AR (Associated-Rediffusion) in reducing advertising rates. This new rate schedule permits greater flexibility and puts TV within the reach of many thousands of firms who previously considered the medium too expensive.

Details of the new rates were announced by ATV director Richard L. Meyer. "For some time we have been considering how we can best help advertisers to use TV to greater advantage," said Mr. Meyer. "This has led to the conclusion that a fundamental change in the rate structure is needed."

"OVER one million TV viewers are ready to watch commercial television from the Lancashire transmitter," that is the estimate of Jim Phoenix, northern administrator of Granada TV Network. The Lancashire station opens in May with Granada as the weekday contractor. Jim Phoenix, said Mr. Phoenix, "this number will be greatly increased by the opening date, for TV dealers everywhere in the North are working in conjunction with us to convert sets to receive Channel Nine. The number of homes in the North already able to receive commercial TV programmes is nearly double the number at the start of the service in London and well in excess of the Midlands."

ROY THOMPSON, Canadian newspaper owner of "The Scotsman" and firm favourite for the Scottish commercial TV contract, has signed Sir Compton Mackenzie and Sir Robert Boothby, M.P., for his TV advisory panel. An I.T.A. announcement on the Scottish commercial TV setup is expected soon. Transmissions are scheduled to start early next year.

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WILLIAM PAY

POWER, of course, is the central penutty in the BBC's new television station at London's Crystal Palace. It sells 60 kw, in July will have 120, and at the opening ceremony, the resident tower—200. Then it will be Britain's most powerful station. And it will serve probably 14 million viewers.

SPOTLIGHT

(Continued)

with a special new campaign and a companion feature, the horror-confessional "I Walked With a Zombie."

"Kong," in several years, may be backed by a huge, precedent-setting TV exploitation campaign, brought in a reported $8,000,000 from the theatres. It will be some time before Matty Fox gets his hands on this one.

Big Figures

These figures, published last week in the Spring, 1956, edition of Broadcast Information Bureau's "Who's Who and What's Where at TV Film Producers and Distributors," speak for themselves: an estimated 81 film producers and distributors are engaged in TV work, in addition to 462 producers and distributors "doing some TV work"; 378 companies are holding TV commercial leases; 1,432 national advertisers are using television.

Color Tests

Color comes a-creeping, without the TV company paying too much attention to the advance, and continuous "testing" is being done in color programs. At an average rate of one per week, these are progressing, we have it, Ziv TV, with color prints on syndicated shows, for example, "Live and Learn" and "You Can't Fool Me" across the country. Ziv photos to some 20 cities, some 45,000 receivers in homes, and some 1,000 in the viewing audience color currently.

One and Only

Replacing the MGM Parade the Wednesday evening (8:30 EST) spot over ABC-TV, commencing May 5, will be the "Lilliputian" show. It will have a considerable following last week while it was telecast. Among its sponsors will be the NBC television station. Later, when "Lilliputian" comes to New York, Ben Frye of Studio Films, as producer. Whether MGM rade or reasonable facsimile position. Mr. Cox will test television at this point unknown.

New NBC-TV Affiliate

Affiliation of KRIS-TV at Corpus Christi, Texas, announced this week by Jim Bannister, NBC vice-president of station relations, station, now under construction, is to go on the air April 28.

motion, with HARRY J. FEEN moving into the CBS-TV news press information post formerly handled by Mr. Reuben.
**WB Reissues**

(Continued from page 1)

Metro-Goldwyn-Mayer

**REVIEW:**

The Rack

Geoed for adult audiences solely on the basis of its mature theme, "The Rack" is a powerful, intensely moving drama of an army officer's court martial for enemy collaboration when he was a prisoner of war in the Korean conflict. An excellent cast, headed by Paul Newman, Wendell Corey, Walter Pidgeon, Edmond O'Brien and Anne Francis, has been given excellent direction by Arnold Laven whose deft accentuation of the psychological elements of the narrative gives the picture an off-the-beaten path treatment of a theme that has been touched upon before. Rod Sterling's television play has been given superlub screenplay treatment by Stewart Stern, and producer Arthur Loew, Jr., has loaded it with production values which will lift this picture into the higher brackets of box-office results.

Newman plays the young army captain who is charged with having given lectures of a pro-Communist nature to the other prisoners of war. Despite his enviable war record and his citations, he is accused by his buddies of having informed on them. At the court martial, O'Brien, Newman's defense counsel, uses the "breaking point" theory as the basis for his case; that is, every man has his breaking point and that he cannot be held responsible for his actions beyond that point. He brings out the ghastly experiences through which Newman had gone before he committed the alleged treasonable crimes and burrows into his client's influences of early childhood. Based on all evidence, Newman is found guilty and is sentenced. But the audience's sympathy is with him. Corey, as the military's prosecutor, turns in a commendable performance, as does Pidgeon as Newman's father; Miss Francis as the defendant's widowed sister-in-law, and O'Brien in the role of prosecutor. Excellent support also is given by Lee Marvin as one of Newman's accusers.

The Rack is a tight, single out one performer for his fine portrayal, inasmuch as every one of them does outstanding work, it must be said that Newman's characterization should be a stepping stone to the pinnacle of stardom.

Others in the cast are Choris Leachman, Robert Burton, Robert Simon, Trevor Bardette, Adam Williams, James Best, Faye Roope and Barry Atwater.

Running time, 100 minutes. General classification. For May release.

JACK EDEN

**150 'Godzilla' Dates In N.E. on May 2**

Some 400 theatres throughout New England will play "Godzilla, King of the Monsters," during May following the first American showing April 27, at Loew's State Theatre in New York.

An estimated 150 theatres, including the Paramount and Fenway in Boston, will premiere the film on May 2, although the remaining houses have booked the production later in May.

Joe Levine, president of Embassy Pictures, which is handling distribution, said every circuit in New England is represented in the bookings.

Among them Paramount New England Theatres, Allied Theatres, Interstate Theatres, Loew's, Dayte Theatres, Ralph Suider's Theatres, Ben Williams Theatres, Maine and New Hampshire Theatres, Stanley Warner, Herbert Higgins Circuit, and a majority of area drive-ins now open.

**Spring Bringing Top Business to Omaha**

OMAHA, April 15—Spring business at local theatres is showing improvement over previous months, a survey today disclosed. This is especially true at Ralph Goldberg's flagship, the 860-seat state, where "I'll Cry Tomorrow" is raking up near-record grosses.

The survey is true at Brandon's, where "The Man With the Golden Arm" is heading into a third week. However, Tri-State reports box-office as about the same, blaming it on the recent cold spell.

Neighborhoods are finding going very spotty, while the Town, Goldberg's downtown house specializing in harder pictures, is garnering a record take for this year with "Rock 'n Roll Follies."

Goldberg reported State and Dunlee business is up approximately 100 percent over last year at this time, and suburban houses about 15 percent better.

**New Atlanta House Open**

The Belmont Hills Theatre, operated by Stevens Pictures of Atlanta has been opened there. The new theatre with a seating capacity of 600 is equipped for stereo sound and has a CinemaScope screen.

**Jubal to Mayfair**

Columbia's Technicolor, CinemaScope "Jubal," will have its premiere at the Mayfair Theatre here on April 24.

**TENT TALK**

**Variety Club News**

Martin Levine, convention chairman for the forthcoming 30th annual convention of the Variety Clubs International, May 9-12, at the Waldorf-Astoria here, has announced that a tie-up has been effected with Trans-World Airlines to see that every attending Barker and his wife will receive a souvenir photograph of the occasion. A special photographer equipped with Polaroid cameras will be on hand during the entire convention period.

**MILWAUKEE.**—Variety Club of Wisconsin, Tent No. 14, held a farewell luncheon here for Eddie Vollen-dorf, of the state service, who is leaving Milwaukee for Florida. Vol- lendorf started in the industry as a candy butcher for Sax Amusement, later joining Fox Midwest. Most rec- eently he was buyer and booker for Theatre Service.

**SALT LAKE CITY.**—Irvine Gil- man, of United International Thea- tres, has been named Chief Barker of Variety Club of Salt Lake City Tent No. 38 for the coming year. Other officers are: K. O. Lloyd, 20th Century-Fox, first vice; Martin Klein, Intermountain Theatres, second as- sistant; S. S. McFadden, Columbia Pictures, doorguy, and Gene Jones, Paramount, property master.

**Starr to Be V.C.'s Convention Greeter**

The Variety Club of New York, Tent 35, has appointed Marion Starr, Hollywood commentator for the Mutual Broadcasting System, as "Mister Showman" and to act in the capacity of greeter to the delegates to the forthcoming 30th annual banquet of the Variety Clubs International at the Hotel Waldorf-Astoria, here May 9-12.

In addition, prior to the convention, Starr will appear on a series of television and radio programs, at civic events and will participate in newspaper interviews wherein he will re- late the story of Variety, and dwell on the humanitarian achievements of the clubs throughout the world and on the children's charities adopted by showmen-members everywhere. Highlights of the convention, which is ex- pected to be attended by over 1,200 barkers from all over the world, will also be discussed.

**New Montana Circuit**

BUTTE, Mont., April 15.—Wilmet Theatres, Inc. has been incorporated and will operate both indoor and outdoor theatres in this area. Directors include Raymond F. Wilmet, Thomas Fox and George W. Richardson.
Another bonus in screen brightness!

11% more light...

20% slower burning...

Greatly improved NATIONAL 10mm x 20" High Intensity Projector Carbons

The past two years have seen constant improvement in "National" Projector Carbons. A new "Suprex" 7mm Carbon, "Suprex" 8mm Carbon, and now, a greatly improved 10mm High Intensity Carbon — all designed to give you more light and longer burning.

The objective of all these improvements is to provide for exhibitors the finest picture quality at lowest cost. The same leadership that has made "National" Projector Carbons outstanding over the years is still at work for you — with more new improvements to come.

Carbons are such a small part of overall cost, yet such an important element of superior projection. Be sure you have the best — always buy "National" Carbons.

The terms "National" and "Suprex" are trade-marks of Union Carbide and Carbon Corporation

NATIONAL CARBON COMPANY • A Division of Union Carbide and Carbon Corporation • 30 East 42nd Street, New York 17, N. Y.
SALES OFFICES: Atlanta, Chicago, Dallas, Kansas City, Los Angeles, New York, Pittsburgh, San Francisco • IN CANADA: Union Carbide Canada Limited, Toronto
new Announces
Barry to Head
All M-G-M TV
Operations

ill Also Take Charge
of Film Library Sales

Charles C. (Bud) Barry, an execu-
tive at the William Morris Agency,
has been named to organize
Lassumcharge of the television
services for M-G-M, it was an-
nounced yesterday by Arthur M.
w., president of Loew's, Inc.
Barry, who will assume his new
position within two weeks, will also take
charge of the release of the M-G-M
library to television, it is under-
stood.

announcing the appointment, Mr. w. said that Barry will also act as
also between New York and Cali-
ifornia TV in spotlight
s NARTB Conceives
Plans in Chicago

From THE DAILY Bureau
Chicago, April 16.-Today: Heavy emphasis on col-
temporary or television appeared
as the big theme as the 54th an-
ual convention and 10th annual
adcast Engineering Conference of
National Association of Radio and
Vision Broadcasters opened here
yesterday at the Conrad Hilton Hotel.
The importance and interest center-
ed in this convention can be meas-
ured by the 2,500 broadcasters who
entered, making this the biggest
and the most important event.

For Board of Trade Survey of Industry

British Trade Groups Hit Quota,
Americans' Sharing Eady Funds

By PETER BURNUP

LONDON, April 16.-Opposition to the continuation of Britain's film Quota
Act and to the participation in Eady funds of Americans producing here are
expected to be expressed among the views of the various sections of the indus-
try which are being prepared for consideration by the Board of Trade in
the survey of the industry which it is undertaking.
The various trade associations now have their views in draft form await-
ing ratification by their general coun-
cils. They are to be presented to
David Kingsley, managing director of
the National Film Finance Corp.,
who has been designated by Peter
Thornycroft, president of the Board
of Trade, to receive and clear them
for the board next fall.

House Passes
Merger Bill

From THE DAILY Bureau
WASHINGTON, April 16.-The
House passed and sent to the Senate
a bill requiring that advance notice
be given the government of any pro-
posed merger or acquisition involving
firms with combined assets of $100-
0,000,000 or more.

Under the bill, notice would have
to be given both the Federal Trade
Commission and Justice Department
90 days in advance of the merger.
The merger could not take place
during the 90-day period. If the gov-
ernment declined to accept the
merger, it could take place.

Pa. to Study Revival
Of Film Censorship

Special to THE DAILY
HARRISBURG, April 16.-Penn-
sylvania's Senate has adopted a reso-
lution directing the legislature's Joint
State Government Commission to
study the possibility of reviving film
Aborvision in the state.
The state's 41-year-old motion pic-
ture censorship act earlier was ruled
(Continued on page 4)

Set Hearing Here Thurs. on RKO Circuit's
Trusted Interest in Met. Playhouses

From THE DAILY Bureau
WASHINGTON, April 16.-A hearing has been set in New York District Court
Thursday on the motion of trustee George Alger to continue his trusteeship
of the RKO theatres stock interest in Metropolitan Playhouses.

The present deadline for terminating the trust and for disposing of the RKO
interest is April 20. Alger has asked that the trusteeship be continued, with
certain changes in the trust agreement.

Justice Department officials said they would go along with the temporary
continuation of the trusteeship and with some of the changes Alger is propos-
ing in the trust agreement, but "we're going to have some suggestions of our
own" for further changes in the trust agreement. The hearing will take place
before whatever judge is passing on motions Thursday.

3 Promoted
Realignment in
20th-Fox Sales
Organization

Harrison creates Four
Divisions in US, Canada

A reorganization and realignment of the field supervision of the 20th
Century-Fox sales organization in the United States and Canada, which in-
cludes the promotion of four key personnel, was announced here yesterday
by 20th-Fox general sales manager Alex
Harrison.
The move puts into im-
mediate effect a policy where control and super-
vision of the field organiza-
tion will be under four division man-
gers directly responsible to Harrison
(Continued on page 4)

Production Reaches
Year's High Mark;
38 Before Cameras

From THE DAILY Bureau
HOLLYWOOD, April 16.-With
eight new pictures starting and three
titles completed last week, the total
number of pictures in production in-
creased to the year's high of 38.
Started were "Guns of Fort Petti-
coat," Brown-Murphy Pictures (Co-
(Continued on page 4)

Leo Spitz Dies After
Three-Year Illness

From THE DAILY Bureau
HOLLYWOOD, April 16.-Leo
Spitz, 67, a former president of RKO
Radio Pictures and a co-founder of
International Pictures, died early to-
day in Cedars of Lebanon Hospital
after a three-year illness.
A native of Chicago and a graduate
(Continued on page 4)
Reveal British Lion Titles to Dominant  
From THE DAILY Burean
LONDON, April 16.—The British Lion titles sold to Dominant Pictures for theatrical distribution in the U.S. include: “John and Julie,” “End of the Road,” “Orders Are Orders,” “Blue Peter” and “Child’s Play.”

Trans Lux Enters Television Field  
Trans-Lux Pictures Corp., announced yesterday the formation of a subsidiary which will bring the Trans-Lux company into the television field.

Roberts, president of the new company, announced the formal acquisition of the distribution rights to the entire Encyclopædia Britannica, which includes a backlog of 700 short subjects as well as approximately 60 new productions each year. He stated that Trans-Lux will service the television industry with these shorts in packages of 26 and 29 films.

Besides the Encyclopædia Britannica packages, Trans-Lux will be distributing full-length motion pictures which have been released in the subject field over the past few years. It also plans to acquire, according to Brandt, other groups of feature-length films as well as half-hour packages.

Bid Sen. Humphrey to No. Central Meeting  
MINNEAPOLIS, April 16.—Senator Hubert H. Humphrey, chairman of the Senate Small Business committee, has been invited to attend the annual convention of National Central Allied at the Nicollet Hotel here, May 15 and 16.

Others invited to attend include Jack Kirsch, president of Illinois Allentown Blank, president of Theatre Owners of America; W. C. Gehring, 20th Century-Fox vice-president, and Al Sindlinger of Sindlinger & Co., analysts.

Crown to Europe  
Allied Crown, vice-president of Allied Artists Pictures Corp., will leave here tomorrow for Europe, where he will confer with executives of the international organization in connection with the company’s expanded production activity abroad. He will also explore the possibilities of new co-production deals for AA.

Tent 35 Sets Meeting  
The next luncheon meeting of Variety Club Tent No. 35 will be held at Toots Shor’s Restaurant here after April 27.

Youngstein Directing Asthma Relief Drive  
“Attack On Asthma Week,” an all-media campaign to raise funds for Children’s National Institute for Asthmatic Children, located in Denver, got under way here yesterday under the direction of Max E. Youngstein, United Artists vice-president, who is national chairman of the drive.

More than 1,000 women in New York, Long Island, New Jersey and Westchester County are participating in the biggest drive in the home’s history, which will represent the Telegraph-Parade of Stars’ benefit entertainment at Manhattan’s Town Hall on Saturday.

Research Institute Planned  
One of the major goals of the Asthma effort is the creation of a multi-million-dollar Research Institute in Denver to find the cause and cure for the disease, which ranks third among illnesses attacking children.

Contributions will also be used to establish a 40-bed hospital for the staff of the home and expand existing laboratory facilities.

Censorship Opposed  
In WGA Resolution  
HOLLYWOOD, April 16.—The national council of the Writers Guild of America wound up a two-day meeting at the Beverly Hills Hotel by adopting a resolution against “growing censorship in the television, motion picture and radio fields.”

The resolution read in part: “Be it resolved by the national council that WGA pledges itself to oppose any attempt by any person or persons, private or governmental, to suppress or, through pressure, to influence presentation or performance on television, screen or radio of a writer’s work on any basis other than that it violates the express provisions of constitutional law.”

The council approved the proposed amalgamation of the West Coast Screen and television unions, which is subject to a general membership vote next month.

The plan for an annual award for television and radio writers, by a process still to be worked out, also received favorable reaction.

Services Tomorrow  
For William Holland  
Funeral services will be held at the Perazzo Chapel here tomorrow for William Holland, executive of Palace Pictures, Inc., and Panther Productions, who died of a heart attack on Saturday, Holland, whose real name was William Hollander, was born in the Catskill area, and produced and distributed films for several years. He was 44 years old. His wife, Maisie, survives.

Drive-ins Promote Debut  
A six-column newspaper advertisement ushered in the promotion campaign for the opening of 14 drive-in theatres in the greater Kansas City area.

"Romeo" to Embassy  
Embassy Pictures of Boston handle distribution in that area. "The Ballad of Romeo and Juliet," full-length ballet film in color, was premiered earlier this month in New York. Joseph Levine, head of Embassy Pictures who will handle the distribution, said plans are in making for a Boston road-show gagement.

Everybody’s in the Act  
Unusually enough, when "Low and Lollipops" opens here at Normandie Theatre tonight, the entire cast will be attended to by every member of the cast, the producers, the music director and entire technical crew.

McFadden Heads WRCA  
Thomas B. McFadden has been promoted to vice-president in charge of WRCA-WB, NBC’s TV-NBC, National Broadcasting Company’s flagship stations in New York.
**Telemeter to Have Its First Experimental Programming in Vancouver Next Year**

**Special to THE DAILY**

VANCOUVER, B. C., April 16.—Vancouver is to be the scene of the first Telemeter program in Canada, it was revealed by John J. Fitzgibbon, president and managing director of Famous Players Canadian Corp.

Fitzgibbon is in Vancouver to arrange for the installation that will transmit regular feature films by direct wire into Vancouver homes. He said he expected the scheme would be in operation by this time next year.

"Vancouver was selected, he said, because it is recognized as the toughest marketing city on the continent."

"If it works here it will have a good chance elsewhere," he said.

**Fox Plans Talent Building Program**

HOLLYWOOD, April 16.—An extensive talent building program for 20th Century-Fox will be inaugurated, Sydney P. Skouras, president, disclosed here prior to his return to New York. He is due in New York tomorrow.

Skouras said that the company has set aside $1,000,000 to put the project in effect and is set to spend $1,000,000 a year to maintain envisioned talent schools in New York and at the company’s studio.

The purpose of the talent schools would be to develop new people, with top-notch instructions offered in acting, speech, dancing, singing, and acrobatics. Skouras pointed to the drain of the television medium, which, he said, siphons off promising talent. He added that Fox representatives throughout the world will be instructed to look for fresh, promising talent among writers and directors.

**$70,000 in 3 Days Reported for 'Suit'**

First three-day receipts at New York’s Roxy Theatre totaling nearly $70,000 for the showing of Darryl F. Zanuck’s “The Man in the Gray Flannel Suit” were reported yesterday by the studio, Hollywood, theatre’s managing director.

Rothafel predicted the 20th Century-Fox film would gross $125,000 for the opening week, ranking it as one of the biggest grossing productions to play the house since “The Robe” in 1953.

**Set May 1 Completion Of Tiajucta Studio**

MEXICO CITY, April 15 (By Air Mail).—A tentative date of May 1 has been announced by Estudios Cine- matográficos de Baja California, a newly organized Mexican film concern, for the completion of studios at Tiajucuta.

The “Home Stretch” will be the production comprised of the pictures and will mark the debut of Cuban actor Alberto Insua in Mexican films.

Scheduled to be filmed in Cinematográficos de Baja California is production expected to go before the cameras before mid-July.

The new studio includes a processing laboratory, dubbing services, cut-and-trade-projection rooms and facilities for year-round production of dual version TV shorts.

Juan Jose Perez Padilla, a Mexican financier and film trade expert, heads the new company.

**Films in Mexico Top Entertainment Form**

MEXICO CITY, April 15 (By Air Mail).—Motion pictures reigned as the top amusement favorite in this city last year, according to statistics made by the National Statistics Department, which surveyed the amusement field.

Paid tickets in theatres last year totaled 75,274,347 for $2,255,185, a new high for the city. It compared with stage theatres, which netted $1,759,776 from 2,995,735 tickets, and sporting events, which sold 3,900,735 tickets for revenue of $1,291,574.

**Paramount Has 10 Pictures on Docket**

Hollywood, April 16.—Ten motion pictures are currently in or will be, in production by June at the Paramount Pictures studios here.

The pictures currently shooting are “Gunfight at the OK Corral,” “Penny Face,” “The Loves of Omar Khayyam,” “The Lonely Man” and “The Merry Widow.” Production on “Hollywood or Bust” got underway here today.

Four films scheduled to start by and in June are “The Jim Piersall Story,” “The Railraker,” “The Bus- ter Keaton Story” and “Flameover.”

**McManus Quits Ohio Co-op for Drive-ins**

CLEVELAND, April 16.—Hershel McManus, for the past eight years assistant to president Milton A. Mooney of Co-operative Theatres of Ohio, has resigned effective on May 1 to take over the general management of the Telegraph, Starlite and Parkside Drive-in theatres here owned by Way Searles and his sons. McManus has been in the business 30 years, having started in Kansas City as an usher in the Newman Theatre.
Eight to Start

UA Producers Preparing 20 Films for Slate

Some 20 films slated for United Artists release are currently in production, editing or scheduled to go before the cameras within the next 60 days, it has been reported by UA vice-president Max E. Youngstein.

Noting that UA intends to invest some $45,000,000 in processing the current 12-month period, Youngstein said the independent film-makers report peak production activity at present.

Eight in Preparation

Eight films being reeled for the cameras in the next two-month period include "Men at War," to be produced in Canada; "The Bel-Air," to be produced by Frank Seltzer; "Fort Laramie," by Howard W. Koch; "The King and Four Queens," with Robert Aldrich as executive producer; "Dance With Me, Henry," with Robert Goldstein as producer; "The Big Boodle," to be produced by Lewis Blumberg; "Spring Reunion," with Jerry Bressler producing and "Love Story," with Goldstein producing.

Films now in production are the "Pride and the Passion" in Spain, "The Shocklighters" in Cuba, and "The Brass Legend" in Hollywood.

"Trapeze' Being Edited


Production High

(Continued from page 1)


Starring from Consent Decree

Two House Groups to Probe A.T. & T. Link With Gov't

(Continued from page 1)

WASHINGTON, April 16—Two House committees will probably investigate the relations between the American Telephone and Telegraph Co. and the Government, their chairman said here today.

Representative Judiciary Committee chair-
man Celler (D., N. Y.) said his anti-
trust subcommittee would almost cer-
tainly study the recent A. T. & T. anti-
trust suit originating in aspects of the company's relations with government agencies. House government operations committee chairman Dawson (D., Ill.) said his group would probably make such a study, too.

Blasted by Roosevelt

The two investigations were pro-
ounced following a bitter attack against
the company on the House floor by Rep. Roosevelt (D., Cal.). He charged that the consent decree, in failing to force the company to give up Western Electric and in other re-
spects, "represents the lowest point in modern times in the disposition of major trust litigation."

The only conclusion possible from the facts is that A. T. and T. has now been favored and special treatment by the present Administration and Attorney General," he declared. Reading a long list of present or former government offi-
cials who are or were connected with A. T. and T., Roosevelt said "there appears to be almost no area of govern-
ment whose activity affects A. T. and T. where an A. T. and T. official is not in the prominent distribution of influence or control."

He urged the House to make a "thoroughgoing investigation of the influence of A. T. and T. upon both in and upon the Department of Defense, the De-
partment of the Air Force, the Office of Defense Mobilization, the Federal Communications Commission and the Department of Justice."

Says Goals Were Not Achieved

Divestiture of Western Electric and a dissolution of Western Electric into three competing, manufacturing con-
cerns was the principal reason the anti-trust case was brought originally, Roosevelt said. Instead of achieving these goals, however, the consent de-
cree in the A. T. and T. case, Roose-
velt said, "solidifies and gives govern-
ment sanction to the very monopoly which the complaint was designed to break up and makes impossible the bringing of any further action by fu-
ture administrations."

Leo Spitz Dies

(Continued from page 1)

of the University of Chicago, Spitz was a member of a law firm in that city before entering show business. He was named president of RKO in 1935 and served as president of the Keith-Albee Orpheum and B. F. Keith Corp. the following year. After re-
signing to continue his law practice in 1938, he later joined William Goetz in the formation of Interna-
tional Pictures, Inc., in 1943. He served as board chairman of the firm prior to the firm's consolidation with Universal Pictures in 1946. Spitz resigned as executive head of production at U-I in Nov., 1953. He held membership in the Motion Pic-
ture Pioneers and the Chicago and American Bar Associations.

Pa. to Study

(Continued from page 1)

unconstitutional by the Pennsylvania Supreme Court in an opinion which closely followed prior decisions by the U. S. Supreme Court.

The high state of the court termed the words "sacriligious, indecent and immoral," as used in the act, so vague as to amount to a denial of due proc-
cess of the 14th Amendment to the Constitution.

Animal Rights

"Conqueror' Being Held

Howard Hughes' "The Conqueror" continues to hold over for extended runs in all sections of the country, it was announced yesterday by Walter Branson, RKO Radio vice-president in charge of worldwide distribution. The Criterion here, which began its third week with the film on Friday, grossed $23,962 during the first three days of its holdover, the company re-
ported.

Realignments

(Continued from page 1)

with Arthur Silverstone as assistant general counsel. The company has split its U. S. and Canadi-
market into four separate divisions and the four division managers will supervise eight newly-established sales and service branches in U. S. and six in Canada.

Norriss Promoted

The realignment brings promotion to G. Glenn Norris, who will super-

visie the new Central-Canadian divi-
sion which will include the Canadian. Co. of Toronto, Martin Moskowitz, who will super-

vise the newly-formed Eastern di-

vision comprising the Atlantic as Northeastern districts, and Abe De-

stein, who has been New York branch manager since Feb., 1951, to the lantic district managership.

The four divisions are as follows:

Eastern, under the supervision of Moskowitz, will include two district managers, with Al Levy as district manager supervising Boston, N. Haven, Albany and Buffalo, and lantic, and Dickstein as district ma-

Myers Canadian Manager

Central-Canadian division under the supervision of Norris, with Morris Myers as district manager of Canadian branches, will consist of Toronto, Montreal, St. John, Win-
ipeg, Calgary and Vancouver; Midwestern division with Morton Levy as district manager supervising the Minneapolis, Milwaukee, Oma-
Des Moines, Kansas City and Los, and the Central division with Tom O. McClelland as district man-
ger supervising Chicago, Cleveland, Cincinnati, Detroit and Indianapolis.

Southern division with Harry Banny as manager supervising two districts including Southeast, with Paul S. Wilson as dis-
tion manager supervising Atlanta, Jacksonville and New Orleans, and with M. Sheridan, Jr., supervising Dallas, Houston, Oklahoma City and Mip.

Kusher Aide to Wobber

Western division with Herb Wobber as district manager, and Mike Kushin as assistant manager supervising the Los Angeles, San Francisco, Portland, Seattle, Salt L and Denver branches.

'Birds and Bees' Te.

Favorable in Texas

Reports received at Paramount faces here tell of exceptionally favorable grosses for the first week of "The Birds and the Bees" in four key centers of Texas.

At the Majestic Theatre in Fort Worth, the film drew $13,000; in the Metropolitan in Houston, $14,000; in the Worth in Fort Worth, $12,000; and at the Palace in Dallas, $14,000.
The First Production, THE SEARCHERS

The Second Production of the American Scene

C. V. WHITNEY PICTURES INC.
MERIAN C. COOPER, Vice-President in Charge of Production

will be the picturization of a brilliant novel, personally selected by C. V. Whitney
The Missouri Traveler

a novel by

JOHN BURRESS

THE MISSOURI TRAVELER is the story of the heartland of America—our great Middle West—often called the "Mark Twain country".

It is laid in the early twenties and peopled with enchanting characters of this heartland as only John Burress, since Mark Twain, has so realistically and warmly captured.

C. V. Whitney and Merian C. Cooper will give THE MISSOURI TRAVELER the same care in production they gave THE SEARCHERS, which displays so magnificently the rough Texas life of 1868-1873.
THE SEARCHERS was presented by C. V. Whitney, president, with Merian C. Cooper, executive producer; John Ford, director; Patrick Ford, associate producer; Frank Nugent, screenplay; Winton C. Hoch, photography; H. Lee Van Hoozer, special assistant to the vice-president; Lowell Farrell, production manager; in color by Technicolor; in VistaVision.

C. V. Whitney Pictures, Inc., expects to give THE MISSOURI TRAVELER the all-star casting that was done in THE SEARCHERS.

For THE MISSOURI TRAVELER C. V. Whitney Pictures, Inc., will team most of the same picture makers—C. V. Whitney, president; Merian C. Cooper, executive producer; Patrick Ford, associate producer; Frank Nugent, screenplay; Winton C. Hoch, photography; H. Lee Van Hoozer, special assistant to the vice-president; Lowell Farrell, production manager; color by Technicolor; in VistaVision.

Whitney and Cooper have selected Ted Tetzlaff, famed for his direction of the Vatican sequence in Seven Wonders of the World, to direct THE MISSOURI TRAVELER.
C. V. Whitney Pictures, Inc., hopes to put on the screen the kind of spirit of the United States, which, in its heartland, is, to quote the Vanguard Press, publishers of THE MISSOURI TRAVELER.

"Warm and happy and touched with the magic of living as seen through young eyes."

From an interview with C. V. WHITNEY by Thomas M. Pryor in the New York Times...

"We may not always succeed in our aims, but I will promise you that no C. V. Whitney picture will ever misrepresent or paint a false picture of the United States or its people."

C. V. WHITNEY PICTURES, INC.

C. V. WHITNEY, President

MERIAN C. COOPER, Vice-President in Charge of Production

1256 WESTWOOD BLVD., LOS ANGELES 24, CALIFORNIA
Barry

(Continued from page 1)

Barry, prior to joining the William Morris Agency, was vice-president in charge of radio and television programming for the National Broadcasting Co. Previously, he was in a similar capacity at the American Broadcasting Co. A native of Newton, Mass., he started his career in the advertising department of the Boston "Globe."

TV Interest in WB

(Continued in the negotiation stage. He stated that the high interest evinced by WGN, Storer Broadcasting Co., Lever Brothers and the big agencies may produce the first actual sales as early as tomorrow.

The lot of 754 pictures has been broken down into 13 groups of 52 pictures each. A sales division comprising bases in New York and national accounts in all key cities. According to present plans, 26 pictures have been allocated for network sales, with an additional 58 packages earmarked for national sale to large firms. Some deals may also be worked out with national advertisers on a spot basis.

52-Film Packages

Planning not to go into all-ornothing deals, Rich said sales will be made in small lots of five films in packages of 52 at a time. Calling the market one of greatest flexibility, negotiations, he said, will be carried out according to circumstances, station conditions and the market.

All films will be identified with the Warner Brothers name. Promotional plans call for a kit containing newspaper mats, slides for on-the-air promotion and one-minute trailers.

Air date has been set as July 1, 1956. Six hundred negatives have already been released.

As for the "Popeye" series, on which they purchased all merchandising rights last Thursday, Rich said information on all shorts will be forthcoming in New York next week.

Carousel' London

Premiere Set for TV

LONDON, April 16—"Carousel" is to have a gala premiere at 20th Century-Fox's Carlton Theatre here tomorrow. Fox officials claim that it will be the first, true, full-scale television premiere ever mounted by a film company. It is the first occasion, they say, when a film company has planned its premiere in conjunction with BBC's Television Service and to fit into the latter's program. The production, screened earlier by the BBC and broadcast later in the evening, with excerpts from the film and an interview with Shirley Jones, who is flying in from New York specially for the occasion.

Toy Tiger

Universal

EXHIBITORS who may feel they've been giving their patrons an overdose of sex, violence, murder and bloodshed should find Toy Tiger a welcome relief. This is the type of fairy tale that Hans Christian Andersen or Grimm might have written if they were bungling away at their typewriters today. It's a light, whimsical, pleasing—and at times hilarious—piece of entertainment that is devoid of social problems, international crises or economic significance. It was designed to amuse, period, and it does that very well.

Jeff Chandler, Laraine Day and Tim Hovey are the central characters, although Laraine, as Mrs. John Hovey, is the producer of the film. Her youngest son, who scored quite a hit in "The Private War of Major Benson.

Miss Day portrays an executive of a New York advertising agency. The staff doesn't know that she is a widow and has a little boy in a boarding school in upstate New York. When Miss Day assigns her art director, Chandler, to locate a certain artist whose work is desired by a client, Chandler has to go to the area in which the boarding school is located. And thereby hangs the story. Young Hovey, never having known a father, has invented some wild tales about his fancied dad whom the lad has classified as a big game hunter, much to the envy of his classmates. When the boy is pressed as to the whereabouts of his father by a skeptical student, Hovey makes the mistake of saying that his father is arriving that day. The whole school turns up at the bus station. Hovey, therefore, has to acquire a fictitious dad and he lights on Chandler, who, eventually, goes along with the gag, not knowing that the boy is the real thing.

That's the situation. And, as is to be expected, there are complications resulting in the disclosure of the boy's mother's identity, the development of the romance and the happy ending.

The picture is loaded with laughs stemming from situations that are a bit unbelievable, but it doesn't matter. The whole thing was built for wholesome, family entertainment and it achieves its purpose.

Technically, it is handled by Howard Christie and directed by Jerry Hopper from a screenplay by Ted Sherdan based on a story by Frederick Kohner and Marcella Burke.

Others in the cast are Cecil Kellaway, Richard Hayk and David Janssen.

Running time, 88 minutes. General classification. For July release.

AL STEEN

Quincannon, Frontier Scout

Bel-Air—United Artists

IT IS ONLY natural to associate Tony Martin with a musical, but his fans will hear nary a note from his melodious voice in the yarn about the expansion of the West. However, action fans should find it to their liking, provided they are not too critical. One of the big selling angles is the camera work and the color by DeLuxe which capture the grandeur and splendor of the Utah desert with vivid realism.

As Quincannon, Martin resigns from the army after the massacre of General Custer and his men, only to return to the service to help the garrison at Fort Smith to recover stolen weapons. Peggy Castle handles the romantic interest capably, but the more convincing roles are enacted by John Bromfield, as an army lieutenant, and John Doucette, as a sergeant, who join Martin in the scouting job.

John Higgins and Don Martin wrote the screenplay which tells of the Indians attacking a wagon train bound for the fort and carrying off 800 repeating rifles. Since it was a secret shipment, the army's under cover work is threatened. Martin, as the scout, is asked to take the job of investigating the matter and recover the weapons. He and his partners succeed in destroying the weapons before the Indians have a chance to use them and arrest a Fort Smith captain for his part in selling the weapons to the Indians. Martin, as a reward, is reinstated in the Army, promoted to the rank of major and wins the love of Miss Castle.

Produced by Howard W. Koch and directed by Lesley Selander, the picture also features John Smith, Ron Randall, Morris Ankrum, Peter Mamakos and Ed Hashim. Aubrey Schenck was the executive producer. Running time, 88 minutes. General classification. Release date not set.

JACK EDEN

VARTB

(Continued from page 1)

sent show ever staged by the industry. Displays, including the latest in improvement and design of electronic pigment, cover 35,000 square feet in space in Exhibition Hall, where easy equipment manufactured by 31 companies is on exhibit.

Spokesmen predicted that WNBQ's move to color, made yesterday, will create the demand for color receivers and, as production increases, reduce the prices. About 15 per cent of the nation's 35,000 to 50,000 present color sets are believed to be in the Chicago area.

RCA to Aid Other Manufacturers

Radio Corporation of America expects to produce 200,000 sets this spring and a major mail order house recently offered a color receiver at $95. Additionally, RCA has announced that it will share with other color-TV receiver makers information concerning the RCA production process.

General Electric Co. will enter the color TV market in the last half of this year, it was announced by Herbert Milliken, department general manager. Although technical details of the GE color sets were withheld, both table and console models will be marketed, it was reported.

Color sets will be manufactured at electronics Park in Syracuse, N. Y., here preparation of production lines is in progress for some time. Initiative plans call for introduction of color receivers together with the company's 1957 line of black and white receivers at the June Furniture market in Chicago. How many color sets GE will produce this year depends entirely on the market, Riegel said.

Closed Circuit Film Expanding

John R. Howland, general sales manager of Dage Television Division, Panamco Products, Inc., Michigan Blvd., Ind., manufacturers of closed circuit TV equipment, disclosed that by expanding sales efforts to include the yet untapped foreign markets, Howland said industrial applications of closed circuit TV in Europe, Africa, South America and Africa have already begun to follow the lead set by American companies.

Looover to London

LONDON, April 16—George roover, Variety Club's International relief barker, is scheduled to visit London early next month. He will be entertained privately at luncheon by the crew of the British Tt on on his way to and will fly to New York immediately thereafter to prepare for a variety international convention.

et 'Brave One'

Simultaneous world premiers in foreign capitals on being set up June 8 at RKO for early July release of the 'Brave One.' Already set are London, Paris and Mexico City. Coned dates are expected shortly for Amsterdam, Rome and Madrid.


U.K. Quota Act Criticized

(Continued from page 1)

help, in any event, to shape his views with regard to the regulations which have developed over the years pertaining to the industry’s operations.

The logicians in Cinematograph Exhibitor Association’s Scottish branch, for example, ask abolition of both Quota and Eady levy. In a memorandum the Scotsmen say:

“After all, protection of the British film production interest has now been in existence for approaching 50 years. Constant protection does not make for a healthy British production industry. The reason for the introduction of Quota was to allow the industry time to get on its feet.

“The producers must use the present period of protection in preparing for the eventuality of abolition of Quota and Levy and to stand on their own feet.”

Seek Aid for Independents

In common with other branches, the Scotsmen press for a Governmental regulation removing the anomaly under which independents are unable to book the choice British films, which were part financed out of the levy on their own box-offices. They also want the Government to investigate production costs “with particular reference to the additional cost entailed by restrictive practice in the studios.”

Other interests advocate the restoration of the so-called renters’ quota, although that device was generally regarded as unworkable and unnecessary when it was in operation some years ago. Probably the horniest and most debated matter among all sections is the growing volume of films made here by American interests. Exhibitors gladly welcome them, for the outcome thereof is a steady flow of pictures made presumably by men with the know-how.

But local producers complain that their share in Eady proceeds is diminished thereby. It’s an admitted vexed and difficult problem, but Americans should be prepared for a vigorous assault on the practice whereby they share in Governmental largesse.

Irving Allen to Continue

Significantly, Irving Allen—regarded generally as the most successful American operator this side—went on record recently with the sentiment that he didn’t want Eady money and would go on making pictures here whether or not.

The presidents and secretaries had a private get-together today for an exchange of their several views. Next, the various documents will be handed to Kingsley. That will not be the end of the matter, for in addition to correlating the several views submitted to him the NFCC chief will

House Passes

(Continued from page 1)

government thought the merger illeg it could go to court during the days and get a preliminary injunction to block the merger, pending final determination.

The firm would have to supply immediately certain basic information about their activities, and would have to submit within 30 days of the demand any additional information sought by the government. If would be a $5,000 to $50,000 fine failure to notify the government supply the additional information.

The Administration backs the bill and the measure passed the House today with less than 30 minutes debate and with no opposition expressed.

Pennington to Milw. As Para. Manager

MILWAUKEE, April 16.—Warren Pennington of San Francisco will become branch manager of the Paramount exchange here. He will succeed Irving Werthamer who will leave Milwaukee early in May.

Trade. The suggestion is that The eyecroft spend the Parliamentary session recess milling over the matter. He is understood to contemplate making a definitive policy statement the Commons immediately the House reassembles in the autumn.
Conn. House Sets Up Student Club Plan
Special to THE DAILY
WINSTED, Conn., April 16 — Mrs. Hazel Flanneman of the Gordon's Strand Theatre has started a Strand Student Club, providing reduced admissions for teen-age high school students.

Mrs. Flanneman, in an effort to encourage additional attendance by 12- to-18 year-old bracket, is issuing wallet-sized identification cards for a senior charge of 50 cents. This entitles the bearer to special admission prices: 35 cents, matinees, and 40 cents, evenings and Sundays, as compared to adult charge of 50 cents, matinees, evenings and Sundays.

A special show is planned for all card holders, with admission free. Other benefits are also scheduled.

Disney Trailer Plugs UCP Fund Drive

Walt Disney and a seven-year-old cerebral palsied boy are the stars of the new 1956 motion picture appeal trailer to be used in connection with the Cerebral Palsy Fund. The seven-day annual campaign during May, was announced by Leonard H. Goldenson, UCP board chairman and president of American Broadcasting-Paramount Theatres, Inc.

The three-minute trailer, "A Message from Walt Disney," was produced in the Walt Disney Studios and features little Jackie Murphy of Los Angeles, one of United Cerebral Palsy's three 1956 poster children.

United Cerebral Palsy will participate in the National Association of Radio and Television Broadcasters annual convention in Chicago this week with an exhibit booth.

Chi. Tower Owners Seek an Operator

CHICAGO, April 16 — The Tower may soon reopen if the Tower Building Corp., owners of the building in which the theatre is housed, can interest a buyer in the complete property, or if it can get some well qualified person to operate it as a motion picture theatre.

Balaban & Katz, whose lease on the theatre portion of the building expired on March 31, shut down the Tower about three years ago. In accordance with the terms of the lease, B&K continuously maintained it, thus eliminating the necessity for extensive remodeling.

era gun holds a bullet rather than a roll of film.

After more complex events that included romance, Connors gives in to his bad heart, while Ross settles down with Regina Gleason, one of the girls cast in the film. Richard Schubeck and Richard Bernstein assisted Orland in associate producers.

Running time, 74 minutes. General classification. For April release.

S. America to Spur Mexican Production

MEXICO CITY, April 16 — A sharp increase in the number of Central and South American productions to be filmed in Mexico has been predicted by the National Producers Association here, following a ban imposed on Mexican technicians working in those countries.

Noting that some producers have inquired into costs and other financial data for future filming in Mexico, the association stated that a large share of the future film expenditures will come from Brazilian and Venezuelan producers, the hardest hit by the ban.

Bolivar to Start

Bolivar Films of Venezuela has indicated it will be the first to start production in Mexico, using Mexican technicians and some local theatrical personnel.

Mexican producers working in Central and South America threatened to follow the example of Mexican technicians because of "dangerous competition" to native technicians.

Buffalo Erlanger Stock on Market

BUFFALO, April 16 — Foundation Theatre, which will operate the local Erlanger legitimate house, starting July 1, has put 5,000 shares of non-voting stock on sale here. "Stock subscriptions in excess of $75 per person are respectfully declined," says part of an ad carried in the local press.

A incorporation papers have been signed by Peter G. Becker, who will manage the Erlanger; William R. Rakin, general counsel, and Mrs. Harvey M. Rice, director. They will hold the 100 voting shares in the non-profit foundation.

The sale of non-voting shares at $75 a share will go into a fund for guarantees to producers of plays and musical comedies and for improving the Erlanger, Becker said.

Organization of the foundation began when Dipson Theatres of Batavia, N. Y., sold the Erlanger to Ike Gordon of Rochester, who planned to raze it for a parking lot.

Koken Is Convention Chairman for P.C.A.

Lee Koken, of REO Theatres here, has been named general chairman for the convention of the Popcorn and Concessions Association, which will be held in New York, May 20-24, in combination with the annual conclave of Theatre Owners of America, Theatre Equipment and Supply Manufacturers Association and Theatre Equipment Dealers Association.

Lester Grand, of Confection Cabinet Corp., Chicago, will be exhibit chairman of P.C.A. Melvin B. Rapp, of APCO, Inc., New York, will head the entertainment committee, and will be assisted by Kenneth H. Wells, of Theatre Confections, Ltd., Toronto.

In THEATRE EQUIPMENT and Refreshment WORLD...

THE W. J. Ruseco Company, Akron, Ohio, has a new paint for drive-in theatre screens. It is called "Perma-Brite." The new paint has a rubber base and can be either sprayed on or brushed. It comes in five-gallon drums. A free sample of a half-pint is available to exhibitors writing the company on their letterheads.

To control insects at drive-ins there is a new device developed by the Delco Corporation, Pleasant Valley, N. Y. It is a combination "garden lantern" and insect electrocutor. Flying insects are electrically destroyed as they try to reach the source of light. Conventional light bulbs may be used although a daylight blue lamp is recommended by the manufacturer.

John C. Dexter, formerly folding chair product manager for American Seating Company, Grand Rapids, Mich., has been promoted to the newly-created position of Sales Promotion Manager, according to James M. VerMeulen, vice-president of the company. Mr. Dexter has been with American since July, 1950.

For carrying refreshments to cars at drive-ins, the Keyes Fibre Company of Waterville, Me., has a new disposable tray of molded pulp. It has four cup compartments and "ample" space for sandwiches and other foods. The tray is water-proof, grease-resistant and has a non-skid surface. It is trade-named the "Carry-Out Tray."

The Pepsi-Cola Company reports that its earnings and gross profits on sales reached a new high in 1955.

The "Super Yardbird Streamliner" is the name of a new kiddie ride for drive-in playgrounds. It consists of a motor-driven, pint-size train complete with track, crossings and switch turnouts. The ride is made by the Charles William Doeke Manufacturing Company, Rosseau, Ohio. It is available in both gasoline and electric operated units.
BIGGEST FIRST 3 DAYS SINCE "THE ROBE"!

The Man in the Gray Flannel Suit

CINEMASCOPE®
from 20th Century-Fox • COLOR by DE LUXE

ROXY Theatre, N.Y.

TODAY'S TOP BOX-OFFICE ATTRACTION EVERYWHERE!
SSBC Hitting Snag On Distributors’ Date

WASHINGTON, April 17—The Senate Small Business subcommittee hopes to know by the end of the week when it will hear distributor witnesses. The committee had tried to set up the distribution testimony before the annual spring district directors’ meetings, but officials claimed they wouldn’t be ready before the week of May 14. The problem now is to try to fit something that week in with the other commitments of subcommittee chairman Humphrey (D., Minn.).

Nemec Leaves SMPTE Post

Boyce Nemec, executive secretary of the Society of Motion Picture and Television Engineers, has announced that he has resigned, effective on June 15, and that he will establish a management consulting service, with headquarters in the East, to specialize in work on problems of corporate structure, cost analysis, market

O’Nei Tells Poor Richard Club

PHILADELPHIA, April 17—Confidence in the vitality of all entertainment media was expressed here today by Thomas F. O’Neill, chairman of the board of RKO Radio Pictures, who, in accepting Poor Richard Award, told the members and guests of the club that the continued interest and investment in all forms by his company “will mean more entertainment for everybody.”

O’Neill, in his address before the Poor Richard Club annual dinner meeting here, recounted the technical advances in the entertainment industry.

O’Neill’s speech was titled “Technology: The New Creative Force in Entertainment.”

In accepting the silver medal and citation of the award, the RKO Radio board chairman stated that “in entertainment, as in other businesses, I think we can prove that the success of one medium tends to stimulate the efforts of another, tends to make all media stronger and better—and all to the advantage of the public. I refuse to believe that the development of any good and worthwhile thing is done at the expense of another good and worthwhile thing. My confidence

UK Theatres Barely Reach Quota Figure On First Features

WASHINGTON, April 17—Commerce Department film chief Nathan D. Golden said British films accounted for 20.4 per cent of the first features shown in British theatres during the year ending last Sept. 30 and for 31.2 per cent of the supporting programs.

The Cinematograph Films Act provides that 30 per cent of the first feature films and 25 per cent of the supporting films must be British. However, exceptions for relief cases actually dropped the quota requirements to 25.3 per cent for first features and 23.8 per cent for supporting programs.

Golden said the three major British (Continued on page 2)

Johnson Seeks End Of Danish Impasse

A new effort to end the Danish impasse will be made by Griffith Johnson, vice-president of Motion Picture Export Association, now in Europe, it was learned here.

Johnson, currently touring Scandinavian (Continued on page 2)

Optimistic Forecast

Sam Rosen Says Future Hinges on Film Flow

Tempers Viewpoint by Citing ‘Rugged Period’

By MURRAY HOROWITZ

Based on releases promised by distribution, the future looks good for the motion picture theatre box-office, Samuel Rosen, executive vice-president of Stanley Warner, said yesterday. Rosen tempered his optimism by underscoring the transition stage the industry is currently undergoing, citing the competitive factor of TV, and adding that until the various factors resolve themselves it will be a “rugged period” for the industry. He stressed, however, that he was very optimistic about the motion picture business and the future of the motion picture theatre.

The key problem, according to Rosen, remains the need for good, acceptable product, and the continuous (Continued on page 2)

Tax Relief Fight Lost in Britain

LONDON, April 17—Hopes of the British industry for a reduction in the entertainment tax were shattered today when the Chancellor of the Exchequer presented the Government’s new Budget to Commons for the next fiscal year without provision being made therein for a decrease in the tax.

Because of a decline in attendance and increasing competition from television, the trade had made a strong bid in recent months for some measure of tax relief. The new Budget means the tax will remain unchanged for another year at least.

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in the vitality of all these media of entertainment is borne out by our company's continuing interest and investment in them all—including production schedule at RKO Radio Pictures, as well as in radio, television, and most recently, phonograph recording facilities.

'More Entertainment' His Goal

Continuing, O'Neill, who is also president and board chairman of RKO Radio, said that "we believe the integration of these many areas of entertainment means more entertainment for everybody. Partly because the maximum profit pictures production dollar will flow into the product itself. Partly because this healthy cross-fertilization will tend to keep each group alert, flexible and alive.

O'Neill cited the progress of the various segments of the entertainment field—radio, television, theatre, opera, concert, records, hi-fi, motion pictures—and stated that part played the progress by technological developments. He said that "we see motion pictures rolling up multi-million dollar grosses

Arnswalder Named

office in the latest in a number of elevations from within-the-ranks to be announced this week by the general sales manager. As Atlantic district head, Dickstein will supervise the New York, Philadelphia, Washington and Pittsburgh branches.

Arnswalder has held the post of New York assistant manager since 1949. He joined the 20th Century-Fox field organization in 1947 as assistant to the branch manager. The following year he became Greater New York salesman. In April, 1949, he was promoted to booking supervisor, holding that position until his appointment to the assistant branch managership.

SSBC Poll Refresh

Unfortunate: Brandt

The refusal by the Senate Small Business subcommittee to poll the nation's exhibitors on motion picture industry trade practices is "unfortunate," according to Harry Brandt, president of the Independent Theatre Owners Association of New York City, who warned that the forthcoming exhibition leader urge committee chairman Sen. Humphrey (D., Minn.) to launch such a survey, yesterday stated that "it is unfortunate that the Senate minority leader turned down requests to poll U. S. theatrenes. The Senate group could secure responses much quicker by its poll than if a national exhibitor organization polled its membership.

Olevsky Named Hall Chief Projectionist

Benjamin Olevsky has been named chief projectionist of Radio City Music Hall by Russell V. Downing, president. Olevsky succeeds the late Charles Muller, who held the post from the theatre's opening until his death in 1947.

K.C.'s RKO Missouri May Get Cinerama

KANSAS CITY, April 17.—In a move regarded as a preliminary to the announcement that the RKO Missouri theatre here will become the Kansas City showplace for Cinerama, Russ Stephens today was relieved as manager of the large downtown house.

Stephens, who took over as manager of the Missouri last year and delivered May 1947, will return to his former job of manager of the RKO Orpheum in St. Paul.

K.C.'s RKO Missouri May Get Cinerama

Although no definite word has been forthcoming, rumors have been prevalent for sometime in Kansas City that the Missouri has been selected by officials of the Cinerama organization as the theatre in which to show the company's releases here.

Rosen Says

(Continued from page 1)

flow of such product. In stressing that problem, he said he was in complete accord with Leonard Goldman, president of American Broadcasting-Paramount Theatres. Rosen said the theatre business in the SW Circuit the last quarter was up, compared the previous quarter, exclusive SW's Cinerama and International-L. T. operations.

Rosen, mostly busy with engagements "The Seven Wonders of the World" in various Cinerama theatres in the U. S., called business excellent at the Warner Theatre in St. Louis, where he has on a week's engagement. He will go to Pittsburgh on Thursday for the opening there of the new Cinerama picture. Other openings are slated in Philadelphia, Tuesday, St. Louis, April 28; Dallas, May 5; and Cincinnati, June 7.

Nemec Resigns

(Continued from page 1)

studies, and the like, as a service the motion picture and television industry daily.

Joining the Society in 1946, after service in the Signal Corps, Nemec served for one and a half years enlisting in the field, then assigned to modernize the Society's standardization procedures. In 1947 he was elevated to the position of executive secretary.

Nemec is international secretary motion pictures of the International Standardization Organization, which capacity he participated in at a recent conference in Stockholm last June.

UK Theaters' Quota

(Continued from page 1)

circuits, which are not eligible quota relief, exceeded their quotas for the 1947 fiscal year. A total of 529 exhibitors failed to achieve quota for first features and 642 for supporting programs, he stated. There has been a decline, he declared, that there weren't enough new British films to enable them meet their quotas and that consequently they weren't going to old films.

"Showplace of the East" FOR YOUR SCREENING

"Showplace of the East"

"Cinemascope"

CUTTING & STORAGE ROOMS

"Three Channel interlock projection"

FOR YOUR SCREENING

FOR YOUR SCREENING

"35, 177, 33 & 35 mm tape interlock projection"

FOR YOUR SCREENING

" three 177, 33 & 35 mm tape interlock projection"

FOR YOUR SCREENING
Defends Distributors

Shupert Asks More Cooperation Between TV Packagers, Stations

CHICAGO, April 17.—George T. Shupert, president of ABC Film Syndication of TV, Inc., urged closer cooperation between the packager and the station operator.

He broached the question of station operators to stop criticizing all film distributors for the failure of “a few” to adhere to their rate cards, he declared. I would like to see some way to police our industry so that price problems wouldn’t arise, but there isn’t. I do ask you to realize that in all the years since broadcasting began, broadcasters haven’t been able to entirely eliminate such practices among themselves. Therefore, don’t be too hard on your young industry.”

Shupert suggested that broadcasters make a greater effort to return prints promptly, in good condition. Shupert also expressed the hope that “some way could be found to enable syndicators to supply films to even the smallest markets at a price they can afford to pay.”

$3,360,000 Asked in 3 N.J. Trust Suits

Three anti-trust suits seeking damages totalling $3,360,000 were filed in New York Federal Court yesterday by Harry Pinsmein, attorney, for three New Jersey clients. Discrimination in favor of circuit theatres, price-fixing and refusal to negotiate in good faith for first and second runs are charged in the actions. The major distributors, plus Smith Management Corp., American Broadcasting-Paramount-Theatres, Stanley Warner and other exhibition groups were named in the suits.

The plaintiffs are Kearath Theatre Corp., operating the Rivoli Theatre, Rutherford; Arthur, Inc., operating the Lincoln in Arlington-Kearny, and the S.M.P. Theatre Corp., which formerly operated the Cameo in Newark. Alleged as defendants by each company are $1,620,000, $840,000 and $980,000, respectively.

Col. to Celebrate 25 Years in Cuba

Columbia Pictures will celebrate its 25th anniversary of doing business in Cuba on Friday with a “Picnic” party for exhibitors. The affair, taking its theme from Columbia’s current release, will be held in a local suburb. Heading the Columbia delegation will be Jack Coli, executive vice president of Columbia; Macy W. Kastner, president of Columbia International; Sigvard Kusiel, vice-president of Columbia International; and Lawrence Lipskin, public relations assistant to Kastner.

New London Films Company Registered

LONDON, April 17.—Speculation has arisen here in regard to the announcement of the registration of a new company under the name of “London Films (Piccadilly) Ltd.” and with a capital of £100.

It is stated that the formation of the company was undertaken “purely as a precautionary measure following the death of Sir Alexander Korda.” The late Sir Alexander was chairman of London Film Productions, Ltd.

Report by Golden

Swiss Imports Of U.S. Films Drop Slightly

WASHINGTON, April 17.—The proportion of Swiss film imports accounted for by U.S. films dropped slightly, from 40 per cent to 37 per cent, from 1954 to 1955, according to a report by the Commerce Department.

Film chief Nathan D. Golden said that during 1954, the U.S. accounted for 185 of the 453 feature films shown in Switzerland, and in 1955 accounted for 194 out of 513. Last year, the French supplied 52, the Germans 94, the Italians 75, the British 33, and other countries the rest. Golden said the Swiss estimate that the U.S. occupies about 65 per cent of Swiss screening time.

Fall River Rezoning Creates Controversy

FALL RIVER, Mass., April 17.—A decision on the petition of Norman Zalkind, local exhibitor, and Hyman E. Lepes, real estate owner, to change the city’s zoning law to permit construction of a drive-in and supermarket on vacant land is expected from the City Council this week.

Both parties in their appeal told the council that only $200 annually is realized in taxes from the “dump site,” while construction of a theatre and supermarket would increase the revenue to an estimated $100,000. Opposition to the move has been voiced by the Yannis Enterprises which operates five drive-ins in the neighboring Fall River area.

An attorney for the Yannis firm charged the section was originally zoned residential and there is no justification to reclassify it to commercial on the basis of the petition.

P. J. Bucher, manager, Hartford Theatre Circuit’s Lyric, Hartford, has resigned to join Stanley Warner Management Corp. His replacement is Michael Carr, most recently with E. M. Loew’s Theatres.

Frank Lowery, formerly with the Atlanta branch of Columbia Pictures as sales representative, has joined the Capital Releasing Corp., as its Florida representative.

Jack Renfro, owner of the Theatre Booking Service in Omaha, is recuperating at home following surgery.
BURN IT UP!

M·G·M, HOTTEST COMPANY!
AND NOW!

2 SENSATIONAL M-G-M PREVIEWS IN 1 WEEK!

'BHOWANI' BOMBSHELL!

M-G-M's "BHOWANI JUNCTION" screened in home office projection room last week. It's one of the year's BIGGEST. Two years in production. Cast of 10,000. Filmed in exotic Pakistan. GREAT.

M-G-M presents in CinemaScope "BHOWANI JUNCTION" starring AVA GARDNER • STEWART GRANGER • with BILL TRAVERS • Abraham Sofaer • Screen Play by Sonya Levien and Ivan Moffat • Based on the Novel by John Masters • Photographed in Eastman Color • Directed by George Cukor • Produced by Pandro S. Berman.

BOX-OFFICE "AFFAIR"!

M-G-M's "THE CATERED AFFAIR" previewed at Loew's Lexington, N.Y. last week got audience rating equal to "Blackboard Jungle." Star-bright with great performances, including another fine role for the Academy Award winning star of "Marty." Headed for fame and fortune.

M-G-M presents "THE CATERED AFFAIR" starring BETTE DAVIS • ERNEST BORGnine • DEBBIE REYNOLDS • BARRY FITZGERALD • Screen Play by Gore Vidal • From a Play by Paddy Chayefsky • Directed by Richard Brooks • Produced by Sam Zimbalist.

M-G-M! THE TALK OF THE INDUSTRY!
Jurisdiction of SAG Over Electronicam System Is Upheld

An arbitration panel has upheld the jurisdiction of the Screen Actors Guild over the Du Mont Electronicam Film System in a decision which denied the claim of jurisdiction by the American Federation of Television and Radio Artists.

The decision declared "null and void and of no force or effect" a letter making the AFTRA claim which was circulated last fall among motion picture producers and advertising agencies. The panel ruled in effect that the Electronicam is an improved means of motion picture production.

The decision upheld the position of Allen B. Du Mont Laboratories, Inc., and the Screen Actors Guild in regard to the equipment which combines the advantages of electronic control with standard motion picture cameras.

Bill Finkel Retires, 41 Years in Pitts.

PITTSBURGH, April 17—Bill Finkel, veteran theatre owner locally and an official of Allied Motion Picture Theatre Owners of Western Pennsylvania, has announced his retirement after 41 years in local show business.

Concise and to the Point

The significant developments in television and their meaning...

Edited for Executives

Television Today

Right at the start of the week—through an interpretive new style of journalism — this concise report and analysis of the significant news and events keeps you posted quickly and readily.

Television Today

Published every Monday in conjunction with Motion Picture Daily

Presidents EISENHOWER will deliver a talk on foreign policy in a live CBS-simulcast next Saturday, 10:00-10:30 P.M., EST, when he addresses the annual convention of the American Society of Newspaper Editors in Washington. C. B. Fine and E. O. Wilskoe, proxy and veep, respectively, of Fine Sound, Inc., will launch their new baby, Opti-Mag, at the SMPTE conclaves here starting April 30. . . . Kenny (Senator Claghorn) Delmar will star in next Wednesday's "Kraft Television Theatre" presentation of O. Henry's comedy, "The Gentle Crafter," a story just made to order for the fast-talking, incorrigible loudmouth which Kenny made famous on the late Fred Allen's radio shows . . . . The SMPTE's 79th semi-annual convention, April 30-May 4, at the Hotel Statler in New York will be attended by over 1,000 members. A special showing of the Todd-AO production, "Oklahoma," will be held at the Rivoli Theatre Tuesday, May 1, at 9:00 ayem with Dr. Walter Zigmund, ass't director of research for the American Optical Co., describing the Todd-AO process.

Latest Trendex shows a clean CBSweep with "The $64,000 Question" in the top spot, followed by "I Love Lucy," "Ed Sullivan Show" and "Person to Person," in that order. Incidentally, Sonny Fox's style, delivery and mannerisms on the "$64,000 Challenge" is so very much like Hal March (is that bad?) . . . "Audipage," a new receiving set device, weighing one ounce and about the size of a cigarette lighter, developed by the Philco Corp., will be introduced jointly by the Philco Corp. and Associated with the NARTB conclaves in Chicago this week . . . Producer Robert Montgomery and associate producer Joseph W. Bailey each may take a well-deserved bow for a simple yet beautifully-unfolded story of a genius, "Portrait of a Man," dealing with the life of the late Professor Albert Einstein, presented Monday TVia NBC. The teleplay was penned by William Kendall Clarke and the charmingly bearing of the great scientist was high-lighted by the almost-measured cadence of the narrator's (R. Montgomery) sympathetic understanding of his subject.

Back in 1930, as an ace cameraman at Paramount's Astoria Studios, Frank Zucker dreamed of forming his own firm and in 1937 started the Camera Equipment Co. housed in a former garage on 7th Ave. Early this month, the company moved to its finest equipped sales, service and repair firm in the camera field, moved into its new quarters at 315 W. 43rd St. in N.Y.C., and with a staff of 81 men and women, is the fulfillment of Frank's dream. This counterpart of a Horatio Alger hero is deservedly one of the most popular figures in the M.P.-TV Industry. . . . Henry Schmerzler, president of Publicity Corporation of America, has just announced the appointment of William Mogle as veep in charge of client relations. We've known Bill Mogle ever since he arrived in Gotham about 12 years ago from Chicago where he headed his own radio and film production firm. He also wrote scripts and continuity for numerous radio programs, including the Paul Whiteman Show, and these lines are merely our way of offering congrats to both . . . The MCA research department has estimated that about 100 automobile dealers, during the past two years, have used MCA-TV films to advertise their products, which include virtually every make of car . . . A new ABCCountry series, "The Eddy Arnold Show," will bow into the TV orbit, starting Thursday, when the Victor recording star starts a weekly musical show, live from KTV in Springfield, Mo.

Steve Allen's initial appearance as a columnist (at the age of 34, he's a TV, radio and motion picture star, has eloped over 100 songs, is the author of a book of poems to be published in the fall by Henry Holt; is the author of two books, "Bop Fables" and "Fourteen for Tonight" and has already recorded seven albums in addition to fourteen 'single platters' takes place in the May issue of "Cosmopolitan" magazine . . . Comes the time of year when birds and ball players come north, so your reporter goes south for a fortnight's vacation. We're happy that two friends, Ferry Como and Garee Moore, will write guest columns which will appear in this space April 25 and May 2, respectively.
House Group to Back Up Industry's Tax Campaign

Ways and Means Subcommittee to Ask Reducing or Eliminating Tax in Order To Aid Exhibitors Affected by Television

By J. A. OTTEN

WASHINGTON, April 18.—A House Ways and Means subcommittee will shortly give a powerful boost to the industry’s campaign for admissions tax relief.

The subcommittee, in a report to be made public sometime this week, will suggest that the full committee might want to consider reducing or eliminating the tax in order to help theatre owners best by television competition.

The subcommittee, headed by Rep. Forand (D., R.I.), has been studying technical excise tax revision. Changes in excise rates is outside the province of the subcommittee.

In its report to the full committee, the subcommittee will point out that the resolution setting it up specifically excluded rate revision from its jurisdiction. Nonetheless, the report will state, the subcommittee feels that television competition has made such great problems for theatre owners that it feels it is in order to suggest that the full committee may want to consider administrative tax changes to help out the exhibitors.

The subcommittee had previously announced it was going to make a

Coast Making More Films for TV Than For Theatre Market

From THE DAILY Bureau

CHICAGO, April 18.—Hollywood is now producing almost four times the amount of film shows for television as it is films for theatrical use, Michael M. Sillerman, executive vice-president of Television Programs of America, declared here today in a talk at the annual convention of the National Association of Radio and Television Broadcasters.

Citing that current statistics show film now provides more than half the

Urges Intra-industry Peace For Attack on B.O. Decline

WASHINGTON, April 18.—Exhibitors and producers were urged today to cease fighting each other and instead join forces against our common enemies—declining box office in an address by William C. Gehring, vice-president of 20th Century-Fox, before the convention of the Washington exchange area exhibitors here at the Shoreham Hotel. The convention will end tomorrow.

With the current Senate Small Business Subcommittee hearings obviously in mind, Gehring said it was wrong for the industry to wash its dirty linen in public. He said he opposes Federal regulation of the industry, believing that “there is not a lawyer who can make or sell a picture better than the producers can or who can promote a picture better than the exhibitors. It is foolish to ask for outside help when none is as qualified as we to handle our own affairs.” Gehring said Allied States Association and the Theatre Owners of America were more closely united than ever, and said he’d like to see one large exhibition organization as in Great Britain. Producers have many difficulties now that they didn’t have five years ago, Gehring said.

(Taken from page 7)
PERSONAL MENTION

ARTHUR B. KRIM, president of United Artists, will return to New York today from Hollywood.

JACK COHN, Columbia Pictures executive vice-president; LACY KASTNER, Columbia International president, and APKWY KUSSL, Columbia International, will leave here today for Miami.

PAUL N. LAZARUS, Jr., vice-president in charge of advertising, publicity and exploitation for Columbia Pictures, is vacationing in Mexico City.

HERALD RAND, 20th Century-Fox trade press contact, will leave here tomorrow for a one-week vacation in Bermuda.

CHARLES BOSSERT, supervisor of Paramount sales on "War and Peace," will return to New York today by plane from Toronto and Detroit.

JEROME PICKMAN, Paramount advertising-publicity vice-president, will leave New York today by plane for Hollywood.

HENRY GINSBERG, producer, will leave the Coast by plane tomorrow for New York.

JOSEPH MATERNATI, head of the French Film Center here, has departed via Air France for Paris.

JAMES B. VELDIE, general sales manager of United Artists, will leave here today for Toronto.

ROY BREWER, Allied Artists exchange operations supervisor, is in Cincinnati from New York.

KIM HUNTER has returned to New York from Bermuda via B.O.A.C.

SAM SPIEGEL has arrived in London from New York via B.O.A.C.

SOL SPIEGEL is due here from the Coast at the week-end.

EXTRAS GUILD BALLOTS MAILLED TO MEMBERS

HOLLYWOOD, April 18.—The ballots mailed to Screen Extras Guild members today, returnable by April 30th, bear the names of 13 candidates nominated by petition, running against the Guild slate, for 20 available positions as Guild officers or directors. The two petitioned-named candidates are opposing incumbent Richard H. Gordon for the presidency.

M-G-M GETS KELLY WEDDING SUBJECT

American distribution rights to a 30-minute CinemaScope Technicolor short subject film of the Grace Kelly-Prince Rainier wedding have been acquired by M-G-M which yesterday reported the film will be ready for release in mid-May.

Mary Badham, later will be released internationally, is being produced by a French agency at the request of Prince Rainier. An M-G-M spokesman yesterday emphasized that the actual wedding ceremony with scenes of the wedding couple prior to the service.

To New York via Nice

Charles Van Bergen, newswrap editor at Warner-Pathe News, says films are to be flown to Nice and then to the New York studios of Bernard Jacobs later this morning. None of the domestic agencies were able to predict the amount of footage taken of the ceremony nor how much would be edited for theatre viewing.

Films of the church ceremony to be performed today in Monaco are scheduled to arrive here Monday morning and will be sent out to theatres the following day.

POOL SYSTEM NECESSARY

Newswrap spokesman said the "pool system" was a necessity because of the inadequate facilities for taking pictures of the ceremonies. They declared that under agreement with them will provide the additional coverage before and after the ceremonies.

HYMAN AND MARKLEY TO AID UCP DRIVE

Edward L. Hyman and Sidney M. Markley, both vice presidents of American Broadcasting-Paramount Theatres Inc., have been appointed co-chairmen of the theatre collections committee in the United Cerebral Palsy campaign, it was announced by Leonard H. Goldenson, chairman of the board of United Cerebral Palsy. Chairman of the collections committee, Maurice Hobkins, chairman of the board of directors of National Screen Service.

COLUMBIA SETS FIRST DEAL WITH COOPER FOR PRODUCING-HANDLING

Harry Cohn, president of Columbia Pictures, announced yesterday that he had signed an agreement with Frank Cooper under which Cooper will produce a top-budgeted feature for Columbia release based upon the high-rated television series, "The Lineup." Columbia added that the film will be the first picture to a be made under a co-production agreement into which the company has entered with Cooper.

Top-Rated Show

"The Lineup," which is based on the files of the San Francisco police department, has been one of the top ten rated shows on the Truances listings for some time. It is shown on the CBS national network on Friday nights.

Jaime del Valle, producer of the video program, will be Cooper's co-producer on the motion picture, which will go before the cameras on location in San Francisco in the Fall. The story of the motion picture will be a love story.

The deal was negotiated in behalf of Cooper by his representative, Irving B. J. Levine.

SEEK DISTRIBUTION OF 7 FROM ITALY

Mrs. Rose Kuepple and Carolyn Welles, of this city, announced that they are acting as producers representatives for seven Italian pictures of Aurora Films of Italy.

Kuepple, who recently returned from Italy, said she is currently sounding out possible distribution outlets for the films, two of which were said to star Sophia Loren, two with Vittoria de Sica and one with Rosanna Neri.

REMODEL MD. THEATRE

BALTIMORE, April 18.—The Parkway Theatre here, having recently acquired purchase of Mr. Goodale, who operates the Cinema and Play- house, is being remodeled and reequipped as well as redecorated and will open around the second week in May with "The Lady Dupes." The seating capacity, originally about 900, is being reduced to 500 with installation of "rocking chair" seats, spaced four feet from back to back.

"Rossana" to Jacon

"Rossana," starring Rossana Podesta, is the next film release to be launched by Jacon Film Distributors, presidents of the recently formed distribution company. The film shot on location in Mexico.

RCA Equipment Installed

Installation of new RCA-Dynaco equipment was completed at the 76th Drive-In Theatre, Omaha, today.

D.A.R. HONORS WALT DISNEY

The Daughters of the American Revolution have announced that it will present its annual award for the producer of the Best Children's Film, 1955 to Walt Disney for his "L'Heure et le Tramp." The presentation will be made at the 60th Convention of the D.A.R., to be held at Constitution Hall in Washington today.

GETS DRIVE-IN OKAY

The Supreme Court of En Harford, has unaniomously given Leitao of East Hartford, Conn., go-ahead authority to construct a drive-in theatre at Glaston Conn. The high court said that Common Pleas Court Judge Fitzgerald was correct in dismissing an appeal by a group of Glastonbury property owners, who protested a zoning board action granting Leitao permission to locate an outdoor theatre in an industrial zone.

FILMACK RECEIVES HONORS

FILMACK Trailor Co., Chicago, in the field of commercial film production for television. Film Studies was voted first in the poll. It was also named "best in the production of film commercials," and second "economy." This was Filmack's appearance in the nationwide poll of advertisers, producers, agencies and TV stations.

DRIVE-IN CENTER PLANNED

A $1,350,000 drive-in theatre is to be built, a motel, bowling and restaurant, is being planned by Sam Levin, Chicago. On an 85-acre tract in Stickney Township, Illinois, there will be two screens, one visible to 1,200 cars and the other to 1,500.

121 'MAMIE' DATES

"The Revolt of Mamie Stover," the CinemaScope, one of 20th Century Fox's spring attractions, has been sold to open in 121 first-run domestic houses. Orders by the end of May, it was disclosed yesterday, will be the next attraction at York's Capitol Theatre.

MAGAZINE PRODUCTION

THE MEDIA (New York, N. Y.), a new weekly magazine to be published by Associated Newspapers, Inc., 450 Park Avenue, New York, N. Y., is to be published first by the end of May. The magazine will be edited by the late William E. Charney, who was associate editor of the New York Times.
THE PATRONS AND PRAISES
will go to
“THE PROUD AND PROFANE”

REASON #1

Produced by Perlberg-Seaton

From the producers of
“The Country Girl” and “The Bridges at Toko-ri”
—this one made to top them both!

... coming in the big boxoffice months ahead from PARAMOUNT
At Washington Convention
Sindlinger Warns of Drop
In Patronage; Cites Facts

WASHINGTON, April 18.—Industry statistical expert Albert E. Sindlinger said theatre grosses for the past six months were down 20 per cent below those of same period a year earlier.

Sindlinger stated that the total U. S. gross in the 26 weeks from October, 1955, through March, 1956, amounted to $404,500,000, compared with $390,500,000 in the comparable 1954-55 period. He added, Easter business this year was also up 20 per cent below last year. He estimated that in the week before Easter, Easter week and the week after Easter this year attendance averaged 35,760,000 a week, compared with 44,750,000 in the comparable 1955 weeks.

Outlines Three Trends
Sindlinger made these and other estimates in an address to exhibitors attending the Washington motion picture exchange area convention. Other trends pointed up by Sindlinger were these:

1. A marked drop in attendance on mid-week nights.
3. Continued good business on Saturdays and Sunday nights.

Sindlinger said that during the October, 1955-March, 1956, period, when theatres were grossing $404,500,000, their actual expenses were $412,600,000. This means, he said, that theatres had an overall loss of $8,100,000 on admissions, and that many of them would have been out of business had it not been for concession receipts.

30 Million In Taxes
During this period, he also pointed out, the theatres paid $30,400,000 in admissions tax, underlining the need for further tax relief.

Sindlinger again attacked the practice of major film companies of showing current film clips on television, declaring that the frequent theatre-goer has discovered that he can now stay home on Tuesday, Wednesday and Thursday nights and still satisfy his desire to see a "movie-type of entertainment" by watching these programs on television. He said the shift away from midweek sight-seeing-going had been growing steadily since October, with only about 7.4 per cent of weekly theatre-going now on Wednesday nights compared to 10 per cent a year ago.

188 Tickets Per Theatre
Last Wednesday night, he said, only 2,000,000 tickets were sold in the 14,000 theatres open in the U. S. —an average of 188 tickets per theatre. This is the night, he said, that three major companies have television shows. He predicted that midweek attendance would pick up in six or seven weeks, when these shows go off the air, but would slump again in the fall when they go back on.

The motion picture industry, Sindlinger said, "has to make a decision where its pictures are going to go," and he added that it was up to exhibitors to force the right decision. He asked why the distributors couldn't spend the large amounts they're spending on the TV shows to promote films in other ways.

Saturday, Sunday Heavy
About half of all theatre business is now done on Saturday and Sunday nights, Sindlinger said.

Of the $35,760,000 weekly average attendance during the three Easter weeks, about 17 per cent was accounted for by drive-ins, the meeting was told. Sindlinger said about 35 per cent of the total tickets was sold in first-run theatres.

Mexico Industry Seys, 'Circus, Stay Home'
MEXICO CITY, April 18.—The industry and theatre personnel unit are bringing pressure on the govern-ment to refuse an application for a permit by Ringling Bros.-Barnum & Bailey to bring the famous circus to Mexico.

Theatre people believe the circus would be "ruinous competition" for pictures. They point out that P. B. Mumford's "The Greatest Show on Earth" was a box-office failure here in 1953 and 1954 and that show itself would crush their business. Grubstills are shown as $200,000 which "Holiday on Ice" grossed here last May. The ice show is due here again, but there has been no protests.

Eastman to Sponsor TV of National Op Skate
Eastman Kodak Company sponsor the exclusive NBC-TV cast on Saturday, June 16, of National Open Golf Tournament. Rochester, N. Y., it was announced yesterday by W. B. Potter, E. Enken, vice-president, and R. A. M. Amusement Co., Warren, O.
THE most distinguished audience to attend an entertainment event between the opening of the Opera and the baseball seasons, turned out Monday evening, April 16th, for the American premiere at the Fine Arts Theatre of Jean Renoir’s “FRENCH-CANCAN”, latest import of Richard Davis’ United Motion Picture Organization.

Flashing lights, high-flying balloons, roasting music and gaily costumed girls provided a glittering setting for the outstanding array of leaders of the film industry, society and the diplomatic corps. The premiere was sponsored by Count Jean de LaGarde, Minister Plenipotentiary, Consul General of France, as a tribute to French-American charities to which the entire proceeds of the evening were contributed.

A gala reception, hosted by Count de LaGarde and Mr. Joseph Maternati, Director of the French Film Office in the United States, was held at the French Consulate General following the premiere.

“FRENCH-CANCAN”, a musical drama in technicolor, is Renoir’s first French-made film in 17 years. It stars Jean Gabin, Francoise Arnoul and Maria Felix and features famous French chanteuses Edith Piaf and Patachou.

Shown at right is a photo of the Fine Arts Theatre front which was especially decorated for the evening by the leading French artist Marcel Vertes.

A gala reception at the French Consulate General was hosted by Count and Countess Jean de LaGarde following the premiere. Guests were greeted with sweet music, soft lights and imported bubbling champagne and a French street-singer who chanted songs from the film for the guests.

The celebrated Miss Elsa Maxwell accepts a scented souvenir which all the guests received from the stunning French models (left) Miles, Capucine and Suzanne Dadolle, who personified the spirit of the gay nineties period of Renoir’s “FRENCH-CANCAN”.

Richard Davis, (left) President of United Motion Picture Organization, and J. Maternati, Director of the French Film Office, stand before the Vertes drawing of “French-CantCan” girl with Miles, Capucine and Dadolle.

Well-known master-of-ceremonies of the “$64,000 Question show” Hal March, and his pretty wife Candy Tuxton joined in the premiere activities at the Fine Arts.

Television’s own Maggi McNellis (right) chats with the lovely “Carousel” star Barbara Ruick and her escort Milton Ebhans at the premiere performance of the film. (Advt.)
All-Industry

(Continued from page 1)
industry to take advantage of the "good feeling and hopefulness thus engendered." The picture would be designed, he said, "to consider thoroughly what each branch, each organization and each individual can do to revitalize the business from the doldrums, to fully exploit the pictures as they are released and to entice millions of lost customers back to the theatres.

'Merely Bowdow Down'
"Showmanship is not dead," he continued, "it is merely bowdowed down by the great load of anxiety and uncertainty which exhibitors are carrying today. Let them feel that the distributors are in the same fuddle with them, that the industry is being fought by a recognition and understanding of each other's problems, and that all are going to join forces in putting the movies back on top of the amusements heap, and there will be such an awakening among exhibitors as was never known before."

Myers' proposals stemmed from two sources. First, he charged that, based on reports from some Allied field units, M-G-M was doubling the percentage terms and the normal playing time on "I'll Cry Tomorrow" and that one unit claimed the company was following the same course on 'Meet Me in Las Vegas.'

Sees Presidents 'Afoof'
A second factor is Myers' view of the forthcoming distributors' "day in court" with the Senate Small Business Committee. He expressed the opinion that the company presidents were "remaining severely aloof" and that the companies' defense was being prepared by lawyers who, with sales department representatives, will do the testifying.

"As the sales heads are the authors and enforcers of the policies and practices that are causing such hardships among exhibitors," Myers wrote, "the picture distributors feel that they will have to the hearing in a belligerent mood, unwilling to make any concessions of any kind toward happier conditions in the business."

'Space Strong in U.K.'
In four days at the Balilo Theatre, London, 20th Century-Fox's "On the Threshold of Space" in CinemaScope is setting a strong boxoffice, virtually doubling the grosses of many preceding attractions to play the showspots, according to reports received here by the company.

The film opened on April 12 to enthusiastic reviews.

REVIEW:

Autumn Leaves

Columbia

JOAN CRAWFORD, starring in her best vehicle in a long time, dominates this "woman's picture" that accentuates heart-attack and forceful drama built around a theme of mental illness. An adult film beyond the reaches of younger folk, Columbia's "Autumn Leaves" mixes emotions and dramatic values to a fine degree, assuring heavy distaff attendance.

Miss Crawford is seen as a pretty girl who shuns doubts to marry a much younger man, Cliff Robertson. Her acting is moving and eloquent and runs the gamut of feminine emotions as the wife who discovers after marriage that she picked a very complex, tortured and confused man who is sliding into the world of schizophrenia. She is bewildered in her disenchantment and forceful when she decides to send him to an institution. Then she is brought to realize that, if cured, he may well lose all affection for her. In addition, her emotions wander to a point where she believes this malady might have been the cause for his loving her.

Robertson, too, excels in the film and is cast as a sensitive man, more inclined against sinning, and driven to emotional extremes that result in his commitment to the institution.

A William Goetz production, the film evidences tight control over the script of Jack Jeane, Lewis Melzer and Robert Blee by director Robert Aldrich. The production has apparently been geared to those exhibitors who favor strong, moving drama that attracts intelligent, discriminating audiences.

Complementing the outstanding performances of Miss Crawford and Robertson are Lome Green, cast as Robertson's brutal father; Vera Miles, as Robertson's despotwife whom he sheds later to marry Miss Crawford; Shepperd Strudwick, as the understanding psychiatrist who assists Miss Crawford in making the final decision to commit her husband to the mental institution, and Ruth Donnelly as the neighbor of Miss Crawford who also offers a defendable performance.

Music by Hans Salter contributes much to the film and features the hit song of the same title as rendered by Nat "King" Cole. Running time, 108 minutes. Adult classification. For May release.

French-Cancan

United Motion Picture Organization

ALTHOUGH a made-to-order picture for the art theatres, "French-Cancan" could be suitable fare for the general patronage house as well. Jean Renoir, who produced, directed and wrote the screenplay, has turned back the pages of 19th Century night life in Paris and has presented a gay, colorful story of the Moulin Rouge and Moulin Rouge as they used to be. And the English subtitles have been prepared so that little, if any, of the story line is lost.

Renoir has been successful in sentimentally recreating the story of how the celebrated Moulin Rouge blossomed into becoming the mecca of pleasure-seekers. True, the story borders on the familiar, but the French touch with its nostalgic costumes and music gives it a niche of its all.

Jean Gabin is cast as a night club impresario whose cabaret caters to the higher echelon of 19th Century cafe society. While on a stumping tour in the Montmartre section, he sees the cancan performer. He is fascinated by both the dance and one of the dancers, Francoise Arnoul. When he is so intent on close his own night club, Gabin decides to open another spot which would feature the cancan as the specialty of the house. His move in that direction is punctuated with many of the problems that have cropped up in our own Main Street-to-Broadway pictures, such as the jealous women, the last-minute threat of the loss of financial backing, the refusal of the star to appear and the ultimate triumph of the production.

Gabin is ably assisted not only by Miss Arnoul, but by Maria Felix as his mistress. There also are some lovely, but highly interesting, sketches by Edith Fiaf, Patachou, Andre Claveau and Jean Raymon. The color by Technicolor enlivens the lush settings.

Running time, 93 minutes. Adult classification. For April release.

JACK EDEN

NARDB

(Continued from page 1)
TV programming in the United States, and that since the start of current TV censors there has been fewer than 150 programs in the Nielsen "top scenes" for any film have shown films, he declared that TV film production is by Hollywood's major producers.

Sillerman gave the broadcasters' prediction of the programming. They have been "no more film in the future" for the reason that films with such programs among their top programs with top stars that film have proved the ability to compete against strongest competition.

Cities Two Programs

Sillerman points to CBS-TV's other film shows, Phil Silvers' "Navy Log," to wrest the lead away from NBC-TV on Tuesday nights. He also noted ABC-TV's success with "Disnayland" and "Mickey Mouse Club".

He added that TPA's own show illustrates the TV film industry.

Violence in Children's TV Shows

Drews Heavy Protest to NARDB

CHICAGO, April 18.—The tel- vision code board and the National Association of Radio and Television Broadcasters is reported to be "flooded" with letters protesting violence in children's TV shows.

Chalmers Cady, assistant director of the review board, said that many of the deluge of mail will be special meeting of the code board discuss what can be done to redress TV crime shows. He stated a rule will be sent to networks and state identifying each show that was censored in letters.

In explaining that a code is not a form of censorship, Cady said, "is a form of self-regulation; a sub- tute for censorship. Censorship is desirable."

He pointed out that rule in the code is that, if a show he will drop it, and whatever the public wants the broad- caster must provide.

Radio, TV 'Not Over-Commercial Or Huckster-Dominated': Kintner

CHICAGO, April 18.—The field radio and television are neither more nor less commercial, or dominated by "hucksters," Robert E. Kintner, pre- ident of American Broadcasting, told industry members gathered here for the convention of the National Association of Radio and Television Broadcasters.

Kintner added that the charge that broadcasters cater to the public is a myth. At the same time he decried that radio and TV are too important to be ignored, urged industry members to be vigilant in correcting whatever little ov- er the "human and unedifying ad-

Kintner urged the government- end its "artificially created state in television to allow creation of more outlets."
Tax Drive

(Continued from page 1)

alar recommendation with respect to high counsel suggesting that a full committee might want to do nothing to lower it.

While the subcommittee recommendations do not in any way bind a full committee, its language is useful indication that the lawmakers are beginning to feel the heat from the industry’s tax relief campaign and are thinking about doing something about it.

Meanwhile, Robert Coyne, one of the three-man governing board of the council of Motion Picture Organization, was a key speaker at the hearings on the taxation situation. Coyne has been in the officers with Ways and Means Committee members on the possibility of getting a committee acting or action. He said that while there’s nothing new so far, he has hopes something will start breaking soon.

U to Release 10

(Continued from page 1)

The variety of subject matter and themes and featuring both box-office personalities, will be backed by the diversity of showmanship which exhibitors from Coast to Coast have come to expect from Universal, Feldman noted.

Eight of the 10 pictures are in Technicolor, two are in CinemaScope and one is in VistaVision, he said. They are in keeping with Universal’s policy of providing steady flow of top box-office pieces for the nation’s exhibitors, Feldman told the sales executives.

Stress ‘Away All Boats’

Highlighting this group of releases will be “Away All Boats,” based on the Kenneth Dodson novel. In VistaVision and Technicolor, it is the most expensive film production ever made by Universal.

Another highlight will be “Toy Tiger,” in Technicolor, starring Jeff 1.

hander, Laraine Day and Tim O’Connor, and produced in the Warn

nearly vein of “The Private War of Major Benson” last year. A series of a rital饱和 saturation pre-release screenings are being set for the begin

ning of school holidays in June. “Pillars of the Sky,” in CinemaScope and Technicolor, is scheduled for October release.

Leading off the July releases will be “The Runaways.” The second release will be “Congo Crossing,” and the third July release is “Tiger.”

‘Francis’ in August

The August release, besides “Away All Boats,” will be “Francis in the 50 House,” starring Mickey Rooney.

September releases are highlighted by the Audie Murphy CinemaScope Technicolor film production, the Pudgy Land, based on the book by W. C. Fields, and produced in the Warn

n肠 Chum. “Raw Edge” will be

Safari

Columbia—Warwick—CinemaScope

HOLLYWOOD, April 18

BEHIND the personal story in which Victor Mature, Janet Leigh and a great many other players whose names mean less than these on American marques appear, stands the Africa of jungle, of animal, of adventure and of danger, never more brilliantly brought to the screen than now with the benefit of CinemaScope and color by Technicolor. If there were no foreground story at all, and no professional actors, this background would provide 90 minutes of money’s-worth for any reasonable buyer of tickets. With billing material as marketable as the names of the two co-stars and the two processes to work with, a showman, who makes a particular point of the African background in his exploitation, figures to wind up with nothing but satisfied customers.

In common with many another picture backgrounded by the African terrain and animal life, “Safari” falls short of its setting in the story department. The screenplay by Robert Bernard, based on a story by the accomplished Robert Buckner, places Mature in Africa as a professional hunter whose family has been murdered by Maas Maas marauders and whose license has been revoked by British officials lest he “take the law into his own hands.” To get around this barrier to his vengeance, he hires out to a British hunter as a guide in exchange for the latter’s influence to get the license reinstated. At this juncture, safari sets out on a picture-long expedition during which many ferocious beasts and scores of Maas Maas are slaughtered before the death of the Englishman conveniently frees his fiancée (an extremely superficial character played without conviction by Miss Leigh) to materialize a romance with Mature. This personal story never seems very real to American eyes, but does not detract drastically from the animal stuff.

The picture is a Warwick Film Production, produced by Adrian D. Worker for Warwick executive producers Irving Allen and Albert R. Broccoli, and directed by Terrence Young. Players, in addition to those named above, include John Justin, Roland Justin, Lian Redmond, Earl Cameron, Orlando Martins, Juma, Lionel Ngakane, Harry Quoshic, Slim Harris, Cy Grant, John Wynn, Arthur Lovegrove, Estelle Brody, Christopher Warby, John Harrison, Glynn Lawson and others.

Running time, 90 minutes. General classification. For June release. WILLIAM R. WEATHER

Gehring Urges

(Continued from page 1) and mentioned competition from television for stories and talent, the Gehring urges that talent workers must pay, which makes higher salaries necessary, and the demands of agents. He invited a committee of executives to come to Hollywood to see the problems of the producers and make suggestions for solving them.

Gehring desired changes that distributors are neglecting small theatres. He said six and one-half per cent of the total film rental in the U. S. and Canada comes from the bottom 5,000 theatres and that “no company is in such a good position” that it can neglect six and one-half per cent of its take.

Today’s business got under way with a “Meet Your Legislators” brunch, at which the two Maryland Senators and some ten Maryland and Virginia Congressmen were present.

the second September release, while the third September release will be “Behind the High Wall.”

“Showdown at Abileke,” a Technicolor Western starring TV’s “Range Rider” Jack Macleod, is the second October release besides “Pillars of the Sky.”

Kansas TV Station

Acquires WB Films

CHICAGO, April 18—Television station KAKE-TV, Wichita, Kans., has purchased Associated Artists Producers’ entire library of Warner Brothers features, totaling 754 films, it was announced at the National Association of Radio Television Broadcasters convention here today by AAP general sales manager Bob Rich. It was said to have been the first deal.

Report Price as $300,000

It was indicated that the purchase price for the Warner Brothers films was $300,000. Rich concluded the negotiations with Mr. Harry U. (Unahas, the second September release while the third September release will be “Behind the High Wall.”

“Showdown at Abileke,” a Technicolor Western starring TV’s “Range Rider” Jack Macleod, is the second October release besides “Pillars of the Sky.”

KANSAS CITY, April 18

MOTION PICTURE DAILY

Voices Optimism

Industry Period

Of Adjustment

Ended: Mayer

WASHINGTON, April 18—Arthur L. Mayer today told the Washington Area Exhibitors’ convention here that for the first time in the past five years he has become highly optimistic concerning the immediate future of the film industry.

The former executive vice-president of COMPO was the keynote speaker at the second day’s meeting of the three-day convention of theatre owners from Delaware, Maryland, West Virginia, Virginia and the District of Columbia, at the Shoreham Hotel. He is engaged currently as promotion consultant on Paramount’s “War and Peace,” but refrained from “pitching” the film for the session. His address, which was titled, “War and Peace in the Motion Picture Industry.”

Tells of Visit Abroad

Recent visits to Hollywood and Europe, Mayer said, have convinced him that the industry’s “period of experimentation is over, and that a steady stream of amazingly fine films will be released in the next 12 months.” He said that “more good pictures will be forthcoming in the next year than were released in the previous three years.

Just as time was required for adjustments during the development of sound, so has it taken time for producers, directors, technicians, script writers to take full advantage of the new large screen processes, Mayer pointed out. The new adjustment is now complete, he said.

Hails ‘Increased Courage’

“Along with this increased skill has come increased courage. Every major company, with possibly one exception, will have at least two to four tremendously costly, impressive projects on its shooting or release schedule. Paramount alone has $50,000,000 in negative investment, including The Ten Commandments and War and Peace, the two most costly pictures in its history.”

Mayer said it was “high time” that the industry “cut out its internecine squabbling.” He contended that “threat, abuse and insults in the press and elsewhere, Congressional inquiries should be abandoned in favor of concentration on how best to publicize this magnificent new product.” He held that “no industry can be successful which makes a practice of broadcasting to the public how badly it is conducted.”

‘Man’ to Cannes

Sumar Productions’ “The Man Who Never Was,” in CinemaScope, has been accepted for presentation at the Cannes Film Festival.
The New Boxoffice Champ

— Variety
April 18th
Goldenson: Finds ABPT in Upward Trend At Box-office

expects Even Flow of second Quarter Films

By MURRAY HOROWITZ
The Spring box-office appears to be holding up pretty good, with the outlook for the second quarter looking better than the film line-up for the same period, Leonard H. Goldenson, president of American Broadcasting - Paramount Theatres, said here yesterday.

Goldenson said business of AB-PT operations here compared favorably with the figures for the second quarter of the previous year and... (Continued on page 7)

Quarterly Net Of ABPT Up

Estimated net operating profit of American Broadcasting - Paramount Theatres, Inc., for the first quarter of 1956 increased 34 per cent over the same period in the previous year, according to a report released yesterday. The earnings were $2,570,000, or 60 cents a share, compared with $1,917,000, or 46 cents a share in 1955.

With capital gains of $253,000 and with $33,000 in the same quarter in 1955, consolidated earnings amounted to $2,823,000, or 60 cents a share compared with $1,950,000, or 46 cents a share in 1955.

Lefko Leaving RKO; Joining Paramount

Special to THE DAILY

DETROIT, April 19—Maurice Lefko has been appointed special representa- for "The Ten Commandments," "War and Peace," for Paramount pictures, directly under Charles H. Lebby. Lefko will resign as district manager for RKO on May 1 to... (Continued on page 7)

Tax Relief Consideration Promised by Committee

MPA Annual Meeting To Be Held Tuesday

The annual meeting of the Motion Picture Association of America board of directors will be held here on Tuesday.

The board will elect officers, pass on the annual report, elect committees and take up other business, if requested.

RKO-Atlas Merger Approved by SEC; Terms 'Reasonable'

From THE DAILY Bureaus
WASHINGTON, April 19—The Securities and Exchange Commission has approved the plan of Atlas Corp. to have RKO Pictures, Inc., and four other companies merge into Atlas.

The commission found the terms of the proposed mergers "reasonable and fair." Stockholders of the firms must still approve before the consolidations can take effect. Main stockholders in RKO Pictures are Atlas and Howard Hughes. Atlas president Floyd B. Odlum announced many weeks ago that Hughes had agreed to the merger plan. Under the... (Continued on page 7)

Hofinan Again Head Of Virginia MPTA

From THE DAILY Bureaus
WASHINGTON, April 19—Sym- mon Hofinan was re-elected president of the Virginia Motion Picture Theatre Association, meeting here.

All other officers and directors of the association were also re-elected for a second term, as is the custom in the organization. Robert Johnson was added to the board of directors.

Asthma ‘Joey’ Award For Max Youngstein

Max E. Youngstein, vice-president of United Artists, will receive the first annual "Joey" Award of the Asthma Medical Center at the "Parade of Stars" show tomorrow... (Continued on page 7)

Average Admission Price, 60c; Exhibitors Need 385 U.S. Films Yearly, Poll Reveals

The present average admission price for all U.S. showings is about 60 cents, but for special engagements in the last three months it has averaged 71½ cents, it is revealed in a survey by the Motion Picture Herald Institute of Industry Opinion. The poll shows that more than a third of exhibitors whose normal prices are 50 cents or less increased their prices to more than 50 cents an average of five times in the last 12 months.

More than half of the exhibitors polled (52.6 per cent) believe present admission prices are about right; one fourth think they are too high, and only slightly fewer of them think they are too low. The opinion seems to be: "Too high for the public and too low for the exhibitor."

Most of the industry's current economic ills are blamed on a relative shortage of product, according to the survey. Their composite opinion is that a minimum of 355 Hollywood pictures are required for good operation. More than three fourths of them are filling out their booking schedules with foreign pictures, mostly British. Comedy, according to the survey, is the most wanted type of picture fare.

Price Placed On Met. Stock

A price of $10 per share for the stock of Metropolitan Playhouses, Inc., owned by RKO Theatres, was set in Federal District Court here yesterday as the figure at which trustee George Alger could not refuse to sell.

The $10 cash price per share was suggested by U. S. attorney Maurice Silverman and was incorporated in the dissenting order signed by Judge Thomas F. Murphy. The shares could... (Continued on page 7)
D.C. Area Exhibitors End Convention

WASHINGTON, April 19.—New packaging techniques and the use of more attractive selling is increasing refreshment sales in theatres, the Washington Motion Picture Exchange Area convention was told today.

The word came from Ralph Priss, connecting vice-president of Erber Vending Co. The Washington convention ended its three-day meeting today.

Jack Brunang, executive assistant to the president of United Theatres Corp, of North Little Rock, Ark., suggested that exhibitors write directly to the producers, and not to the distributors, when a small-budget film machine which can induce producers to turn out a greater number of high-quality, small-budget features.

Women's Club Votes Against Toll-TV

From THE DAILY BUREAU

LOS ANGELES, April 19.—The Los Angeles District Federation of Women's Clubs at the 54th convention here passed a resolution unanimously requesting the Federal Communications Commission and Congress to oppose a law favoring of subscription television. The organization also requested that no legislation be passed changing the F.D.R. system of broadcasting and telecasting in the United States devoted to free entertainment.

Superscope 235 in UK Technicolor Tie

LONDON, April 19.—Superscope 235 was unveiled to British trade representatives in RKO's private theatre here. After the screening of two demonstration reels, Joseph Tushinsky announced a tie-up with Technicolor here for the processing of SuperScope prints. Special printing machines have been installed at the Technicolor plant which will operate as Superscope's centralized headquarters in London.

This new process is immediately available. Tushinsky also revealed that producer Hal Chester has just completed in England, "The Weapon," which has also arranged for five films to be produced in the new process in Munich. To date 30 Superscope films have been released.

Joseph and his brother Irving Tushinsky have left here for Paris, Rome and Munich. They will return here in three weeks.

AA Closes Holland Distribution Deal

Allied Artists International Corp. has consummated a long-term agreement with City Film, The Hague, Netherlands, for the exclusive distribution of Allied Artists product in the Benelux countries. In addition, Alton Vector, president of Allied Artists International, the deal was negotiated by Edwin J. Smith, AA International Corp. vice-president in charge of European operations, and H. P. Juten, of City Film.

City Film distributed Columbia Pictures product in the Netherlands until that company opened its own offices there.

‘Diabolique’ Cited

Mystery Writers of America, at its annual Edgar Allen Poe awards dinner at the Hotel Sheraton Astor last night, gave a special award to "Diabolique."
ALERTING ALL SHOWMEN!

PARAMOUNT has a picture that ranks with the biggest. Its heap of boxoffice ingredients will reap a boxoffice pay-off that’s certain to place it among 1956’s top grossers. Hold plenty of time for it—start your planning now. Its profit is sure…and the bigger the planning, the bigger the profit!
**PERSONAL MENTION**

**WILLIAM WYLER** will arrive here on Monday from Hollywood.

MAXWELL ANNOY, vice-president of Hecht-Lancaster Companies, has arrived in New York from Hollywood.

**BARNIE BALARAN**, Paramount president, is scheduled to return to New York from Monaco over the weekend.

F. J. A. McCARTHY, Southern and Canadian sales manager for Universal, will leave here Monday for Toronto.


**BARBARA JEFFORD**, British actress, will leave here today for London via B.O.C.

**EARL WINGART**, 20th Century-Fox merchandising manager, has returned to New York from Florida.

**JOHN F. MURPHY**, vice-president of Loew's Theatre, is vacationing and is due to return in May.

**WILLIAM SNYDER**, president of Rembrandt Films, has left here for Paris and Cannes.

**WILLIAM PERLBERG** is scheduled to arrive in New York on Sunday via Hollywood en route to Europe.

**'U' to Give 'Boats' Pre-release Sendoff**

"Away All Boats" said to be Universal-International's most expensive film, will be given a series of key city previews, openings during the month of July with the U.S. Navy cooperating to help make each opening an important special event. Charles J. Feldman, vice-president and general sales manager, told the company's sales executives at yesterday's sessions of their current four-day midyear sales executives conference at the Essex House.

Marcellus J. Connor, 52

Mystic, Conn., April 19—Marcellus J. Connor, 52, former executive for Warner Theatres, died at his home here where he had been ill for several months. Connor started in the industry in 1945 when he purchased a textile mill.

**D.C. Area Exhibitors End Convention**

WASHINGTON, April 19.—New packaging techniques and the use of modern cigarette selling is increasing refreshment sales in theatres, the Washington Motion Picture Exchange Area convention was told today.

The word came from Ralph Pries, Commissioner of the Department of Tobacco and Nuts. The Washington convention ended its three-day meeting today.

Jack Brunagel, executive assistant to the president of United Theatres Corp., of North Little Rock, Ark., suggested that exhibitors write directly to the producers, and not to the distributors, for films that do well. He said this might induce producers to turn out a greater number of high-quality, small-budget features.

**Ticket Tax Hits Many Businesses: Compo**

Under the caption “Blight of Admission Tax Menaces Nearby Stores,” the 62rd in the series of Council of Motion Picture Organizations publications in the “Editor & Publisher,” which will appear tomorrow, points out the dangerous effects of the continuation of the Federal admission tax on theatre business which has been independent upon the prosperity of the threatened 10,900 theatres of the nation.

"This is not a tax," says Compo, "collected at the boxoffice window of every movie theatre, carries with it a blight which threatens to fall on the many businesses that were established only because the theatre attracts people to the neighborhood."

**Set Five More New Cinerama Openings**

Opening dates for Lowell Thomas' new Cinerama production, "Seven Wonders of the World," were announced by Stanley Warner Corp., following the New York premiere.

The third Cinerama production will follow "And Across the Serbian Holiday" into the specially-equipped theatres in Pittsburgh on April 19; Philadelphia, April 24; St. Louis, April 26; Dallas, May 1, and Cincinnati, May 7.

**To Make 10 for Rank**

LONDON, April 19.—Betty Bos, Britain's first woman film producer, and Ralph Thomas have signed to produce and direct 10 films for the Rank Organisation. The first of their new films will be "Checkpoint," starring Anthony Steel and Odile Versoix. A third "Doctor" comedy, starring Dick Bogere, "The English Gentleman," Top British Money-Making Star of 1955, is among other productions planned.

**Women's Club Votes Against Toll-Try**

Los Angeles, April 19.—The Los Angeles District Federation of Women's Clubs at the 54th convention here passed a resolution unanimously requesting the Federal Communications Commission and Congress to declare unconstitutional all laws of subscription television. The organization also requested that no legislation be passed changing the present system of broadcasting and telecasting in the United States devoted to free entertainment.

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The deal was negotiated by Edwin J. Smith, AA International Corp. vice-president in charge of European operations, and H. P. Juten, of City Film.

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IF YOU LIKE BIG GROSSES, YOU’LL LIKE WHAT THIS ONE’S GOT—TO GET THEM!

IT’S GOT TODAY’S RED HOT STARS... Jimmy Stewart and Doris Day, in their screen debut together with Alfred Hitchcock in a suspense thriller. Hitchcock, working with Doris Day in her first all-dramatic film, is triumphing in his box office triumph "Love Me Or Leave Me."

THE STORY-OF-THE-YEAR... In Hitchcock’s hands, that typical suspense script becomes his greatest. A murder, a kidnapping, an international plot, a web of excitement that’s tops in thrill.

FILMED IN VISTAVISION—ON 3 CONTINENTS! Real locations that made the classics of the Master—In "To Catch a Thief." The Vistavision cameras swing from Hollywood to mysterious Marrakesh in French Morocco, then to London for colorful spots, like famed Albert Hall.

GET IT AND GET YOUR BIG PLANS STARTED!

PARAMOUNT PRESENTS

JAMES STEWART
DORIS DAY
ALFRED HITCHCOCK'S
THE MAN WHO KNEW TOO MUCH

Directed by ALFRED HITCHCOCK
Screenplay by JOHN MICHAEL McKENzie
Based on a Story by Charles Bennett and D. B. Wymanham-Lewis
Color By TECHNICOLOR
VISTAVISION
Has Finance Plan
Urges COMPO Run Drive for New Patrons

Special to THE DAILY

WARREN, O., April 19.—A suggestion that the Council of Motion Picture Organizations undertake a national promotional campaign as soon as possible “to get people out of their homes and into the theaters” was made here by Leon Enkin, Jr., vice-president of the Robin’s Amusement Co. of this city.

Such a campaign, it was further suggested, could be financed by payment of an additional small percentage of receipts by every theater that plays a percentage picture. The sums would be matched by distributors and paid to Compo.

Sees Large Fund Possible

“Compo and the distributors,” Enkin said, “could estimate how much income they receive on percentage pictures from the theaters in the country. Based on this sum, they can arrive at a percentage which will be necessary to establish a campaign fund.

“If I feel this was employed for a period of a year we could have a large sum in contribution to establish a fund for a few years. The theaters that do play percentage pictures are the ones who can afford paying the few extra dollars on a picture, which will also be matched by the distributor.

A similar call for a national promotional campaign by the industry designed to increase attendance was made recently by James Jovan, veteran Chicago independent exhibitor, who said that getting people away from television sets in the home and back into theaters is an urgent problem that must be tackled by the industry as soon as possible.

Suggestions by Goldenson, Lichtman

Last December, Leonard Goldenson, president of American Broadcasting-Paramount Theatres, proposed to the Compo board of directors the formulation of a campaign to increase theater attendance by selling the families of America on the beneficial aspects of theater entertainment for wives and mothers who have been confined to the home by household duties throughout the day.

A Compo campaign to promote increased theater attendance also was recommended earlier by Al Lichtman, former member of the Compo governing triumvirate.

“We all need now,” Enkin said, “a national promotional campaign to get people out of their homes and into the theaters. It is all well and good for the film companies to take full page ads in national magazines promoting pictures about the stands. What we need is a campaign on billboards, in magazines and newspapers encouraging people to get the movie habit again.”

SPG to Consider Pact Proposals Tues.

The entire membership of the Screen Publicists Guild (District 65) will meet on Tuesday evening to ratify or reject contract proposals which have been worked out between SPG and company labor negotiators during a 12-hour meeting held here recently.

While the terms of the new two-year contract with Columbia, Universal, 20th Century-Fox and Warner Brothers have not been officially revealed, it was reported that “most of the major demands have been called down.” The SPG has been seeking a 15 per cent increase in wages, additional vacation, tolerance and other fringe benefits.

It was also reported that SPG negotiators will meet with representatives of M-G-M today to draw up a collective bargaining agreement covering the Guild’s unit at that company. M-G-M publicists recently organized and joined the SPG.

If the SPG membership approves the contract negotiated on behalf of Columbia, Universal, 20th Century-Fox and Warner Brothers, it is expected that contract talks will be opened also at United Artists.

Patrons Give Reasons For Seeing 'Richard'

HOLLYWOOD, April 19

IRWIN ALLEN, whose name and fame are destined to be linked forever with his production of “The Sea Around Us,” which won him an Academy Award and brought both profit and prestige to the motion picture theatre, offers the trade, its customers and humanity at large another and, in point of scope and balance, a better picture, “The Animal World,” produced, written and directed by naturalist Allen, opens with the creation of the world—a splendidly managed representation in which science and the Bible are indicated as in agreement—and ends with “the moving creatures that have life” as they are today. Between the beginning and the end a great many of the creatures have disappeared from the face of the globe, and a great many which were not here in the beginning have arrived, by the laws of survival, and the processes of mutation, to live their time. The period covered is an estimated two billion years. An inestimable number of things can happen in that long a time, and the Allen camera makes a tremendous number of them happen on the screen.

As in the earlier picture, the Allen camera catches the single-cell organism in its beginnings, but whereas the first film limited its coverage to the creatures of the sea, this production follows the living things that learned to live on land, under all varieties of existence, and shows their development, through the eyes of unre corded history, some of them to today and some to their destruction in climatic eras beyond their power to cope with.

The picture, immensely informative and steadily fascinating as presented in color by Technicolor, was three years in the making; one year in preparation and two in actual work. Every inch of the footage was shot especially for the picture, producer Allen says, and the shooting was done by cinematographers in the service of scientific organizations in 27 countries of the world.

Harold Wellman, A.S.C., is credited as principal photographer. George E. Overman is set down as production associate, narration written by Allen is spoken with excellent effect by Theodore Von Eltz and John Storm, and the music composed and conducted by Paul Sawtell is completely appropriate to the special requirements of a widely diversified subject. Running time 82 minutes. General classification. For release in June.

WILLIAM R. WEAVER

REVIEW:

The Animal World
Windsor—Warner Brothers

Patrons Give Reasons For Seeing ‘Richard’

THREE-TWO per cent of the total audience which has viewed Sir Laurence Olivier’s production of “Richard III” at the Bijou theatre here came because they enjoyed Shakespeare and admired Sir Laurence, it was announced here yesterday by Ilya Lopert, president of Lopert Films, the releasing organization.

Lopert, who has worked for an audience survey at the Bijou, where the VistaVision production is currently playing on a reserved seat two-a-day policy, said that 3,758 self-addressed postcards were the basis on which the facts and figures “have come to light.”

He said that 32 per cent viewed the film at the Bijou because of their admiration for Shakespeare and Sir Laurence; 26 per cent because they had seen the film on the National Broadcasting Co. teletext and wanted to see it in color on a large theatre screen; 18 per cent because of publicity in magazines and newspapers; eight per cent because of newspaper advertising, and six per cent because of outstanding reviews. The balance came for assorted reasons, Lopert said.

TENT TALK
Variety Club News

LONDON.—The largest delega
tion to ever represent Great Britain Variety Club, Tent No. 38, will arrive in New York on May 6 for the Variety Club’s International Convention, May 9 to 12, at the Waldorf-Astoria Hotel. The party will include Chief Barker Nat Cohen and Chairman James Carreras, Hon. President Harrington, Sir Thomas O’Brian, Michael Frankovich and Chas Pearson; also barkeirs Leslie Faber, Benjamin Rosenfeld and Lambert Goldsmith.

CHICAGO.—A ladies and canasta dance is now a feature of the Charlotte Variety Club on first Wednesday of each month. Ladies are invited to hold parties in the clubrooms above Delmonico Restaurant. Saturday nights have also been rein
troduced at the club and a new feature a supper club program, is held on last Saturday night of each month.

ALBANY, N. Y.—The Alba
ty Club will co-sponsor Eastern United States Olympic boxing trials at Hawkins Stadium, two months after the Isidro Pacheco designated. Ben M. Becker, honorary member of Tent No. 9, a president of the Adirondack AA said that teams will come from New York, Philadelphia, Boston, Buffalo, Cleveland and Toledo.

23 Stars to Asthma Home

Twenty-three stars of motion pictures and radio—TV and music world will perform in the “Parade of Stars” at New York Town Hall on Saturday for the benefit of the Jewish National Home for Asthmatic Children at Denver, it was announced by United Artists vice-president Max E. Youngstein, general chairman of the charity show and a national chairman of the home’s fund-raising drive.

Morey Amsterdam, Martin Blo
gam Davis, Jr., and Henry Mor
gan will serve as master of ceremonies at the benefit entertainment climaxing “Attack on Asthma.” Wee Willard, a highly successful international media campaign solicits contributions for the home through the general public about problems of asthma.

Other performers participating the “Parade of Stars” include Da
c Clark, Herb Shiner, Bobby Hackett and his orchestra, Cab Calloway, Hy Carter, Eileen Barton, Alf Hillebr,

Fred Robbins, Carmen McCrae, I Ann Simms, Lanny Ross, Arna Stang, Jill Corey, the Bell Sisters, Jimmy Karmack, Josephine Premise, Leo De Lion, Enzo Stuurti and B Sheva.
**Tax Relief**

(Continued from page 1)

...to one of the 6,000 theatres ALTEC is proud to number among its satisfied customers.

"In that bag I carry are numerous special instruments expressly designed by ALTEC to assure the best possible sound service procedures.

"In the trunk of my car are ALTEC instruments, tools, and test films to achieve maximum quality performance of all types of sound systems.

"200 other ALTEC field engineers are similarly equipped.

"Accompanying us every step of the way are the resources, technical-know-how and reputation of ALTEC SERVICE CORPORATION, the finest sound service organization in the motion picture industry.

"Are YOU on my call list?"

— ALTEC

161 Sixth Avenue
New York 13, New York

**As Chicago Convention Ends**

**NARTB Groups to Meet on TV Code; Explore Self-Regulation Methods**

From THE DAILY Burea

CHICAGO, April 19.—As the 34th annual NARTB convention and tenth annual Broadcast Engineering conference came to a close today, sessions primarily dealt with what might be termed an array of odds and ends. There were, however, some important highlights in connection with television film.

It was decided that subcommittees of the Television Code Review Board of the National Association of Radio and Television Broadcasters and the Alliance of Television Film Producers, Inc., would meet in May to explore ways and means of coordinating their respective efforts toward self-regulation. Code review board chairman G. Richard Shafro, WIS-TV, Columbia, S. C., who made the announcement following conferences with Hal Roach, jr., president of Alliance, said the meeting will take place on the recently announced policies initiated by the Code Review Board aimed at providing opportunities for producers and distributors of television films to participate actively in the NARTB television code. Members of respective subcommittees will not be named until next week.

**Goldenson**

(Continued from page 1)

the spiral is continuing for the first week of the second quarter.

The AFT-TV president, commenting on the recent announcements of 20th Century-Fox and Hetch-Lancaster companies on their respective talent-building programs, hailed the moves as "very encouraging." Long an advocate for the development of new motion picture talent, Goldenson said the moves indicate that the solution to a talent problem seems to be bearing fruit.

Referring to the second quarter, he added that it looks like a more even flow of quality product has been achieved, as compared to the same quarter last year.

**Charleston House Burns**

CHARLESTON, S. C., April 19.—The Pembroke Theatre here was destroyed by fire.

**Kramer Returns**

Sidney Kramer, RKO's foreign sales manager, returned yesterday from a two-month business tour of RKO offices in the Far East. Kramer arrived from Sydney, Australia, via San Francisco. On his trip, the foreign sales executive made stops in Tokyo, Hong Kong, Manila, Singapore, and then Sydney.

**Met. Stock**

(Continued from page 1)

sold for more than $10 a share, was explained, but the $10 per share figure marks the point where a trustee, under the court order, must sell. Involved are 56,488 and 4,508 shares of Class A stock of Metropolitan Playhouses owned by RKO theatres, representing 20 per cent of a Class A stock of Metropolitan, and 17 per cent of Metropolitan's first outstanding stock.

**Deadline Lifted**

Judge Murphy, in his order, also lifted the April 20 deadline as suggested by trustee Alger, with a qualification that the government has a right to ask for a re-consideration of a new time limit at a later date. The order, in addition, provides, at the dividends of Metropolitan held by the trustee and not be used to RKO Theatres. Over objections of the trustee, the court granted the continuance of the government's right to ask court approval of a sale at less than fair market value. Under terms of its consent decree, RKO Theatres was required to divest itself of its stock interest in Metropolitan.

**RKO-Atlas Merger**

(Continued from page 1)

merger agreement with RKO, four shares of the new Atlas common could be given for each five and one-quarter shares of RKO stock. The combined assets of all the merged companies would total well over $100,000,000.

**Diplomat AMPP Guest**

HOLLYWOOD, April 19.—French ambassador Maurice Couve de Murville, here to address the World Affairs Council next week, will be host tomorrow at a luncheon held in his name at the Association of Motion Picture Producers. The luncheon will be held at the M-G-M studio.

**Iving Weingart Dies**

Funeral services for Irving Weingart, 67, well-known vaudeville booking agent, will be held today in the vestibule Chapel, Brooklyn. Wein- gart, who retired a few years ago on count of illness, was connected with Marcus Lowr Booking Agency for more than 40 years.

**Bobel's Open House**

Paramount has invited trade press agents, New York film critics, reporters and radio commentators to "drop in" at the Paramount Theatre on Sunday to view George Bobel's stage performance and later to meet the star of "The Birds and the Bees" skit.

**Bobel Goes South**

Louis Lober, general manager of the United Artists foreign departments, will depart by air on Sunday for Bogota, first stop in a tour of the company's offices in Central and South America.
“PACKS A TERRIFIC WALLOP!”
—M. P. DAILY

“Highest Rating! Impact and suspense!”
—N. Y. DAILY NEWS

“A-1 movie! Absorbing! Fascinating! Powerful!”
—N. Y. DAILY MIRROR

“Powerful stuff! Highly dramatic!”
—BOXOFFICE

“Tightly knit! Tensely and sharply played drama!”
—FILM BULLETIN

“Fine picture making! Intensely gripping!”
—VARIETY

“Powerful drama!”
—N. Y. TIMES

“Should be a top boxoffice grosser!”
—HARRISON’S REPORTS

“Superior!”
—N. Y. POST

“Excellent! Emotionally powerful!”
—SHOWMEN’S T. R.

GREAT REVIEWS

SET THE PATTERN

FOR GREAT BOX OFFICE!

VAN HEFLIN

“PATTERNS”

...OF POWER!

and featuring

EVERETT SLOANE • ED BEGLEY • BEATRICE STRAIGHT • ELIZABETH WILSON

Original & Screenplay by Rod Serling • Director of Photography Boris Kaufman, A.S.C. • Directed by Fielder Cook
Produced by Michael Myerberg • A Jed Harris & Michael Myerberg Presentation
Television Today

IN THIS ISSUE

- A report from Chicago, where life at the Conrad Hilton continues after the record-breaking, 34th annual convention of the National Association of Radio and Television Broadcasters.
- Spotting other news in Television Today.
- Passing in Review—The week's highlights in shows.

At St. Louis Meeting

Federation Urges Producers to Curb Brutality; Opposes Legal Censorship

Special to THE DAILY

ST. LOUIS, April 22.—The Federation of Motion Picture Councils went on record urging all producers to curtail brutality and violence in motion picture entertainment in treatment and in detail in all their productions. Another resolution, passed at the Federation's annual convention here, opposed legal censorship involving restraint and expressed the intention of encouraging, supporting and cooperating with the Motion Picture Association of America in its program of voluntary self-regulation. The resolution also expressed confidence in the ability and experience of the board of directors of MPAA to determine if and when changes in the Production and Advertising Codes are required. (Continued on page 8)

See More Foreign Films, Hetzel Tells Federation Meeting

By BARBARA CALLAHAN

ST. LOUIS, April 22.—Ralph D. Hetzel, Jr., vice-president of the Motion Picture Association of America, urged delegates to the Federation of Motion Picture Councils here to see and promote foreign motion pictures. Hetzel said the motion picture industry has realized a right to the American market based on the merit of their products. He expressed the hope that the industry will continue to expand and bring more foreign films to the American market. (Continued on page 8)

SMPTE Convention Program Shaping Up

Aspects of the TV film commercial will be the topic for discussion at the May 1 session of the 79th semi-annual convention of the Society of Motion Picture and Television Engineers in New York. The submitting of papers and a panel discussion on planning, production, and distribution are expected to be part of the program. (Continued on page 6)

Seven in View

Whitney Firm Organizing on Lasting Basis

In Market for Top Story And Talent Material

C. V. Whitney Pictures is a permanent organization and intends to sign personalities and have a permanent staff of picture-making artisans. C. V. Whitney, president, told trade press representatives at a luncheon at 21 Club here on Friday. With the company's first picture, "The Searchers," directed by John Ford and starring John Wayne, now in distribution, and its second, "The Missouri Traveler," in work, Whitney disclosed additional productions and plans for the immediate future.

He said the company will produce three types of pictures: the American Series, Nature Dramas and Films of Fantasy. "The Searchers," "Missouri Traveler," a third production, now in shooting. (Continued on page 8)

Floating Cinerama' Plan Is Rejected by Committee of House

WASHINGTON, April 22.—The full House Appropriations Committee rejected the administration's "Floating Cinerama" plan. Motion Picture Daily earlier reported that a subcommittee had turned down the plan. The scheme involved appropriating $5,700,000 to the Department of Commerce. (Continued on page 8)

SSBC Hopes to Set Hearing Date Today

WASHINGTON, April 22.—The Senate Small Business Subcommittee studying film industry trade practices hopes to set a date tomorrow for hearing distributor witnesses. Subcommittee officials had hoped to know last week, but chairman Humphrey (D., Minn.) was tied up in other matters.
John G. Flinn, Allied Artists national advertising and publicity director, will arrive in New York today from Hollywood.

Edward L. Hyman, vice-president of American Broadcasting-Paramount Theatres, and Bernard Levy, his assistant, are in Des Moines from New York.

Pinky Herman, Eastern television editor of Motion Picture Daily and conductor of the "Television-Radio" column, left here over the weekend for a two-week vacation in Miami.

Alex Harrison, general sales manager for 20th Century-Fox, returned to New York over the weekend from Toronto.

Merton Goldstein, vice-president in charge of sales for Allied Artists, has returned to New York from Florida.

James Velde, United Artists general sales manager, returned to New York over the weekend from Toronto.

Lillian Gish, vice-president of the Paris Theatre here, left New York last night for Europe.

Mark Roison, director, will leave here today for London via B.O.A.C.

Shirley Jones arrived here on Saturday from London via B.O.A.C.

Joel Preston, publicist, has left Hollywood by plane for London.

Perberg and Seaton Plan 'Proud' Tour

Producer William Perberg and writer-director George Seaton will tour Europe on behalf of "The Proud and Profane," a Paramount release, before covering the domestic big cities. The picture will open in New York and Los Angeles in late June, with general release set for August. Perberg, who arrived in New York yesterday, will sail for Europe Wednesday to cover London, Paris, Marseilles, Madrid and Rome. On Perberg's return to the U.S. early June, Seaton will leave for a similar task in Edinburgh, Dublin, Brussels, Berlin, Copenhagen and Stockholm. Paramount's foreign department is setting up press boxes and screenings in all cities. They'll team up in the U.S. during July for a swing through major U.S. cities, prior to the general release in August.

EDITORIAL

(Continued from page 1)

motion picture bulletins and press releases. The steady, new flow of quality product goes unheralded and seemingly unwelcomed by the multitude of empty and new high meaningless cries for government approval of production by divorced circuits continues to be pressed upon numbers of well-meaning legislators. Even the latter, like many exhibitors, must be asked why.

Butterfly' Opening Tonight at Baronet

Diplomatic officials and stars of the entertainment world will attend tonight's benefit American premiere of the Technicolor Japanese-Italian co-production, "Madame Butterfly," at the Baronet Theatre. All proceeds will go to the Hospitalized Veterans Music Service of the Musicians Emergency Fund.

Filmed in Rome, Italy, with authentic Japanese sets and costumes, the production is released here by I.F.E. The voices of Metropolitan Opera stars Bela Pruzsinsky, Giuseppe Campora, Orietta Moscucci and Anna Mae Canali are featured throughout the film, which is based entirely upon the opera by Puccini.

Honor Fox's Brown For 30-Year Service

A. A. Brown, a veteran of nearly 30 years service on Fox Movietone News New York staff, who is retiring late this month, was honored Friday night at a dinner staged by more than 100 of his fellow-workers.

Producer Edmund Beck and general manager James Jones, a group that honored Brown. In a wire to the retiring employee, 20th Century-Fox president Spyros P. Skouras said, "Congratulations to you with all my heart in the occasion of your retirement and may your retirement assure a quarter of a century of wonderful service to Movietone News."

'Oklahoma!' Set for Three More Cities

Rodgers & Hammerstein's "Oklahoma!", produced in Todd-AO, now in its seventh month at the Rivoli Theatre here, will open in three more cities within the next few weeks, it was announced by Ted O'Shea, vice-president and general sales manager of Magna Theatre Corporation of "Oklahoma!"

The next opening will take place on Wednesday at the Tivoli Theatre, Topeka, followed by the Rialto Theatre, Milwaukee, on May 4. On May 10, "Oklahoma!" will open at the Alouette Theatre in Montreal.

$25,000 Collected by 'Parade of Stars'

Some $25,000 was collected for the Jewish National Home for Orphaned Children at a "Parade of Stars" show Saturday night at New York's Town Hall that included the presentation of the first annual "Joey" award to United Artists' vice-president Max E. Youngstein for his leadership as national chairman of the home's fund-raising drive.

Recipients of other awards were Mrs. Fannie Lonsdale, founder and president of the non-sectarian Home in Denver; Dr. M. Murray Peshkin, founder of the medical program at the Home and Mrs. Ivan K. Netter, treasurer of the fund-raising campaign has a multi-million dollar goal for the construction of a Research Institute at Denver to find the cause and cure for the asthma disease.

Mohawk' Premiere

In Upstate N.Y.

AMSTERDAM, N. Y., April 22—Edward L. Alpersen's "Mohawk," in color, starring Scott Brady, Rita Gam and James Cagney, will have its world premiere at the Mohawk Theatre here tomorrow, launching a 100-theatre saturation opening in this area for the 20th Century-Fox release.

Coincidental with the premiere, a special travelling unit from Hollywood will arrive here tomorrow as part of its 29-city tour of the Mohawk Valley to pre-sell the drama.

Bach to Represent IFE in Buff., Pitts.

Rudolf Bach has been named sales representative for the I.F.E. Releasing Corp. in Buffalo and Pittsburgh, with headquarters in Buffalo, it was announced by Max Mayer, general sales manager. Bach succeeds Lou Lieser, who resigned.

Bach formerly was sales representative for Allied Artists, covering the Buffalo-Albany territory, and prior to that represented Lippert Films in Detroit, Albany, Buffalo and Cleveland.

Mayer & O'Brien Out As Academy Publicist

HOLLYWOOD, April 20 - The Academy of Motion Picture Arts and Sciences, and Mayer & O'Brien, Inc., public relations firm which has represented the Academy for the past nine years, will terminate this relationship on April 13th, it was jointly announced following a meeting of the Academy Board.

The stated reason for the move was the M&E request that the annual fee be doubled.
St. LOUIS, April 22-Commandment of the report of the Senate Judiciary subcommittee studying juvenile delinquency, which combined criticism and praise of the motion picture industry, was voiced here on Friday by Geoffrey Shurlock, director of the Production Code Administration, in an address before the convention of the Federation of Motion Picture Councils.

Shurlock called the report of the subcommittee, which is headed by Sen. Hubert Humphrey (D., Tenn.), "intelligent, constructive and temperate." He also took up the criticism dealing with excessive brutality contained in the subcommittee's report, which was covered in the March 26 issue of "Motion Picture Daily."

Cites Results Being Shown

The PCA, Shurlock said, since November, 1954, has waged a campaign against excessive emphasis on violence and brutality on the screen. Shurlock said he is "just beginning to show." He compared the current treatment in "Jubal" with "Shane" of three years ago, and "Crime in the Streets" with "Blackboard Jungle" of two years ago, as examples of the emphasis on brutality. Shurlock drew a distinction between violence, which he said is a valid element of drama, and brutality, which he considered as an overemphasis on individual personified scenes, "showing details inserted for their shock value."

Shurlock's commendation of the subcommittee report was in contrast to the position taken by Motion Picture Industry Council president Ronald Reagan, who contended that "the investigation findings of the committee were based on testimony of a few prejudiced witnesses." The committee in its report said that the industry should liberalize its Production and Advertising codes and then stick to them better than at present.

Also praised the industry's self-regulation, among its criticisms and proponents.

The PCA administrator, in his 46-page address, informed the convention that currently the Code and its machinery are up for examination before a committee of industry experts to see whether or not there is room for broadening and updating. "This is in line with the fact that the Code is part of a growing, expanding and maturing industry," he said. Shurlock pointed out that the Code has lost its sanctions, since the theatres were freed from adherence to it. In 1942, adding producers and distributors have adhered to the Code since then, "not because without its soil they could not grow into theatres; but because they considered it a good thing for films and also for the film audiences."

Better Than 'Enforcement'

"If this can be made to stick in the future, as it has in the past, it is of course much better than any attempt to enforce the Code by fines or other sanctions. The Code was accepted freely by the industry, in the first instance. Like our Constitution, it exists by the will and consent of those governed, and not out of fear of reprisals," he continued.

Shurlock reviewed the history of the Code, its wide acceptance both in the U.S. and abroad by mass media, described how the Code machinery works and discussed other facets of the trade, varying from what he considered an adult picture to what is viewed as salacious.

Report 32 Key Cities Bidding for 'Richard'

Theatres in 32 key cities across the nation have put in bids for Sir Laurence Olivier's production of "Richard III," which is being distributed domestically by Lopert Film Distributing Corp., is learned.

At present, the VistaVision film is now playing on a roadshow basis in New York, Washington, Atlanta and Memphis and will open in San Francisco on Thursday. It will open next month in Los Angeles and Philadelphia.

Top Situations Included

According to a Lopert official, among the cities which are bidding for "Richard III" are Boston, Cleveland, Chicago, New Orleans and Atlanta.

Commenting on the business being done in the present engagements, the Lopert official said that "business has been very good."

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The national release date for Walt Disney's newest feature, "The Great Locomotive Chase," has been set for June 20, it was announced by Leo F. Sarnoff, head of the ABC network, and general manager of Buena Vista, distributors of Disney productions.

The Technicolor-CinemaScope film will have its world première in Atlanta on June 8.

New Zimmerman Post

William Zimmerman, former vice-president for Gregory-Goldman Productions, has been appointed vice-president of the Wolson Management Corp., it was announced by Erwin S. Wolson, president of the real estate concern. Zimmerman previously was vice-president, director and general counsel of RKO Radio and RKO Pictures Corp.

Three feature-length American films and two short subjects are to be entered in the sixth annual International Film Festival in Berlin June 22 to July 3.

Twelve Federal Film Prizes, comparable to America's "Oscars," are to be awarded by the international jury and a public vote. Representatives of the U. S., France, Italy, Great Britain, Japan, South America and Germany will serve on the international jury that will select awards for the best full-length feature film, feature length documentary or cultural film, and short documentary. Accordingly, two prizes will be given in each category, one the most artistic film, the other the best production.

The Public Will Vote

The public vote, determined by admission tickets which permit patrons to cast votes, will award prizes for the best direction of a feature film, best performance by a female player, best performance by a male actor, best feature film, best documentary film and best cultural production.

JavaScript the German Federal Republic and the Berlin Senate have agreed to organize the film festival in cooperation with the SPIO, the foremost organization of the German Film Industry.

WB, Loew Officials

Report Stock Buys

WASHINGTON, April 22—the Securities and Exchange Commission reported here that a number of industry executives were active in March in stock transactions.

The SEC reported that Harry M. Warner, president of Warner Brothers, bought 6,800 common shares and made gifts of 3,500, making his holdings 105,550 shares. In addition, Warner has trust holdings of 13,700 shares.

Arthur M. Loew, president of Loew's Inc., bought 33,000 common shares, increasing his direct holdings to 34,000 and Charles C. Moskowitz, vice-president of Loew's Inc., bought 12,000 shares of common stock, increasing his direct holdings to 20,500 shares, the SEC said.

It was also disclosed that Roger L. Stevens, a director of the City Investing Co., sold 2,300 shares of common stock reducing his direct ownership to 11,335.

U.S. Awards Luncheon

Leaders of the theatre industry will be honored for their cooperation with the Armed Forces at a USO Awards luncheon, which will be held at Sardi's Restaurant here on Friday, it was announced by Jim Sauter.
You'll find out why Mamie Stover had to leave San Francisco!

JANE RUSSELL · RICHARD EGAN

The Revolt of Mamie Stover
COLOR by DELUXE
CinemaScope®

co-starring JOAN LESLIE
with AGNES MOOREHEAD
MICHAEL PATE

Produced by BUDDY ADLER · RAOUl WALSH · SYDNEY BOEHM
Directed by Screenplay by
HBUDDY ADLER · RAOUl WALSH · SYDNEY BOEHM
Based on the Novel by William Bradford Huie

A masterpiece of suspense and deduction!

VAN JOHNSON · VERA MILE

23 Paces to Baker Street
COLOR by DELUXE
CinemaScope®
also starring

Cecil Parker
Produced by HENRY EPFRON
Directed by HENRY HATHAWAY
Screenplay by NIGEL BALCHIN
Based on a Novel by Philip MacDonald
L OVER IN JUNE!

The spectacular story of D-Day... and a searing romance!

In the tradition of Wyatt Earp, Billy the Kid, Bat Masterson, Jesse James!

ROBERT RICHARD DANA EDMOND
RYAN VIRGINIA EDMOND TAYLOR
MAYO JEFFREY TODD O'BRIEN
HUNTER WYNTER

THE PROUD ONES
COLOR by DE LUXE
CinemaScope®
also starring ROBERT MIDDLETON
with WALTER BRENnan
RODOLFO ACOSTA ARTHUR O'CONNELL
Produced by ROBERT L. JACKS
Directed by ROBERT D. WEBB
Screenplay by EDMUND NORTH and JOSEPH PETRACCA
From the Novel by Verne Atanas

THE SIXTH OF JUNE
COLOR by DE LUXE
CinemaScope®
also starring ROBERT MIDDLETON
with JOHN WILLIAMS
Produced by CHARLES BRACKETT
Directed by HENRY KOSTER
Screenplay by IVAN MOFFAT and HARRY BROWN
Based on the Novel by Lionel Shapiro
Distribution

(Continued from page 1)

issues could only be discussed in generalities and not in specifics.

He said that while M-G-M's proposal "may be the only one" and "the bulk of the letters," it is up to the company presidents to decide on the matter. Company presidents were unattainable for comment on the proposal.

The veteran sales official, mulling the proposal over, said that he was of the opinion that "more progress could not be made" if all groups of exhibitors would sit down with distribution company executives to work out any issues on an individual basis.

Walter Branson, vice-president in charge of world-wide distribution for RKO Radio Pictures, said that the Myers' conference plan "needs further study" but that he shared of the opinion that no conclusions could be reached in a large meeting.

Sees Conference Fruitle

A United Artists sales executive stated that "no one could sit down and discuss the future line-up and sales policies of UA because its picture policies are set by the producers. Each producer controls his destiny."

Myers, last year, advanced a plan whereby top executives of the industry should meet to consider thoroughly what each branch, each organization and each individual can do to rescue the business from the doldrums, to fully exploit the pictures as they are released and to entice millions of lost customers back to the theatres.

Quinn Dies; 30 Years
With Rep. Subsidiary

Frank P. Quinn, 53, New York sales representative for Consolidated Molded Products Corp. of Scranton, Pa., a subsidiary of Republic Pictures Corp., died suddenly. Funeral services were held at St. Paul's Church, Scranton, this morning.

Quinn, formerly a resident of Du- mont, N. J., had been with Consolidated for 30 years. He leaves a wife and son.

Sullivan to Japan

Ed Sullivan of "The Ed Sullivan Show" will leave here today, accompanied by his wife, for Tokyo to film a special short subject on the M-G-M production of "The Teahouse of the August Moon," it was announced by M-G-M. The short will be utilized by Sullivan on one of his Sunday evening television shows this Fall, the film company said.

Gerard to Europe

Philip Gerard, Universal Pictures' Eastern publicity manager, left New York by plane last night for Europe in connection with the pre-production publicity plant on "Interlude," co-star- ring Rossano Brazzi and June Ally- son, which will go into production in Munich in mid-June.

Amusement Pages of Newspapers
Film 'Directory,' Say Distributors

BY LESTER DINOFF

The major portion of motion picture advertising is placed on the amusement pages of a newspaper "and not in other sections of a paper" because to an audience which shops for its entertainment, the amusement section is considered "a different viewpoint shared by the advertising directors and managers for the major distribution companies here in answer to an opinion expressed by Robert A. Wise, executive secretary of the Independent Theatre Owners of Ohio, in that organization's bulletin, that "many of our former customers—the great lost audience—are reading the amusement pages."

Wants Smaller Ads

Wile, in effect, stated that the size of motion picture ads in the amusement section should be smaller and should be spread throughout the whole newspaper to appeal to people who read only special sections of a paper. He said that "for example, last week, United Artists took a double truck in the Cleveland 'Plain Dealer' plug- ging 'Alexander the Great.' This cost about $2,000 or more. Fantastically large ads are often used in the amusement page. But the tragic part of it is that often this money is wasted. The reason is that many of our former customers—the great lost audience—are not reading the amusement page. The task of advertising and publicity, therefore, is to reach those people who had not considered going to a movie. Those who have considered the idea and consulted the movie page of their newspaper were no doubt influenced by the ads they have been seeing but since they were seeking the information, a smaller ad would have appealed to them.

"Would it not be much better to take the 320 inches spent in a double truck ad and put four inches each on 80 different pages of the Sunday paper? They could be on the sports pages, on the women's pages, in the financial section, the hobby section, the gardening pages, mixed with department store ads—in short, everywhere in the paper."

Urges Creation of Demand

"The theatres have no influence on the type of production. Instead of picking a picture, already produced and saying, 'It would have done business if . . .', the theatres as well as the advertising men in the film companies must adopt the attitude, 'This is the picture. Let's sell what it's got to the public even though we think that it should have had thus and so in it.' A dress manufacturer who fails to have a "directory" is the polka dots and that women won't wear them can do one of two things; he can either sell them at a loss, give them away, or do something to create a demand for them, instead of just using blue polka dots.

"If a picture has a sports angle, sell it to them men on the sports pages. If enough demand is created among men, they'll bring their wives. 'Pattern,' for example, can be sold on the wife's page. Don't sell them short; millions of people are in the stock market today and read those pages avidly. 'The Man in the Gray Flannel Suit' can be sold on sports, financial, business, women's pages and many other ways. Musicals could be advertised in the general news sections of the paper. And don't neglect the television pages for such fare as 'The Birds and the Bees.'"

Wile also said that "Mr. Distributor, when doing this, let the theatres place the ads. You write 'em because you know how. But let the theatres place them so they can leave out all the credits and make them look different from the ordinary movie ads which people are apparently not looking at."

Roger Lewis Replies

Roger H. Lewis, national advertising, publicity and exploitation director for United Artists, which is releasing 'Alexander the Great,' initially explained in reply to Wile's statement that the purpose of the double truck ads for the picture is to achieve "effect and importance." He tempered his viewpoint on Wile's statement by saying that "If you have enough time and money to advertise, the whole paper would have film ads. However, we must have amusement page advertising for the basic film audience turns to these pages in advertising its entertain- ment. They use these pages as a directory."

Lewis was backed up by Howard LeSieur, national director of advertising and publicity for Columbia Pictures, Ben Grimm, advertising manager for RKO Radio Pictures, Steve Edwads, advertising and publicity director for Republic Pictures, and Jeff Livingston, advertising director for Universal Pictures, all of whom were in accord that amusement page advertising is a "must" and shouldn't be abandoned for "run of the paper advertising."

Seadler for Focused Fire

SI Seadler, M-G-M advertising head, said that "when you spread your fire, you lose out, but when you concentrate it, you hit the bull's-eye." He also wanted to know if Wile or any of the ITOO members, showed film trailers advertising their next attraction in the neighboring grocery store instead of in the theatre. "This is a comparable situation," he said.

Martin Davis, Eastern advertising and publicity director for Allied Art- ists, also said that both film advertising is the "mainstay." The bulk of film ads must be in the amusement section and then could be supple- mented with other advertising, other sections."

Rodney Bush of 20th Century-Fox pointed out that motion picture advertising in every section of a paper is economical, he said that amusement page advertising is organized "in a manner to attract the public."

An advertising executive agreed with Wile that if a film is a special slant, that slant should be advertised in a newspaper where the appeal lies. However, he contended that "easier advertising should be a reference the ad on the amusement pages.
THE PATRONS AND PRAISES
will go to
“THE PROUD AND PROFANE”

REASON #2

Starring WILLIAM HOLDEN

as tough and terrific as he was when he won the Oscar in “Stalag 17”... as romantic as he was in “Love Is A Many Splendored Thing”

...coming in the big boxoffice months ahead from PARAMOUNT
Cinerama

(Continued from page 1)

the U. S. Information Agency to demobilize an aircraft carrier and send it to foreign ports with a Cinerama set-up on the flight deck. USAI officials, who argue that the idea would reach foreigners who otherwise could not be reached, will undoubtedly ask the Senate to restore the funds.

The committee's action came as it voted on an appropriation bill carrying funds for the USAI and certain other government agencies. The committee sharply slashed the funds requested for USAI as a whole.

The agency had sought $135,000,000 for the year starting July 1, compared with $87,336,630 this year. The appropriations committee allowed only $10,000,000. It said this was a 93 per cent increase over the current year, and that the amount sought by the agency would have represented a 54 per cent increase.

Called Wasteful

The committee did not specify how the agency was to apportion the appropriations cut among the various media, except to say that "the request for a Cinerama Carrier for Cinerama is denied." USAI had allocated $12,883,000 of the original $135,000,000 request to the film branch. This included the Cinerama project funds. During the subcommittee hearings, members had been critical of the Cinerama project as wasteful and unproductive.

In another portion of the appropriation bill, the committee voted a 20 per cent increase in funds for the Justice Department's Anti-Trust Division, and said that "the committee expects the department to pursue a vigorous program of enforcement of the anti-trust laws." The committee gave the division the full $4,265,000 it had requested this coming year, an $891,000 increase over this year's figure.

More Foreign Films

(Continued from page 1)

pointed out that the foreign market for American motion pictures is expanding and added, it is a market which will grow and that today films are geared to the world market.

It has been said that motion picture producers in foreign countries are concerned, however, because of the large number of American films shown, as, for example, in Britain, where 80 per cent of the screen time is occupied by American pictures.

Hetzel pointed out the tremendous obligations of American motion picture producers to produce good films for the world market because "there is no device for American relations more effective than American films."

Hetzel said motion pictures remain primarily an entertainment medium but serve as an extraordinary ambassador because so many millions cannot read English, do not see radio or television but do go to the theatre.

Whitney Organization Is Solid

(Continued from page 1)

preparation, "The Valiant Virginians," an as yet unpublished novel, "William Liberty," and "The American" belong to the first classification. For the second classification a production unit is now at work in the Middle East with Lowell Farrell as producer, Winton Hoch, co-director and serving as cameraman with Alfred Gilks.

Work is proceeding also on the reproduction of "Chang," which was produced originally by Merian C. Cooper, executive producer of Whitney Pictures, in association with Ernst B. Schoedsack.

Occasional 'Films Of Fancy'

Cooper, also producer of "King Kong" satisfactorily with Schoedsack, will have a major part in the production of the Films of Fancy, which Whitney said will be made occasionally.

Whitney announced that he had received confirmation on Friday that John Ford, now in Ireland, will also direct "The Valiant Virginians." This Civil War story will be made on an equivalent scale, Whitney said, likening it to "Gone with the Wind" and "Birth of a Nation." Whitney was a principal in the old Selznick International Co. and still retains his former ownership of an interest in "GWTW."

He, Cooper and press representative Blake McVeigh will leave here today for Richmond and Lexington, Va., where they will spend several days conferring with authorities on plans for the picture. Approximately 15 months of preparation will go into the production, he said, which will go on the cameras in the fall of 1957. James Warner Bellah, author of the story, will work on the screenplay in collaboration with a prominent screen dramatist whom Whitney said he could not identify yet.

Six of the forthcoming Whitney pictures will be made in Technicolor, with which Whitney has been identified for long. It was indicated, without any details being divulged, that the as yet unrevealed new Technicolor process will play an important part in the Whitney company's picture, however, in reply to a question, Whitney said the process would not be ready for use in time for "The Missouri Traveler" filming of which is planned for August.

Non-Committal on 'Virginians'

Asked if it might figure in "Valiant Virginians" plans, he noncommittally said, "Traveler" would be in VistaVision, as was "The Storks." He expressed enthusiastic proval of the results obtained VistaVision in the first picture.

In reply to a question, Whitney said he had no plans to use Cinerama in which he is financially interested and with which Cooper also was associated, in his future productions.

The "Wasteful" project was described as a "great" now by Frank Clemensen, a Utah land, painter and school teacher, worked six years on it. "The Artian" will consist in part of the ride of Major Chuck Yeager, Air Force pilot who broke the sound barrier, and will be manufactured in a story of larger scale. "The Searcers" is of the "The Searcers'" no distribution mitment has been made for ensuing product.

Seeks Appeal To The Finer Taste

Discussing his aims, Whitney said, "I feel that motion pictures can be as respected an art as any other art cannot be turned out on a demand basis. We producers strive for finer entertainment and deal to the finer tastes of our growing audience."

He repeated the statement he made in his recent trade advertisements: "I may not always succeed in our but I will promise you that with every picture we will strive to elevate the level of entertainment." He would not admit that the picture was an attempt to sell or paint a false picture of United States or its people.

Federation Urges

(Continued from page 1)

are desirable to meet changes in the taste and concepts of right.

Mrs. Max Williams, Federation president, urged the film council help develop taste in motion picture through educational and urged in the setting up of telephone committee assist "really good pictures."

Velma West Sykes of Kansas chairman of the National Council called the "sweet spot (of industry) to cut its throat is too away the family picture." She the boy-meets-girl theme is still very long as it is good taste.

UA-Small Deal

United Artists has concluded arrangements with Edward Selznick Grand Productions to release "The Stainless Door," which will go into shooting on April 30.

C. V. Whitney Merian C. Cooper

REVIEW:

Madame Butterfly

IFP

The film version of Puccini's famed "Madame Butterfly" combines the talent contributions of the Italian and Japanese film industries with the shadow of La Scala. The IFE presentation is stamped with superb production quality and casting to enrich its box-office potential. It is a co-production vehicle jointly turned out by Rizzoli-Gallone Films of Rome and Japan's Toho Co. and was made in color by Technicolor. Oriental roles are portrayed by Japanese players, while the occidental characters are played by Italians.

With only minor changes, the cinematic version is pretty much as Puccini wrote it. The pace is slow, but the great music, the tasteful sets and the fine dancing by the Takarazuka Kabuki troupe more than offset any shortcomings.

Opera fans are well acquainted with the story; those whose acquaintance with the classic is limited or nil should find it intriguing. It is a simple story of a Japanese girl, known as Madame Butterfly, and an American naval officer, Lieutenant Pinkerton. Set in the Japan of 1900, the opera describes how the American falls in love with the little Japanese girl known as Madame Butterfly. After marriage and the passing of six months, he returns to America aboard the naval vessel, leaving his wife with the promise to return in the Spring. Three years pass, during which time the Japanese bride never ceases to believe for a moment that her husband will not return. When he does, he brings his American bride with him, intending to claim his son born to Madame Butterfly. The child runs to his father as Madame Butterfly, swept with the human anguish of both a wife and mother, kills herself with a knife which her father had used to do the same.

The role of Madame Butterfly is played by Kaoru Yachigusa, remembered for her portrayal in "Samurai," and she delivers an admirable performance. Nicola Filacuridi is Pinkerton and Ferdinando Lideni is Sharpless. The dubbing of voices by Italian singers is top quality. Directed by Carmine Gallone, the picture has a prologue and intermittent narration. The orchestra and chorus of Rome's Royal Opera House and the excellent photographic effects are other assets of the production.

Running time, 114 minutes. General classification. For April release.

JACK EDEN
Paramount presents

THE

SCARLET

HOUR

Starring

CAROL

OHMART • TRYON • LAWRANCE

Produced and Directed by

NAT "KING" COLE • MICHAEL CURTIZ

Screenplay by RIP VAN RONKEL,
FRANK TASHLIN and JOHN MEREDYTH LUCAS

Booked For Boxoffice Action!

PANTAGES, HOLLYWOOD
STANLEY, PHILADELPHIA
STILLMAN, CLEVELAND
PARAMOUNT, DES MOINES
ONTARIO, WASHINGTON
PARAMOUNT, PORTLAND
PARAMOUNT, ATLANTA

The big houses are playing it for the big crowds who'll go for this high-voltage love drama of violence, blackmail and murder!
Star in the Dust

Universal—International

Suspense, human emotions, western drama and romance are teamed up with such names as John Agar, Richard Boone, Leif Erickson, Coleen Gray and Mamie Van Doren to put this Universal-International film above the usual western production category. Throughout, it retains audience interest and succeeds in its attempt to recreate the problem faced by law and order in carrying out court decisions—here, a hanging.

Color by Technicolor enhances the film’s appeal, bringing the western settings into sharp focus. Commanding the marque is John Agar, cast as the quite human but forceful sheriff of a small sagebrush town, who portrays his role with vivid realism. Producer Albert Zugsmith and director Charles Haas have accomplished much with the Oscar Bradley screenplay to let Agar set a leisurely pace, deviating now and then to rekindle the suspense and drama. Frank Skinner’s background music solely via the guitar, is effective. The story is based on Lee Leighton’s novel.

Richard Boone, a favorite on TV’s “Medic” series, is cast as the outlaw convicted by the court and who is sentenced to hang for three murders. Drama heightens as Agar and Boone clash wits, each in his own manner attempting to display his forcefulness in their respective righteous and criminal ways. Boone in the film shines in his supporting role.

Story-wise, Agar is battling two fronts at the outset of the film: one, attempting to carry out the court’s verdict that Boone be hanged, and, secondly, to further his romance with Miss Van Doren, cast as the sister of Erickson, a banker in the town. Suspense naturally results when Agar is told that one faction intends to free Boone before the sunset hanging and when he learns another group of cattlemen intends to lynch Boone before the required court hour. The attempt to free Boone falls when one of Agar’s deputies foils the escape. However, both groups meet shortly before sunset in a street battle, while Agar and Boone are preparing for the hanging.

Here, Agar interrupts the gunplay, then sets about for the hanging after quieting the opposite forces. However, Erickson, who actually hired Boone to do the killings, attempts to kill Boone as the hanging ceremony is started. Miss Van Doren struggles with Erickson on a roof-top, and an accidental shot kills the horse that was to be used for the hanging. Boone dies as the horse races off, Erickson is killed in the fall and Agar and Miss Van Doren quietly walk off with the knowledge that justice had been carried out.

Running time, 80 minutes. General classification. For June release.

J. E.

TV Set Shipments

Declined in Feb.

WASHINGTON, April 22—The Radio-Electronics Television Manufacturers Association reported that over 529,000 television receivers were shipped to dealers during February—a decrease from the level of shipments in February, 1955, and less than the number shipped in January of this year.

The latest RETMA report showed 529,326 TV sets shipped to dealers in the U. S. during February, including 1,128 receivers shipped to the territories. Total shipment in January had been 629,750 units while 640,771 television receivers were shipped in February a year ago.

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

‘P ORC-LIN-PLY’ is the name of a new porcelain-faced plywood panel for application on or over remodeled theatre fronts, made by the U. S. Plywood Corporation, New York. It can also be adapted to exterior areas, including walls, cellin, wainscoting, display background, counter tops, etc. All the panels come 36 by 96 inches and 5/16ths of an inch thick. Colors are standardized too, with nine shades included in the line. The product is said to be weatherproof and resistant to oil, acids, alkalies, solvents. It can be cleaned by wiping with a damp cloth.


To cook hot “specially” sauced dishes at drive-ins as well as for chain customers, drive-in, supermarkets, and pizza parlors, Daniel H. Sheeler & Sons, Inc., Alhambra, N. Y., has a new double decker infra-red oven. The saucy dishes are prepared and then sealed in a transparent cellulose film or shrink wrapper. When inserted in the oven the infra-red rays pass through the wrapper, heating the meat, cheese, other sandwich fillers. The exterior of the oven is mirror-chrome finished. The two decks can be operated separately, with individual timers to control each deck.

B. M. Bodde, Jr., vice-president and general manager of the Broad Screen Company, San Fernando Calif., reports that his firm is manufacturing a new screen design for semi-portable 16mm film. The frames have been designed by the Tru-Roll Corporation. In Crosh, president of that company states that the frame is also adaptable for use with transparent screen television stations. The frame comes in four sizes. The Bodde screen said to have the same features as company’s “Premium” line for 35mm projection.

SUPERSCOPE STANDARDIZES THE WIDE SCREEN

SUPERSCOPE

ONLY SUPERSCOPE PROVIDES ANAMORPHIC RELEASE PRINTS FROM STANDARD “FLAT” NEGATIVES

PRINTS BY TECHNICOLOUR OR IN BLACK AND WHITE

3.35 SCREEN ASPECT RATIO WITH MAGNETIC SOUND

3.35 SCREEN ASPECT RATIO WITH OPTICAL SOUND

In the world of television, superscope is the most advanced method of presenting wide-screen theatrical experiences. SuperScope is the only system that provides anamorphic release prints from standard "flat" negatives. Prints are available by Technicolor or in black and white. SuperScope uses a screen aspect ratio of 3.35 with magnetic sound. It is the choice of theatre owners for providing a truly superior viewing experience.
Great Big Advertising for a Great Big Picture!

ROBERT ROSSEN presents RICHARD BURTON * FREDRIC MARCH * CLAIRE BLOOM in

THE COLOSSUS OF MOTION PICTURES!

ALEXANDER THE GREAT

Filmed in CinemaScope
Color by Technicolor

BARRY JONES * HARRY ANDREWS * STANLEY BAKER * NIALL MACGINNIS
with the French star
DANIELLE DARIEUX * ROBERT ROSSEN

Released thru UNITED ARTISTS

Use it for its big plus value everywhere and anywhere! Billboard it all over town! Get it up on your theatre walls! Use it “cut-out” as a lobby display or flash front…then everybody knows you’ve got big entertainment!

Shellac it down on sidewalk or foyer floor!!!

24 Sheets available thru NATIONAL Screen Service
PRIZE BABY OF THE INDUSTRY
Meanwhile, in Another Part of the Hotel

Not all the news coming out of Chicago last week was made in the official course of the National Association of Radio and Television Broadcasters convention (opposite page) at the Conrad Hilton. Non-convention news, from other parts of the hotel, included:

- The Ampex Corporation's demonstration of its video tape recorder with the promise of greater repercussions in TV than were worked by tape in radio. Seventy-three were reportedly ordered.
- The announcement by Bob Rich, general sales manager of Associated Press, that KAKE-TV, Wichita, had started the ball rolling by its purchase of the entire Warner Brothers library of 754 films at a price of approximately $300,000.
- The unanimous acceptance, by the executive committee of the NBC-TV affiliates membership, of the network's daytime option time-switching plan for NBC-TV day-liners.
- ABC-TV Affiliates' appointment of a permanent committee to establish formally an ABC-TV affiliate organization.

Arrival of Video Tape

▶ There are many interesting sidelights to what partial observers called omisbiquously the "arrival" of the video tape recorder, demonstrated with such sensational effect by the Ampex Corporation last week. The Columbia Broadcasting System's purchase of three, at a cost of $75,000 each, was followed two days later by the announcement that the National Broadcasting Company had purchased three. This was clearly a case of Macy's shopping at Gimbel's. NBC's parent, RCA, of course, long has been working on its video tape recorder but isn't ready to put in on the market, apparently wanting to wait until it can offer an instrument that can record and transmit color pictures as well as black-and-white. On the matter of color, Ampex says that it has such a system under development and adds a guarantee that its present recorders will be capable of being converted to color. The Ampex recorder, while primarily adaptable for the needs of live television and not yet the state of development where it will supplant the film camera in actual production, promises to complicate still further union jurisdictional problems such as those met by Electrosicon.

Very Hot Kines

▶ Until the video tape recorder becomes a thing of operational reality, probably some time this Fall, the American Broadcasting Company (ABC) is putting its faith in its system for reducing to one hour (from two or three hours) the time necessary to prepare the more conventional "hot" film kine-

scopes. As announced in Chicago last week, the system simply entails the fitting together—in production line order—a recording room, a processing room, a chemical mixing room and a projection room, so that film can be processed almost as soon as it has been exposed. According to Theodore Grenier, chief video facility engineer, the system will permit the recording of television shows for unlimited local time zone repeats on an hourly basis. It goes into use with the advent of Daylight Saving Time, April 29.

TV Provincialism

▶ Acknowledging—indirectly, of course—the existence of that strange provincialism that surrounds much of the television industry in New York and Hollywood, NBC is re-scheduling portions of its Today and Home, both of which have originated in the entirety from New York, for the benefit of viewers in California, Oregon and Washington. The changes most importantly comprise live Today origination from Hollywood (KFWB) and live Home origination from San Francisco (KRON-TV), and reflect the network's awareness of "the mounting importance of the western audience to network television." Although designed primarily to make these two programs available to western audiences at more favorable hours, the changes also take note of the fact that there are some subjects of greater interest to one area of the country than to another. Thus, in this age of ever-increasing standardization, comes a breath of fresh air. The changes go into effect April 30.

The Little Things

▶ When life grows bleak and hope dims, it's the little things that count—Laddy Docker's dispatches from Monaco, Harry and Bert consierating over Bert's "offensive" handling of the commercials, or a news flash from Sheena. Last week it was Sheena and her press agent who provided the one, bright, not totally superfluous moment. It came in the form of a press release announcing that the Queen of the Jungle, "afr the enthusiasm for platform speeches, hard rolls and chicken a la king, not to mention free plugs on radio and TV," had formed an outfit called "Awards, Unlimited dedicated simply to giving award to Sheena who was probably the only TV performer who wasn't compartment with Mary Martin for an Emmy this year and who we're likely never will be legitimate award for anything except blown enthusiasm, here is taken an editorial stand on the who business of awards in television.

Speaking of Awards...

▶ Efforts continue to make Emmy awards of the Academy Television Arts and Sciences mean satisfactory to all concerned. Last week Jack Webb, who withdrew from participation in this year's awards.

In Our View

THE necessity for exercising the greatest care in programming for all networks and all stations at all times continues to be a matter of paramount importance to the television industry as a whole. The welfare of the whole structure of the television establishment in large measure is dependent upon the extent to which that care is exercised.

It must be borne in mind that there are many large, often powerful and always extremely articulate groups of all types which represent, for good or ill, segments of the public which purport to carry the weight of half-a-world on their shoulders. These groups, sometimes with justification, sometimes without, seem at times to be ready and waiting, set to pounce upon the unsuspecting public medium, especially of communications, which oversteps, often unwittingly, the arbitrary bounds established by the group. These are pressure points which must be constantly borne in mind.

The television industry is especially vulnerable, by its very nature, to these attacks and pressures, by reason of the fact that it offers less freedom of choice on the part of the public. People go or do not go to entertainment at the place where it is purveyed. Television programs come into the home, its audience is, to an extent at least, captive, and it is consequently automatically more subject to criticism and attack.

A recent case in point was the cancellation of a child-birth sequence on a network, immediately before its scheduled showing, following protest from church groups. There is considerable reason to believe that it would have been far better if originally a decision within the industry had been made not to do that phase of the show, rather than wait for objection from without. Constant alertness is necessary.

—Charles S. Aaronson
Chicago Convention Takes Look At World of Tomorrow Will Be

Advent of color dominates 3-day meeting: Broadcasters give ear to critics and see need to keep eye on Washington

CHICAGO: This morning the miles of corridors of the Conrad Hilton Hotel will be busy, as is normal. The last stragglers have packed their bags and gone home. The hotel is not exactly quiet; another convention is taking place. It’s sad but true that most of the chambermaids have completely forgotten that last week it was the National Association of Radio and Television Broadcasters which was in annual convention here, close to 2,500 broadcasters by actual count.

In retrospect, three things about the NARTB convention stand out: Color TV, and the fact that it is not just coming but is already here. Color programming, color film and color equipment dominated the talk of the greater tomorrow, with no little impetus provided by NBC-TV. The opening ceremonies dedicating WBNQ as the nation’s first all-color station.

The broadcasters’ increasing awareness that Washington lawmakers, spurred no doubt by the hopes of an election year, are only too eager to win fame and fortune at the expense of the burgeoning television industry.

The amount of actual business conducted by television film men in the course of the meeting, thus placating many of those producers, distributors and syndicators who heretofore had regarded NARTB get-togethers strictly as very expensive good will.

All of the convention’s top speakers touched on the waves of criticism which lately have been washing over the industry with increasing frequency. Keynote Address winner Rev. E. Kintner, president of the American Broadcasting Company, reflected the general convention spirit when he said such criticism was applicable to “certain minute fringes of the business” (see adjoining column). Harold E. Fellows, president of the NARTB, lambasted those whom he called “the Carrie Nations of the kilocycles” and advised the broadcasters to listen to “the responsible things said about us and disregard the nuisance fringe who are chronic critics of the broadcasting industry.”

President Herbert Golden, vice-president of Broadcasters Trust Co. The winner was Ray Huffer, KTVH-TV, Hutchinson, Kan. On the scene left to right, are Harold Goldman, NTA vice-president in charge of sales; Marion Todd, NTA hostess; Mr. Golden; Oliver A. Unger, executive vice-president of NTA, and Harry Algus, director of public relations.

with some wry humor, pointed out to his listeners that investigations of the industry were not new and predicted that there would always be some probing somewhere.

“There is some comfort,” he said, to be derived from the fact that many of the criticisms now being leveled at television—dominance by the networks, inability to survive without a network affiliation, inability of stations in smaller communities to obtain national advertising, etc.—15 or 20 years ago were being hurled at the Commission and the radio industry by members of Congress. In less than two decades, radio has made its adjustments, I am pleased to note, without direction or assistance from the regulatory body or any Governmental agency.”

In a move that caught many of the broadcasters by surprise, the FCC chairman brought up the UHF-VHF squabble and recommended that the industry launch at once a “research program” to ascertain once and for all the technical merits of UHF. The implication was that the FCC will not make any drastic moves until all the evidence is in from this study.

“The Commission,” said Mr. McConnaughey, “realizes that the present allocation of spectrum space to television presents complex technical problems without respect to the design, manufacture and marketing of a ‘compatible’ television receiver. I believe the Commission will make such readjustments to its policy and television channel assignment plan as may be deemed necessary to minimize the complexity of these television receiver problems. President Fellows’ luncheon address Wednesday, Television Day, was the highlight of the day that covered the NARTB code, TV films and roundtable on political broadcasts which featured comments by James Haggerty, press

(Continued on page 15, column 1)
THE BASEBALL SEASON, while officially launched by President Eisen- hower in Washington Tuesday (there was none of that fodder about playing golf this year), received the kind of recognition which only third-rate television could hope for, without containing spectacular Sunday evening (April 15, NBC-TV). Unlike enough, Gertrude Berg, who has never anything faster than a danging participle, was the hit of the show. The rest was a sort of hodge-podge of newscast clips, film clips, music and skits that might have tried the patience of all except the Myers Probst audience.

Two other NBC-TV productions, however, were unqualified hits in their categories. Max Lieberman's summptuous "Marco Polo" (April 14), utilizing the lovely themes of Rimsky-Korsakov, was a beautiful assortment of baubles, bangles and beads, starring Alfred Drake and Doretha Morrow who were in way of repeating their similar chores in the legitimate musical, "Kismet." The following evening Herbert Brodkin's "Alcoa Hour" tried a western, but in blank verse with a touch of doggerel. "Even the Weariest River," by Alvin Saposnik. Perfected with style by Franchot Tone, Boris Karloff and Christopher Plummer, the drama was surprisingly effective, and even somewhat amusing in the way it manipulated aging cliches. We forget.

Also Sunday evening, on ABC-TV, Quincy Howe in Part Two of his "Ghost Town" book. S.E.A. essay. "Stalin: The Agonizing Reappraisal," showed us just why he had won his recent Peabody Award for news analysis. The film clips were good and the commentary pungent and penetrating. Tuesday evening CBS-TV's Phil Silvers came up with one of his infrequent, unfunny scripts while operating off stage, Martha Raye and Grand Awarded down for the count, slugging some heavy comedy around.

Rising Stevens' first name. Elsewhere, and in detail:

**TWENTIETH CENTURY - FOX HOUR:** "Mr. Belvedere," CBS-TV, 1 Hour, 10 P.M., EST. Wednesday, April 18, 1956. Film. For General Electric.

"Mr. Belvedere" is a repetition of last season's "Mr. BELVEDERE," but it is still refreshingly fresh in the mind, especially the performance of Clifton Webb who may well have reached the high point of his career in that portrayal of Mr. Belvedere, this genial though extremely abbreviated re-working was a great deal of fun. And, as its predecessor, one hopes that the series will have to all the qualities necessary to make a delightful serial, for which this is the unofficial pilot film. Reginald Gardiner makes his debut as the husband, a cleverly chosen, charming and amusing Belvedere, whose disguise with the shoddy and mediocere will present a challenge to all television copy editors, as the series continues.

**KRAFT THEATRE:** "No Riders," NBC-TV, 1 Hour, 10 P.M., EST, Wednesday, April 18, 1956. Live, from New York. For Kraft Foods.

Introducing an Animated script and fine performers, the Kraft Theatre definitely is regaining its position among the top live dramatic shows on the air. "No Riders," by Wendell Mayes, although somewhat static in spots, was a simple and appealing tale nicely performed by Paul Dubin, Audra Lindley and especially by Sally Forrest. The plot outline is all soap audys: a truck driver and his wife are going to the death of their only child; the wife has been taken to drink and the husband spends most of his time on the road. Into this situation comes an orphaned Mexican boy, hitchhiking from Juarez to Texarkana in search of his dog. In helping his search, the truck driver comes to realize his own responsibility for the care of his marriage. It's simple and sentimental, but by way of the three leading performers, and some amusing and original dialogue, an entertaining, but poor attempt at the old "The Road to" series.

**ARMSTRONG CIRCLE THEATRE:** "The Case of Colonel Petrov." NBC-TV, 1 Hour, 9:30 P.M., EST, Tuesday, April 17, 1956. Live, from New York. For Armstrong Cork. The headline story of the defec- tion of Colonel Petrov, the chief of the Soviet Secret Police, in Austra- lia a couple of years ago, pro- vided the Circle Theatre last week with one of its most momentous dramas of the season. Unlike sev- eral of other Circle dramatizations, which failed to make personally compelling similar stories of interna- tional importance. "The Case of Colonel Petrov" told its tale in graphic, individual terms, outlined in Jerome CooperSmith's excellent script and given body by the fine performances of Michael Currin as the Colonel, Sanford Meisner as an Australian spy, and Kath- arine Sergava as the colonel's wife. A compelling, sensitive, intelligent man slowly coming out of the Communist fog, making his momentous decision to come free, then going through the fantastic mantrap that sur- rounded that defec- tion. Paul Bogart was director.

Kintner Warns

(Continued from page 13)

works play a role of public good in supplying programs that could not be supplied locally, in enabling advertisers to maintain a flow of goods nationally and in supplying to individual stations service of the type that can be welded into local service as a "well-rounded pro- gramming schedule."

There is one phase of the charge of monopoly, said Mr. Kintner, which "has real meaning" and is basically the artificial government-created station scarcity in televi- sion which prevents the top hundred markets, where the bulk of our population lives, from having three, four or five facilities of approxi- mately equal competitive force."

MOTION PICTURE DAILY

Who’s Where

Last week these changes:

EDWIN S. FRIENDLY, JR. has been named general manager of Project 600 for CBS-TV, effective immediately, it is announced by HIN, manager of Mr. ROBERT S., exclusive vice-president in charge, network programs.

GUY DELLA CIPPO, who has been vice-president in charge network programs for CBS Rad in Hollywood, becomes director network programs for CBS Rad in Hollywood, the firm announces.

JACK RAYEL, formerly program director for CBS-TV, becomes CBS-TV executive producer on "Ford Star Jubilees" series.

HARRY ACKERMAN, current special projects director for CBS program department, will now develop for a time thing development of his own produc- tions for the network.

ROBERT B. HICKS, formerly with United Film and Recording St., has been named sales manager of National Televisi- tions, producers of films for TV, industry and education, firm announces.

VICTOR H. BIKEL and ALLE WALLACE are the two newest addi- tions to the sales development staff at National Televisi- tions, Inc., RAYMOND E. NEIS- SON, department director, an- nounced. Mr. Bikel and Mr. Wa- lice, both veterans in the film and broadcast industries, will work out of the organization's New York headquarters.

JOHN A. CHICHESTER has been named manager of the recently formed Du Mont Illinois, Inc., it is announced by PAUL A. HILL, president of Du Mont, subsidiary distributing corporation.

LAWRENCE A. LARSON and LEROY A. WALLACE have joined Allen B. Du Mont Laboratory, Inc., Clifton, N. J. as televised transmitter sales engineers, according to KENNETH F. PET- SON, sales manager of the depart- ment. Mr. Larson will be head quartered in Clifton and Mr. Wallace in Atlanta, Georgia.

The appointment of ROBERT NORCROSS as general credit manager of Allen B. Du Mont Lab- oratories, Inc. has been announced by DONOVAN H. TYSON, controller. In the newly-created post, Mr. Norcross will supervise credit functions in all divisions of the company.

BRADFORD SMITH, former Sunday Editor of the Long Island "Daily Press," has joined CBS TV's Press Information Depart- ment, New York, as copy edito- the department has announced.
HOLLYWOOD, U.S.A:

(MCA is handling the "On Trial" package, which Colette Young, Joseph Cotton and Larry Marcus, the writer, tied together under their own corporation. The half-hour film series, based on famous court cases, is being shot at Republic. Don Mankiewicz and Marcus will supervise the series. Young will produce and Joe Cotton will be host-narrator for the first 39 programs, starring in a minimum of ten.

IT'S being said the cost of animated commercials, ranging between $7,500 and $8,000 per minute has sponsors re-considering the use of live action pitches. The big advantage is a variety of commercials for the same price, and an opportunity to change the copy within the three-month period it takes to knock out one cartoon.

EDGAR BERGEN takes off for Gotham today to be feted by radio-TV executives on his 30th year as a top-liner.

The Nye-Davis Agency grabbed the spot held down by Hazel Bishop on "The Bob Crosby Show" and filled it with Wesson Oil, leaving the show still sold out across the CBS-TV board.

DESILU is preparing more "Tales of the Texas Rangers" to add to the 39 half hours already completed. Shooting is scheduled for later this month with Willard Parker and Harry Lauter continuing in the lead roles.

JACKSON WHEELER handled the kickoff to his New Theatre program from a hospital bed at Mount Sinai, where he underwent a knee operation. He did five minutes Monday at 11:45 p.m., the time of the show that will feature Screen Gems package of 104 Columbia pictures. Remote cameras were set up on the sixth floor of the hospital for the event. Looked like Jackson's version of "Medici." Steve "Dude" Martin will host the show until he returns to KTTV to take over again in two weeks.

CBS-TV has a hot pilot winging its way to the Madison Avenue executives titled "Probe." Wendell Corey stars in the half-hour series based on use of pathology in law enforcement. Peter R. Brown is scripting the program which was conceived by Allan Woods and Irving Taylor. Mel Epstein, former Paramount producer, now a CBS staffer, is producer.

—SAULM D. BERNs

The Show-Makers

Singing star Eddy Arnold will be spotlighted in a new series entitled, "The Eddy Arnold Show," which makes its debut Thursday, April 26, on ABC-TV. Originating "live" from the studios of KTTV in Spring Hill, Mo., the series will present songs of current popularity and folk music of the past and present.

Judith Evelyn stars in "Miss Victoria" on TV Readers Digest magazine Monday, April 30 on ABC-TV. The teleplay by David Evans is based on a "Reader's Digest" article by Patricia Strauss. The cast includes Rhys Williams, Noel Drayton, Anthony Eustrel, Helen Howey, Jean Byron and Keith McConnell.

Ralph Bellamy stars in "Sit Down with Death" on Climax Thursday, April 26 on CBS-TV. Written by William Irish and adapted for Climax! by James P. Cavanagh, the teleplay is directed by John Frankenheimer and produced by Edgar Peterson. William Lundigan is host.

David Niven stars in a murder drama "Teach and Go" on Four Star Playhouse Thursday, April 26 on CBS-TV at 9:30 EST. Written by Harold Sturges, it was directed by Robert Florey.

Vincent Price stars in, and hosts for, "The Mysterious Traveler," 39 half-hour TV films which the MCA-TV plan on showing one a week before the cameras in early May. Mr. Stevens will direct the series, based upon the former radio program of the same name.

Tony Bennett, the singing star, the DeMarco Sisters, Roger Ray, comedian, and Charles Castleman, violin virtuoso, all share the spotlight on "Stage Show" Saturday, April 28. Also present will be Tommy and Jimmy Dorsey and their combined orchestra and the June Taylor Dancers. Jack Phillips is executive producer of the series and Frank Setzen is the director.

Kate Smith will make her second appearance as a guest on the Ed Sullivan Show Sunday, April 29 on CBS-TV marking her 25th year on the show. Eric Arden, star of the CBS-TV comedy series, "Our Miss Brooks" is another featured guest. The program is produced by Mr. Sullivan and Marie Lasko. John Way is director-choreographer.

Deirdre O'cons has been signed to portray the part of Evie in "The Spider's Web" which Maurice Evans will present on NBC-TV's Hallmark Hall of Fame Sunday, May 6 in color and black-and-white.
SOCK IN ITS FIRST BREAK - R.K.O., NEW YORK

SET FOR LOEW'S KICKOFF DATES IN THE 32 KEYS!

BOOK IT NOW for your wad of wampum!

CARL KRUEGER presents

COMANCHE!

Starring DANA ANDREWS • Co-Starring KENT SMITH • Introducing LINDA CRISTAL

Cinemascope Color by De Luxe

THRU UA

"POTENT BOXOFFICE! A very good historical western! These shots... are MAGNIFICENT!"
Hollywood Reporter
Testimony

Ask Congress or Action on Pay-To-See

By J. A. OTTEN
WASHINGTON, April 23—Kreken for two proponents of subscription television—Skatron and Demeter—today asked Congress to authorize subscription television instantly.

Paul Rabouni, board chairman of the Fox Teleneter Corp., and (Continued on page 9)

Code Revision Study Today

From THE DAILY Bureau
WASHINGTON, April 23—Motion Picture Association president Eric Johnston has asked for temporary revision of the projection code.

Johnston has asked the three other (Continued on page 6)

Rasna Says Comedy Neglected Field

Comedy is the most neglected of fields and is difficult to produce as motion picture. This is the opinion of producer-director-writer Norman Krasna, who recently completed production on his Cinemascope romantic comedy, “The Ambassador’s Daughter.” For United Artists distribution. In producing comedies, the writer, director, producer must keep in mind (Continued on page 5)

Creation of 22-Acre Television City
In Mid-Manhattan Outlined by Stark

City Council president Abe Stark last night urged the creation of a 22 acre Television City on the West side of mid-Manhattan through industrial application of Title I of the National Housing Law.

Speaking at the annual dinner of the Industrial Designers’ Institute held at the Vanderbilt Hotel in Manhattan, president Stark said that the multi-million dollar television industry is too important to New York’s economy to be treated as an “industrial appendage” to any other redevelopment program. Previously—suggested plans, he said, have generally suffered from three basic weaknesses: 1) A failure to provide a suitable site in the heart of the city within easy access to the entertainment industry; 2) legal obstacles to the acquisition of land for private use; and 3) insufficient space for the horizontal-type operation needed by the major networks.

“Abide the unsolved dilemmas which caused the motion picture industry” (Continued on page 4)

UA in Jacksonville;
Byron Adams Mgr.

United Artists will open a new exchange office in Jacksonville, it was announced by James R. Velde, general sales manager.

The branch, which will facilitate service of UA’s expanding business in the Florida area, is scheduled to start operations this summer, bringing to 33 the total of UA exchanges in the United States and Canada.

Byron Adams, UA branch manager (Continued on page 4)

SSBC to Question Distributors on May 21;
Late Date Makes Action This Year Unlikely

From THE DAILY Bureau
WASHINGTON, April 23—The Senate Small Business Subcommittee investigating film industry trade practices today announced that it will hear testimony from distributor officials at an all-day session on Monday, May 21. Subcommittee officials set the date late today after conferring with committee chairman Humphrey (D., Minn.). They said they do not yet have the names of the distributor spokesmen who will testify, but assumed there would be about half a dozen.

The late date set to hear the distributor officials means that it will be very close to the end of the session before the subcommittee can write its report. This, in turn, means that there would be little chance for action this year on any subcommittee recommendations calling for Congressional attention.

Eric Johnston
Hails Quality Of ‘56 Films
In MPA Report

Says Line-up Shows Confidence in Future

The line-up of top quality product for 1956 was hailed as unprecedented, and as a testimony to the confidence of the industry in the future, by Eric Johnston, president of the Motion Picture Association of America, in his annual report, released here yesterday.

“There has been within my memory no year in which the new product promised so much for the at-home and for the industry as does 1956,” Johnston declared.

The annual report, which will be (Continued on page 6)

Sees Stronger
Foreign Market

The next 10 years will “be marked by further strong expansion” of the foreign field by American motion pictures, Eric Johnston, president of the Motion Picture Export Association of America, forecast in the 1955 MPEA annual report, released yesterday.

Referring to the past ten years, (Continued on page 6)

Para. Employment
Hits Peak at Studio

From THE DAILY Bureau
HOLLYWOOD, April 23—Employment at Paramount where six pictures are now in production has reached a peak of more than 2,700, highest total of persons working at (Continued on page 6)
PERSONAL MENTION

DORÉ SCHARY, M-G-M vice-president in charge of production, is scheduled to arrive in New York from the Coast on May 8.

LEO F. SAMUEL, president and general sales manager of Buena Vista Pictures, has returned to New York following a four-week trip through the South.

BERNARD G. KHANZIE, Stanley Warner-Cinemas vice-president, will leave here tomorrow for Mexico City.

TED O'SHEA, Magna Theatre Corp. vice-president and general sales manager, has returned to New York from Tulsa.

NORMAN ELSON, president of Guild Enterprises, will return to New York from Europe today aboard the "Liberte.

H. M. BESSEY, Altec Service Corp. executive vice-president, has returned to New York following an extended trip through the South.

SIR GEORGE BARNES, director of television for British Broadcasting Corp., will arrive in New York today aboard the "Liberte.

BERTITA HARDING, screen writer, returned to New York on Sunday from London via BOAC.

ALEEN BRENSON, of Brenon and Morgan Associates, has returned to New York from the Coast.

Funeral Rites Held
For MacArthur Here

More than 300 people from the entertainment and newspaper fields attended the funeral here yesterday for Charles MacArthur, who died Thursday in Los Angeles and who died Thursday in Los Angeles and was dean of the entertainment and newspaper fields and director, who died Saturday following a long illness. The funeral rites were held at the Campbell Funeral Chapel, 131st Street and Madison Avenue. Burial followed at Oak Hill Cemetery, Nyack, N. Y., where the deceased had lived with his wife, Helen Hayes.

MacArthur, born in Scranton, Nov. 5, 1895, entered the field of journalism after serving in World War I with the rank of lieutenant colonel. Co-author of several plays, including "The Front Page," "Miss Lulu Belle," and "Salvation," he joined M-G-M in 1931 as a writer and thereafter was author, producer and director of many features. In 1935, as co-producer with Ben...
In a brilliant premiere which rivalled for glitter and social eclat the "diamond horseshoe" opening night atmosphere of the Metropolitan Opera itself, "Madame Butterfly," I.F.E.'s Technicolor film version of the Puccini masterpiece, made its American bow before a distinguished first-night audience at the Baronet Theater last night. The swank opening was for the benefit of the Hospitalized Veterans Service of the Musicians Emergency Fund and brought out a host of notables from social, theatrical, musical and civic worlds. The film, representing a unique blending of Italo-Japanese film-making talents and techniques, featured leading Italian and Japanese performers enacting the principal parts with Italy's greatest operatic stars singing the immortal roles. Directed by Carmine Gallone, "Madame Butterfly" is a Rizzoli-Toho-Gallone Production and an I.F.E. Release.

Shown in the picture at the left, prior to last night's premiere, are, left to right: Spyros P. Skouras, president of 20th Century-Fox; Mrs. Skouras and Seymour Poe, executive vice-president of I.F.E. among the guests at the premiere were Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, and Mrs. Goldenson, here shown with Manny Reiner (left), general sales manager of I.F.E.

An international note was lent to the premiere by the presence of Italian and Japanese diplomats. From left to right are: Baron De Ferrari-Salzano, Consul-General of Italy; Baroness De Ferrari-Salzano; Hon. Jun Tsuchiya, Consul-General of Japan, and Madam Tsuchiya.
Arthur L. Mayer, promotion consultant to Paramount on "War and Peace," and Mrs. Mayer will appear at a luncheon-meeting of The Woman Pay Club today in a colloquy about the picture, the film industry and the Mayer's family life, at Sardi's Restaurant, here.

Aynol Arden has been appointed to handle choreography of the N. Y. Roxy Theatre stage attraction, replacing Dolores Pellet, who has resigned.

Jules V. Scherwin has been appointed vice-president in charge of creative production of Robert Davis Productions, New York producers. He was previously supervising producer for Sol Lesser and Douglas Fairbanks, Jr., and a director at CBS-TV.

T. L. Irwin has resigned from Paramount after 30 years in the company's branches in Detroit and Cleveland to join Buena Vista as auditor with headquarters in Cleveland. As a result, Cleveland branch manager Harry Bushbaum has made the following personnel changes: Irwin Sears named as sales manager in Cleveland office to be booker. Helen Thoma goes from secretary to booker and Lillian Ack, cashier, will take on the added duties of office manager.

H. F. MacManus, who last week announced his resignation from Co- Operating Theaters of Ohio to become general manager of three drive-ins near Toledo, will be given a testimonial dinner by his industry friends on May 14 in Cleveland.

David Miller, assistant manager of the Bijou Theatre, Springfield, Mass., has been promoted to manager of the Arch St. Theatre, New Britain, Conn., by Peralos Theatre Associates.

Moby Dick' Lectures Planned by Artist

American artist Gil Wilson has scheduled a 26-week, 52-city nationwide lecture tour and presentation of paintings based on Herman Melville's "Moby Dick" in conjunction with the motion picture version of the classic which will have its premiere on June 27 in New Bedford, Mass.

Visiting schools, communities groups and organizations, Wilson will illustrate his lectures by a selection of color slides made from his 300 "Moby Dick" paintings which describe Melville's fight with the white whale. The tour is being arranged for Wilson by Warner Bros. and the Melville Society.

New York 'Television City'

(Continued from page 1)

industry to be lost to our city 30 years ago now threaten New York's leadership as the television capital of the world," Stark insisted. "In order to halt the exodus here, sooner or later we must provide the television industry with enough studio space for normal expansion, color television, educational TV, specials and commercial displays.

Television City would combine all programming, studio, office, garage and storage space, with separate facilities made available to each network participating in the development.

Points to CBS, NBC

The Council president stressed the seamless diffusion of existing television activities. As a result of the absence of a centralized location, CBS now conducts its television groups in 19 different studios and NBC is compelled to use 16 different sites. One major network has estimated that it could effectuate a saving of $2,000,000 a year by combining its TV activity under one roof.

The high cost of land in mid-Manhattan coupled with legal difficulties in acquiring title to an area of substantial size, have prevented centralization thus far. This problem, Stark pointed out, could be solved by the purchase of the existing Title I law which permits public acquisition of land and subsequent resale to a private developer at a considerable saving.

Sees Wide Advantages

Stressing the economic value of the bronzed metal industry in the City of New York, Stark emphasized that their regular payroll, exclusive of related industries, now totals approximately $100,000,000 a year.

The construction of a Television Center would also provide indirect benefits to countless other firms, such as advertising agencies, the building trades, suppliers, distributors, manufacturers and allied service industries.

As a city within a city, the Center would provide comprehensive facilities for broadcasting, filming, recording, set construction, costume design, and all related activities essential to the industry.

Robson's 'Hut' for M-G-M Distribution

Plans to produce "The Little Hut," which is to be financed and released by Loew's, Inc., were announced yesterday by Mark Robson, co-producer and director, at a luncheon prior to his departure to London.

Robson said that F. Hugh Herbert will be the co-producer as well as write the screen play adaptation of the French stage play by Andre Roussin, an English version of which was written by Nancy Mitford. The Robson and Herbert independent company, Robson added, made a deal with Loew's for completion financing and distribution. Under the arrangement, Robson explained, Loew's and the independent company will share the profits 50-50 after distribution costs are deducted. He called Loew's entry into the independent field a "healthy" development for the company, contending that independents "are going new "blood and vitality."

Shooting on the picture, which will star Ava Gardner, Stewart Grainger and David Niven, will begin sometime between June 15 and July 1 in London.

Omaha, Des Moines

NTS Offices to K.C.

KANSAS CITY, April 23—National Theatre Supply Co.'s branches in Omaha and Des Moines are to be consolidated with the Kansas City office. W. R. Dans, former manager at Des Moines, will maintain a service office there. Glen K. Skipper of the Des Moines office will be general manager for National and for Walt Disney pictures in the Iowa and Nebraska territories.

UPA Will Have U.K.

Producing Company

LONDON, April 23.—Arrived here on a two-weeks' visit, United Production of America president Stephen Bosustow with Ernest Scallon announced plans for the formation of a British TV producing company, U.P.A. Pictures Ltd.

Bosustow told newsmen that in the initial stages of the operation he would bring here key production personnel from his New York organisation. The work involved demanded extensive technical training, he said. U.P.A.'s London division would start off as a sales office, the plan is to build up the division on the lines of the parent organisation in New York. He plans attending the Cannes Festival before returning to New York, but Scallon will be back here immediately after the Festival.

AA to Produce 7

Films in 4 Months

HOLLYWOOD, April 23.—Allied Artists will launch seven films, which represent a multi-million dollar investment, during the next four months, executive producer Walter Mirisch announced here today.

The seven films include five in CinemaScope and are in addition to "Norte Dame of Paris," which commenced production last week.


SDG Nominates Four

As 'Best Directors'

From THE DAILY Bureau

HOLLYWOOD, April 23.—The Screen Directors Guild has nominated four directors for best direction in pictures circulated during the first quarter. They are Paul Robeson, for "Alexander The Great"; Henry King, for "Carousel"; Roy Rowland, for "Meet Me in L. Vegas," and Alfred Hitchcock, for "The Trouble with Harry."}

Jacksonville

(Continued from page 1)

in Atlanta since 1951, will be transferred to head the Jacksonville exchange. He was formerly Charlotte branch manager.

Bill Hames, who managed the Dallas branch until his resignation in 1954 to go into private business, will manage the Atlanta exchange. Hames has previously served as branch manager in Indianapolis.

United Artists has maintained a booking office in Jacksonville for the past three years. The exchange will be located in new quarters. It will be attached to the Southern district under the supervision of Eastern Southern division manager Milton Cohen and Southern district manager George Paul.

Silverstein Post

(Continued from page 1)

into Silverstein's headquarters in New York. Prior to this new alignment he was employed by Loew International, in charge of distribution for Central and South America.

EKC Quarterly Net

Sets a New Record

ROCHESTER, Apr. 23.—First quarter sales and earnings of Eastern Kodak Co. were better than in any previous first quarter, it was reported yesterday by Thomas J. Hargrave, chairman, and Albert K. Chapman, president.

Consolidated sales of the company United States establishments for the 12-week period ending March 31, 1956, were $154,744,604, up four per cent over the $149,174,688 for the corresponding 1955 period.

Net earnings after taxes for the quarter were $16,998,185, an increase of 15 per cent over the $14,703,649 earned in the first quarter of 1955.

The previous first quarter high in sales and earnings was set in 1956.

Sharit Killed by Car

SEATTLE, April 23.—William Sharit, 56, head of Favorite Picture here and a former manager of the United Artists and Eagle Lion, changes in Cleveland, was killed by a car, he was a downtown street.
Krasna

(Continued from page 1) many factors—audience reactions, the overseas market, merchandising, to name a few, and it is a big gamble," Krasna stated.

The different points of view in interpreting comic and gag dialogue is another important fact which makes the French pictures, such as those in "The Ambassador's Daughter," big risks, he said, citing several examples in which dialogue could be misinterpreted. "Comedy is a lone assignment and most difficult to produce successfully," Krasna stated, adding that he is hopeful that his latest one would be "successful and live up to expectations."

Favors Production in France
Commenting on production abroad, since he produced "The Ambassador's Daughter" in France, Krasna said that the American industry "should encourage overseas production in that country because the French are great producers." He also said that certain elements in the U.S. industry should stop yelling about runaway production "when a producer goes to France and finds that there are no studios, just real estate which the producer rents prior to bringing in the equipment necessary to produce."

Jacks Backs U.A. on Rejected 'Kiss' Ad
Robert L. Jacks, producer of "A Kiss Before Dying," has sharply criticized the Motion Picture Association of America for refusing to approve a book for the film. United artists because of the use of the word "important" as the title.

United Artists has rejected the demand by the MPA that the copy "A Kiss," as spoken by an unmarried college girl portrayed by brave Woodward, be changed to "I'm in trouble."

In backing the firm stand taken by A and its vice-president Max Bernstein, Jacks declared: "The motion picture industry too often has been accused of misuse advertising in publicizing pictures. Now we're trying to be completely honest and are told that we aren't."

"A Kiss Before Dying" was a bestselling novel by Ira Levin. The plot revolves around a college girl who becomes pregnant out of wedlock. Naturally we used the same theme in transferring it to the screen. Since we were allowed by the Johnstone offer to use phrase, "I'm pregnant" the picture, it is ridiculous not to be able to use it in the advertising. The film has received the Production Code seal," Jack said.

"We have been inundation of charges false," he added.

Jules Bernstein Dies
CHICAGO, April 23.—Jules Bern- ein, stage manager and chief elec- tion for Balaban & Katz for more than 30 years, died here.

Congressional Action on Toll-TV Is Urged

Pay-TV Would Hurt Theatres: Landis
WASHINGTON, April 23.—Skatron special counsel James Landis admitted today that the authorization of subscription television would hurt motion picture theatre revenues.

He told the Senate Commerce Committee that toll-TV would "cut in the amusement dollar" and that it's greatest cut out of the share now going to motion picture theatres. Motion pictures, he said, would be toll-TV's "best fare," because they are "always there, always available and a stable source of program material."

Zenith—and that if the Commission should set up standards for toll-TV transmission, all three should be able to meet those standards.

Landis estimated it would cost the companies about $450,000 to purchase and install a Skatron decoder for his television set—and if a high UHF an- nounced were also necessary. He said that the cost of the programs would cost the viewer from 23 cents to two dollars a program. He predicted that within nine months after its authorization, Skatron would have 100,000,000 viewers, and that in "an area like New York City," he should have up to 2,000,000 viewers within two years after authorization.

Decoder and Box, $30 and $80

Raibourn also estimated a $2 top for Telemeter's toll TV programs, and said he thought installation of the decoder and decoder would cost between $30 and $80.

He also noted that a program that would run from one to two hours could be seen for $1, and that the Wolford noted 20 viewing hours for from $4 to $10 a month.

Assuming that 25 per cent of the television sets in the country, and install pay-TV by 1960 and spend an average of $1 a week on programs, Raibourn said, the aggregate revenue would be about $600,000,000. If 90 per cent of the television households have installed it by that time, he went on, the revenue would be $5,000,000,000.

Negros Mass Audience
Raibourn maintained that toll-TV programs would be geared to a specialized audience, and not the mass audience to which commercial television now caters. Toll-TV would bring many "fine, high-calibre programs," he said, drawing them from Chamber orchestras, opera, sports and educational groups.

"Current motion pictures of high quality" would be among the most important types of entertainment to be carried on toll TV, he said. These could be presented on TV at a price range of from 25 to 40 cents for an average picture, 30 to 60 cents for a Class A feature, and 55 cents to $1.20 for an "exceptionally expensive" picture.

Raibourn was accompanied on the stand by another Telemeter official, Paul C. McNair, and the commit- tee that organized baseball management is "all in favor" of subscription television. "Baseball has been crippled by television," McNamara said, pointing out that the 22 leagues hadn't started this year.

Hits NARTB, Web, AT&T

Raibourn attacked the networks, the National Association of Radio and Television Broadcasters, and the American Telephone and Telegraph Co. "The committee should reaffirm and make clear," he said, that network organizations are subject to anti-monopoly laws just as other American businesses are. He said he opposed the licensing of networks because this might give "further insula- tion from competition and give them possibly immunity to continue the present restraints," which he urged. Raibourn said, toll television is to have a fair opportunity to develop.

He declared he could not under- stand the NARTB's opposition to toll TV, and accused it of "not representing the best interests of the stations or the public." He asked the committee, in cooperation with the FCC, to "take appropriate measures" to require A. T. and T. to "expand and improve interconnected trans- mission facilities and offer them all seeking their use at tariffs which are reasonable and non-discrimina- tory."

Says More Stations Likely

A final witness, Ray Koth, told the committee that additional television stations could be established if toll- TV were authorized. Koth explained how networks are using their revenue by using subscription television programs. Koth was the operator of an Allentown, Pa., UHF television station which went off the air a year ago. Before going off the air he petitioned the FCC to authorize a trial of subscription television in order to show public acceptance of the medium. The Commission turned down the station's request.

Michael Barry, 80
KANSAS CITY, April 23.—Michael Barry, one-time partner in Blackstone Amusement Co., died here. Kansas City theatres in which he had owned interests were the Uptown, Isis, Warwick, Apollo, Rockhill, Lin- wood, Gillham and Roanoke. He was 80 years old.
Johnston Hails Film Quality Market Abroad

(Continued from page 1)

Johnston said that they have been good years for American motion pictures in the overseas market, with 1955 a record high, according to the MPEA report. "This income received from overseas, supplementing domestic revenues, has made it possible for Hollywood to cope with the great increased costs of producing the high quality 'new look' now enjoyed by such great popularity in the United States and throughout the World," he report stated.

Johnston stressed that the great progress of the American film industry overseas is "firmly based also its contributions to the economies nations throughout the free world."

The MPEA president also noted that the future of the American motion picture industry is geared to the trade policies of the U.S. "If we have matters, or a failure to continue the legalization of past years, will have adverse consequences for this industry."

Speaking to the subject of foreign film imports to the U.S. the MPEA report stated that "In recent years playing time and gross business for foreign films in U.S. theatres has been markedly increasing."

Four territories, Denmark, Spain, Turkey and Greece, were listed areas with unresolved serious problems at year's end.

Poor Heads Mutual

John B. Poor yesterday was elected president of the Mutual Broadcasters System by the board of directors, which also named Thomas F. O'Neill as chairman.

Cites Short Subjects Decline in 10 Years

Production of short subjects has declined in 10 years from the peak 549 subjects in 1940 to 334 subject in 1955, as the annual report of the Motion Picture Association of America stated.

The reduction of the short subject market was blamed on the weakness of the double-bill programs. "But with longer films shown for release in the coming year, the report continued, "perhaps the sales may take once again its place in theatre programs and a short subject will again come into its own."

PC A Approved More Pictures by MPA

Companies in 1955

A greater number of features from member companies of the Motion Picture Association of America were approved by the Federal Trade Commission's Code Administration in 1955 as compared to 1954, it was disclosed in the MPA's annual report, released here yesterday.

Back to 1945

The report, containing a statistical analysis of the number of films approved by the PCA from 1945 to 1955, reflected the hike in production by the then 10-member MPA companies, and independent releasing through them. In 1955, 210 features from member companies were approved by the PCA, as compared to 187 in 1954, and against 230 in 1945, considered one of the lushest years of the industry.

However, in 1945 there were 125 features from non-member MPA companies receiving PCA approval, as compared to 31 in 1955, indicative of the growing number of independents releasing through major companies.

The total number of features approved by the PCA, taking in the domestic and foreign films, member and non-member companies, were 305 in 1955, compared to 303 in 1954 and 360 in 1945. The 1945 total contained one reissue, it was noted.

United Artists Included

United Artists, which resigned its MPA membership effective Jan. 6, 1956, according to the report, made up the group of member companies in the statistical analysis which dealt with the period through 1955.

The increase in the number of foreign films handled by member-MPA companies also was reflected in the analysis. The PCA in 1955 approved 45 foreign features handled by member companies, against 41 in 1954 and 14 in 1945.

Blank to Visit London

LONDON, April 23,—Theatre Owners of America president Myron Blank is expected to arrive here on May 6. He will address the meeting of the Cinema Luncheon Club on May 9 and follow this with informal talks with leading exhibitors. He had been invited to attend, and CILC general convention May 27-31, but his schedule did not permit him to accept.

Duty-Free Exhibits Get Senate Nod

From THE DAILY Record

WASHINGTON, April 23—The Senate Finance Committee approved House-passed bills allowing duty-free importation of articles to be exhibited at the theatre equipment-supply trade show in New York City this fall and at the International Photographic exposition to be held in Washington next spring.

(Continued from page 1)

Note Increase in Ad Revisions by Code

A slight increase in the percentage of advertising and publicity items either approved or revised by the Advertising Code Administration in 1955 as compared to 1954 was noted in the annual report of the Motion Picture Association of America, released here yesterday.

In 1955, the report stated a total of 159,060 advertising and publicity items were submitted to the ACA, 4,668 of which were either rejected or revised, as compared to 129,239 submitted in 1954 and 2,775 rejected or revised in 1954. For the period of all advertising and publicity items approved or revised in 1955 was 25.5 percent for 1955 against 21.5 percent for the preceding year. "As in the past," the report continued, "the vast majority of these were corrected and approved."
Announces Price Reductions

**TODD-AO Refinements Fill Need For Standardization: Skouras**

By MURRAY HOROWITZ

Further refinements in the TODD-AO process, as well as a reduction in the price of the all-purpose TODD-AO projector, were announced here yesterday by George P. Skouras, president of Magna Theatres Corp., at a press luncheon.

The completion of the scientific development of the TODD-AO compatible exhibition equipment now makes standardization of exhibition equipment possible, Skouras maintained. The Magna president, who recently returned from Europe, also announced that "Oklahoma!" in the TODD-AO version would open some time after August in Paris, Rome, Milan, Berlin and possibly Dusseldorf.

Skouras listed the following developments which "perfected" the process:

- The new TODD-AO camera which can use 65mm. TODD-AO film, Cine-

(Continued on page 7)

**Plans Completed for 'U' Global Meeting**

Plans have been completed for the Universal International 1956 global conference which gets underway in Hollywood on May 7 with 72 delegates representing 55 countries, U.S. foreign, domestic and studio executives.

An extensive program has been devised for the five-day Hollywood conference, the first in U-I's history, to familiarize the overseas delegates with all phases of company policy, opera-

(Continued on page 7)

**Loew 16-Week Net:**$1,641,682

Loew's, Inc., and subsidiaries, including theatre subsidiaries, report for the 16-week period ended March 15, consolidated net profit after taxes of $1,641,682, equivalent to 31 cents per share, compared with $1,763,102, or 34 cents per share in the corresponding period of the previous year.

Gross sales and operating revenues for this period amounted to $52,837,000, compared with $52,613,000, for same period of the previous year.

Net profit for the 28 weeks ended

(Continued on page 7)

**Self-Regulatory Unit To Meet Here May 15**

The self-regulatory committee of the Motion Picture Association of America held a short exploratory meeting here today following the MPAA board of directors session.

It was agreed that the committee would meet again here on May 15.
JAMES R. VELDE, general sales manager of United Artists, is in Philadelphia today from here.

THOMAS F. O’NEIL, chairman of the board of RKO Radio Pictures, has arrived in Hollywood from New York. He will return here on Friday.

SANFORD W. WEINER, general sales manager of Continental Distributing, left New York yesterday for Chicago and Cleveland.

SEYMOUR SCHUSSEL, eastern division manager for I.F.E. Releasing Corp., is in Washington from here.

JOHN C. FLINT, Allied Artists advertising and publicity director, has arrived in New York from the Coast.

J. J. CORN, M-G-M studio executive, will leave here today for London.

JOHNNY DARR, of Technicolor, has left New York for London via B.O.A.C.

WILLIAM WYLER is in New York from Hollywood.

WILLIAM PERLBERG is en route to Europe from here.

Rudich Named Asst. UA Publicity Mgr.

The appointment of Nat Rudich as assistant publicity manager of United Artists was announced yesterday by Roger H. Lewis, national director of advertising and publicity, and publicity manager Mott Nathanson in the national supervision of the Public Affairs program for the motion picture industry.

Prior to joining UA, Rudich served as radio-TV contact, will work under publicity manager Mott Nathanson in the national supervision of the Motion Picture Association of America, which includes newspaper, radio, television and syndicate planning and production.

AT THE CINEMA LODGE, B’nai Brith President’s Luncheon at the Hotel Sheraton Astor yesterday are newly-installed president Robert K. Shapiro, managing director of the New York Paramount Theatre, Jacob J. Javits, Attorney General of the State of New York, the principal speaker; luncheon chairman Robert M. Welman, vice-president of program development for CBS Television, and retiring president Max E. Youngstein, vice-president of United Artists.

Lodge Goal: 1,000 Members

The goal of Cinema Lodge B’nai Brith is to raise its membership to 1,000 in the coming year, retiring Lodge president Max Youngstein declared at the “president’s luncheon” at the Sheraton Hotel here yesterday when the new officers of the Lodge, headed by president Robert K. Shapiro, were introduced.

Youngstein was presented with a piece of luggage, honoring his service as president, by Harry Brandt. He also received a citation from the Metropolitan Council of B’nai Brith and a citation from Sammy Davis, Jr., for his efforts in behalf of the Jewish National Home for Aesthetic Children.

Martin Levine, past president of Cinema, was also presented with a plaque for his part in making the New York premiere of “Alexander the Great” a successful fund-raising event for the national B’nai Brith agencies.

Goldwyn Donates 4 To Museum Here

As a donation to the New York Museum of Modern Art film library, Mr. and Mrs. Samuel Goldwyn have presented four of Goldwyn’s more important productions. The pictures were “Stella Dallas” (1925), “Night of Love” (1927), “Wuthering Heights” (1937) and “The Little Foxes” (1941). The formal presentation was made at a reception at the museum. President William A. M. Burden accepted the gifts.

Cohen, Miss Moore, Starr at V.C. Lunch

Myron Cohen will be toastmaster at the regular luncheon on Friday at Toots Shor’s of Tent No. 35, Variety Clubs International.

Guests will include Cleo Moore, Columbia star, and Martin Starr, TV radio commentator, who has been designated “Mr. Variety of 1956,” with special duties for the International convention here next month.

SPG Pact Provides For $10 Wage Hike

The membership of the Screen Publicists Guild (District 65) met here last night to vote on a new two-year pact covering advertising, publicity and exploitation personnel at Columbia, 20th Century-Fox, Warner Brothers and Universal Pictures.

The two-year agreement, which was recommended to the membership, would expire in April, 1956, and will cover some 140 persons at these four companies. The contract provides for an average $10 weekly wage increase, an average $5 increase in minimums, three-week vacations after 15 years, reductions in tolerances at 20th-Fox and Universal, and adjustment of some individual wages.

Under the general wage increase provision, the SPG negotiating committee recommended that publicists earning up to $100 receive $8; up to $135, $9; up to $175, $10, and over $175, $11.

Contract negotiations will open today for publicists at United Artists and tomorrow at M-G-M, the other two companies at which the SPG holds bargaining agreement.

Allied of N.J. Defer Tax Relief Support Waits Allied Action

BY LESTER DINOFF

Allied Theatre Owners of N.J. still is in favor of a repeal of the state’s general admission taxes but is deferring its support of a tax repeal program by the state organization, Sydney Stern, Allied president, declared here yesterday.

Stern, following a membership meeting of the exhibition group at famous Kitchen Restaurant, also closed the door to the C.O.R. (Creative Organizations of Religious) endorsement of a resolution that arts be a two-way street and that all arts be all-inclusive.

Likes Quaker Oats Tieup

Stern said New Jersey Allied is interested in the Quaker Oats-M-G-M tie-up for its efforts on behalf of the industry with its Quaker Oats tie-up. However, ATONJ gested that M-G-M confer with branches of exhibition "and not the grocers" in making future tie-ups. Stern added that ATONJ also supported Quaker Oats tie-up in favor of an all-industry parade as proposed by Abram F. Myers, natv Allied’s board chairman and general counsel. He said that "our members don’t know why distributors or representatives refuse to sit down and discuss problems of mutual interest with their customers."

Pathé Names Mille Technicolor Directs

Arthur J. Miller, pioneer in developing wide-screen motion picture film and processes, has been named president of Pathécolor, Inc., a new subsidiary of Pathé Labs now entering the summer color film processing market. Before coming with Pathé Labs, Miller was vice president and American Pathé Company’s motion picture print department.

"Shaposhnik of the East" for your Screening!

Three Channel interlock projection
16, 17.5 & 35 mm tape interlock
16 mm interlock projection

MOVIELAB THEATRE SERVICE, INC.
150 South LaSalle Street, Chicago, Illinois
THEatrical PICTURES, THEatrical NEWS
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Motion Picture Industry
When we showed "THE CATERED AFFAIR" in a New York neighborhood theatre exhibitors said: "If only showmen throughout the nation could be here to witness the electrifying response!" The audience applauded, cried, laughed and just plain loved it. The Film Research Surveys poll equalled famed "Blackboard Jungle." That's why we're showing it in Exchange cities nationwide. Seeing is believing. Circuit heads, bring your Managers. Local press and opinion makers will be there too.

One of the many Big Ones from M-G-M, The Hottest Company!

Starring BETTE DAVIS
ERNEST BORGnine
DEBBIE REYNOLDS
BARRY FITZGERALD

Screen Play by GORE VIDAL • From A Play by PADDY CHAYEFSKY
Directed by RICHARD BROOKS • Produced by SAM ZIMBALIST

(Available in Perspecta Stereophonic or 1-Channel Sound)
TV Hearing

(Continued from page 1)
available to the public," Edwin C. Johnson, former Democratic senator from Colorado and now governor, told the committee. Johnson, speaking for Zenith Radio Corp., did not appear in person, but the statement was read into the record by commit-
tee counsel Kenneth Cox.

Cohn to Be Heard Today
Johnson's statement opened the second day of the committee's hearing on subscription television as it relates to improving nationwide television service. Zenith Radio Corp. and other proponents of subscription television also testified today. Tomorrow opponents of the system will take the stand, with Marcus Cohn, attorney for the committee against toll television, scheduled to be first.

Subscription television on a limited basis would better serve the public, he continued, "and practically every major problem which has been discu-
sioned before the FCC in the last few months would be eliminated." He said the public would be better off having 85 per cent of their programs broadcast free with 15 per cent of the broadcasters having to have no television service at all.

Johnson argued that the commis-
sion has legal authority to authorize subscription television, and that no further legislation is required. He asked the committee to make clear to the FCC that "the present financial distress of the television industry and the inadequacies in terms of a competitive system" make it impera-
tive that the commission "lift immediate action" to "lift all artificial restrictions" which prevent the indus-
try from obtaining the relief subscription television could give.

Says 'Not More Than 6 Markets'
W. Theodore Pierson, Zenith counsel, testified that if subscription television were authorized, "it would be well to the end of a period of two years before even one market was established by a subscription television operator." Pierson said he "conceives of more than six markets" operating with subscription television in the immediate two years after its authorization.

Senator Pastore (D., R. L.), presiding over the hearing in the absence of committee chairman Magnuson (D., Wash.), questioned Pierson intensively on whether any subscription agency would regulate the fees charged to the public by subscription television broadcasters. Pierson replied that there would be no toll TV experience on which to base any possible regulation and that experience in the field would be gathered slowly over a period of years.

Will Seek Station Permits
Lou Poller of Television Exhibitors, Inc., told the committee that his group would shortly apply to the FCC for permission to build and operate a number of television stations in several cities in order to transmit subscription television programs. The stations would operate on the UHF band for at least five years, he said. They would not take anything away from existing television services in the areas where they would operate, but would be an additional service.

Pastore questioned fee regulation here, also, and asked if the system envisaged by Poller didn't have "the substance of monopoly?" Poller replied that competition with other subscription television broadcasters would rule out any possible monopoly.

Charles Carley, dean of the Undergraduate Division of the University of Illinois, said the authorization of subscription television would bring in revenues which would enable colleges and universities to conduct grad-
uate and extension course on their educational television stations.

A statement by Ralph Bellamy, President of Actors' Equity Associa-
tion, was put into the record, main-
taining that the authorization of sub-
scription television would give needed additional employment to actors, and that his organization was opposed to those working on the legitimate stage. Bellamy, like Johnson, appeared for Zenith.

Unidentified Flying Objects
Greene-Rousse—United Artists

Hollywood, April 24

This nation's official and secret investigations of phenomena loosely termed "flying saucers," from 1947 to now, are documented expertly, in extreme detail, and with many close-in individuals portraying themselves, in Greene-Rousse Productions' 91-minute science-fiction film named for its recently muddled but appropriately titled term, "flying saucers." Included as basic material in its straightforward presentation of investigative procedures, policies and problems, in calendar succession, are the only two motion picture recordings of "flying saucers" (correct term "unknowns") ever made. And at the picture's end these film strips, returned to their owners after years of government analysis and study, and obtained by Greene-Rousse from those owners, are re-run, in various enlargements, with stop shots for close examination, so that earnest students of UFO (as they're grouped in official language) may inspect them at critical convenience.

Although many circumstances may be expected to bear upon such response to any projection so far from fictional precedents as this one is, there is solid ground for confidence that its manifest validity and freedom from sensationalism will earn gratifying grosses.

One film strip accredited by authorities as authentic beyond question was made by Navy Chief Photographer Delbert C. Newhouse while motoring through Utah on vacation, becoming his personal property by that circumstance and being returned to him after his retirement from service and the completion of its study by Washington experts. The other likewise authenticated film strip was shot by private citizen Nicholas Mariana at Great Falls, Mont. Copyright to them, they are the only ones. Even more interesting in some respects is the film's disclosure that 14 UFO's were sighted over Washington, D. C. July 20 and 27, 1952, both by radar and by pilots sent up to investigate. This extended sequence builds solid suspense despite the film's totally factual nature. The production by Clarence Greene is among the best documentary-type undertakings in industry history. Winston Jones' direction and the script by Francis Martin are excellent.

Running time, 91 minutes. General classification. No release date set.

WILLIAM R. WEAVER

Danish Pact Signed, Then Repudiated

The Danish impasse seemed solved here yesterday with the return of Griffith Johnson, Motion Picture Ex-
port Association vice-president, but as the day progressed, the situation re-
turned to its former status.

Johnson, upon his arrival here from Denmark reported that Danish negotiators, representing the Danish exhibitor's group of directors, had agreed to free negotiability of all American pictures. In the early af-
fternoon, Johnson was advised that the negotiators signed agreement had been approved by the board. But a few hours later, it was cabled that exhibitor members of the Danish group repudiated the action of the board.

It is understood that the American film embargo will continue until a settlement is reached.

Youngstein to Europe

Max E. Youngstein, vice-president of United Artists, will fly to Europe tomorrow to conduct a series of con-
ferences in Paris, Rome and Madrid.

MPAA Approves

(Continued from page 1)

MPAA contributed $50,000 in ma-
ing funds to COMPO.

At yesterday's meeting, also heard a report on Senate Small Business Subcommi-

nitting on its part, MPAA's legal committee, commissi-
in the creation of a new 

the entire industry. The meeting of the com-

will be attended by some sales ma-

is to decide on a successor to Ralph Lichtman, representing the film industry, for the past 14 years.

The meeting which, will be held in Washington next week, will be held in Washington, and is now standard for the film industry. The meeting, which will be held in Washington next week, was held in the future, is expected, to reveal the participation of film companies in COMPO for the next fiscal year. The meeting, which will be held in Washington next week, was held in the future, is expected, to reveal the participation of film companies in COMPO for the next fiscal year. The meeting, which will be held in Washin-

gton next week, was held in the future, is expected, to reveal the participation of film companies in COMPO for the next fiscal year.

MPAA approves an additional $50,000 in matching funds to COMPO.

To Boost Eastman's Shares to 40 Million

ROCHESTER, N. Y., April 2—Shareholders of Eastman Kodak at their annual meeting today Wednesday, N. J., voted to put the company to increase the authorized number of common stock 40,000,000. The number of authorized common shares previously was 300,000, of which 18,577,269 were issued and outstanding.

As announced earlier, the company has no present intention of issuing shares, or distributing the additional 40,000,000 shares of common stock. Re-elected as directors for three

the following were: James F. Bell, president of General Mills, Inc.; Charles Flint, consultant to the Kodak Com-


corporate officers. While W. C. Price, chairman of the board, and J. L. Bentz, president and general manager of Kodak company.

Officers, Directors

Of MPA Reelected

At Quarterly Meet

The board of directors of the Motion Picture Association of America voted yesterday unanimously re-elected all incumbent officers.

Those re-elected were Eric Jef-
mans, president; Ralph Heitzel, Ken-


Monday.

TOMORROW: Flying saucers

would be used by a well-known company.

On this page

the former page

Mr. Cohn, the former senator, said that the

the FCC, the commission,

the government, the

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the
THE PATRONS AND PRAISES
will go to
"THE PROUD AND PROFANE"

REASON #3

STARRING
DEBORAH KERR

in her most alluring and dramatically stunning performance since "From Here To Eternity"

...coming in the big boxoffice months ahead from PARAMOUNT
Blumenstock

(Continued from page 1)

will be formed after returning to California.

The company's announcement made no mention of a successor to Blumenstock, who was given a new threeyear contract only recently. Presumably, no decision on the appointment has been made yet. Blumenstock's headquarters had been transferred to the studio from here about 10 years ago, and had been reestablished in New York only about two months ago.

Nat Lefton, 62, Dies;
Funeral in Cleveland

SARASOTA, Fla., April 24—Funeral services will be held Friday in Cleveland for Nat L. Lefton, 62, long-time Ohio distributor until his retirement some 10 years ago, who died in Sarasota Memorial Hospital yesterday.

Surviving are his wife, Emily; a daughter, Mrs. Natalie Perlmuter, and two sons, Benton and Gilbert.

‘War’ to Capitol

Paramount’s “War and Peace” will open at the Capitol Theatre here on Aug. 23, as it was reported here yesterday.

Concise and to the Point

The significant developments in television and their meaning...

Edited for Executives

Television Today

Right at the start of the week—through an interpretative new style of journalism — this concise report and analysis of the significant news and events keeps you posted quickly and easily.

Television Today

Published every Monday in conjunction with Motion Picture Daily

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(Continued from page 1)

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Television--Radio

By Perry Como

(Guest Columnist for Pinky Herman Who Is On Vacation)

I’LL steal an old vaudeville cliche and start out by saying, “A funny thing happened to me on the way to rehearsals today.” But it wasn't really funny—rather nice. A few youngsters were waiting outside the stage door of the TV theatre and when I signed their autograph books there were lots of shy giggles and stemmed thank-yous.

I mention this only as a segue into the remember when department. I'm feeling a little nostalgic. Some folks may have a notion that when you’re what is known as a “star” you can forget the past and imagine that you were always on top. It isn’t so. You never forget if you struggled, or how many doors you knocked on, or if you had your heart handed to you in little pieces, or even how many laughs you had on the way.

And one of the things I’ll never forget is how tongue-tied I’d get when I was introduced to a celebrity. In Canonsburg, Pa., where I was born, the star pitcher of the local soft ball team was a big wheel!

But the kids today have an ease and poise that’s gratifying. I consider them my friends; the ones who write me letters telling me that they liked (or didn’t like) a particular record, or one of our NBC television shows; the ones who come around to visit at the studio during rehearsals or after the show. I’ve seen some of them grow up—from adolescents to young ladies. Rather than make me feel like an aloof star, they help to make me feel like a guy they know, someone who entertains them, with whom they might criticize from time to time and whom they help by writing letters, keeping records and tuning into the show. Without them a “star” can’t shine.

One particular incident stays with me. A woman came to the studio one evening accompanied by her young daughter. She approached me and said, simply, “I’m so happy about the friendship between you and my daughter.” I had never met them before nor had they met me. But I knew what she meant and it’s the kind of a compliment and friendship that makes you feel important—more than money or a marquee sign.

Of course, there was a time that Perry Como thought he was a celebrity. I was playing a week’s engagement at a Pittsburgh theatre and it was my first really big time, big money personal appearance date. My father came to Pittsburgh for the opening show and we drove downtownd together. When we arrived at the theatre I pointed out the huge marquee with my name in lights, the pictures and flyers in the lobby and the long line that had formed. After the show, there was a crowd around the stage door and Pap and I finally got a cab back to the hotel. He hadn’t said a word, just kept nodding his head in acknowledgment. But I was feeling pretty important and since he wasn’t saying anything, I finally asked in desperation: “Well, what did you think of it?”

And he just smiled gently, nodded again and said: “Brava, brava!”

A rough translation might be, “That’s a good boy,” or the equivalent of a pat on the head. Suddenly I was still the kid who brought home a good school report and Pop would say then, as he did in Pittsburgh, “Brava, brava!”

That’s something I’ll never forget. In fact, when I got home to Canonsburg, I still get a kick out of meeting the local softball star.

Mo.-Kansas Allied

Convention May 8

KANSAS CITY, April 24.—Allied Independent Theatre Owners of Kansas-Missouri has scheduled its annual convention for May 8 at the Aladdin Hotel here. Benjamin N. Berger, president of North Central Allied, plans to attend. Officers will be elected.

Henry Stephenson

Dies at 85 in S.F.

SAN FRANCISCO, April 24—Henry Stephenson, 85, star of stage and screen for more than 50 years, died here today at St. Luke's Hospital. Stephenson entered the film field in the early days of the industry. He is survived by his wife, Dorothy, who is Ann Shoemaker, actress.

National

Pre-Selling

A FULL-COLOR page ad “Caby” appears in the April issue of “Life,” the creators of the adventures were able to capture the gay, satirizing, spring-like colors that are so prevalent in the French schools during the first part of the century. A pictorial review of Alfred Hitchcock’s “The Man Who Knew Too Much” appears in the same issue, pictures in “Life” transmit the spy terror and interest-provoking suspense found in the Hitchcock films.

Also in the same issue is a phis of Marlon Brando, who is almost indistinguishable in his makeup as”in “Teahouse of the August Moon,” now in production.

Louis Berg, “This Week” editor, gave a laudatory review of “Love and Lolipopa,” which will appear in the April 29 issue of “This Week.”

“Based on Susan Wilson’s novel, ‘The Man in the Gray Flannel Suit’ makes a screen story that is more forceful than the book,” reports “Look” in the May 1 issue. The viewer goes on to say, “Gregory Peck to best performance since Gentleman’s Agreement,” plays the go-white collar hero.” Interest-compounding production stills illustrate.”

Two striking color ads, one “Alexander the Great,” and the other on “The Man in the Gray Flannel Suit,” appear in the April issue of “Good Housekeeping.”

“Caby,” “It Happened One Night,” “The Bells,” and the Elks and “Miracle in the Rain” are commended to the 10 million readers of “Woman’s Home Companion” May issue.

“The Swan” is the recipient of a considerable assistance in the May 2 issue of “Seventeen.” A feature article titled “Blind Date for a Prince” summarizes the theme story and draws the parallel between star Gregory Peck’s real-life romance and screen story. Illustrating the article is a full-page portrait of Miss Kelly as “The Swan.”

Deborah Kerr, star of the “King and I” and “The Proud and the Dumb,” will be the cover girl on April 29 issue of “Parade.” In addition to the full-color cover, there is a interesting personality story in same issue in which Clark Gable quotes his saying “Deborah Kerr is one woman who made a success of being a lovely human being.”

The last installment of the Go Kelly (“Life of Swan” and “Willie Society”) story, written by Max Zolotow, will appear in the April issue of “American Weekly.”

WALTER HA
e Rochemont Films
ODD-AO Subject

The motion offering cost business capable process, has flat good production situation. It's fortunate Alfred n. ejected 21SS. rtment Feltman qnal, 1956.

Meeting

(Continued from page 1)

and long-range sales and projection plans for the foreign field. Alfred E. Daff, Universal Pictures active vice-president and president of the foreign subsidiary, Universal International Films, will preside at a conference while the sales meet-

Expansion Planned

In addition to Daff and Abaof, the S.A. contingent will be headed by ad chairman Nate J. Blumberg, president Milton R. Rackmil, vice-

In addition to Daff and Abaof, the S.A. contingent will be headed by ad chairman Nate J. Blumberg, president Milton R. Rackmil, vice-

Foreign Dept. Officials to Attend

Attending the U-I foreign department in New York will be Ben Cohn, Felix Sommer, Fortunat montan, Joseph Mazer and Irving iss.

Also included in the U.S.A. delega-

tion are Norman Gluck, Charles tonelli, Clark Ramsay, Jack Dila-

us-Trolley Strike

effects Milwaukee

MILWAUKEE, April 24—Milwa-

been has been without bus or street service for a week, with car pools filling people to and from work. The syt хоз stores report business off to 50 per cent. The downtown stores report business off to 25 cent. The Towne Theatre, how-

The Catered Affair

(Continued from page 1)

an extra push at the box-office, broadening the popular appeal, which, in turn, should be reflected in healthy receipts.

The off-casting of Bette Davis as the luckless, plain wife of taxi driver Borgnine, beset by seemingly never-ending problems, has paid off hand-

Loew's Net

(Continued from page 1)

March 15, amounted to $1,889,843 equivalent to 36 cents per share than $2,274,451 or 64 cents per share in the corresponding period for two previous years. Gross sales and operating revenues for this period amounted to $87,439,000 compared with $92,359,000 for the same period of the previous year. Figures are subject to year-end audit and adjust-

Arthur M. Loew, president, stated that the second quarter results represented an improvement in earnings over the first quarter of the current fiscal year.

In a letter to the stockholders ac-

The Monarch

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BRITISH OVERSEAS AIRWAYS CORPORATION

Reservations through your travel agent or call B.O.A.C. at 342 Madison Ave., New York 10, N. Y., or Tel. MU 7-9500
Allied Artists

proudly announces

that the long-run

VICTORIA THEATRE
NEW YORK

BORN YESTERDAY

THE MOON IS BLUE

THE MAN WITH THE GOLDEN ARM

has selected

Vincent M. Fennelly's production

CRIME IN THE STREETS

for

World Premiere Presentation

in May

Starring
JAMES WHITMORE · JOHN CASSAVETES · SAL MINEO

And Introducing
MARK RYDELL · DENISE ALEXANDRO

Co-starring

A VINCENT M. FENNELLY PRODUCTION · Directed by DONALD SIEGEL · Story and Screenplay by REGINALD ROSE · Music by FRANZ WAXMAN
President Also Dims Hope for Tax Relief in This Congress

From THE DAILY BUREAU
WASHINGTON, April 25.—President Eisenhower today added his voice to that of Treasury Secretary Humphrey in opposition to major tax cuts this year.

He told his press conference that as of now he is convinced it would not be in the best interests of the country to ask Congress for tax cuts this year.

The President implied that he would hold to this view even if the Federal surplus turns out to be much larger than the $200,000,000 estimated in January. It would be only prudent, he declared, to apply $1,000,000,000 or $1,500,000,000 to the national debt before cutting any tax.

A similar stand was taken by (Continued on page 7)

N.Y., Buffalo, Omaha Leading UA Drive

The first lap of United Artists fifth anniversary sales drive was completed this week, with New York, Buffalo and Omaha heading each of the three groups into which the company’s 33 branches have been divided.

The standings at this point of the 32-week campaign for collections, billings and playdates were announced by drive co-captains William J. Heineman, vice-president, and James R. Velde, general sales manager. The branches, split into groups of equal grossing potential, are competing for cash (Continued on page 7)

Protest Refusal of U.K. Tax Relief

From THE DAILY BUREAU
LONDON, April 25.—The management council of the Association of Independent Cinemas has recommended that its members withhold payment of their portion of the Eady levy as a protest against the refusal of the Chancellor of the Exchequer to grant any relief from the entertainment tax.

The action is subject to approval by the membership, which, it is claimed, represents 700 theatres.

Paul Benjamin Dies; Was NSS Executive

Special to THE DAILY
MIAMI, April 25.—Paul J. Benjamin, production manager of National Screen Service until his retirement a few years ago, died here today. He was 59.

Benjamin served as treasurer for AMPA for a seven-year period and (Continued on page 7)

For $15,000,000
20th-Fox Sets Up New Credit Arrangement

$8,000,000 Borrowed To Date from Banks

A new credit agreement by 20th Century-Fox with a group of banks for $15,000,000 was disclosed in the company’s annual report to stockholders, issued here yesterday, by president Spyros P. Skouras.

Thus far, the report stated, the company has borrowed a total of $8,000,000 under the new agreement, of which $2,000,000 was obtained this month. The agreement, dated Sept. 9, 1955, calls for a loan of $15,000,000, “all or any” (Continued on page 7)

AMPA Nominates Bader for 2nd Term

David A. Bader has been nominated to serve a second term as president of Associated Motion Picture Advertisers, which will conduct its annual election meeting May 8 in New York’s Piccadilly Hotel.

Other nominations submitted by the committee were: Vice-president, Blanche Livingston; secretary, Bob Montgomery; recording secretary. (Continued on page 7)

Council Ends Move To Boycott ‘Boone’

From THE DAILY BUREAU
HOLLYWOOD, April 25.—The AFL Film Council today announced the lifting of the nationwide boycott against the Gateway-Van Halen production, “Daniel Boone,” following commutation of new contracts with council-member guilds and unions and a promise to consult with the (Continued on page 7)

--end--
PERSONAL MENTION

Dr. JOHN C. FRAYNE, president of the Society of Motion Picture and Television Engineers, has arrived in New York from Hollywood.

MARY PRICE, secretary to MONT NATHANSON, United Artists publicity manager, will be married on Sunday at the Ambassador Hotel here to SAMUEL GREENBLATT.

CHARLES ROSMARIN, general sales manager at RKO Radio's Europe-Near East division, arrived in Paris yesterday from New York.

GEORGE P. SKOURAS, president of Magna Theatre Corp. and United Artists Theatre Circuit, has arrived in Hollywood from New York.

JACK GOETZ, sales administrator of Consolidated Film Industries, and Ted Haskin, laboratory superintendent, will leave Hollywood by plane today for New York.

CHARLES COHEN, Allied Artists Eastern assistant advertising-publicity manager, is in Washington from New York.

GEORGE ROTH, vice-president in charge of distribution for Trans-Lux Distributing Corp., will leave here on Monday for the Midwest.

JERRY SAGER, advertising and publicity director for B. S. Moss Theatres, has returned to New York from Florida.

JACK ELLIS, president of Ellis Films, is in Boston today from New York.

FORTUNAT BARONAT, Universal Pictures foreign department publicity director, is in Hollywood from here.

ALBERT BOYAR, public relations director of Transfilm, will leave here today for Chicago.

DR. C. R. DAILY, Paramount optical engineer, has arrived in New York from Hollywood.

TED RICHMOND, producer, will leave here on May 2 for London.

Man in the Vault
For RKO Release

RKO Radio Pictures will release the Wayne-Fellers Production, "Mao in the Vault," it was announced yesterday by Walter W. Broson, vice-president.

TV to Highlight Half Of SMPTE Session

More than 1,000 motion picture and television technicians and engineers are expected to attend the 79th semi-annual convention of the Society of Motion Picture and Television Engineers which will open at the New York Statler Hotel on Monday. Television will play an important part in the meeting with half of the 20 technical sessions devoted exclusively to TV subjects.

New developments in motion picture and television equipment, designed to improve quality, yet reduce costs, will be featured in more than 35 exhibits in the Penn Top area of the Statler. Among the equipment to be exhibited to the trade for the first time will be a 16mm projector with interchangeable optical and magnetic sound mechanisms and separate magnetic sound unit for recording and playback on sprocketed tape.

New Camera to Be Shown

Another development to be exhibited is a combination 16mm-8mm process camera for both animation and optical printer work.

Technical sessions will begin on Monday morning and will continue through Friday afternoon. A ball will be held in the Skytop Room of the Statler, the Moderne Room of the Belmont-Plaza, Fine Sound Studios, the Rivoli Theatre, the DuMont Television Center and the NBC Colonial studio.

Highlight of the social activities at the convention will be the annual banquet on Thursday evening in the Statler ballroom.

Gloumeter Declared Bankrupt by Court

BUFFALO, April 25.—The Gloumeter Corp. of North Tonawanda, manufacturer of motion picture theatre sound systems, has been adjudged bankrupt in an order signed by Federal Judge Justin C. Morgan. The order appoints attorney Harry H. Witte as receiver and orders the matter to the attention of bankruptcy referee James P. Privitera.

The order was signed after attorneys for stockholders, certificate holders, wage claimants and creditors appeared before Judge Morgan. The motion for the order was made last month by the Radiant Manufacturing Co. of Chicago, a creditor of Gloumeter for $464,910. The North Tonawanda firm had been a "debtor in possession" since September, 1954.

SW Dividend

Stanley Warner Corp. yesterday declared a dividend of 25 cents per share on the common stock, payable on May 25 to stockholders of record on May 4.

New ROCHELLE House Takes

Gilbert Josephson, veteran film producer and director, and Moe Goman, who operates a chain of Spark theatres in New York, have joint taken over the Town Theatre in Rochelle. Policy will consist of rent foreign and art films.

Town Fights Drive-in Plan

George LeWitt's plans to build a drive-in theatre at Berlin, Conn., continue to be thwarted by local resistance. Berlin town meeting has approved an ordinance banning construction of drive-in theatres, by a close vote of 67 to 66. It is presumed that LeWitt will carry his case to a court appeal.

Texas A&M Equipped

One of the comparatively few states in the United States to use stereophonic sound system is Texas A & M College, where Altec Electronics Corp. recently completed installation of four-track magnetic sound equipment in Guion Hall, a 500-capacity campus theatre.

Chandler Picks First

HOLLYWOOD, April 25.—Chandler has selected Hall Battle post-Civil War story, "Drango," as first book for his new company, it was announced by Chandler Arthur Krin, United Artists president Jules Bricken will direct.

James Wong Howe, recent Academy award winning cameraman of "The Rose Tattoo," and Elia Bernstein, currently completing musical score for De Mille's "Ten Commandments," have also been signed for the film. Shooting is to start in June.

Harrison on Tour

Alex Harrison, general sales manager for the 20th Century-Fox, is on a tour of the company's South American branches. He will visit Chrysler, Atlanta, Memphis, New Orleans, for some time, and return here on June 21.
Approximately 460 Today

Number of ‘Art’ Theatres Doubled in Three Years

By JACK EDEN

Three years ago there were approximately 230 so-called “art” theatres or other houses which stressed semi-art policies in the U.S. Today there are an estimated 400 such theatres. That market, based on public acceptance, has grown in such a short time. Ten years ago, there was a mere handful of theatres that would fit the art category.

The success of the more than 400 “specialty houses” throughout the nation—according to a Motion Picture Daily survey, has resulted from the art theatres’ cultivation of select theatre audiences and the better product offerings of both domestic and foreign producers. The trek to the art house, exhibitors admit, is growing by leaps and bounds.

Several Factors Cited

The new trend stems from many sources, according to distributors, who cited the popular films now being offered. Some offer a serious product, the part-time art programs instituted by many so-called commercial theatres, and the general policy of the public to “discriminate” when they select their films and the theatres in which to see them.

To a large degree, more effective showmanning of art theatres has resulted in a boost in the next few years when foreign films seeped into theatre circuits, some on the basis of two and three-day runs. “Bitter Rice” spurred this movement in 1950, playing circuits as well as the specialty houses;

‘Suit’ Clips to TV

A special newsreel clip containing highlights from the Los Angeles and New York premieres of Darryl F. Zanuck’s “The Man in the Gray Flannel Suit” in CinemaScope has been sent to more than 130 TV stations around the country that 1956-57 will be the greatest year in the history of marketing and distribution of foreign or art house films.

Few Existed in 1946

Historically, comparatively few foreign product distributors existed as recently as 1946. The trend received a boost in the next few years when foreign films seeped into theatre circuits, some on the basis of two and three-day runs. “Bitter Rice” spurred this movement in 1950, playing circuits as well as the specialty houses;

‘Harder’ Here May 9

Columbia’s “The Harder They Fall,” starring Humphrey Bogart will have its premiere at the Astor Theatre here on May 9.

Edward Weiss Dies

CLEVELAND, April 25.—Funeral services will be held Friday in Auburn, N. Y., for Edward Weiss, manager of the State Theatre at Cuyahoga Falls, who died in Mariemont Hospital, Cuyahoga Falls, of a heart attack. He leaves a wife and a daughter.

Fox Sets ‘Scope 55

Australia Showing

The Regent Theatre in Adelaide, Australia, has been selected for the third in a series of Australian demonstration in 1956 of Century-Fox’s CinemaScope 55.

According to Ernst Turnbull, managing director of Hoyts Theatre Circuit and supervisor of Fox’s distribution organization in Australia, the special reel containing highlight scenes from “Carnival” and “The King and I” will be shown on May 2.
he had to find
he had to

“THE BEST WESTERN EVER MADE!” FOR THE MOST EXCITING
Warner Bros.
present the
C.V. Whitney Picture
starring

John Wayne
in "The Searchers"

VISTAVISION and color by TECHNICOLOR

Co-starring
Jeffrey Hunter • Vera Miles
Ward Bond • Natalie Wood

Screen play by
Frank S. Nugent • Merian C. Cooper • Patrick Ford

Directed by 4-Time Academy Award Winner John Ford
Presented by Warner Bros.

That's the RATION DAY ATTRACTION YOU EVER PLAYED!
Committee Heears Opponents of Toll TV

(Continued from page 1)
of the Columbia Broadcasting System, the lead-off witness.

The commerce committee continued to display relatively little interest in the entire hearing. Only one Senator-Pastore (D., R.I.)—was present today. On Monday, only three Senators were present, and yesterday only two. The committee has 15 members.

Two Types of Usages

Cohn said that the Communications Act is clearly devoid of any authorization and the legislation contemplates only two types of commercial usages—a "broadcast" use and a "common carrier" use. Broadcasting, by definition, is a service for all the public, and not for that segment of the public that can afford to pay. A common carrier is one who provides a facility rather than a service which is transmitted over the facility.

"The Act was passed and amended in the light of existing broadcast industry conditions and cannot, and should not be construed by this Commission to authorize a new concept of broadcasting which clearly could not have been in the minds of the legislators at the time the Act was passed and amended. The regulatory statute has meaning only in the light of the structure of the industry that it is intended to regulate, and in the absence of such statutory body, the Commission does not have the power to authorize toll-TV," Cohn said.

Function of Congress

In the light of the ramifications of pay-TV, and the Communications Act, "which does not have a clear answer," Cohn stated that "it is the function of this Congress, the elected representatives of the people, to determine whether subscription television should be authorized." Cohn also commented on the background of pay-TV, the contemplated and programmed commercialization of the free element of pay-TV on free-TV, and how it would kill it, how it wouldn't help solve the UHF problem, and the monopolistic tendencies of pay-TV. He said that "if the overrun of pay-TVs which has invested over $10,000,000,000 in TV receiving sets, antenna and repairs, having the assurance of the government and the manufacturers that there would be no charge to pay for the programs it would receive, were ever told that they would have to pay for their television programs, the Boston Tea Party will fade into an insignificant skirmish."

Represents Majority of Theaters

Cohn, who told the committee he represented 75 percent of all the theaters owners in the country, was asked by Pastore how his organization justified the showing of championship boxing matches on theatre television. Cohn replied that those theatre telecasts were on a closed circuit, to which the public did not have access anyway, and that the telecasts did not preclude any television station from broadcasting at the same time. With toll-TV, he said, a paid telecast would replace a free one.

Queried on Competition

Pastore also asked Cohn whether television had actually hurt motion picture exhibitors. Cohn answered, "It had its effects, but the FCC and the exhibitors' greatest problem was a product shortage. He said there was more of a marriage between motion pictures and television than there has been in the past. He added that he thought it would continue. He admitted, however, that both motion pictures and television were in "competition for leisure time.""

Follows declared that "in the overall, the members of the broadcasting industry will become an important component of this new pay-television industry, and in this respect the Commission should not have the power to authorize toll-TV," Cohn said.

Says Public Would Lose

He maintained that free television will continue to bring the best in entertainment to the public, "but that the same public will be the losers if pay television is authorized, for under such an authorization I firmly believe that the provisions of pay-TV will make free television will quickly wither." Fellows predicted that if pay television were authorized and became successful, stations would be forced, from the profit standpoint, to produce pay-TV programs for free programs. "Do not assume," he declared, "that the broadcasting system, which I represent, will be stand-off. The free broadcaster, whether he sires to or not, will be forced jump on the bandwagon."

In vades Privacy, Says Stark

Stark told the Senate committee that the proponents of subscriber television are attempting an unavowed invasion into the American home and that their proponents, by urging the FCC to authorize it, are attempting to usurp powers which rightfully belong to Congress. An invasion of this type, he would give the public nothing except a bill at the end of the month the New York City Council prescribes.

He also charged that it is impossible for the FCC to render a decision on toll-TV so long as its members—Robert R. Lee—is a partner in the law firm which represents the opponents of toll-TVs. Stark charged that Lee is unqualified to sit on the issue as he has already expressed himself as in favor of using toll-TVs.

USIA Bill Passes

(Continued from page 1)
the amount it has for this fiscal year.

The Appropriations Committee, in acting on the bill last week, did not specify how the cut should be appropriated among the various media, but did say that the $3,790,500 requested for the "floating Cinerama" project was denied. That project envisioned showing Cinerama in foreign ports on a de-mothballed aircraft carrier. There was no attempt on the House floor today to overturn this committee decision.

Rep. Judd (R., Minn.) said he thought the money should be appropriated and that this would be a good way for the USIA to begin to win friends abroad, but did not actually offer a motion to restore the money. Rep. Rooney (D., N. Y.) and Rep. Conder (R., N. Y.) defended the Appropriations Committee action.

The agency will undoubtedly ask the Senate to restore the $2,063,370 appropriations cut and to knock out the prohibition on the Cinerama project.

Toll TV Investigator

Motion Picture Fan

From THE DAILY BUREAU

WASHINGTON, April 25.—At least one member of the Senate Interstate and Foreign Commerce Committee now conducting hearings on subscription television, will be a private television fan.

Senator Pastore (D., R.I.), who chaired yesterday's and today's sessions of the committee, told a witness today, "I am an ardent supporter of motion pictures. I go about two or three times a week."

Query on Competition

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"Congresses has an obligation to the American people to answer the challenge of this TV and demonstrate to all concerned that we have to investigate the underground movement being waged to stifle free-TV," he said.

Pastor Defends Lee

Stark's attack on Lee was answered by Pastore, who said that "many us disagree on many points with Lee, but we don't see anything lik about it."

Pastore maintained that he doubt Lee was "the kind of man who would take compensation" for his article the "Look," and was "Lee has no particular interest," he told Pastore not to accuse Lee of writing the law, and said Lee told the Commerce committee during his testimony what he had written in magazine article.

Memphis Bans 'Borgia'

MEMPHIS, April 25.—"Sins of Borgia," a French film, has been banned in Memphis by the Board Censors. It was the first film banned by the city in many years. The film was shown at Sunset Drive-in, West Memphis, A, across the river from Memphis. Film was denied the MPPA seal.
Motion Picture Daily

War’ Ads

(Continued from page 1)
de, starring Audrey Hepburn, Byrond de la Gardie and Mel Ferrer.

Meanwhile, the “opening gun” of the extensive and multi-million dollar advertising campaign to support a motion picture, will sound this week by “interest- ing” four major S. newspapers that reach “opinion- ers” and important industry leaders over wide areas of the country. Sid Blumenstock, advertising manager, said that this was the advance campaign of its kind instituted by Paramount.

A Full Page in ‘Times’
The New York “Times” is carrying first full-page “War and Peace” adpper ad today on its back page. A week, the same spectacular will be carried by the Washington “Post”, the Chicago “Tribune” and Los Angeles “Times.”

Paramount will further call at the next issue to trade to the stuntum scale of “War and Peace” with information-full, multi-inserts that will appear in all papers between May 5 and 19.

nited Artists Drive

(Continued from page 1)
ads which will total more than 1,000.

The fifth anniversary drive was scheduled to open in February to honor the 16th of the new UA management team headed by Arthur B. Krim, president; Robert S. Benjamin, chairman of the board; Heinzman; Max Youngstein, vice-president; and old M. Picker, vice-president in charge of foreign distribution. These executives have since become owners of the company.

one’ Boycott

(Continued from page 1)
ill before again undertaking action outside the United States. The council met Wednesday afternoons on the ground that away-Vel Halen had produced film Boone” in Mexico, without the knowledge of the Motion Picture companies, incursion of the council’s rule “runaway production” by bywood producing companies.

ul Benjamin Dies

(Continued from page 1)
as vice-president of he was a member of the Motion Picture industry. He is survived by his wife, Hazel Benjamin; Funeral will be held today from the David Lithow Synagogue.

igoro to Schwaberg

—W. Schwaberg, president of its-Producers, has come to an agreement with Dr. Leonard, American representative of United Artists, Rome, and Dr. Forno’s agent in Rome, for the United States and Canadian rights to motion picture entitled “Figgan, Barber of Seville.”

New 20th-Fox Credit Plan

(Continued from page 1)
part of which can be borrowed from time to time until Dec. 31, 1957, and thereafter the debt consists of serial notes which, at $100,000, will be issued quarterly in increasing amounts from March 31, 1958, to and including Dec. 31, 1962.

During the year, $5,125,000 was paid to the company which outstanding under a former loan agreement which originated June 13, 1952, it was stated.

Will Take Over African Circuit

Reporting on the projected take-over of African Theatres, Ltd., in South Africa, the company stated that its offer to purchase 100 percent of the circuit’s stock “will be accepted,” according to “present indications.”

“Arrangements to take over operations are now being finalized and are expected to take place in June,” the report added.

Turning to studio activity, the report stated that $1,020,000 has been spent in converting the old Western Avenue studio into a completely modern studio for the making of TV films. The entire conversion program, with expenditures expected to ultimately require a total of $2,250,000, the company report added.

Investments and other assets were increased by $1,564,000, reflecting the purchase of the remaining 25 per cent minority interest in the theatre circuit in New Zealand and a deposit in escrow of $1,165,550 in South Africa of the expected acquisition of the African Theatre Circuit in June. Also $1,138,000 was spent on the main studio and $1,172,000 on the presently owned theatres in South Africa. It was stated.

Oil Operations Continue

The report, sent out in preparation for the annual stockholders meeting, to be held here on May 15, said that the company’s oil production is progressing satisfactorily.

Since Jan. 1, 1955, Well Number Eight has been completed and Well Number Nine is drilling ahead at 8,690 feet. Total gross revenue from production was $1,018,690, of which 80 per cent, or $810,920, has been applied against total drilling and production costs of $3,512,307, notes which become due on a regular basis.

AMP A Nominatees

(Continued from page 1)
Marcia Sturm; treasurer, Hans Barnsby; board of trustees for three-year period, Vincent Trotta, and, board of director members, Lige Brien, Martin Dam, Steve Edwards, Ed Kirstenbaum and Burton Robbins.

Bader is the only current officer nominated to serve a second term.

Sullivan to Salute VC

Ed Sullivan of the “Ed Sullivan Show” will be the host of his “VC” television program on May 13 to the 20th International convention of Variety Clubs, which will be held here.

Tax-Cut Hope Dim

(Continued from page 1)
Humphrey yesterday in conversations with Republican legislative leaders. The Humphrey and Eisenhower positions underlie the difficulties in the path of the motion picture picture. For 1956, in its drive to get admissions tax relief at this session of Congress.

‘Butterfly’ Scores

IFE’s “Madame Butterfly” gave the Baromit Theatre here its biggest opening day gross this season, with a take of $1,226, IFE reported yesterday for the filmed version of the Puccini opera.

TENT TALK

Variety Club News

International choral leader George C. Hoover, Variety Club’s best-trav- elled member, left last week for Europe, where he will visit the Tent Tents in London, Dublin and Hamburg. He will be present at ceremo- nies honoring England’s Sir Win-ston Churchill, who was presented the “Humanitarian Award” last year.

BALTIMORE—Variety Club, Tent No. 19, has booked the “Tecacapades” for a return engagement this year, after scoring a big profit on the show last summer. At that time, the club netted approximately $70,000 for its share in the receipts. The dates are set for July 27 to Aug. 5 and, as last season, the entire proceeds will go to the local schools.

LONDON—Three thousand tickets for the International Horse Show, July 23 and 24 at White City, England, are being distributed among 20 children’s charities by Variety Club Tent No. 36.

Some lucky Variety Barker attending the forthcoming Variety Club International at the Wal-dorf-Astorlia, May 9 to 12, will receive a prize of a new “Vesper” motorcycle imported from Italy, which will be awarded on Friday, May 14. The vehicle, capable of doing 100 miles on a gallon of gas and completely fitted, has been donated by the Pepsi-Cola Company.

Jessel in Production

Talks for Puerto Rico

Negotiations are under way between representatives of Puerto Rico and producer George Jessel to start a motion picture industry “in early 1957” on the Caribbean island, the former 20th Century-Fox producer disclosed here this week.

Jessel said that a Puerto Rican “industrialist” is allocating $10,000,000 to start a film industry. He said that television and feature-length motion pictures will be produced at a studio, which will shortly be constructed at a cost of $1,500,000 there.

The “toasting general of the U. S.” said that the negotiations “may be concluded this week.”
The BOXOFFICE and The CRITICS agree!

Big openings and solid day-by-day business in every early date—Detroit and the entire Butterfield Circuit, Michigan . . . Watch the multi-theatre run in Los Angeles...the openings in San Francisco, Pittsburgh, and more and more key cities throughout the country soon!

IRVING H. LEVIN presents

The Bold and the Brave

WENDELL COREY · MICKEY ROONEY · DON TAYLOR · NICOLE MAUREY

TIME MAGAZINE
"A successful film of an unusually serious kind...ideas as well as characters come clear...Mickey Rooney brings off the best scene: a crap game so enshatteringly funny that it almost breaks up the picture."

NEWSWEEK MAGAZINE
"It bestows something a little special...and serves as a happy reminder that the Hollywood 'sleeper' may not be completely extinct."

SEVENTEEN MAGAZINE
"An unusual, exciting drama."

M. P. HERALD
"A splendid specimen of screen entertainment, from all standpoints, and gives bright promise of running up a fine boxoffice record."

FILM DAILY
"Capable cast, fast moving script and plenty of action."

SHOWMEN'S TRADE REVIEW
"Good...Once word-of-mouth spreads, it is bound to turn into a substantial money-maker."

M. P. EXHIBITOR
"Should prove highly entertaining to all types of audiences."

M. P. DAILY
"Expertly balanced specimen of entertainment...sure to please in any man's theatre."

BOXOFFICE
"Solidly constructed drama."

INDEPENDENT FILM JOURNAL
"This is a fine, at times brilliant war drama that is moving, realistic, humorous and powerful."

FILM BULLETIN
"An interesting, often exciting, film."

Distributed by RKO RADIO S/PS/SUPERSCOPE

JOHN SMITH · RACE GENTR
A. HALL E. CHESTER Production - Directed by LEWIS R. FOG
Story and Screenplay by IRVING LEVIN
Fear End of Free Video
Toll TV Opponents Include Industry, Unions, Public
By J. A. OTTEN
WASHINGTON, April 26.—Opponents of subscription television continued today to hammer away at the proposed new service in testimony before the Senate Commerce Committee. Most of them stressed the argument that pay television would probably destroy free television.

This and other contentions against toll television were advanced by Richard Scholt, vice-president of the Columbia Broadcasting System; Andrew Bienfield, legislative representative of the American Federation of Labor-Congress of Industrial Organizations; Lawrence H. Rogers, editorial writer for the Loew's Theatres, the New York representative of the American Federation of Television and Radio Exibitionists; and Donal Conaway, President of the National Appliance and Radio-TV Dealers Association.

Rogers said that the project be devoted to experimental surgery in chest and respiratory diseases as a corollary of industry assistance to the Will Rogers Memorial Hospital at Saranac Lake, N.Y. He added, however, that a committee representative (Continued on page 4)

Plan Industry Role
In Einstein Medical College Expansion
Establishment of a $500,000 project sponsored by the motion picture industry within the Albert Einstein College of Medicine at Yeshiva University was proposed yesterday by Samuel Rosen, executive vice-president of Stanley Warner Theatres, at a luncheon at the Hotel Astor here.

Rosen suggested that the project be devoted to experimental surgery in chest and respiratory diseases as a corollary of industry assistance to the Will Rogers Memorial Hospital at Saranac Lake, N.Y. He added, however, that a committee representative (Continued on page 4)

First of MGM Outside Producer Deals
David Susskind’s Goal: Up to 7 Independent Pictures Per Year
Six or seven pictures per year is the goal of independent producer David Susskind, now shooting “A Man Is Ten Feet Tall” in New York for M-G-M, and planning the production of “Shadow of the Gimp” for United Artists next fall, Susskind said yesterday.

The producer, under the banner of Jonathan Productions, partners of which are the writer, Robert Alan Aurthur and Alfred Levy, was high in his praise of Loew’s president Arthur Loew, Jr. Noting that his was the first of many Metro deals with independents, Susskind said he has been given complete autonomy in the making of the picture. He also credited Loew for allowing the same team which rendered the TV stage play to work as a unit in motion pictures and translate the property to the screen.

Susskind was emphatic that the motion picture screen should offer more than what can be seen on television. For the screen version of “A Man Is Ten Feet Tall” (Continued on page 4)

On May 22
Allied to Invite TOA to EDC Meeting in D.C.
Shor Presses for Parley With Distribution Heads
By LESTER DINOFF
Allied States Association will extend an invitation to the leaders of Theatre Owners of America “to sit in and listen in” to the Emergency Defense Committee meeting which will take place in Washington beginning May 22.

Shor indicated that the invitation will be extended (Continued on page 2)

Fox Stock Reduction
Plan to Stockholders
At May 15 Meeting
Stockholders of 20th Century-Fox will be asked at the company’s annual meeting here on May 15 to approve a resolution calling for a reduction of capital by retiring 100,000 shares held in the treasury, it was disclosed in the 20th-Fox notice of annual meeting.

The company directors seek stockholders (Continued on page 5)

WorldFormula Agreement Set
After lengthy negotiations, a final agreement on a world-wide formula for the division of foreign import licenses was announced yesterday by Eric Johnston, president of the Motion Picture Export Association (Continued on page 5)
**Personal Mention**

**Edward L. Hyman,** vice-president of American Broadcasting-Paramount Theatres, has returned here from Los Angeles. 

**James R. Velden,** general sales manager of United Artists, will return to New York Monday from Philadelphia. 

**Richard Gordon,** president and treasurer of Renown Pictures of America, will leave here today for London via B.O.A.C. 

F. Hugh Herbert, producer, will arrive here from the Coast Wednesday en route to Europe. 

Ben Goetz will arrive in New York from the Coast on Monday en route to Naples. 

**George Slaff,** Samuel Goldwyn Productions executive, has arrived in New York from the Coast. 

**Andre Fourcroy,** chief engineer of SAFEC, French lens manufacturers, has arrived in New York from Paris. 

**William Goetz** has arrived here from Hollywood. 


**William Nutt,** RKO Radio West Coast story editor, has returned to Hollywood from New York. 

**Norman Krasna** will leave here this morning for New York on Wednesday from Hollywood. 

**Awards Judging Today**

Judging for the first quarter Quigley Awards for 1956 will be held today in the Quigley Publications offices. Participating as judges will be: Charles Franke, trade press contact for Paramount Pictures; Claude Mundy, administrative assistant to the president of Theatre Owners of America, and Mike Simons, in charge of exhibitor relations for M-G-M. 

**‘Caby’ Bow for Hospital**

Tickets will go on sale next week for the opening of M-G-M’s “Caby,” starring Leslie Caron and John Kerr, at the Trans-Lux 52nd Street Theatre on the evening of May 9. The entire proceeds of the première will go to the French Hospital. 

**Universal Winds Up 17-Week Sales Drive**

Universal Pictures’ 17-week “Charles J. Feldman annual sales drive” will conclude tomorrow. 

**Allied Inviting**

(Continued from page 1)

"very shortly" to the TOA officers, a number of whom plan to be in Washington at the time of the Allied meeting in order to listen to distributor testimony before the Senate Small Business Subcommittee which is investigating these practices. 

**Will Meet After Hearing**

Motion Picture Daily yesterday reported that TOA and Allied leaders would attend the SSBC board hearings and that the leaders of both national exhibitor organizations would have advanced notice of the discussions. 

The Allied president said that the agenda for the organization’s directors meeting currently is being formulated and that he has no knowledge, at present, of what specifically will be discussed. He said that each regional Allied unit is sending in notices of what it wishes to discuss at the meeting. It was reported earlier this week that Allied Theatre Owners of New Jersey was awaiting national Allied announcement concerning action on the Federal admission campaign and that this topic might be discussed. He also indicated that a thorough report on the SSBC hearings would be presented to the national Allied board of directors also. 

**See It ‘Up to Distributors’**

Shor, commenting on the national Allied proposal for an all-industry conference, declared that “there should be a conference between exhibitors and distribution to attempt to save the business. It is now up to the distributors to show good will toward their customers by sitting down and discussing mutual problems.”

**Miss Williams-NBC Pact for ‘Spectacle’**

Actress Esther Williams and the National Broadcasting Company have entered into an agreement for the production of “The Aqua Spectacle of 1957,” which will have its world-wide television premiere in a 90-minute version on NBC network during the early fall of this year, it was announced jointly here yesterday. 

The first of the four spectacles, all of which are being produced in a two-year period, is expected to take place sometime during October, and the second in the spring of 1957. It was said that the shows would originate from the NBC-TV in Brooklyn, N. Y., and Burbank, Calif. 

**Roadshow** Included

Miss Williams, along with NBC-TV vice-president Thomas A. McCarty, said that “they are partners in the ventures,” which also include a regular “roadshow” production of the water show. The Aqua Spectacle will open in late July in London, and will be followed by a 25 to 25 city tour of the U. S. 

The actress, who recently signed a new contract with M-G-M calling for three films within five years, the first to report in 1957, said NBC was planning a show for her TV or “roadshow” productions has not been set thus far. However, an NBC-TV executive said that the spectacles would cost about $150,000 to produce, and that the “roadshow” production “would cost close to $250,000.”

**Funeral Tomorrow For Edward Arnold**

HOLLYWOOD, April 26.—Actor Edward Arnold, 60, died at his home in the Hollywood Hills today of a cerebral hemorrhage. 

A native of New York, Arnold played in amateur theatrical shows before making his stage debut with the Ben Goetz Players in “Midsummer Night’s Dream” in 1907. Eight years later he made his motion picture debut with Essanay and in 1933 appeared in his first sound film, “Okay, America.” 

Funeral services will be held Saturday afternoon at the Oswald Mortuary Chapel, North Hollywood, with internment at San Fernando Mission Cemetery, San Fernando. 

A tribute to the deceased was paid here today by Walter Pidgeon, president of the Screen Actors Guild, who said: “The Screen Actors Guild has suffered a great loss in the passing of Edward Arnold, one of Hollywood’s favorite actors. He will be missed by all who knew him. He was a wonderful actor and a kind human being. He will be greatly missed by all.”

**In Move by M-G-M to Close Merchandising Office**

Howard Dietz has announced that he will close his “Browning Junction,” a full-service merchandises office, M-G-M pictures, heretofore produced only in the East, will henceforth print also in Chicago, thus reduce shipping charges to theatres in Midwest, deep South and Far West. 

The heralds, identified hereafter as CATO heralds because they were printed by Cato Show Printing Co., New York, will be produced in Chicago by Printing Industry Corp., America. 

Emery Austin, director of exploitation for M-G-M, made the arrangements with the Chicago firm, under which M-G-M will write its own copy using split negative, which will be made by Cato. The heralds will be identical. Other suppliers may order from one or the other supplier as they choose, basing their decision on the savings in shipping costs to themselves.
THE PATRONS AND PRAISES
will go to
"THE PROUD AND PROFANE"

in a man-woman conflict
that will excite and enthrall women
... and their men!

...coming in the big boxoffice months ahead from PARAMOUNT
**PEOPLE**

Robert J. Hopkins has joined the staff of Frederick F. Watson Mot ion Picture-promotion division as assistant to production manager Everett Hall. Hopkins was formerly with Sears Roebuck.

Joseph Dunaj is the new manager of the Vail Mills Drive-in, Vail Mills, N. Y. Owner Harry Lomont promoted him from assistant manager of the Riverside Drive-in, Rotterdam, N. Y., to succeed the late Cliff Swick.

J. English Smith has been appointed director of national program-ming, Western division, of ABC Television. Thomas M. Lufkin has been named to the newly created post of program manager.

William Seelig has been appoint-ed director of the program department of Walter Reade’s in Asbury Park, N. J., Convention Hall. Seelig, former advertising account executive with As-bury Expositions, will assume his new duties immediately.

**Dalton Europe Agent For Superscope 235**

HOLLYWOOD, April 26—Superscope producer Joseph Tushinsky has appointed J. Emmett Dalton as exclusive representative for the Super-scope 235 process in Great Britain. Dalton formerly represented Samuel Goldwyn in London. Joseph and Irving Tushinsky are demonstrating their process at the Cannes Film Festival for European producers.

**SPG Stages Art Show**

Artists-members of the Screen Pub-licists Guild (District 65) will conduct an art show at the Guild’s head-quarters here beginning Monday. The display of canvases will be held throughout the month of May.

**Broadcasters Hit Toll TV**

(Continued from page 1)

Artists, and Wilton D. Rafford, "just a television set owner" from New York City.

The Monday hearings will wind up a week of testimony on subscription TV, with special reference to its po-tentials for UHF television stations. Sen. Pastore (D., R. I.) was the only Senator present for most of this morn-ing’s session, and his place was later taken by Sen. Schoppell (R., Kans.), who sat as a committee of one for the re-st of the morning and the afternoon.

Won’t Get Started, CBS Feels

Salant said CBS believes there is "a reasonable chance that pay TV will never get off the ground," but also believes that if by any chance it should succeed, it would "gravely hurt, if not destroy, free television."

He declared that even though there has been a "constant broadening and improvement in free television’s pro-gamming and free television’s fron-tiers have not yet been reached."

Pastore said he had heard the claim that much of the recent improvement in TV program content was only to provide arguments against toll tele-vision. Salant replied that CBS programs had been developed "to offer the best possible, with no other purpose." He said he was sure NBC and ABC operated on the same principle.

Speaking for the AFI-CIO, Bie-miller stated that with pay TV, cer-tain types of programs now offered "free would require viewer payment. In effect," he said, "this would seem to be transferring the cost of the television programs from the commercial advertisers to the viewing public." He maintained that the 35 million TV set owners in the country "would not accept this drastic shift without protest."

Says Present Plan Serves Public

He asked the committee to recom-mend that the FCC not license paid TV. "It seems clear to us," he said, "that the best interests of the public lies in the continuance and improve-ment of the present system of free television."

Farr, who said he represented over 100,000 TV dealers, asserted that the dealers felt an obligation to the coun-try’s set owners, who had bought on the assumption that "the service would be free and full." He wanted to know what was wrong with "a medium that had grown up with entertainment and culture and ed-ucation—news and sports?" Pointing to television’s progress so far, he said "there is really no limit to the qual-ity of entertainment which will be tele-vised free in years to come."

"Why Kill the Goose"

"I feel that toll TV will hurt the public and hurt the dealer," Farr said. "Why kill the goose that is still laying golden eggs?"

The three AFTRA spokesmen pitched their plea on the contention that pay TV would cut down employ-ment opportunities for association members, and that pay TV audiences would be smaller and that "reduced audiences would result in less expenditure for sponsored pro-grams and less money available for the public service and sustaining pro-grams."

The promoters of pay TV "intend to concentrate on repetitious showings of motion pictures and on televising numerous sports events for pay," Tittibb declared.

**Warns of Monopoly**

Rogers, vice-president of WSAS in Huntington, W. Va., maintained that toll TV had played no part in the development of a national television service and would "seize upon the system already developed for free service to the public," in order to find a substitute for the theatre box office serving but a small fraction of the same public—and on a paid basis. The proponents of toll TV have created nothing, claimed the pay TV operators, "nothing, he continued, "except a captive market for sales and royalties from techniques of distribution and marketing the monopoly for which they hold patents and upon which they intend to maintain a monopoly."

**Einstein College**

(Continued from page 1)

of the industry will be named in the near future and would be authorized to decide the nature of the project. Substantial donations already have been made to the fund and additional pledges were received at the lunch-noon yesterday.

The meeting was addressed by Dr. Arthur S. Abramson, director of the department of rehabilitation medicine of the Albert Einstein College, and by Nathaniel L. Goldstein, former New York State Attorney General, who is the board of overseers. They described the need for the college, its work, objectives and financial requirements.

"Stover" to Honolulu

Twentieth Century-Fox's "The Re-volt of Mamie Stover" will have its world premiere in Honolulu on May 4, as an appreciation gesture of Hawaiian cooperation with the studio in the filming of the picture.

**Loew Expand**

(Continued from page 1)

plans. In area of theatre expansion abroad, Loew said that the German program was inaugurated with Loew International's opening of a three-theatre complex in Hamburg. In addition, Loew continued, the company has acquired its first foreign drive-in in Salisbury, the largest city on the island of Southampton, England.

"This, too, represents the initial move of a long range plan to lease, buy or construct drive-in theaters in any major cities in the various countries of the world," Loew stated. He added that in Buenos Aires, the company plans to open its new 2,500-seat Metro Theatre this spring.

**Studying TV Situation**

Regarding TV, Loew said the company "continues to explore various arrangements looking toward a presentation of M-G-M pictures television." A revised format "The M-G-M Parade" is being considered for fall presentation, added.

Under the option agreement previ-ously approved by stockholders, t follows the agreement for the purchase of the foregoing number of shares: Loew, 33,000 shares; Charles C. Mo-kowitz, vice-president and treasurer, 15,000 shares; Doris Schary, vice-president in charge of production, 50,000; Louis K. Sidney, vice-president, 18,332; Benjamin Thau, vice-president, 22,000, and Joseph Vogel, president of Loew’s Theatre, 22,500.

"Swan” in 250 Situations

Referring to current operation, Loew said “The Swan,” starring Grace Kelly, has opened in more than 250 theatres, its Philadelphia opening on April 11.

**Susskind Goal**

(Continued from page 1)

Man Is Ten Feet Tall," Susskind said that a love story has been introduced that every effort has been made to add movement and fluidity which on motion picture screens can encompass Susskind, who is associated with Le in Talents Associates, a TV package firm, and has had heavy experience in the TV field, said that not an other TV plays bear translation into movie pictures. The idea which formed the concep-tions in scope, movement and extras deeper story ideas can be introduced will determine the success of the motion picture translation Susskind stated.

**Cunningham Elected**

(Continued from page 1)

term were vice-presidents Lois Bernstein and Otto A. Harbach; se-cretary, Janet T. Howard; treasurer, Suel H. Bourne; assistant secretaries George W. Meyer, and assistant treasurer, Frank H. Connor, Mickey Sher, was elected to the publisher panel.

According to ASCAP constitution regulations, a president is permitted to hold office only for three consecu-tive terms.
Bonn Pact  
(Continued from page 1)  
right to go as high as they wish  
fixing screen quotas for domestic  
films. There was no indication  
whether they would set such quotas  
how high they'd be.  

Signed in Germany  
These were the main provisions of  
negotiation announced today in the  
German tariff concessions on motion  
ture films under the general agree-  
ment on trade and tariffs. The modi-  
fications were signed at Bonn, and  
nounced here by the State Depart-  
ment.  

Motion Picture Export Association  
(Wilders) officials indicated they were satisfied  
with the changes, which, they said,  
would guarantee them the right to  
set an unlimited number of films to  
many in the coming few years.  

A clause in the old tariff agreement  
vided that if the German govern-  
mint wanted to establish a screen  
quota for domestic films, it couldn't  
be higher than 2%. The govern- 
ment never used this provision,  
objected bitterly to the low  
quota.  

Some months ago, the German gov- 
ernment said that it wanted to set up  
import licensing system, release tax  
rate other restriction on foreign films,  
which have been going on since  
1953, culminating in the announce- 
ment today.  

U.S. Quota Ceiling Removed  
Under the agreement, the State De- 
partment agreed to remove the ceiling  
the screen quota that could be set  
German films. In return, the  
Americans agreed not to impose any  
restrictions on the films coming into  
many through Dec. 31, 1957, with  
ension of this provision for another  
year or that unless one government  
iders notice in advance that it does  
't want the extension.  

Moreover, the Germans also agreed  
if at the end of that period a  
new quota should be necessary and the  
American government should  
contribute to future restrictions on  
foreign films, these restric- 
ions could only take the form of a  
quota on the convertibility and trans- 
port of earnings.  

Films in Mass. Cafes  
(Continued from page 1)  
(Continued from page 1)  

c, with Miller's playing nightly.  
They reached a climax when  
Miller's Cade played Columbia's  
New York, "In the Sun" one week  
before it played day and date at  
M. Loew's Riverside Drive-in and  
4's Parkway Drive-in, North Wil- 
shana. An estimated crowd of more  
50 people turned out for each  
performance at the cafe.  

There are eight drive-ins in this  
area and 13 regular theatres. In view  
of the fact that cafes require no  
untended to remedy the situation by ap- 
plying directly to the film distribu- 
ting companies.  

World Formula  
(Continued from page 1)  
America. In praising the cooperation  
of the MPEA member companies, he declared "they are to be com- 
mented for their solution of a very  
difficult and knotty problem. The  
master formula has been adopted after a period of intensive negotiation  
requiring a real spirit of cooperation and compromise."  

Eight nations, those of Japan,  
France, Italy, Belgium, Spain, Indo- 
nesia, Formosa and Bolivia, will be  
covered in the division of import per- 
mits, since they are the only coun-
tries in which official restrictions on  
the number of American imports are  
posed.  

Based on Three Conditions  
Division of permits in any of the  
countries covered under the formula  
are based on the following:  

1. Thirty-six per cent of the permis- 
s to be divided equally among the  
member companies.  

2. Thirty-two per cent of the permis- 
s to be based on the billings of each company's American pictures in  
the particular country covered.  

3. Thirty-two per cent to be based on  
the combined billings of each member company in the group of  
seven representative countries, in- 
cluding the United States.  

Japan will be the first country  
where the new formula will be ap- 
plied. Johnston stated. MPEA  
member companies have a total of  
102.00 import permits for Japan.  

The Japanese government has been  
notified of an interim division of 87  
permits, with final allocation of the  
total to be completed when the new master formula is applied.  

Fox Stock Reduction  
(Continued from page 1)  
holder approval of their resolution so  
that the 100,000 shares can be re- 
stored to the status of authorized and  
issued shares of common stock and the  
capital of the corporation will be  
reduced by $100,000 from $2,769,486  
to $2,669,486. The balance of the  
purchase price will be charged to  
surplus.  

Stockholders also will be asked at  
the annual meeting to elect 10 direc- 
tors—the present board consisting of  
L. Sherman Adams, Colby M. Ches- 
ter, Robert L. Clarkson, Daniel O.  
Hastings, Robert Lehman, Kevin C.  
McCann, William C. Michel, executive  
vice-president of 20th-Fox; B.  
Earl Puckett, Spyros P. Skouras,  
president of 20th-Fox, and Gen.  
James A. Van Fleet.  

The 20th-Fox meeting notice also  
disclosed that stockholders Lewis D.  
and John J. Gilbert intend to submit a  
resolution concerning cumulative  
voting.  

It was reported that the aggregate  
remuneration for the 13 weeks ended  
on Dec. 31, 1953, to certain officers  
and directors, totalled $1,022,426.  
Skouras received $249,858; Michel,  
$102,280; Al Lichtman, director of  
domestic distribution, $210,940, and  
Darryl F. Zanuck, vice-president in  
charge of production, $265,000.  

Act Fast! Quick Profits!  
Booked by Top Showmen!  
"WEDDING IN  
MONACO"  
Presented  
by M-G-M  
The Only, Exclusive, Complete,  
Official, CinemaScope and Color  
Featurette! Join the ever-growing  
list of top theatres that have booked it:  

Cooper Foundation Theatres  
Florida States Circuit  
Fox West Coast Circuit  
Gibraltar Circuit  
Hamrick Theatres  
Intermountain Circuit  

CALL M-G-M IMMEDIATELY  
FOR THIS HOT BOOKING!  

M-G-M Presents  
in CINEMASCOPE  
and COLOR  
"THE WEDDING  
IN MONACO"  
of  
His Serene Highness  
PRINCE RAINIER III  
and  
MISS GRACE KELLY  
Produced by Cecil Moseco  
EXCLUSIVE!  
By arrangement with Prince Rainier III
EVERYTHING ABOUT IT IS BIG!

Filmed on safari in Africa's vast and wild Kenya country... with a cast of thousands!

COLUMBIA PICTURES presents A WARWICK Production

VICTOR JANET MATURE LEIGH

with JOHN JUSTIN • ROLAND CULVER
LIAM REDMOND • EARL CAMERON • ORLANDO MARTINS
Screenplay by ANTHONY VEILLER • Directed by TERENCE YOUNG • Produced by IRVING ALLEN and ALBERT R. BROCCOLI

CINEMASCOPE Color by TECHNICOLOR

Watch for the BIG exploitation campaign from Columbia

"Sex, savagery and scenery! Exhibitors will beat their tom-toms over the profitable patronage it is certain to attract! Picture is best to date from Irving Allen's and Albert R. Broccoli's Warwick Productions."

In Rebuttals

Factions Clash
As Pay-to-See Hearings End

Senate Committee Girds For Next Phase of Case

By J. A. OTTEN
WASHINGTON, April 29.—The Senate Commerce Committee finished hearing testimony on subscription television and guided itself for the next phase of its exhaustive study of the television industry—a look at network practices.

Scheduled to appear some time next month were independent television station operators, who are expected to give the committee information on some allegedly discriminatory networks practices. And some time in June, the networks will come in to present their case and answer whatever charges have been made.

Observers expect that considerable emphasis will be placed on charges already made before the committee by Richard Moore, of television station KTIV, Los Angeles. Moore has named the networks of anti-trust violations which parallel some of the

IFE Slates Six For This Year

In a multiple acquisition of product, six new pictures have been scheduled for distribution this year by I.F.E. Releasing Corp., it has been announced by Seymour Poe, executive vice-president. In outlining the new deal, Poe said:

"These films represent the very best of the several hundred we have screened over the past eight months, and reflect the previously announced

(Continued on page 7)

Television Today

IN THIS ISSUE

In New York, the National Television Film Council provides a forum for a much-needed airing of the question of that new industry-within-an-industry, community television antenna systems.

Spotlighting the news in Television Today.

Passing in Review—The week's highlights in shows.

Three Stripes in the Sun’ Involved

Columbia Asks FBI to Probe 16mm.
Showings in Massachusetts Cafe

The Federal Bureau of Investigation has been asked by Columbia Pictures to probe the 16mm. showing of its "Three Stripes in the Sun," a Springfield, Mass., cafe.

In a statement issued here on Friday, announcing the request for an investigation, Columbia pointed out that no regular 16mm. release of the Aldo Ray starrer was planned for at least two years, and that the only legitimate 16mm. prints of the feature in existence were ones made for Armed Services use.

It was reported from Springfield last week that one of the barrooms

(Continued on page 8)

Lifts $10 Tag Off Met. Stock

The $10 price tag put on the trustee Metropolitan Playhouses stock owned by RKO Theatres was stricken out of the order by Federal Court Judge Thomas F. Murphy here on Friday.

The order, granting an indefinite extension for the sale of the trustee stock, remained the same regarding other provisions, as reported in the April 20 issue of Motion Picture Daily.

Judge Murphy, in amending the order, gave no explanation for his action. The Department of Justice had sought to incorporate a clause in the extension order requiring trustee George Alger to sell the Metropolitan Playhouses stock at $10 or more per share. This clause was incorporated

(Continued on page 8)

Republic Shows Naturama System

Republic Pictures screened its new Naturama process for the New York trade press here for the first time at the RKO 58th Street Theatre on Friday.

The process, an anamorphic one, which is said to be compatible with similar processes, has an aspect ratio of 2.35 to 1, requiring no additional equipment for those theatres that are

(Continued on page 6)

On Merger Plan

RKO Pictures, Atlas 'Holdors Vote in May

Stock Transfer Method Outlined by Simpson

A special meeting of the stockholders of RKO Pictures Corp. will be held in Dover, Del., on May 25 to consider and vote upon a proposal to merge RKO Pictures, AirElects, Inc., Albuquerque Associated Oil Co., San Diego Corp., and Wastach Corp., with and into Atlas Corp., the surviving corporation.

The merger plan was cleared for stockholder action by the Securities and Exchange Commission which issued an order exempting the transaction from certain provisions of the Investment Company Act. RKO Pictures, which is headed by president A. Dee Simpson, is one of the oldest companies in the industry and could trace its origins back to the Radio-Keith-Orpheum Corp., in 1905.

Under the merger plan, RKO Pictures stockholders will be entitled to

(Continued on page 8)

4 from TOA At SBC Meet

A committee of four was named by Theatre Owners of America to attend the Senate Small Business subcommittee hearing in Washington on May 21, at which time representatives of distribution will testify on industry trade practices, it was announced.

The TOA committee consists of Albert M. Pickus, vice-president; Alfred Starr, chairman of the executive committee; Herman M. Levy, general

(Continued on page 6)
Says CBS, NBC Have 'Stronghold'

**Bricker Asks Congress to Empower FCC to Regulate TV Networks**

WASHINGTON, April 29.—The Columbia Broadcasting System and the National Broadcasting Co., "exercise a stranglehold" over the entire television industry, Sen. John W. Bricker (R., Ohio) said over the weekend.

In a report on network monopoly, prepared for the Senate Commerce Committee of which he is the top Republican member, Bricker recommended that Congress initiate legislation to empower the Federal Communications Commission to regulate the networks.

**Opponent of Webs**

Bricker has been a long-time dis- couter of the networks' activities, and was instrumental in bringing about the current investigation on the television networks currently being conducted by the Senate Commerce Committee and the FCC.

Bricker also recommended that either Congress or the FCC reduce service areas of VHF stations in heavily populated sections of the country, in order to build up the strength of five-station networks; and eliminate the five-station ownership rule, substituting "a more realistic population criterion ... opening the door to the establishment of competing networks.

Bricker said he was introducing a bill to implement his recommendations.

**Points to Income**

Bricker pointed out that CBS and NBC, together with their eight wholly owned stations, had a 1938 net income before taxes which equaled 46 per cent of the entire television industry's income. Both the American Broadcasting Co. and the DuMont network reported a loss for the year, he said.

**Preempted Service Areas**

Bricker maintained that the large major networks have extensive areas extending far beyond any limits imposed by economic necessity" and that said the effect was to "abnormally depress the economic potential of the smaller market."

He claimed that "not merely a network affiliation but actual access to substantial amounts of network programs, is nearly 100 per cent essential to profitable operation of the individual station." In numerous instances, he said, the smaller station is barred from network affiliation, because it reaches a narrow market. The continuance of this practice, he said, can bring about two results: "many such stations will be forced off the air; television broadcasting will be vested in the hands of a few super-power stations serving vast areas."

**Calls Situation 'Unhealthy'**

"It cannot be argued too strongly," Bricker said, "that the circumstances outlined constitute an unhealthy situation. Unless the Congress acts forthwith and forthrightly, the situation is one which may well presage the exclusion of a nationwide competitive television system."

Nine New York theatres were awarded certificates of appreciation for their cooperation with the United Service Organizations on Friday at a luncheon given by the USO in behalf of stage, screen and entertainment personalities.

Recipients of theatre awards were Brandt Theatres, the City Entertainment Corp., Criterion, Loew's State, Paramount, Plaza-Trans-Lux, Warner and the Radio City Music Hall. Special recognition was given to the theatres for their issuing of an estimated 300,000 passes during the three years to servicemen through the USO ticket service.

Awards for radio and TV contributions were given to the American Broadcasting Co., Columbia Broadcasting Co., Dumont Broadcasting Co., Mutual Broadcasting Co., and the National Broadcasting Co.

**Nine Theatres Cited For Aid to USO**

**Goldwyn Emphasizes Need for Japanese Trade With U. S.**

Hollywood, April 29.—Goldwyn, following his return from a six-week tour of the Far East, arrived in the Coast, he declared that there is a similar friendship on the part of Japan for the United States but this night wane if the U.S. fails to recognize that "they cannot be left out of the opportunity to trade and export goods to the West."

**Red China Close By**

He said the "Japanese have been our leaders declare it is important keep Japan on the side of the world" and that "if Japanese cannot be sold to America and nations of the free world, Japan look elsewhere, and the most available market in their eyes is Com- munist China."

Goldwyn asserted that Japan alarmed at the violent anti-Japanese sentiment in the U.S. as reflected such actions as that of the North Carolina legislature in requiring selling Japanese textiles to erect in front of their business stating fact.

"The perplexity of the Japanese increased by the fact that they know is the best foreign customer for American cotton coming from some Southern states now again will be but greatly reduced," he added. "They also realize that Japan is the best foreign customer, American wheat from our farms the middle West and for rice in California."

**'Dolls' Ends 23-Week Run in 450-Seater**

San Francisco, April 29—Samuel Goldwyn's "Guys and Dolls" at the 450-seat Stage Door Theatre here ended its fabulous week run with a final week gross of $7,500.

The engagement, according to theatre operators, has yielded the theatre a rental in excess of $100, which is said to be the highest ever paid for any picture in the
THIS IS **TONY CURTIS** as "TINO"

in

**TRAPEZE**

HECHT and LANCASTER present

BURT

LANCASTER CURTIS

GINA

LOLLOBRIGIDA

in

**TRAPEZE**

starring KATY JUBADO • THOMAS GOMEZ
with JOHN PULEO • MINOR WATSON

Directed by **CAROL REED**

by JAMES HILL • Screenplay by JAMES R. WEBB
Adaptation by LIAM O'BRIEN
A SUSAN PRODUCTIONS Inc. Picture

**CINEMASCOPE**
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**READY IN JULY...**

**THRU UA**
LOOKS AT "TRAPEZE"
and gives it
a ticket-selling
send-off with a
multi-page layout
plus cover!

Up...Up...Up There Above The Great Ones!
Something New Has Been Added

**Look What $1.75 Will Buy At Chi.’s Starlite Drive-in**

*From THE DAILY Bureau*

CHICAGO, April 29—Stanford Kohlberg’s Starlite Drive-in Theatre inaugurated this weekend a policy which, if used in other theatres, will include a kitchen sink. And available to patrons as well.

For an admission price of $1.75, a patron gets all this and fresh air, too: Two feature pictures, a stage show, free milk for children, free diaper service, free candy, souvenirs and dancing. Starting on Aug. 17 there will be an ice show with a company of 30 skaters. As an added attraction, there will be circus aerial acts at every show.

**Headliners Included**

For the first two weekends Kohlberg has lined up Nick Noble, the Hilltoppers, the Chordettes, Jim Hollinger at the piano, Clyde Calloway, Eddie Fontaine, Joe Fay, Dagmar and Benny Sharp. Also already signed up, according to Kohlberg, are Roy Rogers, Gene Autry and Bing Crosby. Next week negotiations are under way with Martin and Lewis, Spike Jones, the McGuire sisters and other personalities.

Until May 18 the big shows will be presented only on weekends, but will run nightly thereafter for the rest of the summer. The programs will start at 5 P.M., with dancing, followed by the stage show, which will be two screen attractions. The stage show will be repeated at midnight. Closing time will be at 4 A.M.

Now under construction are steel bleachers with a seating capacity of 5,000. With its 1,875-car capacity and parking space for 900 cars, Kohlberg figures the Starlite will be able to accommodate between 30,000 and 40,000 persons. And credit cards will be issued to patrons who will want to charge their admissions.

**Trans-Lux Holds Own in 1st Qtr.**

First quarter operations of the Trans-Lux Corp. are running about the same as last year. Trans-Lux president Percival E. Furler informed stockholders here last week.

The management slate of directors was elected by over 402,000 shares. Following the meeting, the directors met and reconvened the following officers: Furler, president; Aquilla Giles, vice-president; Albert D. Erickson, vice-president, secretary and treasurer; Harry G. Pugh, assistant secretary and assistant treasurer, and Herbert S. Keller, assistant secretary and assistant treasurer.

**Hike Ad Rates**

COLUMBUS, O., April 29—Advertising rates of the Columbus “Citizen” will be increased two cents per line, effective June 1. Present amusement page rate is 36½ cents per line.

Levine Reports 1,000 Expected to Attend VC 20th Convention

At least 1,000 members of Variety Clubs from all over the world will attend the 20th annual convention at the Waldorf Astoria Hotel here on May 9-12, according to Martin Levine, VC convention chairman.

Levine, at the Variety Club Tent No. 35 luncheon meeting at Toots Shor’s Restaurant, announced that over 600 registrations have been received thus far for the annual convention and that at least 1,000 are expected.

Drive Inaugurated

Chief Barker Harold J. Klein appealed to the local tent’s membership for more support to the organization’s activities and announced the launch of a campaign on behalf of the Variety Club Foundation to Combat Epilepsy. He said that canisters are being distributed in the metropolitan area for all kinds of establishments, stores, apartment houses, etc., to secure additional funds for the Foundation.

It was announced at the meeting by Klein that the CinemaScope short subject dealing with epilepsy, produced by 20th Century-Fox, is completed and will be available for distribution shortly.

Guests of honor at the Toots Shor’s luncheon meeting were Cloo Moore, star of Columbia’s “Over-Exposed”; nightclub comedian Myron Cohen, and Martin Levine, broadcaster and “Mr. Showman” for the forthcoming VC convention. Luncheon chairman was Larry Morris.

**Billy Rose Denied Books Inspection**

In a copyright action brought by Billy Rose against Bourne, Inc., music publishers, Federal Judge Murphy in the Southern District of New York, denied Rose’s application for inspection of the books and records of the music publisher. The application was based on Rose’s claim that a 1923 assignment of the renewal term of copyright in his song, “That Old Gang of Mine,” was “unenforceable” because of the advent of sound film and television.

Louis Nizer, attorney representing Bourne, Inc., argued before Judge Murphy that Rose had accepted royalties without protest for more than 30 years and had no standing to attack the validity of the song, including motion picture synchronization and television.

**To Sneak ‘Boots’**

“Away All Boots,” said to be the most expensive film production ever produced by Universal-International, will be given a “sneak preview” at the RKO 86th Street here tomorrow night for the general public as well as a group of U-I guests, who will include local radio and television personalities, national and fan magazine editors and press, television, radio and merchandising tie-up representatives.
Report Verbal O.K. For ‘Pacific’ Film

Virtual verbal agreement to produce "South Pacific" in the Todd-AO process for Magna Theatres release was announced last week by Rodgers and Hammerstein at the weekend.

George P. Skouras, Magna Theatres president, now on the Coast, reported the negotiations last week when announcing the refinements in the Todd-AO process.

4 from TOA

(Continued from page 1)

(Continued from page 1) counsel and George Keratos, assistant to the TOA president. Myron M. Blank, TOA president, is expected to return from Europe around May 15, and may go on to Washington to attend the SSBC hearing.

It was disclosed here late last week by Henry O. Heine, president of Allied States Association, that an invitation would be extended to TOA "to sit in and listen to" the Emergency Defense Committee meeting, which will take place in Washington, where the Allied board of directors will meet, beginning May 22. TOA has not reported whether it has received an invitation to attend the Allied EDC meeting, but it was indicated earlier last week that there was a strong possibility of a meeting among the leaders of both organizations to discuss the SSBC distributor testimony and to possibly formulate a new, joint exhibition policy.

Pickman Returns

Jerry Pickman, Paramount advertising publicity vice-president, arrived in New York over the weekend from Hollywood where he engaged in studio conferences on production and promotion plans. He met with Y. Frank Freeman, vice-president in charge of the studio; Cecil B. DeMille, vice-president and other executives, producers and stars connected with current productions.

HEAFODECE

In Anglo-Saxon it means headache. In American English it's the same. And, in the film business, anyway you look at it, it's still just that. But, that's something that can be avoided. How? Simple enough. Which means? It means that a George J. Waldman release will release you of all booking headaches.

Getting ready to show you, how Buffalo-Albany Territory:

505 Pearl Street, Buffalo

Phone: Madison 3857

MINNA ZACKEM, Gen. Manager

New York Exchange Territory:

GEORGE J. WALDMAN

630 9th Ave. Phone: Cel 6-1717

REVIEW:

Hilda Crane

20th Century-Fox—CinemaScope

Romance centered on a complex girl who loves but fails to have it returned until it is almost too late provides the story for 20th Century-Fox's CinemaScope and color-by-Technicolor production "Hilda Crane," that has Jean Simmons, Guy Madison and Jean Pierre Aumont sharing top roles. Box-office-wise, it is a moving picture, one that makes its appeal to women but has much drama and suspense to interest male theatre patrons as well.

Top billed as Hilda is Miss Simmons who sheds her quiet acting manners to assume the role of a Nevada girl who returns to her home town after two unhappy marital ventures in New York, each of which ended in the divorce courts. She searches for a new and substantial love, only to find that this possibility, too, has faded over the years. To her dismay, she finds that her college sweetheart, Aumont, a French professor, avoids marriage with her but entertains the idea of an affair—which she refuses most emphatically. Suave, sophisticated Aumont pursues, but not in time to rescue her from Madison, a rich contractor, who publicly displays affection for her.

At this stage, Madison's rather forward mother (Evelyn Varden) attempts to halt the marriage between her son and Miss Simmons but finds her world is no longer in her hands and it is to Madison. The mother's attempt to "buy her off" the day of the wedding fails her but her plot succeeds to a point. She complains of her weak heart during the pre-wedding fight with Miss Simmons and dies while her son and Miss Simmons are being married at the church. In this way, emphasized by producer Herbert B. Swope, Jr. and director Philip Dunne, she comes between the married couple—her death serving as a bridge between them.

As romance weakens and the two grow further apart, Miss Simmons displays her complex romantic dilemma, loving but not being loved. Once again, she returns to Aumont who asks her to run away with him and marry. Here, Madison bursts into the room to view his wife and Aumont and sends Miss Simmons home in a fit of despair. Resolving that there is to be no way out of the marital war between herself and Madison, Miss Simmons swallows a bottle of sleeping pills but is treated in time by a physician. After her slow recovery, she prepares to leave her husband and return to New York but finds that the barrier—the memory of her dead mother-in-law—has been removed in its entirety by Madison who stages a reconciliation and promise of ardent love.

The supporting cast—Judith Evelyn, who portrays Miss Simmons' mother; Miss Varden and Peggy Knudson and Gage Palmer, as a neighborly married couple—complement the superb performances of the three top stars.

Music composed by David Raskin and directed by Lionel Newman serves to maintain the mood. Joe MacDonald headed the photography crew that captures the quaint settings of a typical college town.

Running time, 85 minutes. General classification. For immediate release.

JACK EDEN

All Trans-Lux Units

In One Spot June 1

All of Trans-Lux Pictures Corp.'s New York offices will be consolidated on June 1 when the firm will move to its new location on Madison Ave.

Richard Brandt, vice-president of Trans-Lux Distributing Co., said the Trans-Lux Television Distributing Co., which will go into full-scale operation in mid-May, also will be housed at the central office. The new firm, which Brandt will direct, will handle TV distribution of half-hour subjects, full-length feature films and some 700 short subject films of the Encyclopedia Britannica series. The latter series will be sold in 26 and 36-film package contracts, Brandt added.

Mapping future films for Trans-Lux Theatres in New York, Brandt said the Italian film "La Strada" will be booked for one of its First Side houses in July.

Further Plans for Joint Convention

Plans for the forthcoming joint conventions of Theatre Owners of America, Theatre Equipment and Allied Service Owners Association, the Concessions and Popcorn Association were furthered here at the weekend when officials of the three groups held a luncheon meeting. The conventions will be held jointly at the New York City Coliseum here on Sept. 19-25.

Attending the meeting were Albert M. Pickus, Herman Levy and Joseph Alterman of TOA, Merlin Lewis and Lee T. Jones of TESMA, and Lee Koken and Bert Nathans of CPA.

"Oklahoma!" to Okla.

On 50th Anniversary

The State of Oklahoma will have first showing of "Oklahoma!" June 7, in connection with the celebration of the statehood of Oklahoma. The picture will open June 7 at the Rialto, in Tulsa, Fred O'Shea, vice-president of sales and service for Magna Theatres, disclosed here late last week.

The Todd-AO picture will also on June 1, in the Nixon, P. Burns, and Joy Hauck's Panorama will be completely remodeled for the engagement on June 14.

Republic

(Continued from page 1) now equipped with wide-screen wide-screen lenses.

The first pictures utilizing the process is "The Maverick Queen," review of which appears in this edition of Motion Picture Daily. The Republic will run an optical sound track only, the company stated. The new system devised to improve resolution, definition and eliminate graininess.

Naturama Reception

Enthusiastic in U. K.

LONDON, April 29.—The demonstration here of Republic's Naturama process was given an enthusiastic reception by a large audience, which included a number of delegates to the Cinematograph Exhibitors Association's general council. Following Republic president Herbert Yates' introductory reels, public's first Naturama, "Mave Queen" was screened.

Another number featuring Technicolor members of the audience had the view the French C-O panorama process. They gave particular attention to the various camera movements in the original anamorphic system achieved by Republic's laboratory technical and in particular to the background clarity revealed on the screen.

ASCAP Show Tomorrow

The American Society of Composers, Authors and Publishers announced that a group of ASCAP writers will present for members. performers and guests at the National ASCAP 6th annual "ASCAP Musical Matinee" tomorrow, in the P. C. A. Auditorium, Washington.

Paul Cunningham, ASCAP president, will produce the show as master of ceremonies.

Set 'Duchin' Dates

The Woods Theatre in Chicago, Allen in Cleveland and the Biltmore in Los Angeles will be among the key city showplaces to play Columbia's summer release, "The Eames Duchin Story." It was predicted the Cinemascope feature would play at the Music Hall New York.
The Maverick Queen
Republic—Naturama

Produced in the cattle country of Colorado, "Maverick Queen," the first picture in the new wide-screen Naturama process in Trucolor, has all the ingredients of the outdoor action film and should do well at the box-office, in all situations. With Barbara Stanwyck, Barry Sullivan, Scott Brady, and Mary Murphy in the principal roles, the picture, abundant with excitement, romance and villainy, deals with the adventures of an outlaw gang called "The Wild Bunch" and relates how the West was rid of them.

The script by Kenneth Gamet and DeVallon Scott and is based on a novel by Zane Grey. One song, "The Maverick Queen," sung by Joni James, adds to the entertainment values. Joseph Kane directed, and the photography direction by Jack Marta provides some beautiful backgrounds in the Colorado countryside.

Any devotee of Western stories will know immediately when mention is made of "The Wild Bunch," the story will deal with a gang's activities and demise, all which will be presented in an exciting, fast-moving manner. And so it is here. Sullivan is portrayed as an undercover Pinkerton detective who joins the gang in order to bring law and justice to the territory. He is aided in his efforts by Miss Stanwyck, who is Miss Murphy's sister and who aids and abets the outlaw gang. Miss Murphy is the young and beautiful cattle rancher operator who is in financial difficulties due to the Wild Bunch's raids on her stock.

Sullivan's successful efforts to join the gang and bring them to justice is hampered by Brady, a ruthless killer-member of the gang, who considers Miss Stanwyck his property. After being unmasked as a detective, Sullivan with Miss Murphy and Miss Stanwyck attempt to leave the Wild Bunch at a gun-cornered ranch. There they are rescued by a sheriff's posse, but after Miss Stanwyck is killed.

Others in the cast capably supporting the principals are Wallace Ford, Howard Petrie and Jim Davis.

Running time, 92 minutes. General classification. For release in May.

LESTER DINOFF

I.F.E. Slates 6
(Continued from page 1)

Policy of this company to release only those films which we feel will appeal to wide segment of the American movie-going public.

The new product lineup includes three color films, one in CinemaScope. Five of the six are in the English language. Included in the group is the company's first French-produced film, which continues the I.F.E. policy of releasing not only Italian product, but those of other countries as well.

The new films are: "Roman Tales" (tentative title), in CinemaScope and Technicolor, starring Silvana Pampitta and Vittorio De Sica; "Symphony of Love," a Technicolor musical dramatization of the life of Franz Liszt, in English, with Claude Laydu as the composer; "Forbidden Fruit," an adult drama of extramural involvements, starring Fernando.

Also "Torpedo Zone," English-language film dealing with submarine naval action during World War II; "Con Men," English language picture starring Broderick Crawford, and "End of India," photographed in color by Claude Renoir, features some scenes and shots never before to have been photographed.

John Conway Dies
John J. Conway, a sales representative of the National Ticket Co., died in New York.

To Be Studied
ComproReports
OnGoldenson's Distaff Plan

By MURRAY HOROWITZ

Recommendations on methods to attract women into motion picture theatres and the entertainment report prepared by the advertising and publicity committee of the Council of Motion Picture Organizations.

The report has been submitted to Leonard Goldenson, president of American Broadcasting-Paramount Theatres, who had advocated that an industry-wide campaign be instituted to win the distaff side of the potential American audience.

Suggestions Not Disclosed
The nature of the recommendations was not made public, although the report will be studied further for possible action. A number of advertising publicity executives were queried regarding the proposals, maintained that a good deal of "indirection" is used in the proposed campaign, a tool which could become ineffective if unwrapped, they stated.

Goldenson, contending that women play a vital role in setting the film-going habits of the family, said a campaign should be launched, making the distaff side aware that motion picture theatres offer relief and a night out from the cares and worries of home.

Tax Campaign a Factor
One factor mitigating against quick launching of the proposed campaign is the current anti-admissions tax drive, now absorbing all the attention of COMPO executives, trade observers felt. Another complication is one of financing, which would have to be settled before the Goldenson women's drive to boost attendance could be launched.

Stewart and Murphy For 'Night Passage'
HOLLYWOOD, April 29.—Edward Muhl, Universal-International vice-president in charge of production, has announced the co-starring of James Stewart and Audie Murphy in Norman C. Fox's "Night Passage," with color by Technicolor, as a top-budget attraction.

Stewart and Murphy starred separately in U-I's two top-grossers of all time, "The Glenn Miller Story" and "To Hell and Back," both produced by Aaron Rosenberg, who will produce "Night Passage."

Fox Director Honored
Boris Vertov, director of 20th Century-Fox's foreign versions dept., has been awarded a Golden Reel by the Film Council of America for his 16 mm production "The Man I Never Saw" at the third annual film assembly meeting in Chicago.
Columbia

RKO Pictures, Atlas Holders Vote in May

(Continued from page 1) receive four shares of new common stock of the surviving corporation for each five and one-quarter shares of their RKO stock. Atlas stockholders will be entitled to receive four shares of new common stock of the surviving corporation for each one share of presently outstanding stock of Atlas. Also, RKO stockholders will have the privilege, exercisable within the 40 days following the effective date of the merger, of electing one per cent of the outstanding shares of new common stock of the surviving corporation to which they would otherwise be entitled, six-tenths of a share of each of Atlas and RKO common stock, par value of $20 per share, to be issued by the surviving corporation. RKO stockholders exercising this privilege will receive such preferred stock at the rate of $9.14, par value thereof, for each share of RKO stock.

No Tax Change

Simpson reported in the notice of the special meeting that no gain or loss for Federal income tax purposes will be realized by RKO stockholders on exchange of RKO stock for the new securities.

The merger agreement, which is subject to necessary approvals by stockholders of the respective constituent corporations, is the result of many months of negotiations between representatives of Atlas and of RKO, Simpson said. These were first carried on in behalf of RKO by Howard Hughes, owner of more than 40 per cent of the stock of RKO, at the board’s designation. Further negotiations were carried on by other directors in behalf of RKO and they related largely to the establishment of the attributes of the preferred and convertible preferred stock and the fixing of the ratio of exchange there for RKO stock, Simpson said.

Liquid Assets Sought

According to the proxy statement, the principal reason for the proposed merger is to provide an opportunity for the utilization of the liquid assets of RKO as part of the resources of Atlas. RKO was a holding company owning stocks of subsidiaries engaged in the production and distribution of motion pictures until March 31, 1954, when in a transaction approved by stockholders it sold its assets to Hughes for $43,489,478 in cash, an amount equal to $6 for each share of stock then outstanding. Following the sale of assets, RKO, at a cost of $5,717,952, redeemed 952,992 shares of its common stock at $6 per share, pursuant to an offer to stockholders to redeem stock at that price, which expired Dec. 31, 1954. Since the sale to Hughes, the proceeds of the sale utilized to stockholders in the form of cash, has been maintained in liquid form, and the assets of RKO have consisted entirely of cash and marketable securities. RKO realized a capital loss amounting to $32,231,690 upon the sale of its assets and, under present Federal laws and regulations, such loss would be available under appropriate circumstances as a set-off against capital gains, if any, realized by RKO prior to Dec. 31, 1959.

Share Value $6.08

The net asset value per share of RKO stock issued and outstanding at Nov. 30, 1955, was $6.08, exclusive of any value of possible tax benefits from the capital loss carry-forward.

The proposed merger will require an affirmative vote of two-thirds of the outstanding shares of RKO stock and would become effective with the filing and recording of the agreement of merger in accordance with applicable state laws. The merger can also be abandoned at any time prior to its effective date by mutual consent of the boards of all the constituent companies.

Totals 2,961,921 Shares

The capital stock of RKO consists entirely of common stock, totaling 2,961,921 shares. RKO stock, as of Feb. 29, 1956, registered in the names of approximately 4,300 owners. Approximately 42.61 per cent or 1,262,120 shares of the RKO common stock is owned beneficially by Hughes. A bonus plan has also been announced which will provide 832,800 shares of RKO stock, approximately 28.12 per cent of the outstanding stock, at the February date. If the merger becomes effective, these shares will be cancelled and no shares in the surviving corporation will be issuable in exchange thereof. Hughes has not advised the management of RKO as to whether he intends to exercise the option to convert into new preferred stock of the new corporation or any of the new common stock in the surviving corporation which would become issuable to him if the merger becomes effective.

Stockholders Meet May 23-24

For Atlas and Merged Firms

A proposal for the merger of Atlas Corp. and five other companies in which RKO is a majority stockholder was submitted on May 24, Floyd B. Odlum, president, announced. On consummation of the merger, the present common stock of Atlas will be converted into shares of its new common stock.

The merger will not affect the outstanding options and warrants of Atlas, except that each option warrant after the merger represents the right to purchase one share of the new common stock at a total cost of $25, amounting to $6.25 per share.

Board to Be Augmented

The board of directors of the merged company will be enlarged to 13. The executive committee will take office on the effective date of the merger be: David G. Baird, Baird & Johnson, of New York; Allen W. Wilson, of the New York Stock exchange, and the active head of the current board; Foundations, S. T. Richardson of Fort Worth, Tex., of the largest independent oil producers in the country, and Robe Stearns, former president of the city of Colorado and now executive vice-president of the Boettcher Foundation. Ryan of San Diego has been named a vice-president. Ryan has been a member of the executive staff of the company and was formerly a vice-president of Consolidated Alaskan Airlines Co. Stockholders of Airline, Alaskan, San Diego and Washatch merged will meet on May 25 to ratify the proposed merger.

Still Closed-End Company

Atlas had been advised by counsel that all of the exchanges of stock involved in the merger will be free, including conversion of the common stock into preferred stock. Atlas will continue as a closed-end company and the directors of the major companies will continue to hold the positions they now hold. The directors will be in charge of the major companies specializing in special situations, according to Odlum.

Berger Favors One-Year Arbitration Test; Sees Hope in Exhibitor-Distributor Parley

MINNEAPOLIS, April 29—Benjamin Berger, president of North Central Allied, said that he believed a one-year trial of all-inclusive arbitration was the "best and most peaceful method" of settling the current differences between production-distribution and exhibition.

The North Central Allied chief said that he was optimistic over the possibilities of a round-table meeting between exhibition leaders and top executives of the major companies.

Berger said that "since we get them all together, we can work out a program for a year's trial of all-inclusive arbitration," adding that "it will be much better for all concerned if we can work out our problems within the industry itself instead of being forced into legislation."

CBS, Col., Talking Radio Deal for Film

Columbia Pictures is negotiating with Columbia Broadcasting System in regard to securing wide-spread radio promotion in behalf of the forthcoming "The Eddie Duchin Story."

The details of the negotiations were not made available, but it is understood that the agreement will embrace about 25 segments on eight coast-to-coast radio shows, it was said.

Charles Herbst, 54

MILWAUKEE, April 29—Charles H. Herbst, Jr., 54, owner of Theatre Engineering Service died here. Prior to starting this firm four years ago, he had been a field engineer for Radio Corp. of America for 24 years, most of the time in Wisconsin.

Leo Pillot is Wed

Leo Pillot, 20th Century-Fox special events manager was married to Alba Hammon Saturday in a private ceremony before Supreme Court Judge James B. M. McNally, in New York.

Circuits Book MGM "Wedding in Monaco"

A three-reel subject in CinScope and color by Technicolor "The Wedding in Monaco," covering the Grace Kelly-Prince Rainier I of Monaco marriage, is currently in circulation by MGM which has scheduled it for release throughout the U. S. rights to the production.

Eleven theatre circuits, Loew’s, RKO, Schine, Shen, Gibraltar, West Coast, Kincey, Florida and Cooper Foundation, Huntsville, Intermountain, have booked the film for showing.
A n enlargement of its education and engineering activities occupies a prominent place on the 1955-56 program of the Society of Motion Picture and Television Engineers, now convening in its 79th semi-annual convention at the Hotel Statler in New York. SMPTE feels that its job is a long way from being "done in the field of education." It has become apparent to farsighted engineers and administrators in motion pictures and TV that a very practical and serious limitation to continued technological progress is presenting itself. This limitation, SMPTE reports, appears as a shortage of skilled personnel able to handle today's increasingly complex technical tasks.

To meet this growing problem, young engineers with professional training must become interested in motion picture and television employment, SMPTE is convinced. Concurrently, technical people already on the job must become increasingly conversant with the fundamentals of modern techniques. These include magnetic recording, photography, processing and quality control of color film, and the use of color and black-and-white films in TV. To familiarize technicians with these modern techniques will require an extensive and very deep program of education and training, and if it is to succeed, such a program must be well grounded, palatable and readily available to all who express an interest, SMPTE realizes.

In line with the stepped up education program, SMPTE sponsored three technical courses last fall at the University of California at Los Angeles and followed that up with the institution of another course in February at the University of Southern California.

Courses on Motion Picture Laboratory Practice, Duplication of Color Motion Pictures and Illumination Optics were offered at UCLA, while the Elements of Sound Recording for Motion Pictures was given at USC. In all cases, courses were offered to motion picture personnel now employed in the industry to enable them to keep abreast of the latest technical developments.

At the January SMPTE board meeting there was discussion of instituting a projection course at a university but the proposal was temporarily shelved due to a lack of technical members able to serve on the committee. However, SMPTE officials have reported the measure will be brought up for consideration at the future convention when action, specifically in the selection of committee members to organize such a program, will be taken.

**A Leader in Standardization**

Reporting on the organization's engineering program, a SMPTE report said "the society's engineering work has always been extensive, yet it too reached a new peak in 1955 with American participation in the Stockholm conference of the International Standardization Organization. From our Board of Governors and headquarters staff came the chairman and secretary of the ISO technical committee on cinematography, and from our committees came the delegation that presented this country's views to representatives from nine other nations. Out of these combined efforts are coming international standards within which future exchange of motion pictures between countries will take place. Recent American advances made it appropriate for SMPTE to assume world leadership in this field."

Steps toward improving the technical quality of black-and-white TV and toward improving the technical kinks out of color TV have been aided by the Society; and SMPTE's color and black-and-white test films and slides have come into wide use because they demonstrate, in film terms, special requirements of the TV system which must be met in the completed motion picture if adequate quality in the televised image is to result. Published recommendations spelling out these requirements continue to be distributed in substantial quantity, as do copies of a new standardized TV studio lighting nomenclature which is eliminating a good many misunderstandings in the production of live shows.

SMPTE, in its 40th year of service and technical leadership, continues to give the motion picture and television industries and their engineers, producers, suppliers and technicians a place to meet and exchange ideas, and to discuss problems and their solutions on a professional level. The results of this cooperative effort are contained in the Journal of the SMPTE. The facts found there, and the organization that stands behind them, have significance, importance and timeliness in this era of change.

The motion picture industry, a late starter in the scientific field, had certainly not reached any great degree of gravity or honor when C. Francis Jenkins, one of the pioneers of the film industry, issued a call in 1916 for a few engineers interested in the motion picture business to meet at the Hotel Astor in New York and review the needs of the infant industry. This group of 25 organized the Society of Motion Picture Engineers, taking for its aim: "The advancement in the theory and practice of motion picture engineering and the allied arts and sciences, the standardization of the mechanisms and practices employed therein and the maintenance of a high professional standing among its members."

**Publication of Technical Data**

The founders of the organization felt that one of the most valuable tasks it could perform was to put into permanent form for world-wide distribution the specialized knowledge of the members, experts in their particular line. This principle of the dissemination of scientific knowledge inspired the Transactions, a publication that contained the papers that were presented, and the discussions that

(Continued on page 12)
Officers of the SMPTE

JOHN G. FRAYNE
President

John George Frayne, president of the Society of Motion Picture and Television Engineers, was born in the County of Wexford, Ireland, on July 8, 1894.

Dr. Frayne first became affiliated with his present company in 1919 when he joined the staff of the development and research department of the American Telephone and Telegraph Company. In 1929 he went to Hollywood and is now engineer-

ing manager for Westrex's Hollywood division, a position he has held since 1949.

Dr. Frayne, who is well known for his work in the field of sound recording, is an avid proponent not only of better initial training for motion picture technical people, but also of continued education throughout their careers. In collaboration with Halley Wolfe of Westrex, he wrote "The Elements of Sound Recording."

In October 1954, Dr. Frayne was elected president of SMPTE for the 1955-56 term. He has been active in Society affairs since 1931, and has served as chairman of the Society's sound, progress, Journal Award and Progress Medal Award committees. In addition, he is a Fellow of the Society and has been Pacific Coast chairman, a member of the board of governors, editorial vice-president, and executive vice-president.

BARTON KREUZER
Executive Vice-President

Baron Kreuzer, executive vice-president of the Society of Motion Picture and Television Engineers, was born in New York City, February 18, 1909. He was graduated from Brooklyn Polytechnic Institute with the E. E. degree in 1928. Kreuzer joined RCA in 1928 and was successively concerned with electronic development work, film recording engineering, theatre field engineering, and film recording licensee contacts. During this period he supervised the installation of the elaborate sound and motion picture equipment at Radio City Music Hall, and the sound system used in the streets of Washington for the inauguration of President Franklin D. Roosevelt.

From 1935 to 1937 Kreuzer was in charge of film recording equipment sales for RCA's Eastern industrial licensees, including the operation of the 415th Avenue film recording studio in New York. From 1937 to 1943 he was engaged in a similar activity in Hollywood film recording sales. He was named national sales manager in 1941.

From 1943 to 1954 Kreuzer served successively as manager of RCA's theatre equipment business with headquarters at Camden, N. J., as general product manager of the Engineering Products Division, and as marketing manager of the theatre and industrial equipment department.

From 1954 to the present he has been director of product planning for RCA.

He is a fellow of the SMPTE, past treasurer and past financial vice-president. In addition to being SMPTE's current executive vice-president, Kreuzer also is chairman of the executive committee.

BOYCE NEMEC, Executive Secretary

Boyce Nemec, executive secretary of the Society of Motion Picture and Television Engineers, was born in Minneapolis, April 19, 1918. He was educated at the University of Minnesota, and served in the U. S. Army Signal Corps from 1941 to 1946. He joined SMPTE in 1946 and was assigned to modernize its standardization procedures.

He was named executive secretary of SMPTE in 1947. He is resigning, effective June 15, to establish a management consulting service for the motion picture and television industries. He is International secretary for motion pictures of the International Standardization Organization.

HERBERT BARNETT
Past President

Herbert Barnett, past president of the Society of Motion Picture and Television Engineers, was born April 24, 1907, in Mississippi. He was educated in Mississippi and at New York University, where he did post graduate work.

Barnett spent approximately five years in research and motion picture development work with Bell Telephone Laboratories and as a recording engineer with Electrical Research Products, Incorporated (Westrex).

He has been with the General Precision Equipment organization for the past 18 years with the exception of the period 1953-1954, during which time he was executive vice-president of Cinerama, Inc. With General Precision he has served in several capacities including five years as director of engineering of International Projector Corp.
The Largest Fully Equipped Private Studio in the East!

How Would You Produce a Series of TV Commercials

in Eastman color featuring a new line of automobiles and a full size ice rink complete with a skating chorus?

We did it for Oldsmobile easily and with room to spare right in our own studios.

Two days later the ice was gone and a fully equipped supermarket stood in its place. What does this mean to you? Simply this — when you have your commercials made are you getting the studio facilities and flexibility you are paying for — or are you and your client jammed into a small space never designed for making motion pictures.

We believe in making motion pictures the professional way, the right way, the way that is cheaper in the long run. That is why, in addition to our studios, we have a full sized and permanently staffed scenic department with not only all the machinery to build whatever sets we need, but in addition we have a huge scene dock of set elements. Standing sets are yours to use without charge.

You know what a saving all this means to you.

But that’s not all! We have our own complete RCA sound channels, magnetic and optical in 35 and 16mm. The finest private motion picture sound installation in New York.

There are many other features such as dressing and make up rooms, property department, editorial rooms within one block of Madison Avenue, and a private theatre — all of which you need for first class quality production. Conveniently located in Mid-Town Manhattan.

Video Pictures, Inc. is currently represented on Television by commercials made for Halo, Herbert Tareyton, Gruen, Mutual of Omaha, Oldsmobile, Pall Mall, Rise, Shulton Old Spice, and Simoniz.

Our Executive Producer, Mr. Charles L. Turner will be pleased to have you visit our offices and studios to see the facilities that can be yours on your next commercial.

Why should you and your client have less than the best as long as the price is competitive? Let us give you a bid so that you may see for yourself. Call Mr. Turner at Circle 7-2062.

Charles L. Turner
Executive Producer

VIDEO PICTURES, INC.

with offices at
500 FIFTH AVE., NEW YORK 36, N. Y.
and studios at
510 W. 57th ST., NEW YORK 19, N. Y.
Officers of the SMPTE

NORWOOD L. SIMMONS
Editorial vice-president

[photo below] Mr. Simmons is editorial vice-president of the Society of Motion Picture and Television Engineers. He holds the position of chief engineer for the West Coast division of the motion picture film department of Eastman Kodak. He has been continuously associated with Eastman since completing his schooling in 1937.

AXEL G. JENSEN
Engineering vice-pres.

[photo above] Mr. Jensen is engineering vice-president of the Society of Motion Picture and Television Engineers. He is associated with Bell Telephone Laboratories, Inc., where he is director of television research. SMPTE in 1952 awarded him the David Sarnoff gold medal for his work in television research.

WILTON R. HOLM
Secretary

[photo below] Mr. Holm, secretary of the Society of Motion Picture and Television Engineers, is associated with E. I. du Pont de Nemours & Company, Inc., with whom he holds the position of technical associate, research division, photo products department.

BYRON ROUDABUSH
Convention vice-pres.

[photo above] Mr. Roudabush is president of Byron, Inc., Washington, D. C. With the outbreak of World War II he added a small sound studio for making training films for the armed services to his Washington photographic store. Later a laboratory for printing color films was added, and Byron, Inc., formed.

GEORGE W. COLBURN
Treasurer

[photo at left] Mr. Colburn is president of the George W. Colburn Laboratory, Inc., Chicago. The laboratory offers complete production services and release printing for 16mm film producers. Engaged in this and related activities since 1913, Colburn designed and built all of the motion picture printing equipment used by the laboratory since 1930.

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JOHN W. SERVIES
Financial vice-president

[photo above] Mr. Servies is financial vice-president of the Society of Motion Picture and Television Engineers. He also is a vice-president of National Theatre Supply, with which he has been associated for many years. He is in charge of Central district operations and head of carpet and concession sales departments.

ETHAN M. STIFLE
Sections vice-president

[photo above] Mr. Stifle is manager of the East Coast division of the motion picture film department of Eastman Kodak. He joined Eastman in 1931 in the research laboratory in Rochester. He moved to New York City in 1945 as a motion picture engineer in the motion picture film department, and was appointed to his present position in 1950.

SMPT Activities

(Continued from page 9)

took place, at the semiannual meetings of the Society.

By 1930, when contributions by engineers to the industry had been made more dramatically apparent by the introduction of sound, the Society had expanded to such an extent that it was decided henceforth to publish a monthly Journal which would reach a greater scope than the Transactions for achieving the Society's aims. Carrying on the tradition of the Transactions in crisper format, and bringing its story regularly to the rapidly growing membership, this publication earned a respect of serious workers in the industry as became one of the honored technical journals of the world.

World-wide Membership

With the growth of the industry over the years the Society has grown, too. The group of 25 original founders swelled to several hundred in the twenties. By World War II membership had reached about 1,300. Since 1939 it has shot up at an impressive rate until today the Society has some 5,500 members, addition more than 1,200 individuals and institutions subscribe to the Journal. Not all are in the United States. Around 1,200 members and subscribers are to be found in more than 50 countries outside the United States.

In 1949 it was decided that the Society should change its name to recognize an already accomplished fact, that television engineers had come to represent a fair share of the total membership. The cover of the January, 1950, issue of the Journal bore the new name of the organization, the Society of Motion Picture and Television Engineers.

Principles Unchanged

Although the scope of its activities has expanded considerably since 1916, the Society still follows the same high principles and aims established by its founders.

Since the war years, naturally, television has come to play an increasingly important part in the Society's activities. With this, the 70 semi-annual convention of SMPTE, half of the 20 technical sessions are being devoted exclusively to television subjects.

The current convention, too, is notable for an extensive exhibit of new products and equipment, some of which are being exhibited for the first time. More than 35 such exhibits are to be found in the Penn Top area of the Statler Hotel.

SMPT GOVERNORS AND SECTION CHAIRMEN


Section chairmen are: Ben Ackerman, Leo Diner, Ernest D. Gaw, A. C. Robertson.
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See the KLING-ARRI Exhibit, Booths 31 & 32 at the SMPTE Convention
A feature of the 79th convention of the Society of Motion Picture and Television Engineers at the Hotel Statler in New York, is an exhibit of motion picture and television equipment in the north and south sections of the Penn Top, adjoining the session room on that floor. Displays of manufacturers listed below may be located by booth number in the diagram of the exhibit area above. In this area coffee is served free as a service of RCA. There is also a special display of early equipment by the Motion Picture Historical Society, under the direction of Irving Browning.

Company and Representative

Akeley Camera & Instrument Corp., H. T. McGovern.......................... 7A
Andra Debie of America, Inc., Edgar M. Burlin................................. 9
Animation Equipment Corp., A. K. Livingston................................. 1A
Audio Instrument Co., Inc., C. J. LeBel.................................. 28
Ball & Howell Co., J. L. Wassell........................................... 5A & 6A
Byron, Inc., Ray Mahan........................................................... 7
Camera Equipment Co., Eugene H. Levy........................................ 6
Camera Mart, Inc., Samuel Hyman................................................ 23
Capital Film Laboratories, Inc., James A. Barker............................. 12A
Cinakad Engineering Co., Max Wollman........................................ 27
Fairchild Camera & Instrument Corp., John H. Waddell........................ 15
Florman & Babbe, Arthur Florman............................................. 26
General Precision Laboratory, Inc., A. F. Brundage.............................. 11
Hanimex (U.S.A.) Inc., Jack Carroll........................................... 29
Harvold Co., Inc., Robert Menary............................................ 8
Hollywood Film Co., Harry Teitelbaum....................................... 13 & 14

Company and Representative

Houston Fearless, A. J. Kjontvedt............................................. 17
Kling Photo Corp., Paul Klingenstein.......................................... 31 & 32
Motion Picture Printing Equipment Co., Henry Neuman......................... 22
Neumade Products Corp., Oscar Neu............................................ 25
Peerless Film Processing Corp., Raoul J. Menendez............................ 3
Precision Laboratories, Irvin R. Sheldon....................................... 30
Prestosel Mfg. Corp., Leonard A. Herzig..................................... 21
Radio Corp. of America, Harold Ruston........................................ 1 & 2
Rangertone Corp................................................................. 11A
Reeves Soundcraft Corp., Thomas J. Dempsey.................................. 16
S.O.S. Cinema Supply Corp., Dominick J. Capano............................. 19 & 20
Strong Electric Corp., Arthur J. Hatch....................................... 12
Westrex Corp., E. A. Dickens..................................................... 18
Zoomar, Inc., W. Steuer............................................................ 10
CHARLES ROSS INC.

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98 RUE DES PLANTES, BRUSSELS
IDEAL FILM
SCHLAPKNERGRACHT 84-86 AMSTERDAM
LE LABORATOIRE ITTRA—FILM S. A.
29 RUE DE LANCY, GENEVA

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AT
DU ART FILM LABS., INC.
245 W. 55th St., N. Y. 19, N. Y.  •  Plaza 7-4580
FRAYNE TO PRESENT FAME AWARD TO 20TH-FOX WEDNESDAY

Dr. John G. Frayne, president of the Society of Motion Picture and Television Engineers, will present the 1956 FAME Achievement Award to representatives of 20th Century-Fox at the opening of the Wednesday afternoon session of the Society's 79th semi-annual convention at the Hotel Statler, New York. The FAME Award is in recognition of the work of the 20th-Fox research and technical staff in developing CinemaScope 55.

Among those who will represent 20th Century-Fox at the presentation is Earl I. Sponable, technical director of the company, who was president of SMPTE from 1948-1950. Others from the company's technical staff expected to attend are Herbert Bragg, Lorin Grignon and Sol Halprin.

The Award, pictured at right, cites the "notable contribution to the art and industry of motion pictures by the development of the 55mm CinemaScope technique for the enhancement of the entertainment power of the screen."

At Get-Together Luncheon

Head of Canadian Film Board to Address SMPTE Meeting Today

Albert William Trueman, Government Film Commissioner and chairman of the National Film Board of Canada, will be the guest speaker at the get-together luncheon of the 79th semi-annual convention of the Society of Motion Picture and Television Engineers in the Ballroom of the Hotel Statler here today.

Dr. Trueman assumed the chairmanship of the Film Board in July, 1953. For three years prior to that he had served as a member of the N.F.B.'s board of governors and as a member of the board of governors of the Canadian Broadcasting Corporation.

An able educator as well as administrator, Dr. Trueman's experience in this area includes a three-year term, from 1942-1945 as superintendent of the Saint John, New Brunswick, city school system, followed by appointment to the presidency of the University of Manitoba in 1945 and of the U. of New Brunswick in 1948.

Dr. Trueman, who is 54, received his early education at Colchester Academy, Truro, Nova Scotia, and graduated from Mount Allison University, Sackville, New Brunswick in 1927. He served a term as headmaster of the academic department, Stanstead Wesleyan College, Stanstead, Quebec, and took his master of arts degree at Oxford, England. In 1931 he joined the English department of Mount Allison and later became

High Attendance Seen For 79th Convention

Well over 1,000 convention visits are expected here this week at SMPTE's 79th semi-annual convention at the Hotel Statler. Indication are it will be one of the best attendance in the Society's history.

Albert William Trueman, Government Film Commissioner and chairman of the National Film Board of Canada, will be the guest speaker at the get-together luncheon of the 79th semi-annual convention of the Society of Motion Picture and Television Engineers in the Ballroom of the Hotel Statler here today.

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In the THEATRE EQUIPMENT WORLD . . . .

with RAY GALLO

We'd like to start out this column by welcoming all the delegates to the 79th convention of the SMPTE now underway at the Hotel Statler. And we'd like to remind them that they can see a demonstration of the Todd-AO system at the Rivoli theatre tomorrow morning at 9:30 and also inspect the projection booth. Sue Grotta, head of public relations for the SMPTE, will be at the theatre to greet you at the registration desk. Also, don't forget to stop by the RCA Coffee Shop, located in the center of the exhibit area at the Statler, where representatives of RCA will be on hand with coffee and refreshments.

At right is a new anamorphic lens for 16mm projection, announced by the Projection Optics Company of Rochester, N. Y. Called the "Hilux 16 anamorphic lens," it is a combination anamorphic-prime lens equipped with a variable focusing mount. Thus it is a complete unit in itself. The lens is contained in an aluminum housing. It is available in focal lengths of 2 inches and over. The manufacturer states that it is easily interchangeable for various makes of projectors.

Oscar F. Neu, president of Neumade Products Corp., New York, and William C. DeVry, president of Paromel Electronics Corp., Chicago, left New York last week on the "Queen Mary" for an extended European business trip. They are interested in expanding the overseas market for theatre equipment and plan to renew contacts with dealer representatives in that area. Countries they will visit include England, Belgium, Holland, France, Germany, Switzerland, Italy, Spain and Portugal. They plan to return to New York in mid-June.

S. O. S. Cinema Supply Corp., New York, has a new hydraulic camera crane dubbed the "Giraffe," because of its resemblance to the long, flexible neck of that animal. It has an aerial platform which will support a load up to 450 pounds. This holds a cameraman, his equipment and even an assistant for making shots from high angles.

Black-light effects can be used in television by coloring objects with luminescent paints and illuminating them with intense ultraviolet light and using a Wratten 2-B filter over the television camera, according to the Stroblite Company, New York. Only the objects so painted will be seen on the television screen. Stroblite green ultraviolet color will give the best reception, it is said, followed by pink and blue. For ultra-violet illumination it is recommended that 100-watt ultra-violet projector lamps be used—or, for larger areas, 250-watt ultra-violet reflector lamps.
For over a quarter of a century Guffanti has rendered a personalized service. A complete lab service, 35mm and 16mm black and white and color, is entrusted to only highly competent technicians.

We are specialists in processing old, shrunken negatives with amazingly fine results. We have regularly processed prints and negatives that were in archives for over 50 years. The industry, museums, and the U. S. Government have availed themselves of our specialized service.

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OXBERRY COMBINATION 35-16 MM PROCESS CAMERA
Especially engineered for animation stands and optical printers. Now in production, early delivery.
Write for specification sheet.

Each OXBERRY unit is created by an organization experienced in animation problems and devoted exclusively to the production of superior equipment. Also available are registration devices, pegs and punches, cast aluminum drawing and planning boards.

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Visit Booth 1-A at Convention of Society of Motion Picture and Television Engineers. See on display complete line of latest OXBERRY Equipment.
Includes budget Animation Stand and Compound, New OXBERRY #700 Process Printer.
2 New OXBERRY Cameras—35/16mm Registration Devices.
Interchangeable

Combo 35mm-16mm. Process Camera Ready

A combination 35mm-16mm process camera for animation and optical printing has been announced by The Animation Equipment Corp., New Rochelle, N. Y. It can be changed from 35mm to 16mm merely by changing the lens, movement shuttle, sprocket assembly and magazine. The camera can be supplied initially for use with either 35mm or 16mm, and accessories for the other film size can be acquired later.

The camera has a shutter-type movement with fixed pilot pin registration, a rack-over mechanism for animation work, a sprocket drive to accommodate portable and stationary stop-motion motors, and a hand-dissolve mechanism on the front of the camera with a linear scale calibrated in 16 frames and 24 frames for cross-dissolve (DX). The shutter may be set and locked at a designated opening such as ½ shutter, 1 shutter, etc. The shutter opening is 170 degrees.

An automatic dissolve is operated through a dial selector and has a range from 8 to 80 frames. A two-position switch controls and indicates shutter position as to DX-in or DX-out. Camera dissolve action is started by a control button located on the control panel. When the correct number of frames are exposed, the dissolve mechanism disengages automatically.

The front of the animation camera is built to receive 35mm or 16mm Optexy lens mounts. There are two available, one for hand focusing that is calibrated in feet and inches. The other is for automatic follow focus. It is a spring-loaded no-play mechanism, ball-bearing mounted with a straight-line in and out movement for maintaining the optical center.

On the rack-over camera for 35mm film, a 47mm focal length lens is used. A 25mm focal length lens is employed for 16mm film. On the rack-over camera, the shortest back focus of any lens cannot exceed 17/32 in.

Aperture Provided

A standard silent film aperture is provided. A new feature permits it to be changed with other size apertures such as film strip, sound-on-left and sound-on-right.

The entire cam shaft is cut from one piece of steel. There are three cams to activate the shuttle, one coming into play when the 35mm shuttle is inserted, another when the 16mm shuttle is used. A barrel cam operates the pressure plate on both of the shuttles.

Two rack-over systems are provided. One is operated by a lever which activates a no-shock movement that positions the view-finder directly over the lens. The other is controlled by an indexing knob which accurately shifts the camera to the correct location for sound on left or right and for exact center for film strip. The reason for this, the manufacturer explains, is that the camera goes forward for his action direction in work with puppet and miniature, whereas it operates in reverse for animation.

A rack-over viewfinder faces the operator when the camera is on the animation stand, with the optical system rectifying the subject so the image is erected and copy may be read from left to right.

Reticle Mountings

All reticles are mounted in ground steel dove-tail plates having ground glass aligned to match the film registration pins. Reticles are interchangeable and are available on clear glass for projection of light. The reticle gauge for viewing alignment and focus gauge plate may be used as a visor.

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40 years of service to the motion picture, TV and allied industries
40 years of constant improvement and development
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Salute to SMPTE

Members and Delegates of the 79th Semi-Annual Convention at the Hotel Statler, New York, are cordially invited to visit our booth and see some of the finest high precision optical equipment and television lenses manufactured.

Technical information cheerfully supplied by our staff at Exhibit #10, from April 30th through May 4th.

Debbie Shows Latest Models

Debbie will show the latest models of its developing machines D.U.C., during the SMPTE convention at the Hotel Statler.

The latest model of the Aiglonne, a self threading developing machine for ultra high daylighth processing, in three models, 16, 35 and 70mm, will be shown.

Also, the 1956 model Matipo additive color printer for 35 and 16mm size film will be on exhibit. Separation negatives and positives and super-imposed negatives can also easily be printed by this model. It is equipped with a new high intensity light source.

The latest types of optical printers for color films, to print from 35 to 16mm, 16 to 35mm, 35 to 33mm, and 16 to 16mm, will also be on display. These machines can also be used for direct contact printing.

Senate OK’s Bill for Duty-Free Exhibits

From THE DAILY Bureau

WASHINGTON, April 29.—The Senate has passed and sent to the White House bills to permit duty-free importation of articles to be exhibited at the International Theatre Equipment Trade Show to be held in New York this fall, and at the International Photographic Exposition to be held in Washington next spring.

New Camera

(Continued from page 20)

center or squareness of developed negative stock. By holding the reticle gauge over any light source, a film that is mounted on pins may be checked visually.

Sprocket assemblies are installed or removed by manipulating two knurled thumb screws. A two-speed spindle transmits motive power to the sprocket assembly and proper engagement for either film size is accomplished automatically.

Work Accommodations

Certain work can be accommodated when a special cutout back pressure plate is installed. A light may be inserted for projection. For long rotoscope work, there is an assembly that has a light between two sprockets. For super critical lineup work, a plug at the rear of the camera is removed, sprocket assembly is removed, to permit the operator to sight straight through the shuttle and lens.

For optical printer installations, the camera is essentially the same except that it is not the rack-over type. The superimpose device is mounted in front of the shuttle for reflex viewing through the photographic lens on the printer.
You Are Cordially Invited

to See for the First Time in America the
Most Recent Unique Developments of
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BOOTH #9

ANDRE DEBRIE OF AMERICA, INC.
NEW YORK

Meet Opens
Films and TV, Early Topic Of Convention

Technical sessions of the
SMPTE's 79th semi-annual con-
vention get underway this mor-
ing at 9:30 with the presenta-
tion of papers on film laboratory prac-
tices and equipment. Sessions will
continue through Friday afternoon
in the Skytop Room of the Statler,
the Moderne Room of the Bel-
mont-Plaza, Fine Sound Studios,
the Rivoli Theatre, the DuMont
Telecenter and the NBC Colonial
Studio.

A major item on today's agenda
is the traditional get-together luncheon to be held at 12:30 P.M.
in the Statler Ballroom. Dr. John
C. Frayne, president of the So-
ciety, will preside and will speak on
"Motion Pictures and TV—In-
sparable Media." He will intro-
duce the guest speaker, Dr. Albert
W. Trueman, Canadian Film Com-
missioner and chairman of the Na-
tional Film Board of Canada. Dr.
Trueman, who is well known in
film circles as both an administra-
tor and educator, will discuss "The
Documentary Film—Communicat-
ing Experience."

Mielziner to Speak

On Wednesday Jo Mielziner,
known throughout the world for
his unusual and creative stage de-
signs, will address a special lunch-
eon for television studio lighting
technicians at the Belmont-Plaza.
Mielziner will speak on "Living
Light."

An extensive exhibit, featuring
new developments in film labora-
tory, sound, television, motion pic-
ture production, high-speed photo-
graphy and animation equipment,
will be open this afternoon and
throughout the week to all con-
vention registrants. Many items
designed to improve quality and
reduce costs will be displayed in
more than 35 exhibits.

Equipment Exhibit

In addition, an exhibit of early
motion picture equipment will be
displayed by Irving Browning,
founder and president of the So-
ciety of Cinema Collectors and
Historians. This exhibit will in-
clude the Mutoscope, a 1910 vin-
tage vending machine which shows
a movie of Charlie Chaplin,
Gaumont, Pathé, Selig and Prest-
wick cameras; a Moy camera de-
signed for a two color process; and
other rare items.

Strong Shows New Products

An arc slide projector for rear pro-
jection of backgrounds in TV and
motion picture studios, and a projec-
tion arc lamp which has been de-
signed for wide-screen projection,
will feature the exhibit of the Strong
Electric Corporation at the SMPTE
convention here this week.

The arc slide projector has been
designed particularly for the projec-
tion of 4" x 5" color slides with the
required brightness of 300-foot can-
dles at an eight-foot screen with a
projection distance of approximately
10 feet. It may also be used to pro-
ject 3" x 4" slides, and black and
white slides.

The versatile projection arc lamp
has been designed to project a spot
at the aperture which is of the cor-
correct size to meet the require-
mants of 55 mm, 65 mm, etc. film widths. It is
equipped to burn 13.6 mm carbons,
and embodies a higher magnification
mirror, a larger opening in the nose
which will pass the wider beams of
light to the aperture, and a large-size
douser. The only material change
required to use the lamp for 35 mm
projection is the quick insertion of a
lower magnification mirror.

The equipment will be exhibited in
Booth 12. Arthur Hatch and Russel
Aylng, Strong engineers, will be in
charge.

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This collapsible three-wheel tripod
is especially designed to meet
the demand for convenient mobility
of cameras on location or in the
studio.

Dolly can be used with any pro-
fessional or semi-pro tripod.

The tripod is fastened firmly to the
dolly by a clamp at each leg tip.

The special individual caster lock-

ing system makes it possible to lock
either two or three wheels in a
parallel position, enabling the dolly
to track in a straight line for rolling
dolly shots.

Dolly folds quickly into a single
compact, easy-to-carry unit, 24
inches in length, weighing 14 lbs.

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WASHINGTON, D. C.

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Now you can enjoy a leisurely theater-evening in New York and be in Los Angeles early the next morning via United's DC-7s—world's fastest airliners.

Fastest by over 1 hour—you leave New York at the convenient after-theater hour of 12:30 a.m. and enjoy the only overnight "all First Class" nonstop flight.

You arrive in Los Angeles at 6:15 a.m. rested and ready for the full day ahead.

Call your nearest United ticket office or call an authorized travel agent.
Spotlighting the News

TV City, Again

Talk of a Television City for New York made the news again last week. This time it was Abe Stark, president of the New York City Council, who was doing the talking. Speaking before the annual dinner of the Industrial Designers’ Institute, Mr. Stark urged the creation of a 22-acre Television City adjacent to Midtown Manhattan, through the application of Title I of the National Housing Law. This, he said, would permit public acquisition of land and subsequent sale to a private developer at a considerable saving. “The unsolved dilemmas which caused the motion picture industry to be lost to our city 30 years ago now threaten New York’s leadership as the television capital of the world,” he added, reporting that one major network has estimated it could effectuate a saving of $2,000,000 a year by combining its New York City TV operations under one roof. (At the present time CBS uses 19 different studios and NBC 16.) So far, however, New York’s Television City remains just talk, and each day more of the industry heads west.

Empire-Building

In the good old days they called it empire-building; now, however, that phrase has fallen into ill repute and the socially acceptable term is diversification of interests, which is what the Crowell-Collier Publishing Company is saying. Last week, the day after it announced the acquisition of KULA and KULA-TV, Honolulu, company revealed that it is acquiring three TV and four radio stations in the middle west from Consolidated Television and Radio Broadcasters, Inc., “for a consideration of approximately $16,-000,000.” Thus in two days the company suddenly finds itself in business with a total of five radio and four TV stations. The former Consolidated outlets are WCTN, WCTN-TV, Minneapolis; WFBM, WFBM-TV, Indianapolis; WOOD, WOOD-TV, Grand Rapids, and WJBK, WJBK-TV, Detroit, which Stark said is “the first major broadcasting installation in the field of television.”

Another for TPA

Television Programs of America seems to be showing a particular affinity for the literary work of The Saturday Evening Post, from whose pages emerged TPA’s currently shooting “Tugboat Annie.” The company last week announced the acquisition of “Mr. Digby,” Douglas Welch’s series about a news photographer, and has a tentative agreement with screen veteran William Demarest to star in another TPA product.

In Our View

This observer has made the point a time or two before that the stimulation of public interest in the idea of seeking entertainment, almost regardless of the form, is of essential benefit to all entertainment media. Now we have what in effect is corroboration from a source of importance and significance.

Thomas F. O’Neil, board chairman and president of RKO Teleradio, and board chairman of RKO Radio Pictures.

In a recent address before the Poor Richard Club in Philadelphia, when he accepted that organization’s annual award, he used as his theme, “Technology: The New Creative Force in Entertainment,” and expressed confidence in the vitality of all entertainment media. He said at one point: “I think we can prove that the success of one medium tends to stimulate the efforts of another, tends to make all media stronger and better—and all to the advantage of the public.” Mr. O’Neil, of course, is in an uniquely advantageous position to view objectively the over-all entertainment picture, since his operations embrace motion pictures, television, radio, records. He remarked: “… this healthy cross-fertilization will tend to keep each group alert, flexible and lively.”

The entertainment executive cited also the increase in the leisure time enjoyed in modern American society by the average person, and that too without question makes it possible for more and more diversified types of entertainment offerings to share in that increased leisure. The basic fact of importance in this connection is that there is less conflict between the two major media than would appear on the surface. Actually, in a very real sense, they help each other—whether they realize it or not.

—Charles S. Aaronson
TELEVISION EXPLORED AFRICA on several levels last week, the most successful being that of CBS-TV's See It Now (see below) Monday evening. The same evening, and overlapping the See It Now by a half-hour, was a more conventional, tom-tom scored drama, "The Baobab Tree," presented by Robert Montgomery on NBC-TV and telling a mattine tale of a beautiful show, Martha Scott and Elizabeth Taylor, among central roles, but the only plot situation dramatist Doris Foltiott over looked was Tondeleyo. Marlin Perkins and his Zoo Parade (CBS-TV, Sunday, April 22) provided another delightful half-hour filmed record of last summer's eventful safari.

Politics reared its sometimes unphotogenic head to dominate much of the special events of the week. Among those appearing were President Eisenhower, Senator Alben Barkley, Mrs. Henry Johnson, Much prettier and vastly more amusing was CBS-TV half-hour film on the Kelly-Grimaldi nuptials, Saturday, April 21. NBC-TV's wake up and drop- asleep shows, Today and Tonight, were roaming the country at large, respectively, in the Ohio River valley and Texas. Today's river pickups were especially good. WABD provided the New York area with its one important new show of the week, Sports Night, a three-hour kaleidoscope of fact, fun and live-action, presided over each Wednesday night by Tom Moore. The opening show was a bit of a grab-bag, but may be just what the fans would order.

Elsewhere in the week, and in greater detail:

SEE IT NOW: "Report from Atric, Part 1." CBS-TV, 1 Hour, 10 P.M., EST, Monday, April 22, 1956, Film For Shulton, Inc.

There is more or less constant reaffirmation of the fact that the team of Edward F. Murrow and Fred W. Friendly is perhaps the foremost aggregation in the TV documentary or news report league, with an astonishingly high batting average. This latest of their efforts further proves the point. Out of the many factors which make up what was once cliched as "The Dark Continent," the team of experts interested in the problem and the surface of the troublesome area of the world. Wisely, the subject has been divided into two parts, the first devoted to a report on several of the countries in Africa, the second scheduled for May 17. The skillful camera coverage was in the hands of William McMillan, while the interviews with the African leaders were conducted by Alexander Kendrick. Covered in this first part were the Gold Coast, Liberia, Belgian Congo, Kenya, Rhodesia and South Africa, each with its own internal problems, ranging from the Mao Mau sequey in Kenya to the fearful segregation problem in South Africa. In each instance there is a fine objectivity which lends credibility and reality to the presentation, and there is unusual information to the subject by reason of the televised interviews with the continent's leaders. This again is television—documentary style— at its best.

U. S. STEEL HOUR: "Noon on Doomsday," CBS-TV, 1 Hour, 10 P.M., EST, Wednesday, April 25, 1956, Live, from New York. For U. S. Steel.

It must have been an off-day when Rod Serling, one of television's most prolific and financially successful dramatists, dictated this well-meaning yet ill-advised, over-stated drama of social injustice in a small New England town. The central situation was valid and it塑ured atmosphere, a jury of his fellow townpeople of a drunken bully for the murder of an immigrant shopkeeper after outside pressure had demanded the death penalty. Elsewhere, Serling dramatizes it, however. Mr. Serling was required to manipulate his stereotyped characters and keep them talking in the kind of abstract dialogue that went out of vogue in the late '30s. As a consequence, the only human interest that came across was the individual appeal of the various performers, and that only occasionally when the drama got down to a personal level. Everette Sloane, Philip Abbott and Albert Salmi came across quite honestly, while Jack Ward and Lois Smith were buried by some unusually tedious paragraphs of rhetoric. Daniel Petrie directed.

GOODYEAR PLAYHOUSE: "Career Girl," NBC-TV, 1 Hour, 9 P.M., EST, Sunday, April 22, 1956, Live, from New York. For Goodyear Tire & Rubber Company.

Jerome Ross, whose recent "Dall Sirens" was a successful, slightly grotesque portrait of an aging beauty contest winner, has here written a full-scale horror story, although it is a work contain one murder, nothing approaches a ghastly and not even more than one or two scenes in which the principals raise their voices. Nevertheless "Career Girl" (despite its in

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MOTION PICTURE DAILY

Who's Where

Last week's changes:

J. ENGLISH SMITH has been named director of national programming, western division, for ABC-TV, and THOMAS M. LUFKIN to the newly created post of program manager, western division, by EARL J. HUDSON, vice-president in charge of the western division of American Broadcasting Company. The two will report to ROBERT F. LEWINE, vice-president in charge of programming and talent of the ABC-TV network.

EDGAR J. SCHERICK has joined the CBS-TV network sales department as a sports specialist, it is announced by WILLIAM H. HYLAN, CBS-TV vice-president in charge of network sales. In the newly-created post, Mr. Scherick will have charge of the sale of all sports programs carried on the CBS-TV network.

ALLEN BLACK has been named television production director of Franklin Bruck Associates Corporation, New York, the company announces. Mr. Black was formerly the C. J. LaRoche agency in charge of TV film production.

EDWARD GROSSMAN has been appointed comptroller of the Cinema-Vue Corp., of New York City, it is announced by JOSEPH P. SMITH, president of Cinema-Vue, a package and distributor of films for television. Mr. Grossman was formerly comptroller of Guild Films, TV film distributors.

JOHN S. KIRK has joined the WABC-TV salaries staff as an ac-
count executive and will head a special sales unit servicing political and entertain-

PHIL SILVERS' show, has been added to the staff of William Tell Productions and will remain with Mr. Silvers' programs, it is announced by WILLIAM S. CLEMONS, president.


26
Who'll Pay that Bill Is Big Community System Riddle

by VINCENT CANBY

IN SOME 300 remote or rugged ("foothill" or "sundown") areas of the United States last week, more than 1,250,000 people were sitting in front of television sets that were receiving signals by virtue of community antenna systems. The signals which made those viewers laugh, cry or perhaps yawn in each case had been picked up by a specially built antenna and either electronically boosted or wired into the individual homes. In none of these cases was the originating station, or the purveyor of the program that went out over that station's facilities, anything more than an unconscious partner in the operation. And therein is the rub.

Last week in New York, the National Television Film Council at its one of the industry's first comprehensive forums on the burgeoning industry-within-an-industry. It was a lengthy, articulate discussion and while no particular decisions or attitudes were defined, it did throw some much needed light on the subject.

The main guest speaker was Ted R. Kupferman, general attorney and vice-president of Cinorama Productions and, more importantly, to the discussion, president of the Federal Bar Association of New York, New Jersey and Connecticut, as well as secretary of the Copyright Society of the United States. Handling the pro and con arguments that followed were, respectively, Z. H. Garfield, of Jerrold Electronics, manufacturer of community antenna equipment as well as operator of a number of installations, and Arche A. Mayers, of Standard Television Corporation, television film distributor-syndicator.

The area of agreement between the two was extended television service. The pros consider that community antenna systems are "pirating" without license or fee a private, copyrighted signal. Mr. Kupferman opened the discussion with a learned and (to the layman, anyway) fairly esoteric recapitulation of various court cases which apparently would have a bearing on the copyright aspects of the problem: the rebroadcasting by community antenna operators of programs picked out of the free air. It was his considered opinion that the originating TV station, or syndicator of a TV film, licensed to a TV station monitored by a community antenna system, would have a case for infringement of copyright if the station or syndicator

PRO: Zalman H. Garfield speaks for Jerrold Electronics. With him, right, attorney E. Stratford Smith, and television consultant Dr. Alfred Goldsmith.


That is, the syndicators would have the right to sue for damages. Mr. Garfield introduced an amendment that if the rebroadcast was "unauthorized," the syndicator could have a "copyright protection." Jerrold's Mr. Garfield and Standard TV's Mr. Mayers brought the discussion down to the hard and fast level of dollars and cents, euphemistically called business.

Mr. Mayers also declared that these community antenna systems often cause TV film syndicators

unwittingly to breach contracts by which the syndicators license a property for showing in specified areas. The systems also, he said, make it difficult in areas where community and conventional television systems overlap. A sponsor will not buy a program if he already is getting free coverage.

This point was touched upon again by Ralph Cohn, president of Screen Gems, who spoke up from the audience at the conclusion of the prepared addresses. Mr. Cohn prefaced his remarks by saying he believed in the honesty of such community system operators as Jerrold, which thoroughly explored the various aspects of the legality of the systems before they entered the field. However, he said, "It's impossible to bargain with the monitored TV station, on the basis of its community system-increased coverage, because that station has "no interest in the increase coverage." Its local sponsors, more likely than not, do not have representation in the distant community system area.

In carefully measured terms, E. Stratford Smith, attorney for the National Community Television Association, sitting as a guest on the dais, summed up the legal and spiritual belief of the community antenna people. "We don't think we steal your property. The signals are in the air for the public, no matter how the public can receive them."

It had been said before, of course, and it will be said again, many times before the question is settled, if and when.

PRO: Zalman H. Garfield speaks for Jerrold Electronics. With him, right, attorney E. Stratford Smith, and television consultant Dr. Alfred Goldsmith.


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**YARBROUGH, TWO-MEDIA DIRECTOR, FINDS ONE HAND WASHES THE OTHER**

**HOLLYWOOD:** Director Jean Yarbrough says he’s a better theatrical motion picture director because he’s been directing television films, and a better television director because he’s directed (and still is directing) theatrical films.

His experience typifies that of the successful professional — director, producer, writer, actor, what have you? — whose devotion is to his art, rather than to either, or vice versa. Not all professionals on the theatrical motion picture side have found the television climate congenial to their talents.

The reverse is even more broadly true.

Mr. Yarbrough last week completed directing "Yaqi Drums" for Allied Artists production William F. Broady, for whom he is to direct another theatrical motion picture in the near future. A short time ago he finished directing his 16th television series of the Gene Gallo "Navy Log" series seen on CBS-TV.

Prior to these undertakings, it is well remembered, the Mariana, Arkansas, lad who started his motion picture career as property boy for Hal Roach in 1922 had directed a great number of widely diversified productions, many of them for Universal - International, and several of those in the difficult, exacting Abbott & Costello succession of smash box office hits. Drums, comedy, musical, adventure, historical — subjects that came under his attentive ministrations covered the whole topical range of entertainment. It was a great store of experience he brought to the direction of telefilms, and his ratings reflect it.

Mr. Yarbrough compares the requirements of the two media in something like this language: "When you’re going to make a theatrical film, you spend weeks working and rewriting the script, lining up your camera angles, scene by scene, rehearsing your principals, at least, and then you start shooting, with all controllable conditions strictly in your favor. In the telefilm field everything moves much too fast for all that. You just have to get your subject and script firmly in mind before it’s time to begin shooting, and so you begin. Fortunately, everybody you’re working with is geared to swiftness, in contrast to film studio procedure.

Mr. Yarbrough says he by no means regards the theatrical films and the television series of different, opposed media, but rather as close kin, one with the other, and each with much to learn from and to teach the other. Together, he believes, they have brought to the entertainment professional a veritable Golden Age of opportunity.

— **WILLIAM R. WEAVER**

**SPOTLIGHT**

(continued)

in the series. Production is scheduled to get underway early next month, to make the fifth new TPA series in recent weeks. The others: "Annie," "Stage 7;" "Hawkeye—Lust of the Mohicans," "Captain Kidd;" and "New York Confidential."

"Report from America" — Americans generally can be thankful that there’s at least one report going out from America these days that has nothing to do with juvenile delinquency or how bus drivers felt about the wedding in Monaco. This "Report from America" is the documentary series, produced and distributed by London-born Don Cash, reporting on everyday life in the United States. The series has become one of the most widely seen programs on the BBC and now the Voice of America reports it is translating the films into Polish, French, German, Italian and Spanish.

**In Promotion of "K"**

— An ambitious and novel local, national and international newspaper tie-in has been undertaken by Ziv for its Man Called X, and, if the newspapers bite, it could turn out to be one of the most effective promotions of the year. Briefly, Ziv is providing newspapers with a special series of 20 newspaper columns by Ladiisla Parargy, author and espionage specialist who acts as technical adviser for the series. The series will be placed on an exclusive basis — free, of course — with one newspaper in each "X" station area, of which there are 180 at the present time.

**"Third Force" Reports**

— The ABC Television network, which has been described as the Third Force, reports gross billings of $19,504,184 for the first 1956 quarter, more than its gross billings for all of 1952. It also marks an increase of $8,141,868 or 73.4 per cent over first quarter billings last year of $11,692,316. Dynamic forces.

**ANNOUNCEMENT.** It’s Esther Williams and a surprise announcement. Sko and NBC will produce the Aqua Spectacle of 1957, in color, opening as a 90-minute TV spectacular, this fall. Meanwhile, Miss Williams’ show will have opened in London late July and will be, she promised, the world’s largest. It will be wet-and-dry; that is, there will be in action in and out of the water, especially dancing. The dancers will be from the ballet. It’s easier to train dancers to swim, than vice versa. It will have the largest portable pool ever, and more than 200 people. Miss Williams and her husband, Ben Gage, are seeking talent, like 12-six-foot girls, the most beautiful swimmers in Europe. With Miss Williams above is Thomas A. McCarthy, NBC television network vice-president, who said the star also will appear in three other spectaculars and several guest shots. In the corner is the man who stage-managed the coffee-and-danish interview, Sid Eiges, NBC vice president.

**The Show-Makers**

— Paul White man will star in his first NBC-TV series beginning Tuesday, June 19. The show, an all-music program, will feature an outstanding orchestra with a headliner in music as a guest each week. A weekly highlight will be the "Song of the Week" presented in a lavish production setting. The show will be sponsored by Hazel Bishop "Once-a-Day Cosmetics." Raymond Specter Co., Inc., is the agency. Bill Brody is the packager, and Marie Moser is producer and stage director.

— Celeste Holm stars in the Empty Room Blues on Climax! Thursday, May 3, on CBS-TV. Allen Reiser is director and Edgar Peterson produces.

— Susan Harrison debuts on TV in "Can You Cook, a Soup on Skates?" on Star Tonight, Thursday, May 3 on ABC-TV. Leo G. Carroll will appear in support. The original story was adapted for television by its authors, Nell O’Day and William Lawrence. The cast includes Nicholas Joy, Eleanor Wright and Claude Kelley.

— Nina Foch stars for Studio One in "The Drop of a Hat" on Monday, May 7 on CBS-TV. Others in the cast are Jane Meadows, Leslie Abbott and George Voskove, written by Dick Beers, it will be directed by Franklin Schaffner.

— Bob Foster and Bill McCarthy again will be the producer-directors of Medical Horizons, which will be under the supervision of Dr. William T. Strauss of CIBA, and with Don Godard as narrator, when the J. Walter Thomson program resumes on ABC-TV in the fall on an expanded basis. Time will be Sundays, 4:30-5 P.M., EDT, starting September 9.

— Ethel Merman stars in her second dramatic television appearance in "Hearts in the Rain" on The United States Steel Hour, Wednesday, May 9 on CBS-TV. The hour is produced by the Theatre Guild under the supervision of Theresia Belbarn, Laurence Langner and Armin Marakhoff.

— Sam Levenson takes over as host of CBS-TV’s "Two for the Money" Saturday June 23. He replaces Herb Shriner, who starts his vacation after the June 16 show. Dr. Maxon Gross will continue to occupy the quiz moderator’s chair.

— Others
Now only a few copies left...

Months ahead of the expected date, only a small stock of Television Almanac remains available out of the extra quantity produced....

(*Motion Picture Almanac is completely sold out.*)

One of the most gratifying things that can happen to a publisher is to see additional orders coming in *from people who have previously purchased the same edition of the same book*. It means that this book is in so much use that separate copies for other executives at the same companies are urgently desired.

It also became obvious that a further upsurge in orders from new subscribers in recent weeks resulted from examining copies in the possession of many of the thousands of subscribers who are finding the Almanacs to be an excellent investment. The most effective promoter of Almanac sales is a copy of the Almanac in the hands of a non-subscriber.

We regret that we are obliged to disappoint those whose orders we are unable to fill for Motion Picture Almanac.

*With the additional quantity of 1956 Television Almanac now almost exhausted we suggest quick action from further new subscribers intending to order.*

We now invite advance reservations for the 1957 edition of either or both Motion Picture Almanac and Television Almanac. The same prices will be in effect: $5 for either volume or $8.50 for the companion pair.

**QUIGLEY PUBLICATIONS, 1270 Sixth Ave., New York 20, N. Y.**
20th’s Greetings to SMPTE and 20th’s Gratitude to FAME MAGAZINE

FAME ACHIEVEMENT AWARD

The editors of FAME award to the research and technical staff of 20th Century-Fox this achievement award in recognition of their notable contribution to the art and industry of motion pictures by the development of 2.96:1 CinemaScope technique for the enhancement of the entertainment power of the motion picture screen.

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THE WONDER ENTERTAINMENT OF THE WORLD!
79th Semi-Annual Convention Opens

Frayne Tells SMPTE Films and TV Are in Period of Cooperation

(Motion pictures and television have entered a period of active cooperation after 10 years of cold war. Dr. John G. Frayne, president of the Society of Motion Picture and Television Engineers, told a get-together luncheon in the ballroom of the Statler Hotel here yesterday as the organization's week-long 79th semi-annual convention opened.

A capacity audience at the luncheon also heard Dr. Albert W. Tereman, chairman of the National Film Board of Canada, discuss the role of the documentary film in helping to maintain the stability of a democratic society.

Frayne noted that while cooperation between motion pictures and television is quite recent on the commercial side, engineers for long have

$333,000 Magazine Budget for 'Trapeze'

A national magazine advertising program, said to be the largest in United Artists' history—budgeted at $333,000 and employing multi-page and full-page insertions in publications with a combined readership of 175,000,000—has been set in behalf of Hecht and Lancaster's CinemaScope production of 'Trapeze,' Roger H. Lewis, UA's national director of advertising

REVIEW:

The Man Who Knew Too Much

Paramount-VistaVision

It has been said that an effective prescription for tired nerves is to curl up with a good mystery story. The same might be said for a good picture which has heavy doses of mystery, suspense and intrigue provided it is expertly produced and directed. Well, that old master of suspense, Alfred Hitchcock, has come through with a picture which fits that category to a T - - - and T stands for tenseness. Tired nerves may become a little more tired after seeing "The Man Who Knew Too Much," but the viewer is pretty certain to forget all his worldly troubles while the picture is being unrolled.

With Hitchcock very much in TV fans' eyes because of his popular television series, plus such names as James Stewart and Doris Day in the top roles, plus sure-to-come word-of-mouth, exhibitors should be able to enjoy that comfortable feeling that they have a money attraction.

Here is good old cloak-and-dagger, lavishly mounted against authentic

On 'Policing'

D-J Comments On Exhibitors' Charges Asked

SSBC Requests Written Replies Before May 20

By J. A. OTTEN

WASHINGTON, April 30—Senate Small Business Subcommittee chairman Humphrey (D., Minn.) has asked the Justice Department to submit written replies to the charges leveled against the department by exhibitor witnesses before the subcommittee.

Theatre owner spokesmen, in their recent testimony before his subcommittee, charged that the department is inadequately policing the Paramount consent decrees and is doing a generally poor job of enforcing the

Conn. Houses Hike Adult Ticket Prices

Special to THE DAILY

HARTFORD, April 30—Four circuit suburban theatres have increased adult admissions by ten cents.

The Hartford Theatre Company has boosted adult charge from 60 to 70 cents at the Lenox, Hartford. Same situation went from 25 to 30 cents on children's admissions.

Perakis Theatre Associates have

Fox Midwest to Test 'Ladies Day' in K.C.

Special to THE DAILY

KANSAS CITY, April 30—Copying an idea from baseball, the Tower, Uptown, Fairway and Granada Theatres, Kansas City first run houses operated by Fox Midwest Theatres, Inc., have designated Wednesday as "Ladies Day," at which time "Never Say Goodbye" will begin a week's engagement.

The plan, which, if successful, may become a regular weekly feature, calls for all women to be admitted free to the four theatres when accompanied by a masculine escort.
PERSONAL
MENTION

H E R B E R T W I L C O X, British pro-
ducer, will arrive in New York
from London today via B.O.A.C.

JOHN BALBAN, president of Bal-
ban and Katz, and MRS. BALBAN
are celebrating their 40th wedding anni-
versary this week.

KENNETH HARGREAVES, managing
director of J. Arthur Rank Film Dis-
 tributors, is en route here from
London and will attend the forthcoming
Universal sales conference on the
Coast.

ARTHUR ABELES, Jr., Warner’s Lon-
don managing director, will leave
England Thursday on the “Queen
Mary” for a six-week home office
visit.

ROBERT ALBIBON, of the Associates
& Aldrich Co., has arrived in New
York from Hollywood en route to
Paris.

JOHN C. FLOOD, director of advertis-
ing and publicity for United Artists,
has returned to Hollywood from here.

MERTON HOUSE, BKO Radio studio
publicity director, will arrive here
from New York today via B.O.A.C.

DAVID MILLER, director, will ar-
rive in New York tomorrow from the
Coast.

EDDIE WOEHLER, unit manager for
M-G-M, has left Hollywood for
Danville, Ky.

DAVID E. ROSE, producer, will leave
here today for London via B.O.A.C.

RICHARD EINFELD, vice-president of
National Pictures Corp., has returned
here from upstate New York.

S A M U E L G O L D W Y N, Jr., has re-
turned to Hollywood from Cuba.

W I L L I A M W I L D E N has returned to
California from New York.

Indonesia President
Guest of Johnston

WASHINGTO N, April 30.—Motion
Picture Association president Eric
Johnston will be host at a Hollywood
dinner on May 51 to Indonesian Presi-
dent Soekarno. The Indonesian presi-
dent will be in the U.S. on an offi-
cial state visit at that time, and has
accepted an invitation, tendered by
Johnston when he was in Indonesia
recently, to visit Hollywood.

Charlotte Sees ’Rock
Around the Clock’

Special to THE DAILY
CHARLOTTE, April 30.—A 56-hour
marathon showing gave rock “Rock
Around the Clock” a good sendoff at the
Catastrophe Theatre here. The picture was
on the screen at 1 P.M. Friday and
was shown continuously until 1 A.M.
Sunday. Between 2,500 and 3,000
persons, mostly teen-agers, packed the
theatre between noon Friday and 7 A.M. Saturday.
At least 50 persons spent the night
in the theatre.

SIMPP Asks More
Pakistan Licenses

WASHINGTON, April 30.—The
Society of Independent Motion Pic-
ture Producers has asked the State
Department to look into the difficulty
SIMPP members are encountering in obtaining
sufficient import licenses for
distribution of their films in Pakistan.

Although Pakistan is not a major
market, SIMPP members are finding it
impossible to get more than a mini-

mum number of import licenses there.

Under the terms of an agreement
between the country and members of
the Motion Picture Export Asso-
ciation, MPEA members can get un-
limited import licenses, but must
take only limited remittance funds
out of the country.

No such agreement was ever signed with the
Islamic government, however, who now find the
Pakistan government seriously curtailing the
number of films they can show in the
country, in order to curtail the
amount of money the independents can take out of the
country.

Asks Way Cleared to
Sell General Aniline

WASHINGTON, April 30.—Rep.
Cole (R., N. Y.) urged a House Com-
merce Subcommittee to approve legis-
lation authorizing the federal gov-
ernment to sell General Aniline
and Film Corp.

Cole, in whose district the company is
located, urged passage of his bill,
which would permit the sale but
imposed the proceeds until final judi-
cial determination of who rightfully
owns the vested stock.
He said he felt this to be "the most expeditions way of
getting the government out of the
chemical, dye, photographic and
uplicating machine business.”

MGM Auditors Meet

M-G-M’s field auditors will hold a
day meeting at the Blackstone
Hotel in Chicago, starting Friday.
Alan Cummins will conduct the
meetings.

Altec ‘Caravan’ Tour
To Midwest May 4

Marty Wolf, Altec Service Corp.
sales manager, has announced that
Altec’s promotion caravan will un-
dertake a tour of several Midwest
states beginning May 4. The results
achieved during the tour of the
Southern states which initiated this
campaign two months ago has
prompted Altec to send East
from New York to the
West Coast.

Newsmen to Discuss
Olympic Coverage

Representatives of four domestic
agencies that furnish news film to TV
stations will meet with Australian Com-
pany, Sir Percy Short, who
has been in New York for several
weeks, to discuss their
suggested pool of coverage for the
Summer Olympic Games in Melbourne,
Australia.

The pool will be sold by
the Olympic committee.

CBS, NBC, INS-Teletens and
United Press-Movietone News
said their stand on the matter will
be clarified before the
opening of the games, whatever
will be done is a matter of
sympathetic to their views.

The agencies were provided with
these terms, but have the
committee arranged the film
coverage that would be marketed on a
world-wide basis.

According to the sug-
Suggested pool system, the agencies
would pay actual expenses incurred
by film companies on obtaining
Olympic game coverage.

Wis. Allied Conclave
Set for June 11-13

MILWAUKEE, April 30.—Allied
Theatres of Wisconsin’s 1956 conven-
tion will be held at Elkhart Lake,
Wis., June 11 to 13, it was announced
by Angelo Provizano, president.

For the first time, the meeting will be held at a
resort, combining business with pleas-
ure.

The Schwartz Hotel, the conven-
tion site, is about 50 miles from Mil-
waukee.

Hyman Cohen, 86

Funeral services were held today
Sunday for Hyman A. Cohen, 86,
father of Max A. Cohen, president of
Cohen Circuit. Cohen died on
Friday.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kree, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. Fed, Advertising Manager; Geo H. Fante, Production Manager; Hollywood Bureau, Yucca-Yucca Building; Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone Hollywood 7-390; Chicago Bureau, 148 South LaSalle Street, Chicago, Illinois; Eastern and Southern offices, New York; Washington, J. A. Oates, National Press Club, Washington, D.C.; London Bureau, 4 Golden Square, Hope Williams Bumsup, Manager; Peter Bumsup, Editor; William Pay, News Editor, Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays. Address all communications to Motion Picture Daily, Inc., 129 North Avenue, Rochester Center, New York 38. Telephone: New York 3-7580. Cable address: "Quigphaco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President; Treasurer; Raymond Levy Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, published each month a year a year a year. A member of the Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Foreign. Entered as a second-
class matter Sept. 21, 1918, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the United States and $2 foreign; single copies,

Atlanta Prison Plays
‘To Catch a Thief’

Special to THE DAILY
ATLANTA, April 30.—The federal
penitentiary here apparently believe
in showing atmospheric pictures in
prison theatre. One of its latest
presentations was "To Catch a Thief.”

Goldman Acquires
2 in Reading, Pa.

PHILADELPHIA, April 30.—Toni-
acquisition of two theatres in Re-
ing, Pa., by William Goldman
12 Theatres Inc., was announced today.

The theatres, acquired from Han
J. Schad of Schad Theatres, are
Astor Theatre and the Strand.
Mr. Goldman stated that his com-
pany will take over the usual operation
of both houses on May 30.

J. Lester Stallman of Reading will
be city district supervisor and Chay
Evans of Reading will manage the
Strand.

NEW YORK THEATRE

RADIO CITY MUSIC HALL
Rockefeller Center

CRACE ALEC LOUIS
KELLY-GUINNESS-JOURDAN
in "THE SWAN"

and SPECTACULAR STAGE PRESENTATION

MIOVILA
TV FILM SERVICE
CENTER

AVAILABLE
EDITING rooms
STORAGE room
OFFICES
SHIPMENT room
PROJECT room FACILITIES
MILBURN THEATRE SERVICE, INC.
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MICHHELL MAY, JR., CO., INC.
INSURANCE

Specializing in requirements of the
Motion Picture Industry

75 Maiden Lane, New York
3212 W. 6th St, Los Angeles
AT GET-TOGETHER LUNCHEON: Distinguished guests enjoy anecdote told by Dr. A. W. Trueman, chairman of the National Film Board of Canada, at opening luncheon of SMPTE convention. Left to right: W. F. Kelley, Motion Picture Research Council; Barton Krouzer, SMPTE executive vice-president; Dr. John W. Frazzetti, SMPTE past president, SMPTE; Vice-Admiral George F. Hussey, Jr., American Standards Organization, and Norwood Simmons, SMPTE editorial vice-president.

SMPTE Convention Opens

(Continued from page 1)

Award winner, "Marty," as a picture which represents people and the United States authentically, something which Hollywood films do not always do abroad, he said. As such it broadens the knowledge and experience of those who see it, he said.

Lauds Documentary Type

The documentary film, he emphasizes, is basic to solving the great national and international problems confronting us.

"A democratic society," he said, "is committed by definition to the ceaseless task of trying to extend and enrich in useful ways the experience of its individual members," and the documentary film, "because of its flexibility and the variety of subjects it can treat," can help do this.

Registration at the convention was heavy on Sunday and yesterday, with a total in the neighborhood of 1,000 expected. An exhibit of new equipment and products by nearly 40 companies attracted many visitors to the Statler exhibit area.

Will Present 'Fame' Award

Technical papers, about half of them on television, were read at the opening convention sessions yesterday and will occupy most of today's sessions. Film and television equipment papers will feature tomorrow's sessions.

Predicting the afternoon meeting tomorrow, Dr. Frayne will present the "Fame Award for 1956 to 20th Century-Fox designers in recognition of the development of Cinemascope 55."
... a NATIONAL ADVERTISING campaign that will reach millions... TV selling on two of the nation's top programs, "Disneyland" and the "Mickey Mouse Club," as well as other TV and radio shows... a NATIONAL 24-SHEET posting campaign coast-to-coast... NATIONAL PROMOTION in 400,000 stores, with 15 million pieces of merchandise...

Plus
The star-studded ATLANTA PREMIERE (June 8) complete with nation-wide newspaper, magazine, radio and television coverage of two full days of festivities!

...CONTACT YOUR BUENA VIST
LOCOMOTIVE CHASE

CINEMA SCOPE

TECHNICOLOR

Buena Vista

TRE"E

STRA"E

THE TRUE SPY STORY

IN THE GREAT

DISNEY TRADITION!

ACROSS THE NATION

ABOARD A GREAT

CAMPAIGN!

OFFICE NOW!...
Trio Selected

(Continued from page 1)

The Man Who Knew Too Much

(Continued from page 1)

locales of French Morocco and London, artistically treated with color by Technicolor and loaded with the kind of dramatic impact that sets it apart from most of its predecessors. Viewers yearning for the mystery and the market. Oddly enough, it’s not the mystery theme itself but the manner in which it is unfolded that makes the story fascinating.

Stewart, as usual, gives a polished performance as the American tourist doctor who gets caught in a web of circumstances of an international nature involving the kidnapping of his son and an attempted assassination of an ambassador. Miss Day does a complete switch from her usual role as giving a straightforward portrayal of the major characters.

The rest of the cast’s principals is made up of British, French and Danish players, with some lesser, but effective, roles turned in by Alan Mowbray, Alist Talton and Hillary Brooke, all of Hollywood. The interiors, incidentally, were shot in California.

The story can be summed up briefly, but as stated before, it’s not so much the details of the yarn, but Hitchcock’s know-how in injecting suspense and wringing each sequence dry that keeps the audience almost in a state of mental exhaustion. Stewart and his wife, the airway, with their seven-year-old son, Christopher Olsen, are vacationing in Marrakesh, French Morocco, where Stewart had spent some time during the war. They witness a street murder of a French secret service agent who, before dying, tells Stewart, of an assassination plot that is to take place in London. To prevent Stewart and his wife from revealing what they know to the authorities, the conspirators kidnap their son and force him to return to England. Stewart and Miss Day follow and, overcoming a variety of complications and stumbling blocks, rescue the boy and prevent the assassination.

The most tense scene is in London’s famed Albert Hall where, during a concert, the ambassador from an unnamed country is to be killed. Miss Day, knowing what is to take place and practically helpless, watches the mechanism of the plot take shape and, at the crucial moment, screams, causing the would-be assassin to miss his aim and inflict only a superficial wound on his target.

Others in the cast in important supportive roles are Brenda de Banzie, Bernard Miles, Ralph Truman, Daniel Gelin and Mogens Wieth.

Incidentally, Hitchcock made this picture once before, in 1934, when it was released as one of the best English pictures that year. The new version probably will be a topper in the international hit class.

Running time, 120 minutes. General classification. For May release.

AL STEEN

Justice Dept.

(Continued from page 1)

anti-trust laws in the motion picture industry.

In a letter to the departures, Humphrey asked that Justice and subcommittee detailed written comments on the exhibitor testimony on what is being done to police consent decrees. Humphrey said like the department’s reply May 20.

Subcommittee officials explain that the hearings department’s comments by May 20, the subcommittee would be able to close its record and prepare a report soon after that on an investigation of the industry trade practices. The distributor officials are scheduled to testify before the subcommittee on May 21. It consults, officials are to be made for public testimony, it indicated.

Chicago House Sues

Demands New Zone

CHICAGO, April 30. – A. L. Theatre Corp., operators of the Berrington Theatre, today filed suit against Low’s, Inc., Universal Film Exchange, Warner Bros., RKO Radio Distributing Corp., United Artists Corp., Columbia Pictures Corp., 20th Century-Fox, Paramount Pictures and El Balaban & Katz Corp., asking equitable relief for the Belmont Theatre which wishes to be taken out of the zone in which the film companies have placed it. The zone includes the Century and Court theatres (to B&K houses.)

The suit claims that the Belmont Theatre is not substantially competitive with the Century and Court and it alleges that the zones which have been created by the distributors were solely for the purpose of giving the B&K theatres competitive advantage over independents for first run engagements.

In the “Swan” Heading for $165,000 First Week

M-G-M’s CinemaScope production of “The Swan” is expected to gross a big $165,000 at the end of its opening week at the Radio City Music Hall, which opened yesterday. It grossed $120,000 at the film, which opened last Thursday, took in a sturdy $10,000 in its first four days at the Music Hall. The film, grossing $1,800,000 by the time it opened, is expected to gross $1,800,000 in the first week. It is expected to gross $1,800,000 in the first week.

The film, which opened last Thursday, took in a sturdy $10,000 in its first four days at the Music Hall.

Savini Dies

(Continued from page 1)

tion picture industry, Savini began his career with the Dixie Film Co. in New Orleans. In 1953 he formed Astor Pictures to handle the distribution of product in many Southern states. In recent years, his 26 companies, of which the Astor concern is the parent organization, re-issued films for television and educational purposes.

A native of Covington, 47, Y., Savini is survived by two brothers, N. E. Savini, of Atlanta, and A. Savini of Pearl River, La., and two sisters, Mrs. Ruby McCamara of New Orleans, and Mrs. Lilita Burke of Rariguard, N. J.

Praised by Industry Leaders

On Aug. 30, 1954, Movie Picture Daily published a Bob Savini 50th anniversary issue in which active industry leaders and many who had retired saluted the veteran distributor for his half-century career in motion pictures. Feature stories described Savini’s rise from what might be termed a boy-of-all-work around the Dixie exchange to his place as the top distributor and, ultimately, his step into television.

In that issue, Morty Salam, then manager of New York’s Rivoli Theatre, summed up Savini’s standing in the industry. Salam wrote: “If Bob Savini hasn’t saved every nickel he was created, he has certainly retained every friend he ever made.”

Stratton Denies

(Continued from page 1)

in the television broadcasting business.

Senator Bricker attacked CBS and the National Broadcasting Co. in proposing legislation which he said would give smaller networks and independent stations a better chance to compete. “The dollar sign has so obstructed the vision of the networks and large stations as to constitute a violation of the public meager profits which belong to the people, but have been converted to a money-making grab,” the Ohio Republican stated.

An official of NBC said that Senator Bricker’s charge has been “taken under study,” and indicated that a reply would be made later this week.

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Conn. Houses

(Continued from page 1)

created adult charge from 60 to 70 cents at the Eastwood, East Hartford, and Elm, West Hartford, and children’s price from 25 to 30 cents at the Elm. The Eastwood had been charging 30 cents for children for some time.

The Plaza, Windsor, a Lockwood & Gordon house, has gone from 60 to 70 cents on adult admissions.

‘Trapeze’ Budget

(Continued from page 1)

verting, publicity and exploitation, announce.

The campaign for “Trapeze” ranks with the most extensive ever used by any organization to promote a major motion picture. Lewis notes that the insertions in 51 publications, in four colors, will be triggered late in May and carry through July.

The largest ad in the program will be a full-page gate-fold color insert in the June 26 issue of “Look.” “Life” will run a full-page color display in its May 28 issue, and will follow with a double-page spread in the June 18th issue.

MOTION PICTURE DAILY	Tuesday, May 1, 1956

YOUR ORDERS FOR SPECIAL TRAILERS WITH PERSONAL ATTENTION FROM FILMACK

SEND US YOUR SPECIAL TRAILER ORDER NOW! FREE SERVICE QUALITY! WEEKS OUT OF ORDER!
THE PATRONS AND PRAISES will go to

“THE PROUD AND PROFANE”

WORLD PREMIERE ENGAGEMENTS SOON:
ASTOR NEW YORK | FOUR STAR LOS ANGELES

REASON #5

IT ALL ADDS UP
to timely, top saleability of a boxoffice leader that will be
reinforced by the pre-selling power that has made Paramount famous...

WILLIAM HOLDEN
DEBORAH KERR in
A Perlberg-Seaton Production
“THE PROUD AND PROFANE”
co-starring
THELMA RITTER • DEWEY MARTIN
with WILLIAM REDFIELD • Produced by WILLIAM PERLBERG
Written for the Screen and Directed by GEORGE SEATON
Based on a Novel by Lucy Herndon Crockett
A Paramount Picture

...coming in the big boxoffice months ahead from PARAMOUNT
Confidential

What goes on

WHILE THE CITY SLEEPS

TEN TOP STARS! TEN PEAK PERFORMANCE!? starring:

DANA ANDREWS • RHONDA FLEMING • GEORGE SANDERS • HOWARD DUFF • THOMAS MITCHELL
VINCENT PRICE • SALLY FORREST • JOHN BARRYMORE, Jr. • JAMES CRAIG and IDA LUPINO

Directed by FRITZ LANG  Produced by Bert Friedlob
Screen Play by Casey Robinson  Music by Herschel Burke Gilbert

The most talked-about movies are coming from
the NEW RKO
Balaban Optimistic for ’56
Para.’s Operating Revenue In ’55 Highest Since ’50

Operating revenue of Paramount Pictures Corp., last year was $114,000,000, the highest since the new company began its operations in 1950, Barney Balaban, president, revealed in a message to company stockholders published yesterday in the corporation’s annual report.

Balaban also pointed out that the company’s 1955 net profit of $9,700,000, recently announced, was the highest since 1950, and more than maintained the percentage of revenue improvement over the net of the preceding year. The operating revenue for last year was an increase.

Louis Phillips to Join SSBC Witness Slate
Louis Phillips, vice-president and general counsel of Paramount Pictures, will be among the distribution witnesses slated to testify before the Senate Small Business subcommittee in Washington on May 21.

Other witnesses, according to Charles Reagan, vice-president in charge of sales for M-G-M; Adolph Schimel, vice-president and general counsel of Universal, in addition to a representative from one of the major studios in Hollywood, Charles Feldman, vice-president and general sales manager of Universal, also may be in the battery of distribution witnesses.

UJA’s Executive Committee is Set
Membership of the Motion Picture and Amusement Division’s executive committee was released yesterday by Leon Goldberg, 1956 chairman of the industry’s drive for United Jewish Appeal.

The executive committee is spearheading this year’s annual luncheon on May 23, a testimonial to Adolph Schimel, general counsel and vice-president.

AFL-CIO Starts Drive to Get Congress To Broaden Minimum Wage Law Coverage
WASHINGTON, May 1.—The AFL-CIO is launching an all-out drive to get Congress to broaden the Minimum Wage Law to take in retail and service workers.

A Senate Labor subcommittee is scheduled to start hearings next week on bills to extend minimum wage coverage to theatres and other retail and service groups. Chances for passage of such legislation this year are slim, in view of the lateness of the session.

Nonetheless, the AFL-CIO is going all out to try to pass the bill. Preparatory to next week’s hearings, the AFL-CIO Retail, Wholesalers and Department Store Union will bring more than 1,000 delegates to Washington tomorrow to lobby for passage of the legislation.

May Lease
Report Hyman Seeking MGM Library for TV

Offer for Entire Backlog Said to Be $52,000,000

Negotiations with Loew’s on the sale of the M-G-M film library to TV were opened by Elliot Hyman, president of Associated Artists, an associate of Hyman’s confirmed yesterday.

Hyman, who negotiated the Warner Brothers deal in association with a Canadian group of financiers in PRM, Inc., is understood to represent the same Canadian group in the talks with Loew’s. This is said to be one of the many possible deals being considered by M-G-M for the TV rights to its backlog.

It was reported in trade circles that an offer of $52,000,000 was made by Hyman for the entire Loew’s library. However, Loew’s reportedly does not favor an outright sale of its product to TV, willing more toward leasing arrangements for selected films, according to a Loew’s source. A leasing arrangement for the entire backlog, the Loew’s spokesman contended, would be more difficult to consummate.

Global Delegations
From the 39 Tents
To Attend VC Meet

Twelve hundred delegates representing 39 Variety Club tents throughout the world are expected to arrive in town for the 20th annual four-day convention of the Variety Clubs International, starting next Wednesday at the Waldorf-Astoria Hotel, which will make this the largest.

Blumenstock Leaves
For Coast Today

Mort Blumenstock, who resigned recently as vice-president of Warner Bros. in charge of advertising-publicity, wound up his duties with the company here yesterday and will leave for the Coast today with Mrs.
PERSONAL MENTION

JOHN C. FLINN, director of advertising and publicity for Allied Artists, has returned to the West Coast from here.

RICHARD W. ALTSCHULER, vice-president in charge of worldwide sales for Republic Pictures, has returned to New York from a two-week tour of the South.

HARRY HOFELD, of the 20th Century-Fox 20th Century-Fox is President of the Screen Publicists Guild (District 65), is recuperating from bronchial pneumonia at his home here.

F. J. A. McCARTHY, Universal Southern and Canadian sales manager, will leave here today for Cincinnati.

FRANK KASLER, president of Continental Distributing, Inc., will leave here today for San Francisco and Los Angeles.

HANS A. STRAUSS, of Radio Corp. of America, will leave New York to-day for Naples aboard the "Cristoforo Columbo."

WILLIAM BLOWTZ, partner in Blowtz & Maskell, publicists, left Hollywood by plane last night for New York.

JOSEPH MOSKOVITZ, vice-president of 20th Century-Fox, will leave here at the weekend for Hollywood.

LOUIS ASTOR, Columbia sales executive, will leave here today for San Francisco, Los Angeles and Denver.

MOREY R. GOLDSTEIN, Allied Artists vice-president and general sales manager, is in Boston from New York.

SANFORD W. WIESSER, general sales manager of Continental Distributing, Inc., has returned here from Chicago.

SIDNEY JACKSON, British exhibitor, has returned to London from New York via B.O.A.C.

GEORGE JESSOL returned to Hollywood last night from here.

SIR CAROL REED will arrive here on May 15 from England.

S.F. BOW for "Bhowani Junction". "Bhowani Junction," M-G-M's production filmed in Pakistan and starring Ava Gardner, will have its world premiere at Loew's Warfield Theatre, San Francisco, on May 16.

Schlesinger, Harmel Join A.T.P.'s Board

LONDON, May 1.—John Schlesinger and A. E. Harmel, directors of the Schlesinger Organization of South Africa, have joined the board of directors of Associated Talking Pictures and its subsidiary, Ealing Studios. Based in London, Schlesinger made his first American movie as a result of a Kingdom representative here, will act as alternate director. The Schlesingers were associated with Sir Michael Bal- con in his Ealing productions, "Where No Vultures Fly" and "West of Zanjibar."

Conn. Site Purchased For Exchange Bldg.

NEW HAVEN, May 1.—National Film Service of New York has pur- chased a former warehouse plot of ground 240 feet by 150 feet in Hamden, Conn. It is planning to erect a completely modern office building to be occupied by various film exchanges doing business in the state.

The structure will be of the latest fire-proof construction, fully air-conditioned, and is estimated to cost $300,000.

Further Talks Set On Olympic Coverage

Negotiations for coverage of the November Olympic Games in Mel- bourne, Australia, by four domestic agencies which furnish news film to TV stations will resume on Friday in Melbourne at a meeting between William K. Hughes, Olympic committee chairman, and a spokesman for the agencies.

At meeting in New York yester- day between the agencies and Aus- tralian Consul Percy Spender, the companies presented their view on the subject, refusing to pay film rights to the committee. The Olympic plan has been to film the games and to market the negatives on a worldwide basis. On Monday, the agencies offered a four point plan which is expected to be submitted to the Melbourne committee, possibly at Friday's session.

Wilcox to Finalize Co-production Deals

Co-production agreements between Herbert Wilcox and M-G-M and Columbia Pictures, plus casting problems, will be finalized here within 48 hours by the British producer stated yester- day. Wilcox plans to produce three films for M-G-M and one for Columbia within the next 12 months.

RCA Sales, Earnings Set All-Time Record; Net Profit $12,727,000

Sales and earnings of the Radio Corp. of America in the first quarter of 1956 exceeded the all-time record for the period set last year by RCA, Inc. General James Dunlop, chairman of the board, stated yesterday at the 37th annual meeting of stockholders.

Gen. Dunlop said that in the recent break of 1956 domestic sales of RCA products and services amounted to $274,848,000— an increase of $18,545,000, or 7% per cent, over the first three months of 1955.

Earnings Up Slightly

Profits before taxes amounted to $25,395,000, an increase of $2,727,000, an increase of $35,193,000 over the same quarter last year. Net profits after taxes amounted to $12,-

Corporate profits, exclusive of extraordinary items, were $8,163,000, equal to 50 cents per share on the same number of shares.

Briskin Asks, Gets Paramount Release

HOLLYWOOD, May 1.—Veteran producer Samuel Goldwyn, who joined Paramount in 1947 when his company acquired Liberty Films Corp., and who last year produced "Strategic Air Command," today sought and received a release from his contract, effective on completion of two pictures now in preparation for filming this year. They are "Souls of Katie Elder" and "Joker Is Wild."

Briskin, who has spent the British company could have run to November, 1958.

Universal Dividend

The board of directors of Universal Pictures Company, Inc., declared a quarterly dividend of $1.0625 per share on the 41 cent cumulative stock of the company, payable on June 1 to stockholders of record on May 15.

Paramount (Continued from page 1) of almost five per cent over the previous period of 1954.

In 1955, as Balaban stated, box-office response to more appeal pictures produced for the industry was a whole was generally good, Paramount, with its smash box-office successes, being alone to its own improved results to its exhibitor customers and as well. The company said that following two relative show quarters—the final for 1955, the first of 1956—has anticipated major improvement in film rent in the second quarter and progressively during the balance of 1956. The momentum of box office sales accelerates and Paramount taps to feel the benefit of its important pictures with higher revenue potentials, culminating with the showings of 'War and Peace' and 'Ten Commandments.'

Has $65,000,000 Loan

Balaban reported that the Prudential Insurance Co. on last Sept., loaned the company $6,000,000 on 15 years "generally favor terms, including an approximate $10,000,000 increase in inventory." I have thus maintained the strong company's financial position reflected in the accompanying year-end balance sheet.

Touching on other aspects of Pa- ramount operations, Balaban stated that the achievements of VistaVision have been fully justified Paramount's original expenditure and continuing faith in the lab process; that in bright definition, color values and price projects.

Paramount—developed in Chromatic television tube lends itself; that the company's confidence in Telecine continues strong.

New Fox Title

"D-Day, the Sixth of June," is a new title for the "Sixth of June" CinemaScope production of Century-Fox.
While the industry is still talking about these Previews—

"BHOWANI" BOMBSHELL!

"BHOWANI JUNCTION" is a showman's dream. The Preview revealed AVA GARDNER in her most seductive role as the half-caste girl of many loves. STEWART GRANGER co-stars in a cast of thousands. 2 years in production. Filmed in CinemaScope and Color in Pakistan. It's a real BIG one.

Another Big Preview!

"Sing out the news about M-G-M's 'HIGH SOCIETY'!"

"HIGH" AS THE SKY!

M-G-M's "HIGH SOCIETY" had its first screening last week. Another blockbuster joins Leo the Lion's arsenal of hits! Imagine BING CROSBY, GRACE KELLY, FRANK SINATRA and Louis Armstrong and his Band and the first original COLE PORTER score for films in 10 years. The BIG ONES are coming one after another from M-G-M's HIT HEADQUARTERS and here's one of the BIGGEST! You'll be HIGH on M-G-M's "HIGH SOCIETY."

M-G-M, HOTTEST COMPANY!

"THE CATERED AFFAIR" is the talk of every Film Row following its sensational nationwide audience Previews in all exchange cities. A great cast: BETTE DAVIS, ERNEST BORGnine, DEBBIE REYNOLDS, BARRY FITZGERALD. Fine performances including another great job by the star of "Marty." It's a BIG "AFFAIR"!

"THE WEDDING IN MONACO"

ACT FAST! Top Showmen Have Booked It!

The Only Exclusive, Complete, Official Cinemascope and Color Featurette of this historic occasion. By arrangement with Prince Rainier III.

Call M-G-M Immediately For This Hot Booking.
Tax Cut

(Continued from page 1)
budget this year will show a much larger surplus than forecast in January. Mills admitted, but added that tax cuts now would add to inflationary pressures. Tax cuts should be voted, he said, if the economy weakens. However, he added, priority in tax cutting should go to making the individual income tax schedule less progressive by relief for the very lowest and very highest incomes and to eliminating communications, transportation and other excise taxes that enter into business costs.

Italian Crisis

(Continued from page 1)
production costs, attributed principally to the growing importance of the star system in Italy, the producers of that country must increase their budgets to a level necessary to attract American stars, in order to make Italian films acceptable to all types of American theatres, or drop back to minimal budgets such as prevailed in the early post-war period.

Prior to his return to Italy for a probable second commitment with Titans Productions, Sherman will produce his own film, "Smash-up," in this country.

Concise and to the Point

The significant developments in television and their meaning...

Edited for Executives

Television Today

Right at the start of the week—through an interpretive new style of journalism — this concise report and analysis of the significant news and events keeps you posted quickly and easily.

Television Today

Published every Mondayinconjunction with Motion Picture Daily

Television--Radio

By Garry Moore

(Guest Columnist for Pinky Herman Who Is On Vacation)

I FIND it always difficult to write a guest column, because the column should reflect the views and personality of the person whose name is at the head of it. So I'll start clean of anything with a viewpoint and merely pick a few crumbs from the state pretzel of my mind. For instance, did you know that Stan Kenton spelled backwards is pronounced Nats Notek? . . . And consider the tse-tse fly. It is an entomological fact that you can't tell a he tse-tse from a she tse-tse. But we must believe we can tse-tse can tell a she tse-tse from a he tse-tse—

(Corresponding editor: It sounds better if you read it aloud) . . . (If you're reading it for an audience, it is best read over a loud speaker from within an armored truck.)

Garry Moore

And if you're food of reading things aloud — try the following. If, while reading it, you try intoning this one through the bong hole of an empty beer keg you'll find the echo more pleasant. It's the story of a gnu. A gnu named Hugh. And Hugh was a blue gnu. And he was married to a gnu named Sue. And Sue was a blue gnu, too. And they were very happily married, were Hugh and Sue. In the evening when he came home from his daily work of getting his name into cross-word puzzle books under the definition "a three lettered animal," Hugh would coo, "You hoo, Sue, you blue gnu, you! You hoo, Sue!" And Sue would coo, "Yoo hoo, Hugh, you scrawny gnu, you! You hoo, Hugh! Yoo hoo!" And they called each other early and often, did these two gnu — for they were very happily married.

Only one thing marred their bliss. They both longed for the patter of tiny feet around the home. But after ten years, still all they had running around their house was a fennec. And gradually, they began to quarrel, did Hugh and Sue. Hugh would snarl, "You to, Sue, you blue gnu, you! Poo to you, Sue!" And she would answer, "And phoo to you, Hugh, you blooey gnu, you! Phoo to you, Hugh!" And things went from bad to worse. Finally, one night Hugh came home just spoiling for a fight. He burst through the front door, steam streaming from his nostrils — and, wonder of wonders! There stood Sue with a beautiful smile all over her face, and a small bundle in her arms. And Hugh said, "Why, Sue! Have you something to tell me?" And she said, "Yes, Hugh. I have gnu's for you."

I once knew a girl named Victoria Worm. Really... I also have a friend whose hobby is carrying a pair of false teeth in his hip pocket and he rides around town biting the buttons off taxicab seats. (This is not real. I made it up...). Perry Como weighed 19 pounds when he was born. (This is real. You can check it with Perry. The stork that brought him now has fallen arches...). Never tell a girl her stockings are wrinkled. She might not be wearing any. (This is neither real nor un-real. It is a Law of Life.)

And do, dear friends, we part for the nonce. I am grateful to Pinky Herman for the use of the hall. And so that this space will not have been completely wasted, let me leave you with words somewhat after Kipling: "If you keep your head when all about you are losing theirs, you'll be a great deal taller than anybody."

Blumenstock Leaves

(Continued from page 1)
Blumenstock's Leaft. The latter's health, necessitating the couple's living in a milder climate, influenced Blumenstock's decision to resign.

With Warners for the past 25 years, Blumenstock plans to remain in the industry and will discuss a new association after returning to Hollywood.

'Trapeze' World Bow

To Aid Coast Charity

HOLLYWOOD, May 1.—Hecth-Lancaster's "Trapeze" will be world-premiered at the Fox Wilshire Theatre here on May 29, with proceeds going to the Variety Club of Southern California Boys Club, H-L president Harold Hecht and V.C. chief Parker Ezra Stern have announced.

WB Stock

(Continued from page 1)
Boston, also is mentioned as having displayed interest in acquiring Warners' stock.

The reputed bids were believed to have led to the active trading of WB stock last the two days on the New York Stock Exchange, while sources said. On Monday, WB stock dropped slightly, closing at 18 3/8, with the day, with 17,800 shares traded. Yesterday, the stock hovered around the same quotation, with over 12,400 shares changing hands.

According to the unconfirmed reports, the Hyman group offered to buy Brothers Warner $26 per share for the approximate 30 per cent stock interest represented by their holdings.

Also reported interested in the Brothers Warner stock is Louis Lurie, San Francisco real estate operator and financier. Lurie led syndicate in May, 1951, which conducted negotiations for the Wam brothers stock, but which were not consummated.

While other buyers could be reached for comment, nor could any of the reported principals.

UJA Committee

(Continued from page 1)
president of Universal Pictures C.


Global Delegations

(Continued from page 1)
est meeting in the history of the show-business organization.

Large delegations have already registered with convention headquarters from London, Texas, Las Vegas, Florida and California, with a group also indicated from Ireland.

The British Broadcasting Corp. has announced that its sending producer Henry Caldwell will have a lot of space equipment to film the entire convention proceedings, which will be used over the facilities of BBC, with prints to be made available to each town throughout the world.

The convention will wind up Saturday evening, May 12, with its annual Humanitarian Award.
'Film Technical Courses' in New York Colleges
Proposed by Dr. Frayne

The need for an education program in New York sponsored by the Society of Motion Picture and Television Engineers, much like that currently in operation at two California colleges, was stressed yesterday by Dr. John G. Frayne, President of SMPTE, who said plans will be formulated for an Eastern course at an educational committee meeting scheduled for tomorrow.

Fryane declared there is a need for such courses here in New York to familiarize technicians in the industry with up-to-date advancements in processes and laboratory work. His views were originally set forth at the January SMPTE board meeting, at which time committee members urged he inauguration of a course at one of the New York colleges or universities.

Will Make Plans Tomorrow
Expanding on the SMPTE educational program, Fryane said members on the committee, currently attending the organization's 79th semi-annual convention in New York, will meet tomorrow to map plans for local course and to nominate members to serve on a group that will meet later with school officials. If there is cooperation on the matter, Frayne feels a course might be available in New York this fall. He said the subject would probably be in the field of sound recording or laboratory techniques.

Both the University of California in Los Angeles and the University of Southern California instituted courses on Motion Picture Laboratory Practice, Duplication of Color Motion Pictures and Optical Effects in the past year under sponsorship of SMPTE. Personnel employed within the industry were eligible to enroll for the studies.

Commenting on the overall convention, he president said the fact that 50 per cent of the discussions are centered about programming material on TV, points up the need for continued study and research in the field. He termed the increase to be an evolution in the industry, one that deserves the attention of those in the industry.

Fryane asserted the SMPTE exhibit at the convention to be the "best of its kind" and aid the organization has adopted a policy of presenting exhibits at all future semi-annual meetings, including the next session, planned for Oct. 7-12 in Los Angeles.

New Secretary to Be Named

A successor to Boyce Nemec, SMPTE executive secretary who tendered his resignation last week, effective June 1, will be chosen within the next two weeks, Fryane added. The nominating committee headed by past president Herbert Barnett met yesterday to name a slate of officers which will be elected at the July SMPTE board meeting to be held in New York.

Sells 2 New York Theaters

Two New York City theatres, the 1,500-seat Palestine Theatre and the 1,000-seat Charles Theatre, have been sold by Samuel Friedman to an investing client of Gainesburg, Gottlieb, Levitan & Cole. The properties, assessed for $316,000, are located in heart of new East Side Housing Developments. The sale was handled by Berk and Krumgold, theatre brokers.

'Came' Award to 20th-Fox
At SMPTE Session Today

Earl H. Spoonable, representing the technical staff of 20th-Century-Fox, will receive the annual Quigley Publications "Fame" award during the afternoon session today at the 79th semi-annual convention of the Society of Motion Picture and Television Engineers at the Hotel Statler.

SMPTE president John G. Frayne and Martin Quigley, Jr., editor of "Motion Picture Herald," will present the award to Fox for its "notable contribution to the art and industry of motion pictures by the development of the 55mm Cinemascope technique for the enhancement of the entertainment power of the screen."

Lorin Grignon and Sol Halpin of the Fox studio technical staff were unable to attend the convention but will be congratulated today at the Coast offices by producer Buddy Adler for their contributions toward the Cinemascope 55 process.

Columbia Invests $60,000 in
'Duchin' Radio Promotion

Columbia Pictures has invested an approximate $60,000 in sponsoring 25 segments of eight top CBS Radio network programs to promote its upcoming film, "The Eddy Duchin Story," commencing on June 24 and which will continue over a three-week period.

Announcement of the purchase of the network radio facilities by Columbia was made here yesterday by Arthur Hull Hayes, president of CBS Radio, and Paul N. Lazarus, Jr., vice-president in charge of advertising, publicity and exploitation for the film company.

The eight radio shows which will carry promotion on behalf of "The Eddy Duchin Story" are: "Edgar Bergen Hour," "Bing Crosby Show," "Anchors 'n' Andy Music Hall," "Jack Carson Show," "Galeen Drake Show," Peter Potter's "Juke Box Jury," "Mitch Miller Show" and the Robert Q. Lewis Show.

Fein Named President
Of J & M Productions

Irvig A. Fein, vice-president of CBS Radio in charge of sales promotion, advertising and press information, has been appointed president of J & M Productions Inc., it was announced yesterday by Jack Benny, chairman of the board.

Fein, who will assume his new post on July 1, will direct the company which produces the Jack Benny television programs, both live and film. In addition to producing and packaging other TV and radio properties, J & M also is planning to produce Broadway theatrical productions and motion pictures, the latter "some time in the future."

Before joining CBS in 1948, Fein was director of advertising and publicity for Amusement Enterprises, Inc. Previously, he was with Warner Brothers, Samuel Goldwyn and Columbia Pictures.

TV Commercials Deserve More
Of Advertising Dollar: Klaeger

Robert H. Klaeger, vice-president in charge of industrial and TV film production at Transfilm (N.Y.), said that competitive bidding among TV commercial producers for agency contracts is on its way out. Less than one-third of the advertising agencies now seek such bids, he told delegates to the 79th semi-annual convention of the Society of Motion Picture and Television Engineers at the Hotel Statler here yesterday.

Klaeger pointed out that the investment in TV film commercials is only one-third of the estimated billion dollars spent by advertisers in television in 1955. "This does not seem to be a fair proportion if we consider the fact that the billion dollars was spent for the purpose of capturing the audience in order to screen the commercial," said Klaeger.
HILDA CRANE MEANS BUSINESS!

Her story has shock values. Her picture has star values. The campaign gives it all plus values. You’ll want to keep HILDA CRANE for extra playing time—and Hilda knows how to arrange it!

CALL THIS GIRL AT 20th TODAY!

20th Century-Fox presents Hilda Crane

JEAN SIMMONS · GUY MADISON · JEAN PIERRE AUMONT

Print by TECHNICOLOR CINEMA SCOPE® with Judith Evelyn · Evelyn Varden
Produced by Herbert B. Swope, Jr.
Written for the Screen and Directed by Philip Dunne
From the Play by Samson Raphaelson

“It's a pleasure to do business with HILDA CRANE!”

A passionate outcry against impulsive marriages and the multiple divorces of today’s youth!
ight Aid U.S. Films
K Exhibitors eek to Meet a xTurndown
fer Proposal to Help mall Grossing Theatres

By PETER BURNUP
LONDON, May 2—Strategists of cinematograph Exhibitors Association, in a move to gather some ways from the Chancellor the Exchequer's turn-down of tax of claims, have decided on uni- a national campaign designed to help the all exhibitor only. Having taken the measure in various circles, the CEA arranged with a group of M.P.'s have a new clause moved for in Finance Bill.

The clause would introduce a new scale of tax rebate to exhibitors in weekly box-office takes up to £300, or $600. The rebates would range from about $61.60 on weekly sales up to £125, or $300, to about $980 on grosses up to £350.

It is calculated that those extremely successful exhibitors in Government revenue would just about suffice to repel several hundreds of little thea-

ers in business. It is reasoned also.

(Continued on page 5)

503,904 Quarterly Net for Technicolor

The consolidated net profit after taxes, on income of Technicolor, Inc., for the quarter ended March 31, is totaled to $503,904, equivalent 25 cents per share on the stock.

This compares with 66 cents and cents per share, respectively, for first quarters of 1955 and 1954.

N.T. 26-Week Net Off lightly to $923,806

From THE DAILY Bureaus
LOS ANGELES, May 2—National board of directors president Elmer C. Rhodea is reported to stockholders that the consolidated net income for N.T. and subsidiaries for the first half of the current fiscal year was $923,806.

(Continued on page 4)

AWARDS PRESENTATION, showing left to right, H. E. Bragg and Earl L. Sponable of 20th Century-Fox; Dr. John G. Frayne, president of SMPTE, and Martin Quigley, Jr., at the Statler Hotel here yesterday.

Fame’ Award to 20th-Fox
For Developing C’Scope 55

For their notable contributions to the motion picture industry in the development of 55mm. CinemaScope, the Research and Technical staff of 20th Century-Fox yesterday was awarded the 1956 Quigley Publications “Fame” achievement award at the 79th semi-annual convention of the Society of Motion Picture and Television Engineers at New York’s Statler Hotel.

Dr. John G. Frayne, SMPTE presi- dent, presented the award in behalf of Quigley Publications to Earl L. Sponable, director of the research and development division of Fox.

Noting that it was the first occasion that a “Fame” award had been presented to engineers, Sponable lauded the Fox staff members who devoted their efforts toward the development of the project.

(Continued on page 4)

Funeral Rites Held
For Robert Savini

Special to THE DAILY
ATLANTA, May 2—Personnel from local film exchanges served as honorary pallbearers today at the funeral of Robert M. Savini, president of Astor Pictures Corp., who died in Miami on Sunday. Interment was at Crest Lawn, following rites conducted by the Rev. Father Hayes. Here from New York for the services were Fred Bellin, executive vice-president and general manager of Astor; Tony Tatulli, comptroller, and Fred Sanders and Milton Riseman, attorneys for Astor and Savini’s interests.

(Continued on page 5)

Warner Stock Still
Active in Market

In the face of official silence on all fronts concerning the widespread reports of offers for Warner Bros. stock held by the Brothers Warner and their families, the company’s shares continued to attract Wall Street interest yesterday. More than 20,000 shares were traded, with a fractional gain being registered.

Meanwhile, financial sources were inclined to discount reports that a deal is near. The most generally ac-
cepted belief is that offers have been made by interested bidders, and that’s where the matter still rests.

(Continued on page 4)
CANDIDATES LISTED
FOR THE ACADEMY BOARD OF GOVERNORS

From THE DAILY FOR\n
Hollywood, May 2.—Candidates for the board of governors of the Academy of Motion Picture Arts and Sciences have been announced as follows:


TV CODE PROGRESS REPORTED BY LEEDS

Television HOLLYWOOD, May 2—|—Today.—Martin Leeds, executive vice-president of Desilu Productions and chairman of the producer committee in charge of developing a production code for television films, left here today by plane for New York on company business. Leeds told Motion Picture Daily that most television producers to whom tentative texts of the code recently were supplied, were satisfied with an invitation to return with comments and recommendations, have done so, but that the co-relating of these for the final report is expected to take several weeks.

‘CITY SLEEPS’ SET

RKO’s production, “While the City Sleeps,” will open on May 16 at the Criterion Theatre here.

UA SEKS ‘Trapeze’ PRE-SHOWING BIDS

In a program to obtain key bids for “Trapeze” prior to its arrival in the United States of the first completed prints of the Hecht and Laucaster CinemaScope production, William J. Heimann, United Artists vice-chairman in charge of distribution, has prepared an affidavit attesting to his belief in the box-office power of the film and requesting “blue-chip” playing time.

The film will be run as a trade ad and is being distributed by UA’s sales personnel in the field.

Heimann recently flew to London at the invitation of director Sir Carol Reed. He returned yesterday when it was being scored and edited. Saturation dating is requested for June 28, and the $2,000,000 program of national advertising and all-media publicity has been scheduled to provide maximum backing for this period, he pointed out.

CREDIT GROUP ELECTS SILVERMAN CHAIRMAN

Samuel L. Silverman, of Film Production Labs., has been elected chairman of the Motion Picture Industry Credit Group, which is composed of 34 film laboratories in New York, Washington, and Chicago. Joseph A. Tanney, Cinema Supply Co., was elected vice-chairman. Committee members were Eorn Moye, Peerless Film Processing Corp.; S. C. Re Los, Motion Picture Corp.; and Anthony Termini, Terminal Editorial Services.

The officers will serve for the year starting April 24.

12 TRUST ACTIONS DISMISSED HERE

Twelve anti-trust suits, involving about $18,000,000, were dismissed with prejudice in New York Federal Court yesterday. In addition to the producers, the defendants included Skorans and Metropolitan Playhouse circuits.

Among the plaintiffs were East End Theatre; South Shore Theatres; Leff-Mayers Corp.; Phoenix Theatre, Inc., and Tower Amusement Corp.

4 RECORD COMPANIES ISSUE ‘SEARCHERS’

With May 26 set as the national release date for C. V. Whitney’s production of “The Searchers,” four recording companies have made available platters on the title song. The film is the talk of the town, and words and music by Stan Jones.

All recordings are available in both 78 and 45 RPM.

HOLD UP DIVISION OF JAPANESE LICENSES PENDING STATISTICS

A complete division of the 10 Japanese import licenses allocated to the member companies of the Motion Picture Export Association will be made “within 60 to 90 days,” it was reported here yesterday.

According to a representative of the MPEA, the member companies are currently operating under a "ten year" allocation of 87 licenses which has been agreed upon between the MPEA and the Japanese government.

Will Compile Market Data

The complete division of Japanese licenses, which will mark the first use of the global import formula agreed upon in principle by the MPEA companies, will take place in 60 to 90 days, the MPEA representative said, "to allow each company to improve its production and marketing programs throughout the world, which would be the basis of the allocation of the licenses."

The MPEA official stated the MPEA board members, at the weekly meeting this past Tuesday, discussed this Japanese license situation.

He also said that the MPEA board conferred on the Brazilian negotiations for industry workers there, as the Berlin Film Festival where entry of six American films has been proposed. He said the titles of the pictures are not known at present.

WPIX BUYS 17-FILM TELEVISION PACKAGE

Television station WPIX has purchased a package of 17 feature-length pictures from Telepictures, Inc., in programming coming next week. It was announced by Fred Thower, vice-president and general manager for WPIX here.


PRESENT FLAHERTY AWARD

Awards in the seventh annual competition for the City College Robert J. Flaherty Film Award were presented last night to two documentary films, "Out of the Darkness," by "The Naked Eye," at ceremonies at the Central Needle Trades High School.

EASTERN NET UP

OTTAWA, April 29.—(Estater Theatres, Ltd., received a net profit of $119,029 in 1955 against $105,575 in 1954, and paid $16,652 in dividends, the company reported in its annual report yesterday. The profit, or net profit, was $111,392, the company reported in its annual report yesterday. The profit, or net profit, was $111,392, the company reported in its annual report yesterday. The profit, or net profit, was $111,392, the company reported in its annual report yesterday. The profit, or net profit, was $111,392, the company reported in its annual report yesterday. The profit, or net profit, was $111,392, the company reported in its annual report yesterday. The profit, or net profit, was $111,392, the company reported in its annual report yesterday. The profit, or net profit, was $111,392, the company reported in its annual report yesterday. The profit, or net profit, was $111,392, the company reported in its annual report yesterday. The profit, or net profit, was $111,392, the company reported in its annual report yesterday. The profit, or net profit, was $111,392, the company reported in its annual report yesterday. The profit, or net profit, was $111,392, the company reported in its annual report yesterday. The profit, or net profit, was $111,392, the company reported in its annual report yesterday. The profit, or net profit, was $111,392, the company reported in its annual report yesterday. The profit, or net profit, was $111,392, the company reported in its annual report yesterday. The profit, or net profit, was $111,392, the company reported in its annual report yesterday. The profit, or net profit, was $111,392, the company reported in its annual report yesterday. The profit, or net profit, was $111,392, the company reported in its annual report yesterday. The profit, or net profit, was $111,392, the company reported in its annual report yesterday. The profit, or net profit, was $111,392, the company reported in its annual report yesterday. The profit, or net profit, was $111,392, the company reported in its annual report yesterday. The profit, or net profit, was $111,392, the company reported in its annual report yesterday. The profit, or net profit, was $111,392, the company reported in its annual report yesterday. The profit, or net profit, was $111,392, the company reported in its annual report yesterday. The profit, or net profit, was $111,392, the company reported in its annual report yesterday. The profit, or net profit, was $111,392, the company reported in its annual report yesterday. The profit, or net profit, was $111,392, the company reported in its annual report yesterday. The profit, or net profit, was $111,392, the company reported in its annual report yesterday. The profit, or net profit, was $111,392, the company reported in its annual report yesterday. The profit, or net profit, was $111,392, the company reported in its annual report yesterday.
AN OPEN LETTER TO OUR CUSTOMERS:

There is one more machine needed in this electronic age business world—a practical device by which a man, in behalf of his Company, could personally convey thanks and appreciation to his customers for co-operation and consideration beyond the call of duty.

Lacking such a machine, I must take this means to salute the many good friends of Universal who really extended themselves to help make the 6th Annual Charles J. Feldman Drive an outstanding success.

The true measure of our appreciation will be reflected in the boxoffice quality of our forthcoming product and the maximum merchandising effort we shall put behind each picture.

Best wishes for summer-long good business.

Sincerely,

C. J. Feldman

Vice President and General Sales Manager
**PEOPLE**

Eric Johnston, president of the Motion Picture Association, will be the guest on "Theodore Granch's "Youth Wants to Know" program over NBC-TV on Sunday afternoon.

Mrs. Jeanette Allen has been appointed manager of the Rock Hill, N. Y., theatre which will open in the season tomorrow. For three seasons she was cashier at the theatre.

Arthur Grant, industrial public relations specialist, has joined Paramount to handle that phase of the publicity campaign on Cecil B. DeMille's "The Ten Commandments."

J. Paul Popkin has been appointed production manager for T.C.E.-TV, 20th Century-Fox's television subsidiary, replacing Richard L'Estrange, who resigned.

Alfred Warren has been promoted from doorman to assistant manager of the Stanley Warner Strand Theatre in Albany, succeeding Norman Cottrell, who left to join the staff of the new Unadilla Drive-in, Unadilla, N. Y.

**Special TV Films**

**Promotion for 'Pride'**

United Artists is "pioneering" a program of pre-planted television promotion features to be made during the location filming in Spain of Stanley Kramer's VistaVision production of "The Pride and the Passion," by Roger H. Lewis, UA national director of advertising, announced.

The TV films have been planted with 20 stations in key market areas in advance of their actual production. Each of the series of five different exploitation features will carry an individual greeting by one of the stars to the specific station and to the city where it is being carried.

**Adds Art House**

COLUMBUS, O., May 2.—Louis Sher and Ed Shulman, operators of the Beasley Art Theatre here and a circuit of art houses in West Virginia, Kentucky, Michigan and Colorado, have acquired an art house in Milwaukee.

**YOUR ORDERS FOR SPECIAL TRAILERS PERSONAL ATTENTION FROM FILMACK**

**REVIEW:**

**The Revolt of Mamie Stover**

20th Century-Fox—CinemaScope

The clash of two social worlds—that of Mamie Stover, who bases her flamboyant life on a money principle, and an American novelist whose romantic adventures keep closer to the norm of morality and common sense—are realistically presented in this 20th Century-Fox film produced by Buddy Adler and directed by Raoul Walsh. The harmony of CinemaScope and color by DeLuxe substantially add to the Sydney Boehm screenplay based on the novel of the same title by William B. Huie.

Selling points are numerous, with Jane Russell cast as Mamie, Richard Egan as the author, Joan Leslie as Egan's girl friend, and Agnes Moorehead cast as the older woman who drives Mamie to a fortune. "The Revolt of Mamie Stover" in some ways recalls Adler's Olympic-winning "From Here to Eternity" in its general theme—war, women and romance. Mamie's song, "If You Wanna See Mamie Tonight," as recorded by the Ames Brothers promises to be an aid to the film's exploitation.

Miss Russell dominates the film as she sets about to make her fortune and shed her past. She meets Egan on a Hawaii-bound freighter after having been escorted by an ex-San Francisco police to the ship. Egan becomes interested in Mamie, who goes to work as a Honolulu dance-hall hostess and she soon finds great profits in it. The attraction between her and Egan continues, much to the dismay of Miss Leslie who is cast as the antithesis of Mamie in background, taste and aspirations.

As World War II breaks out after the Pearl Harbor attack, Egan is recalled by the Army and leaves with the idea that he and Mamie will marry when he returns. While in the Pacific, he views a photo of Mamie as the queen of the Honolulu dance hall and then recalls her promise that she was to quit the job and wait for his return. In the final scene, Egan confronts Mamie in the dance hall and tells her "it's no use. We're of different worlds." Mamie soon packs her bags loaded with her riches and returns to San Francisco, a stop-over, on her way to her old social world in Mississippi.

Egan for Walsh set a leisurely pace throughout the film which affords Miss Russell and Egan the opportunity to present the attitudes of two widely separated social levels.

Running time, 92 minutes. Adult classification. For immediate release.

**Big Retailer Tieup on 'D-Day' Book, Film**

More than 100,000 book, department, drug and chain stores are participating in a theatre-playdate keyed campaign on "D-Day, The Sixth of June," produced for the Strand Book film edition of the novel on which 20th Century-Fox's CinemaScope production is based.

Launched in late April, seven weeks before the initial engagements of the drama, the campaign has been initiated by the distribution of 10,000 two-color blow-ups, measuring 23" by 33" for truck, A-board, window, window, wall and counter displays. Tack cards are also being distributed by some 300 agents of the Curtis Circulating Co., who are following through on the campaign, effecting promotions with key accounts and exhibitors in all major markets.

**Gonalco, RKO Sign For Gobel's Second**

HOLLYWOOD, May 2—Gonalco Productions has completed negotiations with RKO Radio Pictures to produce "So There You Are," starring George Gobel in an original screen comedy by Goodman Ace, it was announced here today by William Dozier, RKO's vice-president in charge of production.

Filming is slated to start on July 16, with William Bloom as producer of the second Gobel picture, the first being "The Birds and the Bees" for Paramount.

**Larry Kunz Dies**

CLEVELAND, May 2.—Funeral services will be held tomorrow in the Maplewood Funeral Home for Lawrence (Larry) Kunz, about 40 years of age, who died Monday. He was the local sales representative for American Seating Company.

**Theatre Missing $1,498**

SAN FRANCISCO, May 2.—Police are investigating the disappearance of $1,498 in receipts from the Coronet Theatre here.

**20th-Fox Has Four Films in Production**

HOLLYWOOD, May 2.—Four major CinemaScope and color attractions are currently before the 20th Century-Fox cameras at the studios here and in Arizona, it was announced.

As part of the $1,000,000 production budget for each film, the quartet now in work comprises "Bus Stop," "The Best Things in Life Are Free," "The Last Wagon" and "One in a Million."
Tax Move in Britain

(Continued from page 1)

that Chancellor Macmillan, having got his major and grim financial proposals through the Commons, now appears sympathetic with a body of hardly-pressure business men and at the cost to the country of a mere £2 million.

That stage of the bill will not be reached until early June, but lobbying of M.P.'s shows that many of them are prepared to challenge the Government on the issue. The little exhibitors anxiously keeping their fingers crossed.

Home Market Called Vital

But significantly the document goes on to argue that a healthy production industry is essential "to the extent that it provides a healthy balance against what would otherwise need to show 100 per cent imported product." It concedes also the necessity of providing a secure home market for producers based on quota and "subject to ratios of qualifications of direct home assistance."

These qualifications relate mainly to exhibitor arguments that tax relief is an essential pre-requisite to continuation of film making, and also that quota percentages be fixed more flexibly and have regard to local conditions, the size of theatres and such things. CEA also demands that, although the levy be continued on a so-called voluntary basis, the ministry should have the power to deal with willful Eady defaulters.

But more importantly the Association's submission throws down the gauntlet against Americans as, for example, the suggestion that tax relief be granted when a British film is shown or that the rental quota be repealed. CEA also doesn't want "divorcement" introduced here. "They consider," says the document, "that the danger of divorcement being followed, by shrinking output from British studios is considerable and consequently they do not favour it."

Good Films 'Always Welcome'

Americans may well be chiefly impressed with one passage in the submission which, although it is not expressly stated, is clearly related to an example of Eady assistance to American films made here. "So far as any question arises as to differentiation between international pictures and those run as a document, "exhibitors do not feel they can say more than that good films will always be welcomed and looked irrespective of their source."

V.C. Convention

(Continued from page 1)

In show business history, the 1956 convention at the Waldorf-Astoria Hotel will come to order at 10 A.M., Wednesday, followed by a luncheon, a convention meeting and an evening social at the Variety Club rooms on TV at the hotel. Meetings are planned at 10 A.M., each day of the convention. Thursday's agenda includes the morning conference, a business luncheon at 2 P.M., and an evening tour of the city.

After the morning session and luncheon on Friday, delegates will see "Ivanhoe" at the 6:30 when "a Mardi Gras" is scheduled in the Grand Ballroom of the Waldorf. The annual Humaniitarian Award will be presented by Variety International at the final banquet Saturday at 6:30 P.M.

Three Selections Listed

Delegates of the N.C. 41 in Dublin, Ireland, earlier announced their selections for the annual Humaniitarian Award. As compiled by newspapers in Dublin, the list includes French Cardinal Spellman, Richard II, and Sir. Sidney Farber, who has directed scientific research in the diagnosis and treatment of cancer.

A successor to the late William McCreary who was the convention executive director, who died earlier this year, may be named at the convention, it has been indicated.

Other exhibitors will attend a special luncheon today at the Waldorf-Astoria Hotel, at which time Variety convention officials will outline final plans for next week's meetings.

Deprecates Quality

Sees Videotape Inferior Now to 35mm Camera

While there are possibilities of reducing production costs in films by replacing the 35mm camera with videotape, there is no immediate application of videotape and probably very little in the future.

See No Replacement

The belief is that of R.H. Snyder, manager of the motion picture department of the Ampex Corp., who told members of the Society of Motion Picture and Television Engineers attending the organization's 79th semiannual convention in New York that it seems to him that the replacement of the 35mm camera by videotape is, in our belief, foolish at this time.

Snyder said cost and time reduction might be possible for a film director to shoot scenes simultaneously in film and videotape and immediately view the tape recording while the cast and sets are still assembled.

Cited that video quality is not comparable with original film and fails to compare with the larger-negative film process.

Nine Papers Slated Today

Eighteen reports will be submitted at today's program on high-speed photography and videorecording, which will be read at the photography morning and afternoon programs to be held at the Hotel Stalter.

Ten reports and a panel discussion on the use of pre-stripped magnetic film will constitute the morning and afternoon programs on sound recording.

Television will occupy the spotlight as the SMPTE convention concludes tomorrow, with the emphasis on closed-circuit TV, the use of TV by the military in time of war and the techniques of development of film recording, color kinescope recording and lensing processes.

Paramount Engineer Tells SMPTE of Film Developments

Development of a new high efficiency rear projection screen that will give maximum scope to transparency shooting and enhance the dramatic values in that filming technique was reported yesterday by Dr. Charles R. Daily, Paramount Pictures studio optical engineer.

Double Brightness Claimed

In a paper read by him before the convention of the Society of Motion Picture and Television Engineers at the Hotel Stalter here, Daily reported that he and Stewart-Translux Corp. have jointly succeeded in creating a rear projection screen that permits images of 40-foot width and that yields nearly double that brightness on the 28-foot-wide screen it replaces.
EVERYTHING ABOUT IT IS BIG!

Spectacular CinemaScope and Technicolor vistas never before possible! Teeming with mammoth thrills out of Africa's darkest heart!

"SHOULD BE TOP GROSSER!"
Daily Variety

COLUMBIA PICTURES presents A WARWICK Production

VICTOR MATURE • JANET LEIGH

SAFARI

JOHN JUSTIN • ROLAND CULVER

Liam Redmond • Earl Cameron • Orlando Martins
Screenplay by Anthony Veiller • Directed by Terence Young • Produced by Irving Allen and Albert R. Broccoli

Cinemascope • Color by Technicolor

IATSE's District 10 To Salute Walsh at Industry Testimonial

District No. 10 of the International Alliance of Theatrical Stage Employees will honor IA president Richard F. Walsh with a testimonial dinner tomorrow evening at the St. George Hotel, Brooklyn, where Thomas Murtba is chairman.

Walsh will be honored for his election to the executive council of the combined AFL-CIO. He currently is in Washington attending a special meeting of the

Market Interest in Warner Stock Cools

Stock market interest in Warner Bros. shares cooled yesterday, following the denial by Jack L. Warner, vice-president in charge of production, that a deal for the family stock holdings was being negotiated with Lou Chesler, Toronto industrialist, whose PBM company recently acquired the Warner film.

More U.S. Help NFFC Aiding Fewer Feature Films in U.K.

27 Assisted in 1955-56 Against 35 in 1954-55

By PETER BURNUP

LONDON, May 3—A reduction in the number of feature-length films produced with financial assistance of the National Film Financing Corp. for the year ending Mar. 31, 1956, has been reported by the NFFC in its annual report which was released here today.

"An increasing number of British films are being set up in conjunction with American-controlled distribution companies," the report disclosed, "and it seems likely that while this state of affairs continues, the proportion of British films made without NFFC assistance will continue to increase."

Accordingly the NFFC disclosed that only $3,151,286 was advanced to British film companies during the past fiscal year that ended March 31.

Honor Boyce Nemec At SMPTE Dinner

Boyce Nemec, executive secretary of the Society of Motion Picture and Television Engineers, who has tendered his resignation, effective June 1, was honored by the organization here last night at SMPTE's convention banquet at the Statler Hotel.

Dr. John G. Frayne, SMPTE president, presented Nemec with a scroll during the banquet in acknowledgment for his contributions toward the growth of the society. Signed by both Frayne and Wilton R. Holm, secretary, the scroll read: "The Board of Governors of SMPTE unanimously commends Boyce Nemec whose foresight, initiative and complete devotion to duty as executive secretary of SMPTE have been a major contribution in bringing the Society to its present high level of prestige and accomplishment."

U.S. Tops in Production, Distribution

Films Still World's First Medium Of Entertainment, UNESCO Finds

The weekly total of spectators attending motion pictures equals one-tenth of the world's population, according to the third annual report on world communications published by the United Nations Educational, Scientific and Cultural Organization. The report describes facilities throughout the world for conveying information and ideas by press, radio, film and television. It embraces world press and its readers, network of news agencies, radio's worldwide audience, major film producers, newsreels across the globe and their production and distribution, and treats television.

The UNESCO survey states that "in recent years various new techniques have been evolved for film production and distribution, and it would appear that, despite the challenge of newer media, the cinema has..." - (Continued on page 4)

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**PERSONAL MENTION**

**MOTION PICTURE DAILY**

**SMpte in Final Sessions Today as Convention Ends**

Sessions on the recent technical uses and development of television will dominate today's final meetings at the Stater Hoel of the 79th semi-annual convention of the Society of Motion Picture and Television Engi-

**Future Policy Before Figaro Board Today**

The board of directors of Figaro, Inc., will convene in New York to- day for conference proceedings. The board is independent producing company's fu- tural policies. Joseph L. Mankiewicz, Bert Allenberg, Abraham Bietsch, Robert Bader, and Julius Leffkowitz will attend the conferences, which are scheduled to last for two days.

The board also will meet with Rob-

**NEWS ROUNDUP**

*‘Invitation’ to Bow at Plaza*

The American premiere of M-G-M’s “Invitation to the Dance,” starring Gene Kelly, will take place later this week at the Plaza Thea-

**Craft Workers Earnances U.**

Craft workers in studios average $118.70 in weekly earnings in March for comparable week, an increase of $4.95 over the February's $113.80. This is based on a monthly report of the California D vision of Industrial Relations. Average earnings in March, 1955, were $118.95 for a 42.6 hour week.

**To Renovate Mexico Studio**

Plans have been disclosed by Clas- Studios, Mexico’s oldest motion picture plant, for the renovation of a $100,000. The studio’s Ministry of the Interior, the govern-

**United Artists Plays Ball**

The United Artists softball team, member of the Federated Softbal League, opened its 1956 season in games with teams in Century, in Cen- tral Park. The 18-man UA squad is managed by Don Base of the company’s tax and insurance department has an 18-game schedule this year.

**Carroll Acquires Fernande**

Carroll L. Pucato, president of Carroll Pictures, has concluded sales agreements with Cite Films for the distribution of the French-Italian co-

**NEW YORK THEATRES**

in "THE SWAN" and SPECTACULAR STAGE PRESENTATION

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*Motion Picture Daily*, Martin Quigley, Editor-in-Chief and Publisher; Szwirz Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. Peck, Advertising Manager; Lewis H. Fussell, Production Manager; Hollywood Bureau, 815 Vine Street, Los Angeles 68, California; Chicago Bureau, 750 South LaSalle Street, Chicago 5, Illinois; New York, 70 West 45th Street, New York 36, New York. **SPECIAL ADVERTISING SECTION**

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*Motion Picture Herald*; Television Today; published once a week as a part of Motion Picture Daily, Motion Picture America, and Television Guild; a weekly magazine for motion picture distribution at a cost of $1.50 a year; subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.
Calls for Quality Product at Home
Far East Represents Big Potential
For American Industry: Goldwyn

HOLLYWOOD, May 3—Japan represents a huge potential for the American film industry, as does the rest of the Far East, Samuel Goldwyn said today. The producer, who returned from his first visit to the Orient, stated that modern-day Japan, while now a great consumer of American films, will continue to improve as one.

Back from attending premieres of his "Guys and Dolls," an M-G-M release, in Tokyo last week, Mr. Goldwyn declared that last year, 70 per cent of the 195 foreign films shown in Japan were American. Average revenue for an American picture in Japan is from $140,000 to $150,000, but top United States films bring in more than $400,000 each, he revealed. Total industry revenue in Japan for 1955 amounted to $40,000,000, or $92,000,000, he said.

Nippon Has Taxes, Also
"Exhibitors also have their admission taxes in Japan," Goldwyn declared. "Average admission is 75 yen, which is 21 cents. One third of this goes for taxes. Normal admission for American pictures in the large cities is 200 to 350 yen, or from $1.00 to 84 cents. However, prices for 'Guys and Dolls' were raised to from 250 yen to 500 yen. As evidence of the popularity of American films which I observed, 'Guys and Dolls' did 6,500,000 yen in the first week in Tokyo, exclusive of the charity premiere. The second week, it fell off between eight and nine per cent. The third Sunday was almost as good as the first Sunday.'

The Japanese producers made 422 features of their own in 1955, Goldwyn said, which represents a substantial increase of 367 the year before and 302 in 1953.

Japan Has 4,000 Theatres
There are now approximately 4,000 theatres in Japan, with Japanese exhibitors very anxious to install the latest equipment and according to the producer. There are 684 CinemaScope installations at the present time, and new anamorphic projection equipment is being installed in from 30 to 40 houses a month, he said.

The motion picture audience of Japan for 1955 is estimated at 877,000,000, which means that each person sees an average of 10 pictures a year, Goldwyn declared.

Television is also gaining in popularity—with the country having 200,000 sets now, and increasing at the rate of 10 per cent per month, according to Goldwyn.

Switching his comments to the subject of conditions existing at this time in this country, the producer declared:

"Exhibitors who believe increased number of pictures would solve their problems are living in a dream world. No pictures except good pictures can make money for exhibitors or producers today, and good stories are fundamentally necessary for making good pictures. Good stories, as everybody knows, are too scarce to meet the demand if a larger number of pictures is to be produced."

Calls Story 'Best Guarantee'
"Producers are working harder today than ever before. They are facing greater risks than ever, because greater costs are incurred than ever before and pictures have to gross twice their cost to break even. A good story is the best guarantee of success, and that is why producers are bidding huge sums for them."

Goldwyn's next picture will be selected from one of three ideas he has under consideration, and will be started late this year or early next, in black and white. "Color is wonderful when used with the proper subject," he explained, "but many subjects do not require it."

Goldwyn intends to visit England, France, Germany, Italy, and possibly other countries, before the end of the year, timing his visits to coincide with "Guys and Dolls' openings."

On May 21
TOA, Allied to Move Ahead in Joint Efforts

A furtherance of the "mutual alliance" pact between Theatre Owners of America and Allied States Association is expected to come about when the leaders of both national exhibitors associations present the distributor testimony presented before the Senate Small Business subcommittee in Washington on May 21.

Four from TOA
Executives of both TOA and Allied have announced their intentions to be present at the one-day SBBC hearing. TOA is sending a committee of four, Alfred Pickus, George Keratos, Herman Levy, and Alfred Starr to Washington while Allied president Rube Wodneck and general counsel Abram F. Myers are expected to attend.

Shor, in New York last week, announced that TOA would be extended an invitation to "sit in and listen to" the Emergency Defense Committee meeting when the Allied board of directors convenes on May 22 in Washington. It was indicated that the SBBC testimony would be thoroughly discussed and reviewed prior to the meeting and Allied board and EDC and might result in a continued alliance and a furthering of both organizations' efforts to achieve relief to pertinent industry problems.

Presently in Accord
At present, TOA and national Allied are in accord as to having sales policies and film rentals included in the industry arbitration drive and in securing governmental approval of having divorced circuits engage in both sales and production rights to their own theatres. Officials of both national groups met with the Department of Justice on these matters, but the Department was "non-committal," it was reported following the meeting.

Besides their efforts on these problems, the TOA and Allied leaders are certain to discuss the Federal admission tax campaign, which TOA is supporting and which national Allied is not.

'Peerless Knight'
Top RKO Entry

HOLLYWOOD, May 3—"The Peerless Knight," a drama of the life of Roderigo Diaz Vivar, the national hero of Spain and champion of Christianity against the Moors, yesterday was placed on RKO's production slate for development as one of the studio's most important 1957 projects by William Dozier, vice-president in charge of production. "The Peerless Knight" will be filmed entirely in Spain with the co-operation of the Spanish government.

Show Epilepsy Film
At V.C. Convention

A 20-minute short subject film on epilepsy, "The Dark Wave," will be screened for the first time next week at the Variety Clubs International convention to be held at the Waldorf-Astoria Hotel here.

Albert C. Gerson, executive director of the Variety Foundation to Combat Epilepsy, who arranged the showing of the CinemaScope film, said that it is fictional but scientifically authentic. Its purpose, he said, is to promote a better understanding of epilepsy. "It is going to be regarded as the most misunderstood of all disorders that afflict the human race."

‘Stranger’ Grows
Big in Tel Aviv

Stanley Kramer's production of "Not as a Stranger" set a new grossing record for United Artists during its run at the Tamar Theatre in Tel Aviv, Israel, where the picture has already taken in a huge 20,740 Israeli pounds.

Goes Up in World

Diane Ladson, secretary to Charles Cohn, vice-president of Eastern advertising and publicity director for Allied Artists, has left the company to become an aerialist and showgirl for the Ringling Brothers circus, currently at Madison Square Garden here.

Ridgway C. Hughes, a former sales manager for NBC-TV, has joined the ABC Television Network as assistant manager of the sales department. Hughes was employed by ABC from 1946 to 1948 as a presentations writer later as director of presentations.

Theodore B. Grenier has been promoted to chief engineer of ABC's western division, effective June 1. He served as supervisor of technical operations of the television division Paramount Pictures from April, 1946, to August, 1950.
UNESCO Tribute to Films

(continued from page 1)

Mo. Ill. Convention Set for Late August

ST. LOUIS, May 3–The Missouri-Illinois Theatre Owners Association will hold its annual convention here during the last week in August. A membership meeting will be held at the Lebanon Country Club, Lebanon, Ill., on July 13. Bernard Temborius will be the exhibitor host.

Lew’s Books ‘Kiss’

United Artists has set 18 day-and-date openings on the Lew’s circuit in mid-June for the CinemaScope suspense film, “A Kiss Before Dying,” it was announced by William J. Heine- man, UA vice-president.

TV Grows Rapidly
In World: UNESCO

The growth of television has spread across the globe so rapidly in the past two decades and continuing to expand with such speed, that general data can provide only an approximate picture of a changing world situation, the United Nations, Scientific and Cultural Organization, states in its report on world communications.

UNESCO reported that the TV is rapidly extending on the place previously held by radio and that the impact of educational TV is only beginning to be felt. The agency said that there are only three continents relatively untouched by TV; Africa, Asia and Oceania, where TV growth has been slow.

Settle N.E. Trust Suit

For Smaller Amount

BOSTON, May 3—The anti-trust case of Roy Burroughs, operating the Strand, Amebury, and the Strand and Premier, Newburyport, has been settled for a fraction of the $750,000 in trebled damages that was asked. One report was that $70,000 was the sum awarded the plaintiff. The case was first heard before a master, Marcus Morton, who found that the plaintiff was not entitled to recover the damages asked. The action then went to the U.S. Federal Court before Judge Francis Ford and a jury.

In his suit, Burroughs claimed that the new Port Theatre in Newburyport, built and operated by Warner Circuit Management and Massachusetts Amusement Corp., was erected in an effort to squeeze him out of business. He brought action against the Warner circuit, Massachusetts Amusement Corp, and Warner Brothers Film Distributing Corp.

Attorneys for Burroughs were Claude Cross of Waltham, Cross & McCann and John Saltonstall of Hill, Barlow, Goodale & Homans. The defendants were represented by Robert Meserve and John Hally of Nutter, McClellan & Fish, with Stuart Arons of New York.

Legion Lists Three
In ‘B,’ One in ‘C’

Three films have been classified objectionable in part and another condemned by the Legion of Decency in its latest listings.

Rated Class B, objectionable in part, were the United Artists’ release “The Killing,” 20th Century-Fox’s “The Revolt of Mamie Stover,” and RKO’s “While the City Sleeps.” condemned was the Times Film release of the Swedish film, “The Naked Night.”

Bunin Forms Firm
To Produce Shorts

The formation of Harlequin Productions for the purpose of producing short subjects for theatrical and television distribution has been announced by Lou Bunin, president of Punch Films.

The company, composed of Bunin, George Pickow and Oscar Brand, will produce films in both live action and three dimensional animation.

REVIEW:

Stranger at My Door

Republic

A convincing portrayal by Skip Heimer, supplemented by good performances by Macdonald Carey and Patricia Medina, boosts this into the better class of westerns. While theme veers away from the traditional western story, it nevertheless has elements of suspense and human emotions that are bound to please theatre-going public.

Homer is cast here as an outlaw who despises good and all it stands for. With a principle that life to him is ‘a good horse and a clean pistol’ he moves in with Carey and Medina on a western farm aiming to mastermind a bank robbery. Carey and Miss Medina, as his wife, realize their new guest is an outlaw, but out to convert him to religious ways.

Stephen Wootton, as Carey’s so-called emerges as quite a hero in this showdown display by Barry Shipman. Homer reveals a great liking for the younger, treating the freelance boy as a companion. During gunplay (when the sheriff, Louis Jean Heyer, cyclone, and Wootton injured and Homer shot, Homer takes off to shoot the sheriff in revenge. However, Carey gives chase and intercepts Homer before he can kill the sheriff. Homer is shot by the sheriff, and Wootton returns to the farm where he sees that the younger is alive and well.

Production and direction were by Sidney Picker and William Witney, respectively. Music by R. Dale But adds much to the scenes. Romance depicted lightly but is integrated in the plot to supplement the suspense and gun-play.

Running time, 85 minutes. General classification, For May release.

J. E.
Critics Laud 'Alexander' 'Alexander' Grosses Are Great In Wide Variety of Situations

IN SAN FRANCISCO

"Alexander" is quality film. Tops . . . beautifully executed epic film. Should be popular for many years to come.

San Francisco News

Campaign scenes of some of the finest action scenes ever filmed. Entertaining.

San Francisco Examiner

IN ST. LOUIS

"Robert Rossen has been tremendously successful in 'Alexander the Great.' Magnificently produced by Richard Burton, 'Alexander' emerges through the huge battle scenes that all but burst the CinemaScope screen."

St. Louis Post-Dispatch

IN NEW YORK

"Spectacular entertainment . . . Exciting pageant . . . Eye filling and spectacular . . . Truly mammoth scenes . . . the sound and fury and the violence and bestiality of men and animals crashing in combat 2300 years ago makes a colorful and thunderous show."

New York Times

"Staggering in its enormity as well as its concept . . . Writer-producer-director Robert Rossen has carved his chopping slice of historical biography. . . Sweeping battle scenes in which all the panoply and color of ancient armed conflict are visually capitalized upon."

New York Daily Mirror

"Excitement seekers will find their amys amply filled . . . Numerous vast battle scenes ranking in scale and ferocity with anything ever filmed."

New York World-Telegram and Sun

"Highest rating . . Alexander is a stupendous film. . . An absorbing historical picture."

New York Daily News

IN MAGAZINES

"Huge eye-popping spectacle . . . In all respects impressive . . . This movie epic is visually exciting . . . upon a giant canvas . . Drama filled with picturesque panoply and eye-filling pageantry . . Grinly absorbing . . Stirring, well-written, beautifully pictured and nobly acted . . A fascinating spectacle . . The performances by the huge cast are of a uniformly high level . . All contribute mightily toward making this the impressive picture that it is."

Cue

"Big . . Impressive . . Colorful and spacious . . Mr. Rossen, who filmed this picture in Spain, does a grand job . . Plent of interesting pageantry."

The New Yorker

Confirming advance estimates of its setting all-time United Artists and situations across the country.

At the Capitol Theatre on Broadway, the multi-million-dollar CinemaScope epic has romped to the greatest opening grosses in UA's 33-year history and is now in its seventh smash week.

In setting new marks from coast to coast, "Alexander The Great" has registered holdover runs of four weeks at the Chicago Theatre in Chicago, Loew's Stillman in Cleveland and the New in Baltimore. Three-week holdovers have been set at the Paramount in Denver, the United Artists in San Francisco, the Capitol Theatre in Washington, and the Colony Theatre in Miami. Other extended engagements of the widely-acclaimed spectacle include runs of two weeks or better at Loew's in Atlanta, Buffalo, and St. Louis and Houston, the Music Hall in Seattle, the Paramount in Portland, the Crest in Sacramento, the Melba in Birmingham, the Five Points in Jacksonville, Loew's Riviera in South Miami and the Carefree in West Palm Beach.

On the basis of its record-shattering performance in regional debuts, the Rossen production has been set for a 500-date Decoration Day saturation booking.

bofice power, "Alexander The Great" theatre records in a wide variety of

Colossal at Boxoffice, Too

Gala Pre-Selling

Magazines, TV, Newspapers in Big 'Alex' Push

Behind the record-breaking boxoffice performance of "Alexander the Great," stands the greatest promotional effort in United Artists 57-year history—a multi-media campaign launched before production started in Spain and geared to carry through subsequent engagements.

In cooperation by United Artists' advertising, publicity and exploitation staffs under the supervision of national director Roger H. Lewis, the vast pre-selling program combines a $251,000 slate of magazine ads, a tie-up program entailing $340,000 worth of merchant advertising, an advance newspaper ad schedule employing unprecedented two-page displays, and a 17-week series of promotion tours comprising 157 key-city stands.

Magazine Ads

The magazine ads, carried to a combined readership of 147,000, include full-page, four-color displays in The Saturday Evening Post, Life, Good Housekeeping, Look. This Week, Harper's Bazaar, Pictorial Review and Family Weekly, with a black-and-white insertion in Parents' Magazine.

The newspaper supplement slate is spotting full-page displays in mass-circulation supplements in major market areas with a total circulation of more than 43,000,000. In addition to the page units, the roster of attention-getting ads include teasers and small-space insertions stressing the unusual excitement and massive spectacle in 'Alexander.'

Publicity Drive

Coordinated with the jumbo ad slate is a block-busting publicity drive that has landed a 13-page spread in Life magazine, the largest ever accorded a film by the top-circulation publication. The newspaper phase of the campaign has rolled up 24 full-page spreads and more than 100 ticket-selling publicity layouts from a quarter to a half page.

More important over-the-counter support is coming from the $345,000 co-op program of merchandise tie-ins. Participating in this phase of the campaign, which is coordinated with local openings are such organizations as American Airlines, Shields jewelry, Sally Victor hats, Gemex Watch bands and Sherwood Archery, as well as many others.

Additional pre-selling is being triggered by Dell Publications' promotion of an "Alexander The Great" comic book, at 110,000 drug stores, newsstands and other book outlets. Ban
tan Books is drumming the spectacle through intensive sales promotion of the 53-cent edition of "Alex- ander of Macedon" at 83,000 retail locations.

Duplicating its tremendous boxoffice performance in the United States, "Alexander The Great" has matched the greatest grosses in UA history in its British premiere engagement at the Odeon Leicester Square Theatre in London.

Greeted with rave reviews following its internationally-televised premiere, the multi-million-dollar Robert Rossen production has played for six weeks to capacity and near-capacity houses.

The unique drawing power of the CinemaScope spectacle is underscored by progressively bigger grosses following its smash opening.

Produced, directed and written by Rossen, "Alexander The Great" was three years in the making with a cast of more than 7,000. The epic spectacle was filmed on location in Spain.

The largest field force ever employed by United Artists, 50 exploitation specialists in number, is back ing regional and subsequent runs engagements of Robert Rossen's epic production of "Alexander the Great."

Maximum local support for the $1,000,000 campaign, which has already reached an estimated audience of 125,000,000 people in the United States and Canada, is assured by this record field staff. Ranking with the greatest promotion ever accorded a film, this campaign features the unprecedented use of double-track advance newspaper ads in key cities across the country, saturation TV, radio coverage, and a $251,000 national magazine program.

The exploitation force is working in conjunction with exhibitors and co-op merchants.

'Alex' Bow in London Matches US Success

Record Field Force Boosting 'Alexander'
Mammouth Pressbook Offers Hundreds of Angles, Accessories

CONTAINING a detailed showmanship blueprint for both large and small situations, the “Alexander the Great” pressbook is packed with ideas and materials for circus-style ballyhoo, merchant support, contests, special displays and school promotions.

The king-size exploitation manual measures 18 x 24 inches and carries on its cover a full-color adaptation of the unprecedented double-truck ad being run in key newspapers across the country.

Accessories

The attention-building accessories illustrated in this giant ticket-selling showman’s guide include fluorescent valances, streamers, a color standee for lobbies, a two-color tabloid herald, free TV spot trailers and radio spots, lobby records, telops and slides, art mats for coloring contests, and study guides and film strips for school promotion.

The ads, stressing the bigness and spectacle of “Alexander the Great,” range all the way from the 4800-line two-page displays to teasers, to run ahead of the major campaign, and a variety of small-space units.

Local Promotion


The publicity section of this giant pressbook contains a full-page tabloid feature, for which a mat is available free, a four-column cartoon feature, for which a free mat is also available, and more than 20 stories about the multi-million-dollar Cinemascope production and its personalities.

Parents Magazine

Cites “Alexander”

“Alexander the Great” has been awarded the Parents’ Magazine Medal of Special Merit, recommending the multi-million-dollar epic to 7,000,000 school children, parents and teachers throughout the United States and Canada.

The publication and its Parents’ Institute are intensively ballyhooing “Alexander” through radio plugs over 450 stations, publicity in a chain of children’s magazines, library displays, school projects, Parent-Teacher organizations and discussion groups.

Campaign Registers 305 Million plugs For U.A.’s Biggest

The huge number of times the news of “Alexander the Great” has reached moviegoers in the U.S. and Canada totals 305,867,228 printed impressions.

This mammoth penetration includes newspaper ads, led by the unprecedented double-truck announcing the key-city openings, and full pages in color in The Saturday Evening Post, Life, Look, Good Housekeeping, This Week, Harper’s Bazaar, Pictorial Review and the Family Weekly.

Big Breaks

The flood of publicity breaks before and during the key city runs of “Alexander the Great” include a 10-page spread in Life, a four-color spread in Colliers, a six-page layout in Pageant, a double-truck feature in American Magazine and an impressive display in Time.

Banner Plugs

There have also been banner plugs in Colliers, Coronet, Cosmopolitan, Seventeen, Tempo, Adventure, Day and Night, Business Week, American Weekly, The Saturday Review and key fan publications.

Newspaper attention, the most impressive ever to back a UA release, comprises 24 full-page spreads on the production and its personalities, and more than 100 breaks ranging from a quarter- to a half-page. Appearances by the stars and key production personnel on television have rolled up more than 300 plugs.

LIFT UP

SELLING ‘ALEXANDER’ ON STREET

Campaign for the New Theatre in Baltimore, typical of the excitement-building promotions across the country, kicked off with trumpeting fanfare by this quintet of “Grecian” heralds.

CRITICS’ RAVES FOR ‘ALEXANDER’

CINCINNATI ☆ DENVER ☆ CHICAGO ☆ HOUSTON NEW YORK LOS ANGELES ☆ DALLAS ☆ SAN FRANCISCO

“Alexander outdoes itself through sheer magnitude.”

—Cleveland Plain-Dealer

“Romantic, fictionalized monumental movie with scenes of barbaric passion and violence. Overwhelming picture. Intensely real and human.”

—Denver Post


—Rocky Mountain News

“Fabulous deeds told in ‘Alexander the Great.’ Gigantic in scope. Produced on a grand scale.”

—Los Angeles Herald and Express

“‘Alexander’ magnitude staggering. Warmly human . . . quiet scenes of tenderness . . . fabulous episodes.”

—Los Angeles Examiner

“A mighty eye-filler. Authentic, literate, spectacular with more emotional and dramatic elements than you expect. Well worth a visit.”

—Dallas Morning News

“Great spectacle . . . distinguished drama.”

—Chicago Sun-Times

“A massive, meaty film.”

—Chicago Tribune

“One of the most impressively spectacular films ever to hit the screen.”

—Chicago American

“‘Alexander’ is great . . . continuous battlefield action with mounting interest . . . Richard Burton is superb.”

—Chicago Daily News

“Epic of heroic proportions. A beautiful picture from every standpoint. Good entertainment.”

—Houston Chronicle

“Historic splendor. Breathtaking spectacles . . . superb scenery . . . costumes that outshine the dreams of Darius and gory battles that enthral. Exciting indeed.”

—San Francisco Chronicle

TV PENETRATION. In Washington, a saturation video promotion for “Alexander” featured a ten-day limber contest sponsored by WTTG with U. S. savings bonds as prizes.
THE COLOSSUS WHO CONQUERED THE WORLD

NOW...

THE COLOSSUS OF MOTION PICTURES!

ROBERT ROSSEN PRESENTS RICHARD BURTON • FREDRIC MARCH • CLAIRE BLOOM

ALEXANDER THE GREAT

WITH BARRY JONES • HARRY ANDREWS • STANLEY BAKER • NIALL MacGINNIS

DANIELLE DARREUX WRITTEN, PRODUCED AND DIRECTED BY ROBERT ROSSEN
"An Early Entry in the '56 Oscar Sweepstakes"

The reviewer for the St. Louis Post-Dispatch has acclaimed Robert Rossen's multi-million-dollar CinemaScope production of "Alexander the Great" as "an early entry in this year's Academy Award "stakes."

Describing the epic qualities of UA release, which was three years in the making with a cast of more than 7,000, the same review states: "Not since 'Gone With the Wind' has a film brought history to the screen with such impressive grandeur."

Tie-Ups Alert

**Millions to 'Alexander'**

The vast scope and multi-million-dollar production values of "Alexander the Great" have been spotlighted in one of the greatest cooperative merchandising efforts ever to support a film.

In this great tie-up campaign, which includes such diverse fields as jewelry, women's fashions, men's furnishings, goods, books, transportation, music and schools, a wide variety of merchants are involved, including department stores, specialty shops, music and book stores.

Variety Media

Additionally, newspapers, national magazines, trade and fan publications, college and high school papers, neighborhood weeklies and shopping papers are combined in an intensive radio and television program to bring the "Alexander the Great" co-op campaign before the public.

An outlay of approximately $345,000 is being spent for the merchandise campaign which supports United Artists' own $1,000,000 promotion of the multi-million dollar epic.

The tie-up campaign has been coordinated with regional openings and the preceding series of "Alexander" personal appearance tours which united the country with 157 city stops.

**Record-Setting 'Alexander' In New Saturation Booking**

1st 21 'Alex' Dates

Score 21 Holdovers

Robert Rossen's record-grossing spectacle, "Alexander the Great," has been held over in its first 21 dates.

This multi-million dollar CinemaScope epic, shaping up as United Artists' all-time box-office success, has been hailed by critics across the country for its brilliant entertainment and production values.

The massive historical spectacle, which was three years in the making, has broken box-office records from coast to coast with holdovers in the following situations: Atlanta, Loew's Grand; Baltimore, New Theatre; Cleveland, Loew's Stillman; Dallas, Majestic Theatre; Loew's Buffalo; Denver, Paramount Theatre; and Fort Lauderdale, Florida Theatre.

Also: Houston, Loew's Theatre; Jacksonville, Five Points Theatre; Los Angeles, Fox Wilshire Theatre; Miami, the Colony and Florida Theatres; New York, Capitol Theatre; St. Petersburg, Phid Theatre; St. Louis, Loew's State; San Francisco, United Artists Theatre; South Miami, Loew's Riviera; Tampa, Palace Theatre; Washington, D.C., and Capitol Theatre, West Palm Beach, Carefree

$1,000,000 UA Campaign Rolling Up

Vast Audience for Decoration Day Openings of Rossen Blockbuster

The same block-busting campaign that sparked history-making runs in New York, Chicago, Los Angeles, Atlanta, Baltimore, Ft. Lauderdale, Jacksonville, Miami, St. Petersburg, South Miami, Tampa, West Palm Beach, Buffalo, Cleveland, Dallas, Houston, Denver, St. Louis, San Francisco and Washington, will back the Decoration Day saturation bookings of "Alexander the Great."

Key features of this record $1,000,000 promotion include spectacular circus-style ballyhoos, intensive TV-radio plugging, city-wide store support, contests, school tie-ins, personal appearance tours, saturation newspaper advertising and all-media publicity.

Campaign Clicks

Pre-opening penetration in the areas set for saturation dating is now being launched by UA's expanded field force of 50 men.

"To date, the overall campaign has been one of the most exciting and productive in the history of United Artists, judged in terms of theatre grosses, newspaper tear sheets, radio and television coverage, personal appearances and blue-chip merchandising tie-ups."

**Circus Style**

The circus-style ballyhoos, which so successfully tied together the all-media pre-selling campaign on the local level in the opening key city engagements, will be followed by UA's staff of field men, who will push this gigantic Decoration Day saturation booking. The large-scale newspaper campaign will also be sustained and combined with intensive use of radio and TV.

Specific elements of the area exploitation will include parades of elephants, racing chariots and mammoth floats carrying "slave girls" and "Grecian warriors." Youth groups, athletic organizations and patriotic societies will figure prominently in the Decoration Day promotion of the multi-million-dollar CinemaScope epic.

**BLOCKBUSTER** Movie-goers across the country, like those in St. Louis (at top) and New York (immediately above), have lined up for "Alexander The Great," setting all-time United Artists and theatre records in smash regional premieres of the multi-million-dollar CinemaScope spectacle.
Circus Stunts
On a Colossal Plan Ballyhoo
“Alexander” in Key Cities Coast-to-Coast

Charioteers get the crowds in St. Louis with run through shopping district. Crowd-building stunts stressed the spectacle of “Alexander.”

Helmeted “Grecian” infantrymen, like these in Cleveland, will spearhead opening day hoopla for Decoration Day saturation promotion.

Lavish float in Los Angeles is one of the stunts that kept them coming. Big exploitation triggered greatest openings in United Artists history.

City bus in Houston provides rolling bally for “Alexander.” Contests, TV support and wide-ranging co-ops are keynoting $1,000,000 campaign.

This elephant, with youngster in the catbird seat, carried “Alexander” campaign to millions with an appearance at network telecast in Miami’s Orange Bowl. Many youth organizations are participating.
**V. C. Plans**

(Continued from page 1)

**Motion Pictures**

Martin Levine, general convention

V. C. Plans

saiman, predicted the best attend-

he said New York members and

ance in Variety history, and in

industry at large were preparing

to schedule Friday. A registration

this was borne out by Harold Klein,

of at least 1,300

Chief Barker of the New York Post,

expected, Levine said, and the list

which includes representatives from

Sessions Each Day

Business sessions will be held every

will be active with conclu-

Saturday, but the social end of the

the weekly and concluding

Three days in Manhattan

and make ends meet. A registration of

in New York, and the world

of Variety is being

Saturday night, to be

by leaders in all branches of

will cost $75,000 to stage the

which it was convention

New Idea: Convention Cruise

Tentative and London, est for next year’s convention

first day in the past several

In the running now are Los

the International organization which, if it

as well as the Interna-

it was authorized to play host, would

begin its convention quarters.

Meanwhile, the convention

committee reported that an all-star band

will participate in a celebration party on

Saturday evening in the grand ballroom of the Waldorf-

Among those who will attend are

honey Goodman, Artie Shaw, Paul

Whitehead, Tommy Dorsey, Jack Te-

Garden, Bobby Hackett, Peanuts

Hucho, Russell Swan, Polly Bergen

and musicians from the

same bands.

**Start 9 Pictures, 8**

**Finish: 35 in Work**

HOLLYWOOD, May 3.—Start of

nine new pictures in various topical

categories, offset numerically by com-

petition of eight others, brought the

overall count of films which are in

production stages up to 35.

Started were: “Chasing Trouble,”

Adel Artists; “A Man Is Ten Feet Tall,”

Jonathan Proctor, and “The Power and the Prize,”

(Metro-Goldy-

May-Mayer); “Public Pigeon Number One,”

(RKO Radio); “Best Things in

Life Are Free,” CinemaScope, Techni-

color (20th Century-Fox); “Five Steps to Terror,”

Grand Prod. (United

Artists); “Tummy,” CinemaScope,

Technicolor, and “I’ve Been Here Be-

fore,” (Universal-International); “The

Old Man and the Sea,” WarnerColor

(Warner Bros.).

Completed were: “Night Target,”

Allied Artists; “It Conquered the

World,” Sunset Prod. (American

International Pictures); “Beyond a Rea-

sonable Doubt” and “Back from Eter-

nity,” (RKO Radio); “The Day the

Century Ended,” CinemaScope, color

(20th Century-Fox); “The Shockfight-

ers,” Goldwyn, Jr., Prod., Cinema-

Scope, color (United Artists); “The

Mole People,” (Universal-Interna-

tional); “Toward the Unknown,”

Tolucia Prods., WarnerColor (Warner

Bros.).

**Tent Talk**

**Variety Club News**

Baltimore.—Baltimore Variety

Club, Tent No. 19, has scheduled a

Psychedelic Dinner Dance, to be held

May 18, the evening prior to the

Psychedelic Ballroom. It will take

place at the Southern Hotel ball-

room, with Meyer Davis’ Orchestra

furnishing dance music. The price

has been set at $30 per plate. Proceeds

will be for the Variety Club’s Heart Fund. The affair is

being sponsored by Variety and the

Maryland Jockey Club.

Buffalo.—Mrs. Irving Cohen

has been chosen president of

the Women’s League of Tent No. 7,

Variety Club of Buffalo. Newly

elected officers will be installed May

17 in the Delaware avenue headqua-

ters of the club by Chief Barker

Elmer F. Lux. Mrs. Cohen succeeds

Mrs. Marvin Atlas, who automatically

becomes a member of the board. Also

elected were: Mrs. Audrey Wagner,

first vice-president; Lux, second vice-

president; Mrs. Samuel Geffen, third

vice-president; Mrs. Leonard E. Bell-

ling, recording secretary; Mrs. Her-

man Bleich, corresponding secretary;

Mrs. Frank B. Quinlan, financial

secretary.

Miami Beach.—The swimming

pool in front of the new Jordan Marsh

department store has been put to

good use—it serves as a "collection

box" in which customers may drop

money contributions for Variety Club’s Children’s Hospital.

Ottawa.—The Ottawa Theatre

Managers’ Association will present a

big variety show at the Capital Thea-

tre on Saturday in aid of Variety Vil-

lage for crippled children, including

a stage show and a special preview

program contributed by Paramount Pictures.

Cleveland.—Local Variety

Club, Tent No. 6, will be repre-

sented at the national Variety

Convention in New York by Jack Silver-

thorne, past chief Barker; Dan Rosen-

thal, first vice-president, and Milton

Grant, second vice-president. Current

Chief Barker Marshall Fine cannot at-

tend because of the daily expectation

of an heir.

**Harry Strong Dies;**

**Funeral Tomorrow**

TOLEDO, O., May 3.—Funeral

services will be held Saturday for

Harry H. Strong, president of Strong

Electric Corp., who died here today.

He was 69 years old. Rites will be

held at the Bennett West Gate

Mortuary.
Industry in Mexico Charges Films Hurt By Theatre Shortage

MEXICO CITY, May 3—A lack of theatres to show Mexican films has been criticized by the Mexican film trade here, which has reported some 75 local films have been shelved due to the crisis. At present, there are but four local first run theatre playing Mexican films. Of the outstanding 153 houses have booked foreign product. The trade has asserted that the addition of two more first-run houses would go a long way toward solving the problem.

Mexican producers have reported that long runs of several foreign films have contributed to the problem. "Madame Butterfly," an Italian-Japanese production, showed for 13 weeks at one house, while Colombia's "Footsteps in the Fog" has completed a six-week engagement at another theatre. A French film, "Ruffia," has been played to a few viewers at another house for 21 weeks.

Goodson and Todman To Make 3 for Col.

Columbia Pictures and the television producing team of Mark Goodson and William Todman have signed an agreement under which Goodson and Todman will produce three motion pictures for theatrical release by Columbia, it was announced yesterday by Columbia president Harry Cohn.

One of the three features will be based on the television series, "The Web," which Goodson and Todman have produced for video release by Screen Gems, Columbia's television subsidiary.

The names of the two additional properties will be announced shortly, and the first of the productions will start before the end of 1956 for release in the 1957 season.

To Cite George Gobel

BOSTON, May 3—George Gobel on Sunday will be cited for "sportsmanship in comedy" by the Sports Lodge of Boston at a dinner at the Sherraton Plaza Hotel here. The star of Paramount's "The Birds and the Bees" will receive the award in the presence of hundreds of government, civic and sports leaders, including Governor Christian Herter, Mayor Hynes, Jesse Owens, Bob Lemon, Bob Feller, Al Lopez, Hank Greenberg, Julie Haf Raid, Rocky Marciano, Leo Durocher, Jim Pearall, Bob Porterfeld.

'Ali Baba' in English

An English version of the French comic opera "Ali Baba and the Forty Thieves," starring Fernandel, is now being completed in Paris by Jules Buck, former 20th Century-Fox producer, Theatrical & Video Corp. has United States and Canadian rights.

WHO would have thought, 20 years ago, that the Society of Motion Picture Engineers some day would add television to its interests and that a T would be added to its name so that the society would be known as SMTEP? On the other hand, didn't old-time music self-instruction ads say: "They laughed when I sat down at the piano"? Maybe they laughed because there wasn't any stool there. But the point is that just 20 years ago this month the industry was getting a little uneasy about the prospects for TV. So much so that "Motion and Picture Herald" decided to do a little investigating. And that publication brought out the fact in its May 23, 1936, issue that one of the top scientific minds of the industry stated that he was "extraordinarily unexcited about the prospects of a television picture that can, by any stretch of fancy, be considered competitive with the picture that film puts on the theatre screen."

To go a bit further, industrious in 1936 were poo-pooing a report that an almost perfect television picture, life size and in color, had been demonstrated secretly in a telecast from London to New York. Sure, the report was a hoax, but, as the saying goes, "Great hogs from little acorns grow."

Let's go on. That May 23, 1936, issue of the "Herald" stated that statistics of the Federal Communications Commission felt that "no motion picture producer would sell the air rights to a picture for a few thousands when that same film might gross $1,000,000 or more at the theatre box office."

There's no particular moral to these observations. Or is there?

The established companies that year announced that they would produce 556 pictures. So far this year the total lineup forecast is about 350. There must be a joke there somewhere. Of course, there are claims that the many pictures are due to the long runs now in vogue. Which reminds us of the story of the actor who once boasted of the long run he had on Broadway. After his first performance he ran from 43rd Street to upper Broadway with a howling mob chasing him.

In June of that year, 1936, Allied States Association held its annual convention in Cleveland and one of its platform planks was the divorce of production-distribution from exhibition. Well, the divorce finally came. Judging by the remarks heard at Allied's convention in Cleveland this last February, some exhibitors wish there could be a reconciliation and that the parties would re-marry.

An exhibitor in New Hampshire writes us that his cashier got a telephone call in her booth the other night and the caller said, "My kids are screaming that they want to see a movie tonight, What's playing?" And the cashier said, "There's Always Tomorrow."

And the prospective patron replied, "I know it. But they want to come tonight."

At a pre-screening dinner the other night, a waiter asked a trade press reviewer if he'd like a shrimp cocktail. The waiter got an affirmative answer. When the trade paper guy was given a bowl of shrimp, he hollered, "My gosh, I thought a shrimp cocktail was a small martini."

Oh, all right. I heard the gag some place before. But it's not bad.

The late Bob Savini (bless his soul) used to kid about the remark of the actor who boasted that he was in "The Birth of A Nation," to which Bob had the reply rights for so long. The actor said he was the guy who ran for the doctor. Now there's the thespian who claims he's the guy who supplied the Vaseline for the "Seven Year Itch."

Asides & Interludes

—by Al Steen

Walsh Salute

(Continued from page 1)

AFL-CIO executive council will return here in time for the banquet. Besides honoring Walsh, the Dir-}
**UK's NFFC**

(Continued from page 1)

while $4,856,522 was contributed during the comparable period that ended March 31, 1955.

More significant, the report cited, is the new trend of loans approved, but on which capital has not been advanced. In this category, they reported $2,323,638 has not been advanced on the new approvals in contrast to $5,437,542 last year.

Eight Fewer Features Helped

Twenty-seven features were assisted in the 1955-56 fiscal year, as against 55 during the 1954-55 year. No advancements were made last year to British Lion, which received $1,593,200 in 1954-55, or to Ealing Studios, which in 1954-55 received $484,000.

Advancements during 1955-56 totaled $4,461,170, which included $980,000 arising from the sale of the Ealing Studies. Since the inception of NFFC in 1948, $34,119,542 has been distributed to British film companies, while $15,385,468 of the loans has been returned.

Against a balance of $19,037,574, $13,305,065 has been written off and this included $15,075,075 written off during the 1955-56 year reviewed. The NFFC report also pointed out the drop in the number of companies assisted, partly due to the fact that no new applications were made by producers who were distributing through a bank which now wholly finances the increased production program.

**Large Investment in British Lion**

Depending the new British Lion, which began operation in January, 1955, it has given distribution guarantees to 13 feature-length films. Although audited accounts are not available, the report disclosed that "interim figures indicate a profit." However, NFFC added, "our investment in Lion now represents a small part of the investment in the company." In the opinion of NFFC, "these shares today are worth more than the nominal figure of $1,680,000 now recorded on the balance sheet of the organization."

NFFC income for the year exceeded the expenditure by $339,214 against $17,453, which was charged as a provision for loan losses. The year's profit as released by the NFFC totaled $223,569.

**Kingsley Discusses U.S. Production**

At a subsequent press conference, David Kingsley, NFFC managing director, agreed that the increase of American films would mean that the inevitable figure in future NFFC requests for finance to the Board of Trade. He said the problem would be discussed at length should American firms be found who are entitled to receive financial assistance from NFFC.

But Kingsley pointed out that "the present upsurge in American production is a very quick step and there is every possibility that it will fade just as quickly."
Through the keyhole

... and how Alice got there

How to treat a body as so much smoke... thread it through a keyhole... materialize it as a living, breathing human being. A trick of course... compounded in optical and processing departments to confound and charm the public... developed by an industry that never fails to entertain. To aid in solving problems such as this, Kodak provides Eastman Motion Picture Film for every purpose... maintains the Eastman Technical Service for Motion Picture Film.

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

Divisions at strategic centers. Inquiries invited.

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

Midwest Division
130 East Randolph Drive
Chicago 1, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California
Television Today

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A writer, a producer and an ad agency man discuss the finer points of TV film commercials at the SMPTE semi-annual convention in New York.

Spotlighting the news in Television Today.

Passing in Review—The week's highlights in shows.

Universal's First Global Sales Meeting Gets Started Today

From THE DAILY Reports

HOLLYWOOD, May 6.—Seventy-two delegates—53 from overseas and 19 from the United States, representing 55 countries of the free world, arrived here yesterday and today from their bases and from the home office to be joined by studio executives for the "Universal International 1956 Global Sales Conference"—the first such world-wide conference to be held in the 44-year history of the company and the first Universal foreign sales meeting to be held in Hollywood.

Dwight D. Eisenhower has sent a special message saluting the international salesmen:

(Continued on page 11)

Para. Stockholders Meet in N.Y. June 5

Stockholders of Paramount Pictures Corp. will meet here on June 5 to elect a board of directors, composed of 12 members, and to transact other business, according to a company notice mailed out to shareholders.

Nominated for re-election to the Paramount board are Adolph Zukor, chairman of the board; Barney Balaban, Paramount president; Y. Frank Freeman, vice-president in charge of the studio; A. Conger Goodyear, Stanton Griffis, Duncan G. Harris, John D. Hertz, Earl L. McClellan, Maurice Newton, Paul Batheum, Edwin L. Weisl and George Welner, president of Paramount International and Paramount Film Distributing.

(Continued on page 6)

Mealand Quits Para. UK Post

Richard L. Mealand, for the past five years general production representative in Great Britain for Paramount Pictures and managing director of Paramount British Productions Ltd., has resigned because of ill health. Mealand will be succeeded in the Paramount British assignment by Lawrence P. Bachmann.

Mealand, formerly a magazine editor, is now director of English operations for Associated International Pictures Ltd.

Fellerman Chairman Of Greater N.Y. Fund

Max Fellerman, vice-president of Sport Films, Inc., has accepted the chairmanship of the motion pictures division of the Greater New York fund, according to Frederick M. Sacket, chairman of the fund's private firm division and law partner of Shearman & Sterling & Wright. The fund is seeking $10,000,000 on behalf of 425 hospitals and health and welfare agencies.

Despite Plea for Roundtable

Berger Has Not Abandoned Drive for Gov't Regulation

MINNEAPOLIS, May 6.—Benjamin Berger, president of North Central Allied, has not abandoned his project to seek government regulation of distribution practices. Despite his announced hope for a round-table conference between distribution and exhibition leaders, Berger, who plans to make a six-week tour of Europe following the distributors' sessions with the Senate Small Business Subcommittee in Washington on May 21, said that his recent suggestion for the top-level parleys was "to win some immediate relief for exhibitors." He stated that he hoped some concessions could be obtained from the distributors, but that he still planned to press for Congressional action.

Berger's formal statement follows: "Some observers have thought Allied inconsistent because its spokesmen have continued to press their fight for remedial legislation while, at the same time, agreeing to or actively working for a top level round..." (Continued on page 11)

TOA Protests Wage Law

WASHINGTON, May 6.—The Theatre Owners of America has asked a Senate Labor subcommittee for permission to testify in opposition to proposals to extend the Federal Minimum Wage Law to motion picture theatres.

The subcommittee will open hearing on such bills on Tuesday, A. Jilian Brylawski, legislative chairman, is scheduled to appear before the committee.

Set Limitations on Konczakovski Suits

The Konczakovski Circuit, in its anti-trust suit, was barred in Federal District Court here on Friday from claiming damages against certain defendants prior to Dec. 30, 1949.

The defendants involved in Friday's decision were Paramount Pictures
DORÉ SCHARY, vice-president in charge of production for M-G-M, will arrive in New York tomorrow from the Coast.

Ben Cohen, assistant foreign general manager for Universal International; Felix Sommer, vice-president; Joseph Mazee, head of the 16mm. department; Irving Wiss, manager of the Pittsburgh department, and Maurice Myron, head of foreign transportation, left New York on Friday for Hollywood.

Alex Harrison, 20th Century-Fox general sales manager, has returned to New York following a trip to Southern exchanges.


Charles F. Simonelli, Eastern advertising and publicity department manager for Universal Pictures, left here over the weekend for California.

Nicholas Matsoukas, United Artists Theatre Circuit advertising-publicity director, left New York on Friday for Pittsburgh and Tulsa.

Jake Flax, branch manager for Republic Pictures in Washington, has entered Johns Hopkins Hospital in Baltimore.

Ann Harris, C. W. Whitney story department head, left Hollywood by plane at the weekend for New York.

Harold Jenks, Allied Artists vice-president, left the Coast by plane on Friday for New York.

Roy Brewer, Allied Artists exchange operations supervisor, has returned to New York from Dallas.

Howard Keel returned to New York from London on Friday via B.O.A.C.

Collister Young, producer, is in New York from Hollywood.

**Set Kelly Wedding Short**

M-G-M’s three-reel subjects “The Wedding at Monaco” and “The Battle at Gettysburg,” both in CinemaScope and color, will have their New York opening at the Guild Theatre, it was reported. The opening is set tentatively for May 15. According to an M-G-M sales officer, the Grace Kelly wedding subject thus far has some 500 U.S. playdates scheduled.

**Merchants Team Up To Prevent Closings**

**MINNEAPOLIS, May 6—Thanks to the financial efforts of businessmen in north central communities, it appears as though three motion picture theatres have avoided closing. On the theory that a town’s economic stability depends upon keeping the marquees lights flashing, businessmen at Hinckley and St. Charles, Minn., and Seymour, Ia., pledged their financial support to houses that recently were threatening with going dark.**

Members of the Hinckley Booster Club pledged $2 a month to help cover wiring costs and deficits. At St. Charles, the Commercial Club sponsored an advertising campaign to engineer a return to the theatre while the merchants at Seymour helped underwrite the cost of Saturday performances.

**‘Trapeze’ Premiere in L.A. on May 29**

“Trapeze,” Hecht and Lancaster’s multi-million dollar circus drama, will have a gala charity world premiere at the Fox Wilshire Theatre, Los Angeles, on May 29. International Variety Club’s Boys Club will receive all proceeds from the opening-night engagement.

Starring Burt Lancaster, Tony Curtis and Gina Lolobrigida, “Trapeze” was produced for UA release in Paris by James Hill and directed by Sir Carol Reed from a screenplay by James R. Webb and an adaptation by Liam O’Brien.

**Ted Krassner Aide To Boasberg, Lefko**

Appointment of Ted Krassner to assist Charles Boasberg and Morris Lefko, who have handling Paramount distribution of Cecil B. DeMille’s production of “The Ten Commandments” and Ponti-DeLaurentis’ “War and Peace,” was announced at the weekend.

Boasberg, head of world-wide sales for both pictures,

Krassner formerly was buyer and booker for independent circuits, and at one time was a New Jersey theatre owner. Until this appointment, he was assistant playdate head at the Paramount home office.

**Selsnick Re-release**

A “Bill of Divorce,” a David O. Selznick re-release, will open today at a limited run at the 72nd Street Playhouse. The picture, starring John Barrymore and Katharine Hepburn, was filmed in 1931 when Selznick headed production for RKO Radio Pictures.

**Industry Executives In Stocks Purchases**

WASHINGTON, May 6—Arthur M. Loew, president of Loew’s, Inc., bought 33,000 shares of Loew’s common stock in March according to the latest report of the Securities and Exchange Commission.

This boosted his Loew’s stock holdings to 34,000 shares. Charles C. Moskowitz bought 5,000 shares, increasing his holdings to 20,500.

Harry M. Warner purchased 8,600 shares of common in Warner Brothers Pictures, increasing his holdings to 15,550 shares in the Warner name and 13,700 shares in trust account. Jacobo Starr bought 12,600 shares of Trans-Lux Corp., common in February, increasing his holdings to 49,800 shares. George N. Blatchford bought 2,000 shares of Allied Artists common in January, his total holding.

**UA, MPA Settle Ad Dispute on ‘Kiss’**

United Artists and the Advertising Code Administration of the Motion Picture Association of America have settled their differences over the wording of the advertising copy for Robert L. Jack’s production of “A Kiss Before Dying.” It was learned at the weekend here.

The controversy was satisfactorily resolved following meetings here last week between UA advertising executives and officials of the Advertising Code Administration.

The advertising campaign for the film will now be keyed on copy which reads: “She was going to have a baby. Now he knew he had to kill her.”

**Set May 16 Premiere For Hitchcock’s ‘Man’**

Alfred Hitchcock’s “The Man Who Knew Too Much” will have its world premiere at the Paramount Theatre and will be followed on May 22 by the initial showing on the Coast at the Paramount Theatre.

The Hollywood premiere will benefit the University Religious Conference at UCLA in its program of carrying on inter-faith and inter-racial relations.

**Elect Flaherty, Lehne To Posts at MPCI**

HOLLYWOOD, May 6—George J. Flaherty and Fred Lehne were elected vice-president and treasurer, respectively, of the Motion Picture Industry Council at a meeting here. They will serve with Ronald Reagan, president, and Marvin Faris, secretary, who previously were elected to the council.

**Maco Completes Switch**

Minnesota Amusement Co., completed transfer of its account department from its Minneapolis headquarters to the Balaban & Katz office in Chicago. Consolidation of the two offices, both American Broadcasting-Paramount Theatres affiliate, resulted in the release of 12 M employees, all of whom were given two months notice as well as severance pay.

**New Filmack Representativ**

To provide more personalized service for exhibitors in the South, Filmack Trailer Co. has announced that Theatre Poster Service of Oklahoma City, has been appointed to represent Filmack in that area. The Theatre Poster Service is operated by B. and Charles Smith.

**UA Team Beats Sesac**

The United Artists softball team opened its 1956 season with a 10-4 victory over Sesac Music Corp., Central Park. Matt Daniels of an UA contract department pitched four hit game.

**Plaque to Robert Sarnoff**

A plaque for distinguished service to advertising was presented yesterday to Robert W. Sarnoff, president of the National Broadcasting Co., and then chairman of general manager of the Advertising Federation of America.

**Only 8 1/2 hours Fly UNITED DC-7s nonstop to LOS ANGELES**

“the Continentals”—two non-stop flights
**Principally Closed-Circuit**

**Television’s Uses Highlights Final Session of SMPTE Convention Here**

Alternate uses of television on closed circuits, for educational purposes in colleges and universities and its diversified possibilities as a weapon for the military during times of war were stressed at the final meeting of the 79th semi-annual convention of the Society of Motion Picture and Television Engineers Friday at New York’s Statler Hotel.

The afternoon program was largely devoted to the varied uses of closed-circuit TV equipment to meet the needs of the public. Adding that these camera systems “are built around the characteristics of the vidicon camera tube which is rugged, simple and capable of consistent performance with little attention, he said it is the simplest of live cameras, and brought out the fact that it weighs less than 10 pounds.

Cites Four Uses

Among the uses of the closed-circuit noted by the speaker were monitoring traffic movements, observing machine functions, making signatures and observing machine functions.

Commenting on the development of portable TV originating equipment, Ken Thomas of the Office of Naval Research said it provides educational institutions with a practical tool for use in instruction. While narrowing the use of portable TV to the Navy, he said instructional closed-circuit TV may improve the quality and quantity of communication. The equipment has been trucked and flown, carried in elevators, wheeled up and down ramps and along highways, and maneuvered through doorways,” he added, in the Navy’s program of expanding its educational system.

**Stresses Safety**

Concluding his address, Thomas said he believes this form of TV permits the viewing by an audience of educational material that, of itself, is inaccessible due to space limitations or the dangerous nature of the materials.

As for the use of TV in times of war, Lt. Col. Norman Gray of the Army’s Pictorial Center at Long Island City said it has proved to be a valuable asset to a military commander in enemy reconnaissance and surveillance, for fire control and for command and control references. Already tested by the Army and found to be of major importance, TV may be carried by infantrymen or vehicles and the pictures transmitted to rear company areas.

Army Has 55-Pound Unit

Because of its light-weight and durability, Colonel Gray said it is adaptable for the military, which has constantly been improving the TV system which the Signal Corps contracted for in 1948. The latest development by the Army is that of a 55-pound unit, which included a transmitter, power unit and television chain, to be worn by front-line soldiers.

**Pulitzer Film Prize Proposal to Trustees**

Consideration to the awarding of Pulitzer Prize to the best motion picture produced each year is expected to be given by the trustees of Columbia University today during their closed meeting to determine the recipients of the 1956 Awards.

The topic of film awards was included on the agenda of the advisory board which met two weeks ago in closed session. At that time they discussed the proposal submitted a year ago by Jack Warner, that of awarding of prizes to the best feature-length motion picture of the year. As far back as 1932 Warner had campaigned for film awards but the matter had been postponed on grounds that they were not in the class of journalism, letters and music.

There has been no indication of advisory board action on the matter but their recommendations, combined with those of the trustees, will be disclosed today when the awards are announced.

**Branson Off Friday For European Tour**

Walter Branson, RKO’s vice-president in charge of worldwide distribution, will leave next Friday for a business trip of several weeks through England and Europe. He will sail aboard the liner “United States.”

While on tour, Branson will hold conferences with Robert S. Wolf, managing director for the United Kingdom; Joseph Bellfort, general European manager; Charles Rosmarin, European general sales manager, and other RKO foreign sales executives and leading European exhibitors.

Branson will discuss the distribution policies of RKO. While in Europe, he will inspect the facilities of the many foreign companies and consult with foreign sales representatives.

**For ‘Tech’ Courses SMPTE Plan Is Rejected by Columbia ‘U’**

A proposal by the Society of Motion Picture and Television Engineers to inaugurate an education program at Columbia University to familiarize technicians within the industry of up-to-date advancements was rejected Tuesday by the university’s governing board.

**Degree-Credit Vital**

At the committee meeting during SMPTE’s 79th semi-annual convention last week in New York, two Columbia University delegates, Professors Lloyd Vardon and Frank Lee, both of the Graphics Department, drafted the proposal for a creditable program of only offering courses that give credit toward degrees of a supervised program or syllabus that would be university controlled.

Earlier, SMPTE officials had discussed their program of sponsoring technical courses at the university, with the syllabus to be established by their educational committee. Their program, as suggested for Columbia, was similar to the two currently in operation at USC and UCLA, both under SMPTE sponsorship. Non-credit courses and on-the-job training to those personnel within the industry, they have been hailed as very successful by the institutions, which insti- tuted the courses last fall, SMPTE men said.

**May Sound Out Other Schools**

While no direct action was taken at last week’s committee session, SMPTE officials said they were considering other colleges within the city for the program. President Dr. John C. Puzon, said that when he was in London to discuss operation by officials at Columbia, the program would be in operation this fall.

Referring to the policy of the university, Professors Lee and Vardon said there was no extension program offered by Columbia which rules out a greater extent any acceptance of SMPTE sponsored courses. They declared that any course offered there would need the approval of the Education Committee, which would review the syllabus and, if they decided, possibly alter the courses to meet university standards. Since SMPTE favored a technical course rather than a groundwork in fundamental engineering, it was its desire to submit it as a non-circuit study, the proposal was rejected.

**CCNY, NYU Possibilities**

The City College of New York and New York University were among the local schools mentioned by SMPTE as alternate selections for introducing the technical study program.

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**Norman Levinson has been named G-M press representative for the des of Florida and Georgia. He was to resign the job where he will maintain his office. A native New Haven he has been serving Minneapolis for the last year.**

**Bert Greene of the St. James The- e at Asbury Park, N. J., was awarded first prize for February in “Manager of the Month” contest by the Walter Reade Thea- Circuit. All 40 managers through the circuit competed for the award presented to the man- ner who does the best over-all job advertising, exploitation, theatre eration and public relations. Joe m流水 of the Paramount Theatre Long Branch, N. J. copied second ice honors.**

**John M. Ickis has been named mar minister of Eastman Kodak’s illywood Processing Laboratory. He ed the firm in 1958 at the Chicago ut and the following year was referred to the cine processing de- ment at the Rochester office.**

**Sara Masden, a former secretary at ATL exchange of United Art- hall, has entered in San Fernando Hos- following mild heart attack.**

**Ben Rogers, motion picture art di- tor at Donahue & Co., has joined Buchanan agency in the same city.**

**Milton Luban, partner in Luban & m, independent publicists, Holly- has entered in San Fernando Hos- following mild heart attack.**

**HOLLYWOOD, May 6. — The reen Extras Guild has reelected all incumbent officers. They are: Rich- H. Gordy, president; Franklin im, first vice-president; George- rton, second vice-president; Tex odus, third vice-president; H. Neil Shanks, executive secretary; J. Jeffrey Sayre, treasurer.**

**HOLLYWOOD, May 6. — Universal- international has announced the em- ployment of Howie Horwitz as pro- active, effective Monday. Horwitz is expected to be appointed Don Har- ma the latter was in charge of production at Paramount.**
You’ll be one

THE PRO

In the tradition of
Wyatt Earp...Wild
Bill Hickok...Bat
Masterson...Billy the
Kid...Jesse James!

PLAY IT WITH PRIDE, PLEASURE AND PR
Century-Fox presents

THE PROUD ONES

BERT RYAN • VIRGINIA MAYO • JEFFREY HUNTER

with WALTER BRENNAN • RODOLFO ACOSTA • ARTHUR O'CONNELL

Directed by ROBERT D. WEBB • Screenplay by EDMUND NORTH and JOSEPH PETRACCA • From the Novel by VERNE ATHANAS

CINEMA.SCOPE COLOR by DE LUXE

when you play this epic saga of the gun-fighting marshals of frontier America!
**Paramount**

(Continued from page 1)

Corp. Stockholder notice also reveals that Balaban owns the largest number of shares, 13,100, of all the directors. Holding 100 shares of Paramount stock are board members Mc-Clintock, Ralbourn and Weis, with the remainder of the directors having other varying amounts of shares.

The Paramount statement discloses additionally that Balaban, in his capacity as a director and president, received $124,800 in fees, salary and commissions during 1955. Freed- man’s remuneration totaled $130,000, Ralbourn, $87,750, Weltner, $65,000, and Zakor, $78,000. It is reported also that Louis A. Novina, secretary of Paramount, was issued an option exercisable prior to June 23, 1960, to purchase at $3 per share 12,500 shares of the capital stock of International Telemeter Corp.

**REVIEW:**

**Magic Fire**

RICHARD WAGNER'S operatic music is recreated successfully in this Republic picture filmed in Germany. It features Alan Badel, Yvonne DeCarlo, Rita Gam and Carlos Thompson in major roles. While the music, as rendered by the Bavarian State Opera Company and the orchestra directed by Alois Melichar, is quite moving, it unfortunately is melded in the screenplay to a point where Wagner's life and not his music is highlighted.

Based on the novel by Bertita Harding, "Magic Fire" tells of the rise of the young 19th Century German composer, as portrayed by Badel, who finds as much time for romance and revolutionary political ventures as he does for composing musical masterpieces. Interwoven throughout the story are his projected ideas regarding the governing of Prussia and his musical genius which flowered when he was in company with each of his three women.

Historically, the film does much to reveal the complex life of the composer. Badel, as Wagner, is seen as a young composer seeking to attain stardom on the opera stage but temporarily pushes aside this to conduct various operatic orchestras. After marrying (his first wife portrayed by Miss DeCarlo), he succeeds in his attempt to go to Paris (then considered the musical mecca) only to find that people fail to appreciate his talents. Finally, after a stay in prison, he is glorified with the success of "The Flying Dutchman" in Dresden, Germany.

With his friend Franz Liszt (played by Thompson), he then moves to Switzerland—this occasioned by his part in a revolutionary conspiracy in Dresden where he is sought by the government. In Switzerland, he meets his second feminine attraction, Valentina Cortese, the daughter of Wagner's friend. Soon he tires of her and returns to Bavaria where he is hired by the king to compose operas for presentation at the castle. When friction develops over the construction of an opera house, he leaves and seeks asylum in Switzerland where he gains the love of Miss Gam who remains with him until his death. After composing his final opera, "Parsifal," he dies of a heart attack—the date Feb. 13, 1883.

Trucolor emphasizes the beauty of the German and Bavarian country-sides. Throughout the film are excerpts from Wagner's greatest operas—"Lohengrin," "Tannhauser" and others. A William Dieterle production, Dieterle produced and directed the film.

Running time, 95 minutes. General classification. For May release. J.E.

**Grosses on Upswing**

In Mexican Theatres

MEXICO CITY, May 6.—The 187 active theatres here grossed $1,065,275 with 3,364 shows during the month of March, the National Statistics Department has disclosed.

Of the gross, the department said the city government received $168,854 in taxes, which was an increase of 27 per cent above the revenue from theatres for March, 1955.

Top grosser for the month was the Italian-Japanese co-production "Madame Butterfly," which earned $1,678. Columbia Pictures' "Story of a Love" was runnerup with $3,212.

Films released by the department for March, 1956, disclose that foreign films, particularly American product, claimed 59 per cent of playing time in contrast to the 41 per cent for Mexican pictures. Twenty-six films were released during the month, four of them Mexican. Other product released during the period were 20 American films, one French and one Franco-Italian co-production.

Foreign films released in March grossed $348,789 in contrast to $76,870 for Mexican product.

**N.Y. Regents Reject ‘Garden of Eden’**

ALBANY, May 6.—"Garden of Eden," which tells a story against the background of a Florida nudist camp, cannot be licensed for public exhibition in New York State unless Excel- sior Pictures Corp. eliminates many scenes showing men, women and children undressed. The Board of Re- gents held this in a decision affirming the action of the State Education Department's motion picture division, which ruled the film "indecent" as submitted.

"Nudist camps, where permitted, are segregated from the general com- munity, a recognition that the morals of the people of New York and American decency would be outraged by any such public display," commented the regents.

Mr. George E. Winick, an attorney for the appellant, had contended in a brief filed with the regents—before screen- ing for a reviewing committee on April 6—these eliminations were "tan-getless," and of no interest to the film." He argued the film is not indecent; the division's criteria are vague; prior restraint is nonconstitutional."

**‘Ten’ Patter**

(Continued from page 1)

mount will not engage in the op- tion of the theatres, nor is leasing issue. The arrangements to be were developed as film deals, un- der in that they feature a flat sum the theatre, with monies above flat accruing to Paramount. Other features of the deals are that ex- tended runs are agreed upon, and clude options for additional play time.

The possibility of four-wall deals not settled out in the future, how- ever. A Paramount sales executive pointed out that if Paramount find impossible to get the proper bo- ing in a certain area, a four-wall may be effected.

**Sliding Scale for Some**

Another feature of the current eight deals is that some involves sliding scale as to the flat sum per Paramount over the run, with sum decreasing with the length of run in some territories, it was stated.

This unique selling pattern evolved, according to the vetes sales executive, because of the "eco- liness and greatness" of the Cecil B. DeMille production, and Paramount willingness to "gamble" on the ex- pected returns.

"Ten Commandments" will open the Criterion on Nov. 4 in New York and other engagements in the U. S. and Canada already slated through the end of the year. Canada, the picture has been set for the University, Toronto, and Capitole, Montreal.

**Mealand Quits**

(Continued from page 1)

or, novelist and short story writer that left for Europe to become a for- mer New York story editor, and a Hollywood studio story writers head, for Paramount be- having his London post for company. He will return to the United States and plans to resume story writing career after his expiration.

Bachman, presently a Long- resident and active in the motion pic- ture writing and independent prod- uction field there, is the son of the Jack Bachman, former Paramount studio executive.

Following conferences in New York with Russell Holman, Paramount Eastern production manager, other activities in the U. S., Bachman returned over the weekend to Lon- don to begin his Paramount Bri- dges there.

**‘Bees’ Scores in Texas**

Grosses in three Texas theatres total over $10,000. Paramount’s "The Birds and the Bees" have exceeded by from 10 to 30 per cent at the box-office business of Stagel "Living It Up" and "We’re No Angels," according to Paramount. The State in Lubbock reported a gross of $8,500, the Paramount in Amarillo a gross of $4,000, and the Mann at Galveston reported $2,500 gross.
spotlighting the News

**dom in Rhode Island**
In a continuation of his battle for “freedom of access” to the arts, Harold E. Fellows, president of the National Association of Radio and Television Broadcasters, last week sent a strongly worded wire to Governor Dennis J. Lerts of Rhode Island, urging him to veto a pending bill which would ban radio microphones and television cameras on courts and public proceedings that state. Said Mr. Fellows in a letter: “The electronic media of reporting is just as entitled to the guarantee of free speech and press as are other means...Any such action contravenes policies of numerous other public bodies of the United States which have realized the value and admitted their proceedings this newest sons of reporting...”

**irish Expand**
With the opening of commercial TV’s third station in Britain, in Bishoport, serving some 7,000,000 people about half Britain’s 50,000,000 citizens now have television available. The London station serves some 12,000,000 and the inland station 6,000,000. Associated British Television will launch the Manchester programs weekends and Granada weekdays, both affiliated with the British theatrical film industry, a point of unquestioned significance.

**Long View**
Screen Gems, Columbia Pictures-V subsidiary, copiles its current substantial TV successes with a cog view into the future. Coincidentally with last week’s announceent that the company will be represented by at least seven series during the three networks during the 1956-57 season, came word from Hollywood and Irving Briskin, vice-president for production of Screen Gems, that two more schools had accepted grants from the firm’s scholarship fund. The University of North Carolina and the University of Pittsburgh have joined Chicago and Iowa in accepting aid for students who will be encouraged to write for television.

**rovision**
In the endless, stimulating search for methods of meeting competition and advancing the medium, expansion of facilities is important. And Davidson Taylor, NBC vice-president in charge of public affairs, and Barry Wood, director of special events and executive producer of Wide World will meet May 23 in Gardone, Italy, with heads of the European Broadcasting Union (Eurovision), on plans for Wide World programs kinescopied in Europe, the first set for October, “Autumn in Europe.” In a sense they are seen as forerunners of the day of trans-Atlantic television, probably not far distant.

**Jubilant Jubilee**
There is news in the announced renewal of the Ford Star Jubilee, 90-minute show over CBS-TV, beginning October 6, 1956, and presented every fourth Saturday, for high quality TV programming is of vital concern to the whole industry. “A Bell for Adano” will be the final program of the current series, scheduled from June 2. Jack Rayal will continue as executive producer for CBS Television.

**Schoolroom**
An alert utilization of the television medium's potential for good will, education and enlightenment is to be found in the issuance by CBS of a news and public events teachers’ guide, “1956 Presidential Election, Volume 1, Primaries and Conventions,” currently in distribution to the nation’s schools. It is an effort to assist the teacher in focusing student attention on the broadcasts of the political process. Characterization of this Presidential election year, thus providing an unequalled opportunity for current events education. Volume 2, to follow in September, refers to campaign developments from the close of the conventions through the election.

**Bolger Tries Again**
Back to television in the Fall will come Ray Bolger for another try at the somewhat elusive success formula of TV. Tuesday evenings, on NBC-TV, in the 8-9 P.M., NYT spot, Bolger will have his own show, 16 of them, called Washington Square, and to alternate with the recently announced Chevy Show series of 20 programs. Sponser to be announced shortly, says NBC-TV Network vice-president, Thomas A. McAvity.

**SDG Playhouse Move**
The Eastman Kodak-sponsored Screen Directors Playhouse (NBC-TV, Wednesdays, 8 P.M., EDT), nearing the end of its first season during which it has some rough competition from ABC-TV's concurrent Disneyland, is solving the problem simply—it’s joining ABC. The move is effective July 4, a Wednesday night berth, and the hour will be 9 P.M., just one half-hour after the conclusion of Mr. Disney's film forum of fact and fancy.

**United World Mailings**
United World Films, Universal Pictures television commercial subsidiary, is currently about half way through an unique self-promotion campaign designed, of course, to tell the advertising agencies--and from coast to coast about the United World facilities. The campaign consists of a “continuity of informational mailings,” each one presenting another facet of the United World story in prose and picture. At hand are mailings covering everything from Bud Westmore's makeup department, to backlot facilities including plantations, castles, cathedrals and a river complete with paddle wheel steamer. What's your client's pleasure?

**Lilli Palmer's "Theatre"**
At National Telefilm Associates the spotlight is on Lilli Palmer’s “Theatre,” the new series of 26 half-hour films with Miss Palmer as hostess. The show is offered (Continued on page 9, col. 1)

**In Our View**
FURTHER indication of the extent to which television and the theatrical motion picture are birds of more or less the same feather, evince the way they occupy different nests, comes to hand currently. In the one and most conspicuous instance, there was the semi-annual convention in New York last week of the Society of Motion Picture and Television Engineers.

The very name of the organization, changed several years ago, in itself bespeaks the inter-connection of the two media, alike in so many ways, and basically, essentially identical in that the prime objective of both is to provide entertainment. It was no accident that Dr. John G. Frayne, president, in his opening keynote address, stressed the “marriage” of the two media. By reason of the utilization by both of so much the same ingredients, methods, techniques and talents, a close identification of the one with the other is absolutely inevitable.

The borrowing and lending of talent has become an important component of the interchange pattern which is taking ever more specific form in the production of the two forms of entertainment. But recently come to attention is the situation in which Universal-International asked that Don Fedderson use the U-I contract player Rex Reason in the CBS series, The Millionaire, considering TV experience essential to the rounded development of the young player. And incidentally the particular episode of the series in question is to be directed by Alfred E. Green, with a long career of theatrical motion picture direction behind him. Indeed the two closely related media serve each other well.

---Charles S. Aaronson
Who's Where

Last week these changes:

KEN MURRAY has been signed to a one-year contract, with options, as an executive producer by NBC, it is announced by FREDERIC W. WILE, JR., vice-president in charge of television programs for the network’s Pacific Division at Mr. Wile said that while no definite plans or format have been decided upon, Mr. Murray will be available as a producer and performer.

WILLIAM M. WOLFSON has been named controller of Television Programs of America, Inc., it is announced by MILTON A. GORDON, president of TPA. Mr. Wolfson succeeds SEYMOUR H. MALAMED, who has resigned. Formerly Mr. Wolfson was with NBC-TV films as controller and manager of accounting and budget operations and also with S. E. Leidesdorf & Company, certified public accountants.

TODDRE B. GRENIER has been named chief engineer of A. Western Division effective Jul. 1. EARL J. HUDSON, vice-president has announced. Mr. Grenier has been chief video facilities engi for the ABC Television Network in New York. He will make his quarters in Hollywood, where he succeeds CAMERON G. PIES, who has resigned to become president of the newly-organized Electronics, Inc., Los Angeles.

RIDGEWY C. HUGHES has joined the ABC Television work as assistant manager of station to the company president. He first served with from February, 1946, to August, 1948, as a presentations writer and later as director of presentations. Later he was promoted manager for Look Magazine.

ALAN BEAUMONT, formerly production manager for NBC radio in New York, has been appointed a director on NBC

Robert Maxwell, executive producer of “Lassie,” must have a fetish about making films with animals. He’s pinning his hopes on “Waldo,” the Oxford zoo chimpanzee, for another TV series winner. The first of the series is now being filmed at KTTV studios, with Gil Stratton and Virginia Wells set in the human co-starring spots. Producer Rudy Abel and assistant Peter Frank, the same team that supervises Lassie’s life, will be in similar duties to “Waldo.” Arthur Hilton is direct. . . Vincent Sherman, the producer-director, just back from Italy where he made a tri-language film for Titanus Films, is talking a deal with NBC for a new film series titled “Cafe 101.” Irving Shulman and Mort Braus have written the first two scripts, and Sherman would like to get Ann Sheridan for the girl in the high
to

HOLLYWOOD U.S.A.:

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nto

Producer Bob Goldstein, in association with Jack Reynolds, announced he will film a half- hour series based on stories connected with the Barcory Bo Filmng will begin in July, Goldstein and Reynolds plan send a location company to Francisco. They will shortly announce a top personality as continuing star. Goldstein is preparing another TV series, “7 A.M.” in which Kidd and association with NBC, “Don Mar” has been signed to develop it.

DICK LINKROUN, director NBC-TV’s participation program department, had the press “eat out of his hands” at a luncheon announcing the reschul ing of “Today” and “Hot shows for the Pacific Coast station. His articulate coverage of the multiple changes, information a basic reasoning behind the move, had the flavor of a pep talk for everyone enjoyed.

—SARAH D. BELL

The Show-Makers

The Adventures of Jim Bowie, a new series based on the life of the famed frontiersman, and adapted from the book, “The Tempered Blade,” by Monte Barrett, will star Scott Forbes. Producer-director is Lewis R. Foster, with the ABC-TV network show beginning Friday, September 7, 8 P.M. EDT. Chesbrod-Pond and American Chicle will co-sponsor.

Joe and Mabel, a comedy series, will have its premiere broadcast on CBS-TV Tuesday, June 19. It is announced by William H. Hylan, CBS-TV’s vice-president in charge of network sales. Larry Bigden and Nita Talbot star and other principals are Luella Gear, Norman Feld, Michael Mann and John Sheph.

Singing stars Ethel Merman and Alfred Drake will head a cast of singers, dancers and instrumentalists on NBC-TV Sunday, May 12 when Max Liebman presents “The Music of Gerakhia.” Others appearing will be Tony Bennett, Cab Caloway, pianist Eugene Liat, Lawrence Winters, the Art Van Damme quartet, Peter Conlow, Harrison Muller, Charles Sanford and his Orchestra, Robert Maxwell and dancers Patricia Wilde, Diana Adams and Tanouai Le Clerg.

Patricia Hitchcock and Jack Mullaney lead the cast of “The Delry on Alfred Hitchcock Presents,” Sunday, May 13 on CBS-T.

Patricia Hitchcock and Jack Mullaney lead the cast of “The Delry on Alfred Hitchcock Presents," Sunday, May 13 on CBS-TV. Others in the cast are Abby Greer, Horst Ehrhardt, Ralph Moody, Jim Hayward, Norman Leavitt, David Saber, Rudy Lee and Kenneth Hartung.

Tommy Kirk, 14-year-old, is chosen by Walt Disney to appear with Tim Considine and Carol Ann Campbell in Disney’s ABC-TV production, The Hardy Boys, which will be presented in 20 episodes on the Mickey Mouse Club, to be seen daily over ABC-TV next fall.

Richard Conte, Lizabath Scott and Richard Eger star in “Overnight Millions” on the 20th Century-Fox Hour Wednesday, May 11 on CBS-TV. The teleplay was written by Leonard Freeman. Jules Bricken directs, Peter Packer produces.

The Johnny Carson Show, a new afternoon variety show, makes its bow over CBS-TV starting Monday, May 28, it is announced by Hubbell Robinson, Jr., executive vice-president in charge of network programs for CBS-TV.

Allen Reiner, co-director of CBS-TV’s “Climax” since its debut in October 1954, has been signed to a new three-year contract by the network, effective immediately. Mr. Reiner alternates direction of John Frankenheimer.

Gabriel A. Scogginamillo has been named art director and designer for Guild Films’ Here Comes Tobey series, the company announces. Mr. Scogginamillo’s most recent assignment was the erection and construction of Tomorrowland, one of Disneyland’s four amusement parks.

Ethel Merman will enact a straight dramatic role in “Honest in the Rain” on the United States Steel Hour, Wednesday, May 9. The Steel Hour is produced by the Theatre Guild. The teleplay was written by Mort Tannen and will be directed by Norman Felton.

Foremost Dairies is picking up the tab nationally on the syndicated film musical series, “The Rosmary Clooney Show,” which premieres next Tuesday at 9 P.M. via KTTV. The Hi-Lo’s and Nelson Riddle join Miss Clooney as regulars on the show, produced by Revue Productions, Inc. A number of the subsidiary milk distributors are expected to drop their trade name in favor of the format. Foremost made a pilot for Jack Chertok for a new half-hour TV film series tentatively titled “Publicity Girl,” with Chertok and ABC own jointly. This will be the first of a continuing series for Miss Sling, and tells of the incidents in the life of a free-lance lady who owns her own Hollywood production company. Last autumn, it was announced that Jan, Fred Shevin reports that Jack Carson will film on his screenplays for Schlitz Pi house next week titled “The P. A. Agent.” Producer Don Fel- n is hitting on to an old Al Hitchcock practice, but with feminine slant. He’s casting beautiful wife, Tid, for a walk in every episode of the show.

Motion Picture Dis
OUTLINES

run on a regional and syndi-
cated basis at what Harold Gold-
ston, vice-president in charge of

calls “prices you can live

PRODUCTIONS

Stars of individual seg-
ments include Wendy Hiller, Floria
Lee, Margaret Leighton, and
Trevor Guy, Maupassant, Robert
Stevenson, D. H. Law-
s, Sakl, to name a few.

filiations

filiations with the three net-

ges go on a pace. As for the

these: WTVY, Channel 6 in

mond, Va., and WGR, Bufalo,

affiliating with the ABC-TV

uests; TV station WCET, Mi-

basic affiliate of NBC, with

Spot Sales as its national

representative; Station

ETV, Fresno, Cal., to be

a carry affiliate for the CBS Tele-

vision Network in June.

on TV

dy Doty, the cartoonist and

trator, has gone to TV, and

The Adventures of Danny

a combination of

ings and live action, has been

xed to KPIX, Westhouse's San

isco station, for 39 weeks of

half-hour show, the deal made

Joseph P. Smith of Cinema-Vue

oration, which distributes the


classroom Circuit

early 2,000,000 high school

college students have been

to see definitive productions

Shakespeare's "Macbeth" and

Hard II" in the course of the

two years, thanks to television.

otions are intensifying, and rep-

etation a new series of half-

TV films, "Riders of the Pony

stress," produced in Hollywood

er industry, the other a

The major emphasis of the

es will be on the youth and

ction of the individuals who

the west.

"Pony Express"

"Pony Express," presented by

Teatrical Enterprises, Inc., an-

ances in New York that it has

ired for its NBC network and re-

ation a new series of half-

er TV films, "Riders of the Pony

stress," produced in Hollywood

er industry, the other a

The major emphasis of the

es will be on the youth and

ction of the individuals who

the west.

"impress" Time

ABC-TV has announced a de-

fer time slot for its newly

red prize-winning series, "im-

ness." Beginning in October,

Ford Foundation will be on

1 Sunday nights from 9 to

00 P.M. EST.

THAT COMMERCIAL CAME TO
YOUR HOUSE THE HARD WAY

by VINCENT CANBY

COMMERCIALLY speaking, the televiewer has it pretty good when he
turns on his receiver and gets:

Harty and Bert writing jauntily into view, arguing between themselves

and somehow pitches for Piel's Beer,

or a live-action film essay on the textile research and experimental labora-
tory of the DuPont de Nemours Company;

or a spritely ballet designed to call attention to the new line of RCA

telvision receivers.

There are other times, however, when the screen will be occupied by an

unattractive cartoon dog, singing unlikely praises to a can of dog food;

or a live-action film record of the disguise that comes across the face of

a vacuous blonde when she runs her hand through a suitor's greasy hair,

or one of those bottles of an anti-acid which, by primitive animation,

turns instantaneously into a cross-section of a stomach to show the anti-

acid's action.

In nine years the production of television film commercials has grown
doll volume 1,000 times to its present status as a $50,000,000 a year industr

Within its ranks are some of the brightest and

ghest paid creative talents in the country. According to a re-
cent survey, there are no less than 1,432 national advertisers using those

ers.

The success or failure of a television commercial perhaps depends on

a higher degree of teamwork among talents than even a straight

ramatic production. Not only must it tell its story—i.e., message

but it must tell it entertainingly and without offense either to the

viewer's intelligence or imagina-

tion.

A commercial which is bad—
either in its conception or techni-
cally—simply doesn't bore the
viewer. It may actually amuse the
viewer, that blonde who runs her hand through the
greasy hair suggests the need for a
different kind of dressing not

nearly so much as the suspicion

that there is a girl with a peculiar

 fixation for running her hand

tough hair, anybody's hair.

The importance of the television

commercial, spiritually, technically

and economically, prompted the

Society of Motion Picture and

Television Engineers, in its 79th

semi-annual convention in New

York last week, to hold a special

session devoted to an agency-pro-

ducer-writer forum on the subject.

On hand were S. J. Frolick,

vice-president in charge of the

radio and television departmen

t of Fletcher D. Richardson's

agency. One of the contributions of the TV programming, copy and

duction departments of an adver-

sizing agency to the finished

product, said Peter Cardozo, vice-president in

the television department of

Fuller, Smith & Ross, who dis-

cussed the "how" of writing the TV

commercial; George Harring-

ton, who read a paper by G. David

Gudebrod, head of film production

A. W. Ayer, touching on the

relationship of the agency to the

producer and what each expects of

other. Robert H. Klaege, vice-president in charge of TV film

mercial production at Trans-

film, Inc., on what the pro-

ducer expects of the agency.

For the agencies, Mr.

Harrington declared that every

agency does not, of course, expect

the same thing of every producer,

but that the producer should sup-

ply all the services needed to

complete the film according to

the script, whether from his own

shop or utilizing creatively and

conomically facilities obtained elsewhere.

In an academic vein, Mr.

Harrington listed some "Ps and Qs"

the producer should keep in

mind: professionalism—a respect

for the working film as distin-

guished from the entertaining

film"; performance—"which im-

plies delivery on schedule;" peoples' opinions, the producer needs to as-

sume the responsibility of con-

ting to the other peoples' re-

pect;

parison of the highest personal-

ties to work on a particular job";

questions—"ask the right ones at

the right time to lead to a better

interpretation of the script"; qual-

ity—a "knowledge of when to cut

ners and when not to;" and

quotations—"give an accurate and

firm price.

Mr. Klaeger, speaking for the

ducers, touched on a serious

point that in fringe circles has

given rise to much hilarity and

mirth on occasion. That, the

seeming abundance of chiefs and

the dearth of Indians in agency

lles. The producer, said Mr.

Klaeger emphatically, expects that

producer will "supply a voice of

authorit,y" one representative who

can speak for the agency in all

atters concerning production.

In addition, he asked that the

agency consider the producer as

part of its organization. Agency per-

sonnel, he continued, should learn

not only the technical opera-

ions of production and should un-

derstand that competitive bids can

vary because different producers

consider different factors as pro-

duction costs and because an inter-

pretation of the script or story-

board, the basis of a commission,

t will differ greatly among produc-

ers and even among personnel.

Mr. Frolick, considering the re-

spnsibilities held by different de-

partments within the agency, ex-

plained that the programming de-

partment searches for the new

program best suited to its clients' needs and handles sales, booking,

ditioning, casting, set planning,

costuming, rehearsing, etc., on an agency-produced show, and works

with the network or packagers on

shows produced outside.

The job of the copy department,

continued, is to find the best ap-

proach and techniques for presen-

ting the client's message; and the

production department is respon-

sible for such duties as supervising

and approving animation models and layouts, selecting scenes, prints, etc.

The necessity of unity of time

and place and, most importantly,

of thought, a mark even of ancient

Greek drama, was discussed by Mr.

Cardozo in relation to the writing of

TV commercials. He noted first

all "the importance of using one

basic idea in any one commercial" because of the limited time and

space. Having recognized this fact,

he explained, the writer should then give his audience a point of reference by

making it clear exactly what he is talking about.

The commercial should then be de-

veloped so that one idea easily

leads to the next in a simple and

uncomplicated manner. Carrying

the Greek analogy a little further,

he said, might be explained as, the

commercial should rush to its climax with all the inevitability and singleness

of purpose of an Oedipus barreling

on to his eye-gouging finale.

In addition, Mr. Cardozo noted,

it is vitally important for the

writer to know well the facilities

at his command and to "recognize

the change in importance of the

department." He must understand what will motivate his audience to watch

his commercial and capture their

interest in the first few seconds.

The writer must be prepared with question and answer session, as well as the

generally accepted idea that the

TV commercial is going onward

and upward with the times. Accord-

ing to at least one dedicated Madi-

son Avenue practitioner, the art is

already here. It's his theory that

the singing or musical commercial

is the true American opera form of
today.
Passing in Review

TELEVISION'S SEARCHING EYE last week explored at length the delights, the disasters, the promise and the peril that can come with a trip to and/or from Europe. The most effective was the Kraft Theatre's well-publicized kinescope repeat of "A Night to Remember," NBC-TV, Wednesday night. More emotionally in keeping with this time of the cuckoo, Spring, however, were the same network's "Dodsworth" (see below) and "Paris and Mrs. Perelman," the Aleo Hour's delightful variation on an old, old theme, Sunday night. John Vlahos wrote the warm and occasionally hilarious script from which Gertrude Berg and Claude Dauphin extracted unexpectedly fresh meaning and poignancy. No subsequent innocent abroad will be quite so appealing as the emancipated Mrs. Perelman, elated at being nabbed by a Paris gendarme for reckless driving.

A second repeat, CBS-TV's "Out of Darkness," (Sunday, April 29) and happily sponsored by Shulton Toiletries, suffered somewhat from editing of the original 90-minute show down to 60 minutes, but that must be considered a necessary eventuality. Earlier the same day, CBS-TV's Camera Three featured a fascinating kaleidoscope of "Elizabethan Mis- cellany," including a scene from "The Duchess of Malff" that proved rather strong on the day's first cup of coffee. In the evening CBS-TV's Alfred Hitchcock presented a neat but confusing little horror fable, "The Gentleman from America," a work of Michael Arlen, who told what can happen to a well-heeled tourist with a bent for gambling. Large sections of the televising audience still are trying to figure it out.

Elsewhere in the week, and in greater detail:


There always is a certain amount of satisfaction in seeing a villain meet his come-uppance, even if the villain happens to be a rather handsome woman whose villainy is composed in about equal parts of a pout against growing old and of a selfish desire for social position. In essence, this was all that was left of Sinclair Lewis' "Dodsworth" the other night. Gone with the years (or maybe just with this adaptation) was the satiric story that so accurately reflected the manners and morals of a specific time and spe-

COMMERCIALS ON THE SPOT

Continued activity in production of new commercial spots, to freshen the advertising appeal for a variety of products, includes the following:

At AMERICAN FILM
Medi Gum (Doherty, Clifford, S & S)
Ipana Toothpaste (Doherty, Clifford, S & S)
Progresso Food Products (Carlo Viti)

At GEORGE BLAKE
Sanka Coffee (Y & R)
Schaefer Beer (Direct)
Amoco Super Permalube (Joseph Katz)

At CHARLES ELS PROD.
Chore Girl Soap Pads (Direct)

At OPEN MURPHY PROD.
Life Magazine (Y & R)
Hills Coffee (Wm. A. Rogers)
American Telephone & Telegraph (N. W. Ayer)
Infra Rub (S & S C & B)
Firestone Tires (Foste, Cone & Belding)

At SARRA, Inc.
Fisher-Price Toys (Wells & Eby)
Monasto Chemicals (Gardner Adv.)
Campbell Taggart Bakersies (Gardner Adv.)

At VERNON LEWIS PROD.
B. F. Goodrich Canvas Shoes (McCann-Erickson)
Calso Gas (B B D & O)
BonAmi (Norman Craig & Kammel)

At TELEVISION GRAPHICS
Chesterfield Cigarettes (Cannington & Wbons)
Goetz Beer (Compton Adv.)
Campbell Soup (B B D & O)
Chrysler Cars (McCann-Erickson)

"Showcase" production, which originated from Hollywood. Since the pioneer days of live TV there have been two such unfortunate camera "bloopers" turned up on one show.

THE EDDY ARNOLD SHOW
ABC-TV, 1/2 Hour, 8 P.M., EDT, Thursday, April 26, 1956. Live, from Springfield, Mo. Sustaining.

Eddy Arnold has a winning way with a song, a pleasant, unobtrusive, country-style or western style and quiet entertainment with. It somehow seems a relief from the often bombastic, noisy fashion in which popular semi-classical or folk music is rendered these days. With Arnold and most accomplished is his guitarist, Chet Atkins, and likewise adding pleasantly to the half-hour is the instrumental quintet of Paul Mitchell. At the moment a satura-

LUX VIDEO THEATRE: "Impact." NBC-TV, 1 Hour, 10 P.M., EST, Thursday, April 26, 1956. Live, from Hollywood. For Lux Soup.

The unquestioned importance of performances to any piece of product that has a charm or special nature, has been illustrated more frequently in recent memory than in this show, and that by reverse reasoning. Here was an at least adequate thematic connection with an adap-

At OWEN MURPHY PROD.
Life Magazine (Y & R)
Hills Coffee (Wm. A. Rogers)
American Telephone & Telegraph (N. W. Ayer)
Infra Rub (S & S C & B)
Firestone Tires (Foste, Cone & Belding)
At OWEN MURPHY PROD.
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Firestone Tires (Foste, Cone & Belding)
Universal Opening Global Meet

(Continued from page 1)

Universal Pictures president Milton R. Rackmil, the reading of the message by Rackmil will be one of the highlights of the opening session tomorrow morning.

Alfred Daff

Amerio Aboaf

In his welcome, President Eisenhowen said: "Please extend my greetings to all those, from this country and from overseas, who will participate in the May 7 conference. I wish all of you the greatest possible success in your day-by-day contributions to international goodwill."

The week-long series of meetings during which the forum will have an opportunity to familiarize themselves with the over-all operation of the Universal-International Studios as well as to see the latest product and discuss new sales and promotion policies, will be presided over by Alfred E. Daff, executive vice-president of Universal and president of Universal International Films, the company's foreign subsidiary, with Amerio Aboaf, vice-president and general manager of Universal International Films conducting the sales meetings.

Yitzg Blumberg, chairman of the board of Universal, was host to the foreign delegates at his home yesterday. In welcoming them to Hollywood, most of them seeing the world's film industry for the first time, Blumberg paid tribute to them for their efforts in their respective territories which has made possible during the past five years the greatest growth in the entire history of Universal. He told them that with their help, Universal could attain even greater heights in the year ahead. He urged them to take back to their countries and to their customers, the Universal story, told in terms of the first-hand knowledge they would gain during the course of their meetings at the Universal-International Studios where they would see all the technical improvements in motion picture production which have taken place in Hollywood during the past five years—wide screen, Cinemascope, and Vista Vision.

Meetings Formerly Separate

The world-wide Hollywood conference is an innovation for Universal in that in previous years the company's four overseas divisions—Europe, Latin America, the Far East, and Australia—have met in separate divisional conferences overseas.

"Crime' Set for 125 Day-Date Openings

Allied Artists' "Crime in the Streets" has been set for more than 125 day-and-date flagship theatre openings following its world premiere at the Victoria here later this month, Merey R. Goldstein, vice-president, announced.

The Vincent M. Fennelly production will be launched in June at the following theatres, in addition to the Butterfield, Minneapolis, Amusement and New England Theatres circuits: Paramount and Fenway, Boston; Marthaun, Philadelphia; Palm State, Detroit; Warner, Milwaukee; Stare, Minneapolis; Paramount, St. Paul, Paramount, Des Moines; Metropolitan and Ambassador, Washington; Allen, Cleveland; Palace, Peoria; Palace, South Bend, Ind.; Warners, Youngstown; Strand, Akron; Ohio, Canton; Rivoli, Toledo, and Twin Drive In, Cincinnati.

Also, Century, Buffalo; RKO Keith, Syracius; RKO Palace, Rochester; Town, Fargo, N. C.; Norva, Norfolk, Va.; Edmondson and Pulaski, Balti-

Sidney to Hit Road For 'Duchin Story'

HOLLYWOOD, May 6.—George Sidney, president of the Screen Directors Guild, plans a nationwide tour of key cities as part of Columbia's advance exploitation campaign on "The Eddy Duchin Story," which Sidney directed recently on loanout from M-G-M.

The director will confer with exhibitors in strategic centers in conjunction with special openings being set up by Columbia in cooperation with local theatres. He is also scheduled for numerous press conferences, and radio and TV appearances in the various cities in the itinerary.

"The Eddy Duchin Story" has already been booked in the Radio City Music Hall, New York; the Woods Theatre, Cleveland; the Allen in Cleveland and the Beverly Hills, locally; more: Capitol, Trenton; Colonial, Harrisburg; Shackleham and Lafayette, Indianapolis, and East Main, West Broad, Scioto and North High, Columbus.

Cowan Appointed to CBS Vice-Presidency

Of Creative Services

Louis G. Cowan has been named CBS's vice-president of creative services, a newly created position, effective immediately, it was announced by Dr. Frank Stanton, president of the Columbia Broadcasting System.

Cowan will be responsible for assisting executive, operating and service management in obtaining maximum effectiveness in each of the CBS operating divisions having to do with creative product. Stanton said.

The producer, who joined CBS Television in August, 1955, will have no direct operating responsibilities; his position is advisory to both the chairman of the board and the president, and, upon request, from the divisions, to CBS Radio, CBS Television and Columbia Records.

Set Limitations

(Continued from page 1)

tures Paramount Film Distribution Co., Buffalo Paramount Corp. and American Broadcasting - Paramount Theatres. The circuit, which operates theatres in the Buffalo area, was barred under the statute of limitations, according to the decision. The anti-trust action concerns the following Konczakowski Theatres: Marlo, Circle, Senate, and Regent. The eight majors are the other defendants in the action, which seeks damages of $31,200,000 for the four theatres.

In connection with another Konczakowski suit, seeking damages of $900,000 and involving the Grand, also in the Buffalo area, Federal Judge Thomas F. Murphy dismissed the action with prejudice against the defendants Paramount Pictures and Paramount Film Distribution Corp.

Johnston to Confer

(Continued from page 1)

show, and that he would make such a recommendation at the next meeting of the MPAA board of directors early in May. The planned meeting appears to have been shifted to Hollywood, however, as far as Johnston is concerned, and at a later date.

The 1953 "Oscar" telecast, as the previous ones, was sponsored by the Oldsmobile Division of General Motors.

Honolulu Greets 'Stover'

HONOLULU, May 6.—The world premiere of 20th Century-Fox's CinemaScope production "The Revolt of Mame Stover" was held here Friday evening in recognition for the cooperation extended by the Hawaiian government to the studio during the filming of the picture.
Another bonus in screen brightness!

11% more light...

20% slower burning...

Greatly improved NATIONAL 10mm x 20"
High Intensity Projector Carbons

The past two years have seen constant improvement in "National" Projector Carbons. A new "Suprex" 7mm Carbon, "Suprex" 8mm Carbon, and now, a greatly improved 10mm High Intensity Carbon — all designed to give you more light and longer burning.

The objective of all these improvements is to provide for exhibitors the finest picture quality at lowest cost. The same leadership that has made "National" Projector Carbons outstanding over the years is still at work for you — with more new improvements to come.

Carbons are such a small part of overall cost, yet such an important element of superior projection. Be sure you have the best — always buy "National" Carbons.

The terms "National" and "Suprex" are trade-marks of Union Carbide and Carbon Corporation

NATIONAL CARBON COMPANY • A Division of Union Carbide and Carbon Corporation • 30 East 42nd Street, New York 17, N.Y.
SALES OFFICES: Atlanta, Chicago, Dallas, Kansas City, Los Angeles, New York, Pittsburgh, San Francisco • IN CANADA: Union Carbide Canada Limited, Toronto
MOTION PICTURE
DAILY

NO. 79. NEW YORK, U.S.A., TUESDAY, MAY 8, 1956

Strong Dissent
Wald Opposes TV Material For Pictures

By MURRAY HOROWITZ
A strong dissent against the use of TV story material for motion pictures was registered here yesterday by Jerry Wald, vice-president in charge of production for Columbia Pictures.

Wald, warning that Hollywood needs fresh, different story material that has the "chemistry" to bring people out of their homes, contended "why should people pay to see a 48-minute TV script stretched to feat-

(Continued on page 7)

Hoover Hails Scope Of Variety Clubs Int'l

By Lester Dinoff
The 20th annual Variety Clubs International convention is a "milestone in Variety Club affairs, as the organization is truly international in its scope of operations," international chief barker George Hoover declared here yesterday upon his return from a two-month European trip.

Hoover is in New York to pre-

(Continued on page 8)

D.C. Raises Theatre Licenses to $800

By THE DAILY Bureau
WASHINGTON, May 7.—The District of Columbia commissioners have increased the annual license fees for Washington theatres from $500 to $800 a year, effective July 1. The increase was part of a general increase in business license fees here.

(Continued on page 8)

oyne Asserts
Tax Campaign Strengthens Week by Week

omp Counsel Feels Congress Is Friendly

The campaign against the Federal excise tax is "gathering strength" every week, as work in the field proceeds, Robert Coyne, special counsel the Council of Motion Picture Organizations, reported here yesterday.

Coyne, who returned here at the end of one of his frequent trips to Washington, said that "if Congress does have an opportunity to vote on the excise tax reduction bill, I think we'll be in a strong position."

COMPO, which is organizing and inspiring the campaign, is supporting the King measure which would eliminate the application of the Federal excise tax "to that portion of the

(Continued on page 7)

ew 7-Year Columbia Act to Schneider

From THE DAILY Bureau

BILLYWOOD, May 7.—A new seven-year contract for A. Schneider, vice-president and treasurer of Columbia Pictures, has been approved, Harry Cohn, company president, announced today.

Schneider, who also is a member of the company's board of directors, and recently was appointed to the self-regulatory review committee of the Motion Picture Association of America, has been with Columbia throughout his entire business career. Cohn made the announcement at a meeting here of the company's board of directors and execs.

Industry Ad Executives
Assail, Defend Film Copy

A panel of industry advertising executives, representative of both exhibition and distribution, yesterday discussed "What's Right and What's Wrong with Motion Picture Advertising" before an audience of $5 at a luncheon at Toots Shor's restaurant here. The occasion was the 22nd annual judging of the Quigley Showmanship Awards, conducted by the Managers Round Table section of Motion Picture Herald, with advertising, publicity and exploitation executives of all national distribution companies and many theatre companies serving.

O'Brien to Confer On 'Runaway' Films

U.S. studio chief unions attacks against "run-away" production of TV filmed shows to England will be one of the several mutual problems to be discussed here between Sir Thomas O'Brien, general secretary of the National Association of Theatrical and Kin Empioyees of Great Britain, and Richard F. Walsh, president of IATSE.

This was disclosed here yesterday by Sir Thomas, in New York for the convention of the Variety Clubs International, Sir Thomas, in response

(Continued on page 11)

House Committee to Consider Tax Data

WASHINGTON, May 7.—The full House Ways and Means Committee is scheduled to meet on Wednesday to discuss the report of the Forand subcommittee.

That subcommittee, set up to study technical excise tax law changes, suggested in its final report last month

(Continued on page 7)

Schlesinger Widow Seeks Accounting

Mrs. M. A. Schlesinger, widow of M. A. Schlesinger, is seeking a legal accounting from the Schlesinger Organization in South Africa and from Twentieth Century-Fox here, which has contracted to acquire the organization's theatres.

The accounting request is reported

(Continued on page 11)

FILM ADVERTISING PANEL, At 22nd annual Quigley Showmanship Awards judging luncheon, left to right: Ernest Emerling, Loew's Theatres; Seymour Morris, Schine Circuits; Martin Quigley, chairman; Charles Schlaifer, Charles Schlaifer & Co.; Silas F. Seidler, M-G-M.

Quigley Publications Photo

film advertising
panel

For daily and classified advertising, circulation, news, or general information call, wire or write:

THE DAILY
124 W. 43rd St. New York 19, N.Y.

Reduction. Opposes expansion of Discovery, a new $2 million television studio, two miles from the home of the Discovery Institute, the campus of the University of California, Berkeley.

(Continued on page 7)
At Milwaukee's Festival of Arts

Albert Traces Industry's Growth
In Relation to Public Acceptance

MILWAUKEE, May 7. — The need for more educational films and an overall growth of the motion picture industry to progress uniformly with public acceptance of the medium was stressed here at the 12-day Festival of American Arts being held at Marquette University.

Roger Albert, educational director of the Motion Picture Association of America, told members that the industry lags behind public acceptance simply because all sections of the nation do not progress uniformly in this respect. In addition, the industry must follow the more relevant segments of the population.

Points to Changing Times

Illustrating the growth of the industry and its contrast with that of the public, Albert declared an audi- ence 30 years ago would have been shocked to hear the word "pregnant" in a film but today families talk about it freely. While stating that industry product is as pure as ever, he said it has grown far greater in scope as a matter of its educational and scientific reality.

He noted that although production had dropped from 600 to 300 films a year in the past two decades, the production of what he called "masterpieces" is greater and will continue to increase. Albert admitted to the impact of TV on the industry but believed TV to be only one of the components of his assurance of the public's leisure time. To this, he added that the decline in theatre attendance is leveling off.

Festival Well Attended

Some 1,900 members of the industry attended the festival that featured a film on "A History of the Motion Picture." The film was originally produced for an international exposition held in 1940 in Paris.

Carbery Named L.A.
Manager by UATC

The transfer of Jim Carbery, city manager in Little Rock, Ark., for the United Artists Theatre Circuit, as operator of the circuit's houses in Los Angeles has been announced by John Rowley, president of the circuit.

Other transfers within the organization, all effective yesterday, were Lloyd Pullman as city manager at Little Rock and district manager for the company's other operations in Arkansas, vice-president and general manager C. V. Jones to supervise Durant, Okla., Laredo, Tex., and McAlester and Muskogee, Okla.; Bill Slaughter, district manager, and Don C. Carbery, publicity and public relations, will supervise other Texas operations in 21 towns.

purie joins Hoffman

R. D. Purie has become associated with Hoffberg Productions, as foreign sales representative, and will leave the first leg of an extended trip through Latin America tomorrow.

Selznick to Discuss Deal with 20th-Fox

David O. Selznick, independent motion picture producer, will meet with 20th-Century-Fox executives here late this week to discuss an independent production agreement which could embrace a number of pictures, it was reported here yesterday.

Selznick, who recently entered into an independent production agreement at RKO Radio Pictures, is seeking to negotiate a deal whereby 20th-Fox would partially or wholly finance his future productions.

Under his agreement with RKO Radio, Selznick was to produce an unspecified number of top quality films, among them being "A Farewell to Arms."
EVERYTHING
ABOUT
IT
IS
BIG!
At Milwaukee’s Festival of Arts

Albright Traces Industry’s Growth In Relation to Public Acceptance

SPECIAL TO THE DAILY

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Points to Changing Times

Illustrating the growth of the industry and its contrast with that of the public, Albright declared an audience of 30 years ago would have been reluctant to hear the word “pregnant” in a film but today families talk about it freely. While stating that industry product is as pure as ever, he said the greatest care is being made of it educationally and scientifically.

He noted that although production had dropped from 600 to 300 films a year in the past two decades, the production of what he called “masterpieces” is greater and will continue to increase. Albright added that the impact of TV on the industry but believed TV to be only one of the forces to reduce the consumption of the public’s leisure time. To this, he added that the decline in theatre attendance is leveling off.

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Under his agreement with RKO Radio, Selznick was to produce an unspecified number of top quality films, among them being “A Farewell to Arms.”

‘City Sleeps’ Bows

The Warner Theatre at Pittsburgh will be the site of the world premiere tomorrow night of RKO’s “While the City Sleeps.”

NEW YORK THEATRES

RADIO CITY MUSIC HALL

GRACE ALEC LOUIS

KELLY-GUINNESS-JOURDAN

IN THE SWAN

An M-G-M Picture

and SPECTACULAR STAGE PRESENTATION

MOTION PICTURE DAILY, May 8, 1939

PERSONAL MENTION

W. C. GEHRING, 20th-Century Fox vice-president, will arrive in Omaha today from New York.

Arthur Abeles, managing director of Warner Brothers, Ltd., and Mrs. Abeles, will arrive in New York from England today aboard the "Queen Mary."

Robert M. Weitman, Columbia Broadcasting System vice-president, has returned to New York from the Coast.

Herbert A. Greenblatt, RKO Radio Western sales manager, left here yesterday for San Francisco and Los Angeles.

Morgan Huddins, M-G-M studio publicist, returned to New York yesterday from Europe, and will leave here tomorrow for the Coast.

L. R. Brauer, Columbia Pictures managing director in Australia, will take a six-weeks’ visit to the company’s home office here.

A. R. Broccoli, of Warwick Productions, will arrive in New York today from London, en route to Trinid.

D. Jersey Greer, vice-president of Bishop-Hittlman Film Co., San Francisco, will leave here this week for Hollywood.


Stockholders Reelect Du Mont Directorate

Television Today.

7—Stockholders of Allen B. Du Mont Laboratories, Inc., reelected the company’s present board of directors and approved a stock option grant to David T. Schultz, president, at their annual meeting here today.

Reelected to the board of directors were Barney Bakish, president and director of Paramount Pictures; Allen B. Du Mont, board chairman; Armand G. Erpf, Thomas T. Goldsmith, Jr., William H. Kelley, Paul Rubinson, vice-president and director of Paramount Pictures; Schultz, Percy M. Stewart and Edwin L. Weiss.

The Du Mont stockholders approved a company resolution, under which Schultz would be granted stock option rights to 23,000 shares of common stock at $9.8125 per share.

MOTION PICTURE DAILY, May 8, 1939
EVERYTHING
ABOUT
IT
IS
BIG!
AS NEVER BEFORE...
ALL THE AWESOME SPECTACLE
AND SAVAGERY OF
DARKEST AFRICA...

IN

CINemascope

SAFARI

All the splendor,
love-adventure
and thrills of
"King Solomon's
Mines!"
EVERYTHING ABOUT IT IS BIG!

- Two top box-office stars, in an exciting and unusual love story... set against the exotic, dangerous Mau-Mau territory!
- Filmed on safari in Africa's vast and wild Kenya country... with a cast of thousands!
- Actual lion hunts, rhino charges, elephant stampedes unmatched for motion picture realism and impact!
- The famed Chuka Drummers and other colorful wonders of Africa bring to your screen drama and scope seldom achieved!
- Spectacular Cinemascope and Technicolor vistas never before possible!

EVERYTHING ABOUT IT IS BIG!

COLUMBIA PICTURES presents A WARWICK Production

VICTOR JANET MATURE • LEIGH

SAFARI

with

JOHN JUSTIN • ROLAND CULVER

LIAM REDMOND • EARL CAMERON • ORLANDO MARTINS

Screenplay by ANTHONY VEILLER • Directed by TERENCE YOUNG • Produced by IRVING ALLEN and ALBERT R. BROCCOLI

CinemaScope Color by Technicolor

SOON! NEWS OF ITS BIG, BIG EXPLOITATION CAMPAIGN!
TV Material for Pictures

(Continued from page 1)

Another example of getting material that is not familiar, Wald continued, is "Songs and Lovers," a novel by the late Japanese author Natsume Soseki. "It was lying around for 30 years," according to Wald. He said that when he contacted Montgomery Clift to play the leading role, he ticked a note on the novel, saying that "this is not like 'From Here to Eternity.'"

With backlog of feature film libraries being sold to TV interests, Wald argued that "old fashioned, motion picture material cannot be sold at the box-office, when such material is available free on home TV.

Independent Production Tough

Asking what he thought about the trend toward independent production, Wald said that a lot of actors have entered the independent field with their own companies and are finding it "tough to break the back of a 'big name' actors are not at the other end of the stick, Wald stated, and are now scrambling to get the proper script, rather than having a script handed directly to them by a producer.

He reported a very favorable action at the current Cannes Festival to Columbia's 'The Harder They Fall,' expressing hope that the picture will win one of the Cannes awards. He acknowledged that the picture was a bit disappointing in the first five dates in the U. S., but said that "it is now doing great," with a different advertising campaign.

Wald, saying that this is his first trip to New York in two-and-a-half years, said that he has a number of conferences scheduled with publishers. Asked about reported contract difficulties, he responded that "my flag is still waving at Columbia Picture."

Horse Unit to Hear

(Continued from page 1)

that the full committee might want to consider some further admission tax relief.

Many members of the full committee believe that the committee should not at this time get involved in changes in excise tax rates but should confine its action in connection with the Forand report to technical excise changes.

It may take several meetings before the full committee gets around to any action on any of the Forand subcommittee recommendations. The early meetings of the full committee will probably be devoted to having the members briefed on the subcommittee's proposals.

Shearman Services Set

HOLLYWOOD, May 7.—At a meeting of the executive committee of the board of directors of Allied Artists, executives voted to declare a quarterly dividend of 13% cents per share on the company's 5% cumulative preferred stock was voted payable June 15 to holders of record on June 4.

On Appeal

Supreme Court By-Passes TV Fight Film Suit

WASHINGTON, May 7.—The Supreme Court today refused to review from Connecticut a decision holding a prize-fighter's right to damages as a result of the telecasting of pictures of one of his fights.

The case before the court involved a suit by Albert Ettore against Philco Television Broadcasting Corp. and Chesbrough Manufacturing Co. In 1949 and 1950, Philco's Philadelphia TV station televized — with Chesbrough as the sponsor — films of a fight between Ettore and Joe Louis. Ettore sued, claiming that his rights of privacy and property had been invaded.

Dismissed by District Court

A District Court dismissed the action, but the Third Circuit Court of Appeals sustained Ettore's right to damages. Philco then appealed to the Supreme Court, but the high court today refused to step in. It gave no reason for its refusal to overturn the circuit court decision.

In its appeal, Philco pointed out that Ettore had been paid when the films were originally sold and said the lower court decision would have far-reaching effects on the future rights to televise old motion pictures." It argued that the Circuit Court ruling directly conflicted with Ninth Circuit Court rulings denying damages to Roy Rogers and Gene Autry when their old films were televised. The Supreme Court refused to review those cases.

Sees Rights 'Reserved'

The Third Circuit Court, in the Ettore case, ruled that even though Philco had been paid for the films originally, commercial television was not in existence at the time of the fight and this fact was equivalent to a reservation by Ettore of his rights to the proceeds from telecasting the films.

Pulitzer Trustees

Shun Film Awards

A flat refusal to consider the awarding of a Pulitzer Prize to the best motion picture produced each year was handed down yesterday by the Pulitzer trustees at a closed meeting, at which time they acted on award nominations for the current year.

The film award topic has been on the committee's agenda since first introduced in 1932 by Jack L. Warner, who argued that "the film is an art form we are willing to take action, stating that it does not deserve classification with their yearly awards for journalism, letters and music.

PEOPLE

Louis Nizer, industry attorney, has written local No. 4, the music, for "Songs for You," a collection of children's songs which has been published by Bourne, Inc. The work also has been recorded for RCA Victor by Shonon Bolin, with orchestra conducted by Marty Gold.

Bill Schaefer, of M-C-M's Chicago office, has been named district press representative for the company with headquarters in Des Moines. He succeeds Bob Stone, who moved to Metro's Minneapolis exchange. Schaefer's territory consists of all of Iowa, Omaha and Lincoln, Neb.

Herbert Barnett, assistant to the president of General Precision Equipment Corp., will represent Theatre Equipment and Supply Manufacturers Association in a featured address to delegates to the annual convention of the Allied Independent Theatre Owners of Iowa and Nebraska at the Hotel Fontenelle in Omaha today.

Jane Wyatt has been elected to the 1956-57 board of governors of the Western division of the Academy of Television Arts and Sciences in Hollywood.

Walsh Cites Accord Of Labor Leaders

The first few meetings of the Executive Council of the merged AFL-CIO have clearly demonstrated that the labor leaders of America can function as a unit in peace and harmony, Richard F. Walsh, president of the International Alliance of Theatrical Stage Employees, declared here at a dinner celebrating his election to the council.

Walsh was one of three guests of honor at the biennial dinner given in his honor at the Radio City Music Hall, and H. W. Wallace, the state's first deputy industrial commissioner. Presentations on behalf of the district were made to them by John Robert Barlow of Eugene.

Treasurer at dinner was John C. McDowell, secretary of New York Local No. 1. Co-chairmen were Martha, business agents of Brooklyn Local No. 4, and H. Paul Shay of Elmira Local 289, secretary-treasurer of the District. Numerous officials of labor, industry and government were introduced from the dais.

Tuesday, May 8, 1956
MOTION PICTURE DAILY
Hoover Hails

(Continued from page 1) side at the convention, which will begin here at the Waldorf Astoria Hotel tomorrow, with some 1,500 delegates from 45 VC tents in attendance.

The Variety Clubs' chief Barker, who visited tents in London, Dublin, Hamburg, Madrid and Rome during his trip, declared that Variety Clubs in Europe have been considerably strengthened by any getting together with individual tents to overcome mutual problems." Hoover said that for some time, in Europe, there was a feeling that Variety Clubs were only an American undertaking, but "that is no longer so. Variety Clubs are international in their operations and activities."

Ten from London

Commenting on the 20th annual convention, Hoover said that London has sent over a delegation of 10 representatives headed by Sir Thomas O'Brien. He said that there is so much enthusiasm abroad for Variety Clubs that the London tent is contemplating putting in a bid for the 1957 convention. Hoover said that the 1957 convention may be held in Las Vegas, as that tent is bidding for the meeting, along with "one or two others."

Discussing Europe in general, Hoover stated that some fear is being expressed by exhibitors as to the impact of commercial television, especially from Britain. Hoover, however, said that from the opinions and discussions which he heard, TV is "no great threat, especially in markets where American films are exhibited in competition to that medium." Hoover pointed out that American films are still best received everywhere in Europe.

Theatre Associates Will Add To Holdings in 1956-57

George Hoover, chief Barker of the International Variety Clubs, stated here yesterday that Theatre Associates, Inc., to whom he is partners with Tom Connors and Max A. Cohen, will expand its operations of theatre circuits within the next year.

He stated that Theatre Associates, which currently owns the Golden Gales Twin Theatre in North Miami, Fla., will take over and build some more theatres, both drive-ins and four-walls, within the next 12 months.

Hoover said that he will shortly meet with Connors, Tom Connors Associates, and Cohen, of management of the Cinema Circuit, to discuss the organization's operations.

12 Committees Preparing for Start of 20th VC Convention

Twelve committees, functioning under the command of Martin Levine, convention chairman, are mapping out last minute details for the opening of the 20th annual Variety Clubs International convention here tomorrow at the Waldorf Astoria Hotel.

HOLLYWOOD, May 7. - Stressing that the gathering of Universal International Films' overseas branch managers and executives for their first global sales conference at the Universal-International Studios here marks the culmination of his desire of many years to have the whole foreign sales organization meet in Hollywood, Alfred E. Daff, executive vice-president of Universal Pictures and president of its foreign subsidiary, welcomed the 72 participating delegates from 55 countries at the opening session of their week-long conference. Photos of the assemblage taken and sent by wire to the home offices were shown.

"The governments of the world should focus their eyes on this spot today, because, here under this roof, we have the representatives of all the free countries of the world, meeting in a spirit of complete friendship and understanding with the object of assisting each other to make a great company even greater," Daff said.

"They would see different nationalities mixing in a way to confound the prophets of international rivalries and jealousies. There are no tensions or differences here between the nationals of the countries represented and it proves the point that has been made so often - that when the peoples of the world learn to know each other and to meet each other, they come to understand each other and international rivalries and fears are minimized," Daff continued.

In welcoming the delegates to the Universal-International Studios, Edward Malih, vice-president in charge of production, as the official host of the Conference, pointed out that he was certain that after they had had the opportunity to witness first hand the complexities involved in making motion pictures as well as the technical advances made in Hollywood production during the past few years, they would become effective ambassadors of Hollywood and of Universal in particular in their individual countries.

Other addresses of welcome were delivered by Milton R. Rockland, president of Universal; Nate J. Blumberg, chairman of the board of Universal, and Americo Aboaf, vice-president and general manager of Universal International Films, who is conducting the sales meetings, and Charles J. Feldman, vice-president and general sales manager of Universal Pictures.

O'Brien to Confer (Continued from page 1) to a question, indicated that the issue of run-away production would be one of the many topics slated for discussion. He said a date for a conference with Walsh had not been set as yet.

He stated that motion picture business in Britain is "not too bad," describing it "about the same" as last year. In response to another query, he said there is no labor controversy in Britain today.

Last night, Sir Thomas attended a reception in his honor, tendered by Charles H. Dand, director of press and public relations at the British Information Service, at Dand's home. Many industry people were invited.

TESMA Equipment, Showman Clinic Set

An equipment and showmanship clinic and forum will be conducted in connection with the Theatre Equipment Supply and Manufacturers Association Convention and International Trade Show at the New York City Coliseum here, Sept. 20-23.

It was revealed in the first edition of the TESMA newsletter, the first which the organization has sent to its membership, discloses that the agenda for the clinic is still open.

The newsletter also contains short paragraphs about legitimate, business and personal news of the equipment and film world.

Exhibitor vs. Studio 'War' Posed by MGM Australian Drive-in

By FRANK O'CONNELL

SYDNEY, Australia May 3 (B Air Mail).—The entry of Metro-Goldwyn-Mayer into the drive-in field here has many aspects of an industry war.

The purchase by M-G-M of drive-in license at the Sydney suburb of Chullora for $229,500 has led trade and industry observers to rate the question of a mild war break out between exhibitors and studio. The Chullora license was acquired by a syndicate in which a well-known Sydney bookmaker was a prominent director. The Chullora situation is one of two that has gone to interest outside the big exhibitor combine in the recent granting of licenses by the Theatres and Films Commission.

Earlier Openings Seen

Industry observers believe it will probably be a box office comb in will be forced to present its drive-in sooner than they anticipated. The unusual feature of M-G-M's Chullora outdoor theatre is that it is a twin drive-in, with two sections, each with a combined capacity for 1,820 cars. Sessions are to be staggered to permit a more convenient spread of traffic for patrons.

While not willing to confirm the price for the Chullora Drive-In, N. R. Freeman, managing director here for M-G-M, said that the studio also is planning one of drive-in at Oakleigh in Victoria. A December opening has been set for this outdoor, which will cost M-G-M approximately $857,000.

Meanwhile, John Glass, general manager of Hoyts Theatres, Ltd., said that five drive-ins, to be operated by combined exhibitor interests, will open early next spring. They will include theatres at Bass Hill, Dunmore, North Ryde, Caringbah and French's Forest.

Glass estimated each of the theatres will cost $450,000.

Reynolds Joins Gill As Production Chief

HOLLYWOOD, May 7.—Verne Reynolds, for the past 16 years with Cinema Arts, Inc., Hollywood art production studio, has been appointed production director of the Clifford Gill Advertising Agency, Beverly Hills.

Reynolds’ appointment, according to Clifford Gill, will augment the agency’s servicing of motion picture and television accounts. Gill also revealed the recent appointments of Rusty Jacobs as his copy assistant and Ken Tanaka as art director.

To Tour for ‘Searchers’

HOLLYWOOD, May 7. — John Wayne will leave here on May 16 for personal appearances in connection with the openings in Chicago, Detroit, Buffalo and Cleveland of C. V. Whitney’s “The Searchers.”
WHY DID MAMIE STOVER HAVE TO LEAVE SAN FRANCISCO?

The STANDEE's got just the patron-pulling eye-appeal to boost your boxoffice!

See that it gets around... in your lobby, out-front, in hotels and terminals, all over town! Wherever this life-like, traffic-stopping Ballyhoo faces the public... it boosts the talk about your shows!

Get "Mamie" tonight!

Call your nearest branch of
In the THEATRE EQUIPMENT and Refreshment WORLD ... with RAY GALLO

C ONGRATULATIONS are in order for the Ballantyne Company, headed by Robert S. Ballantyne and J. Bob Huff, which celebrated its 25th year of business with a gala silver anniversary party at its plant headquarters in Omaha. The program included an inspection of plant facilities, from 5 to 6 o'clock; a cocktail hour from 6 to 7; and a buffet supper and special entertainment from 7 to 10.

"Let's Build a Drive-In" is the name of a new 16-page booklet just issued by National Theatre Supply and available free of charge at all its branches. As the title indicates, it describes the methods of building a drive-in theatre—from selecting the site through choosing equipment. The booklet includes many explanatory diagrams, typical drive-in layouts and various statistics. Information was secured from the field experience of National's representatives throughout the country who have helped plan and equip drive-in theatres since 1937.

Here's a new item for drive-in exhibitors: mosquito net which fits onto auto windows, allowing patrons to keep out mosquitoes and other insects. It is made by the J. Tibbatts Company, Union City, N. J. They suggest that it be hung on the windshields of the cars packed (two to a set) directly to their patrons. The latter can use them throughout the season, storing them between times in the glove compartment.

For the drive-in snack bar, Dutch House, Inc., Philadelphia, has a new drink: a chocolate flavor packed in cans which can be served either hot or cold. It comes in both 60- and 5-ounce cans and requires no refrigeration. The drink is called "Dutch Treet." The manufacturer is a subsidiary of Martian Distribution Company, Bronx, N.Y., which makes and distributes non-carbonated beverages and syrups in the east.

The Kling Photo Company, Hollywood, importers of "Arrillux" cameras, tripods and accessories, has announced three new accessories for the "Arri 16." They are designed, it is stated, to "increase the versatility of the studio or location camera." The additions include a 400-foot film magazine, a synchronous motor, and an animation motor.

REVIEW:

While the City Sleeps

THE CASEY ROBINSON screenplay based on Charles Einstein's novel, "The Bloody Spurt," portrays the cut-throat tactics of some newspaper executives in their attempt to get the news—here, the solving of a string of murders. The all-star cast of Dana Andrews, George Sanders, Vincent Price, Thomas Mitchell, Howard Duff, James Craig, John Litel, and Ida Lupino, Sally Forrest and Rhonda Fleming are selling factors of this melodrama that should please audiences who like action and suspense.

The RKO release produced by Bert Friedloeh and directed by Fritz Lang treats of the Kyne dynasty, a corporation that owns a metropolitan newspaper, a photo service and a wire service furnishing news throughout the nation. A string of murders, all of young women, is highlighted by the Kyne organization as Page One copy, the lead story over the wires and the major item for the photo service next day, who takes control of Kyne, Inc., after the death of his father, sets out to create a position of executive director—with Sanders, wire editor, and Mitchell, managing editor, and Craig, photo boss, all vying for the position.

Considerable footage is devoted to the schemes of the respective editors, each in his own way double-crossing the others in his attempt to solve the crimes and eventually land the new job. Andrews, a top reporter for the newspaper, realizes his allegiance to Mitchell, his boss, and sets out to solve the murders. In the end, after his fiancée (Miss Forrest) is implicated, he solves the crimes and brings the killer, Barrymore, to justice.

There is a great deal of suspense, subtle drama and romance interwoven into the story. The love triangle among Miss Fleming, Sanders and Craig adds to the appeal but this three-sided romance ends happily, as does the story, with the married couple (Sanders and Miss Fleming) reunited, and Craig walking the streets for a new job. Andrews, who portrays the most convincing role of the cast, has a fling at romance with Miss Lupino while he is engaged to Miss Forrest, but this too ends happily with Andrews and his fiancée ultimately honeymooning.

As a maniac, Barrymore is impressive. Because of its treatment of murder and extra-curricular marital adventures, the film is not recommended for children.

Running time, 100 minutes. Adult classification. For May 30 release.

JACK EDEN

Rep. Austria Post To Frank S. Daniel

The appointment of Frank S. Daniel as special representative in Austria for Republic Pictures International Corp., has been announced by Reginald Armour, the company's executive vice-president in charge of foreign operations.

Daniel is in New York discussing forthcoming releases with Republic International home office executives and will leave for his post in Vienna next Saturday.

Republic pictures are distributed throughout Germany and Austria by Gloria Filmverleih.

Consolidated Circuit Net Dropped in '55

OTTAWA, May 7—Consolidated Theatres, Ltd., Montreal, announced consolidated net profit decline of 11.2 per cent in 1955 from 1954 and net earnings dropped to $205,879 from $240,761.

Drop was attributed to increase in TV facilities and the continued shortage of product. However, president J. Arthur Hirsch states that all signs at this time indicate an early adjustment.

Set Exam for Film Censor of New York

ALBANY, May 7—A competitive promotion examination for director of the New York State Education department's movie picture division will be held July 7, the State Department of Civil Service announced today.

Candidates must be permanently employed in the competitive class within the state education department and must have served continuously on a permanent basis for one year preceding date of the examination. In positions of associate supervisor or higher. There are approximately 20 associate supervisors who will be eligible to try for chief censor. The salary is from $8,820 to $10,560, in five annual increments.

There will be a written examination and an oral one.

Applications will be accepted June 1.

Applications will be accepted June 1.

The position has been vacant since Dr. Hugh M. Flick was promoted to executive assistant to the commissioner of education. Last September, Dr. Ward C. Bowen, chief of the bureau of audio and visual aids, was then named acting director.

When he suffered a heart attack some weeks ago, Helen H. Kellogg, associated with censoring since the old motion picture commission was established in 1921, advanced from chiet reviewer to acting director. She is retiring from state service Dec. 31.

Drive-in Ordered to Pay Col. $5,187 for Brief 'Gray Line' Ru

HARTFORD, May 7—Superior Court Judge Frank Covello has ordered Pine Drive-In Theatre, Inc., Hartford, to pay $5,187 to Columbia Pictures after finding that the defendants interests had violated a 1955 writ agreement relating to "The Long Gray Line." The Columbia agreement under terms had licensed to exhibit the film for 10 consecutive days, and was to receive 50 per cent of the gross receipt of the first seven days, and 35 per cent of receipts of the next three days, with a minimum guarantee of $4,000.

The fine, it was charged, exhibits the film for only four consecutive days and then refused to follow through on the agreement.

Equipment Exports In Sharp '54 Rise

WASHINGTON, May 7—Manufacturers in the photographic equipment industry shipped $867,000,000 worth of products in 1954, an 8 per cent increase over 1947, according to Census Bureau.

The figures came from a preliminary report on the 1954 census of manufacturers—taken in May, 1947. The Bureau reported the average employment in the industry has increased 6 per cent since 1947 to a total of 58,000 in 1954. Value added by manufacturing—the value of the shipments less the cost of materials, etc. amounted to $590,000,000 in 1954, a 101 per cent increase over 1947. Bureau officials said some of the figures was adjusted to take into account changes in price levels.

The Census Bureau figures that the industry includes firms making still and motion picture cameras, projection apparatus, film equipment, screens, film paper, developers, and other photo equipment.

Hornblow and Small To Produce 'Sheba'

Producer Arthur Hornblow, Jr., announced here yesterday after conferen ces in Paris with Max Youngstein, French Viceminister and Charles Smady of United Artists that the filming of "Solomon and Sheba" will take place in Spain next spring.

Hornblow, who arrived in New York from Paris on Saturday, will produce the Biblical film in association with Edward Small for UA release. The film will be made with Technicolor and a wide screen process associated with censoring since the old motion picture commission was established in 1921, advanced from chief reviewer to acting director. She is retiring from state service Dec. 31.
Lympic Games' TV Coverage Continues to Be Deadlocked

Negotiations for the coverage of the Olympic Games in Melbourne, Australia, by four domestic agencies which furnish news films or TV stations were ‘deadlocked’ last week at a two-hour meeting in Melbourne between a spokesman for the American group and William K. Hughes, Olympic committee chairman.

‘No Coverage’ a Possibility

At the Melbourne meeting, Hughes told Ken Hall, representing the agency that "there is no solution to the problem" and that "we will see to it that the games are furnished with films or TV stations".

Discussions thus far have been centered on the Olympic committee’s demand that the agencies pay for the rights to the events, regardless of their anticipated value. An agreement was reached on the matter.

Oil Film Seen in Picture

Hall advised the local agencies—BS, NBC, INS-Telenews and United Press-Movietone News—that the offer was made by an oil firm in London which had considerable interest in the coverage.

Meanwhile, Hughes said he will see to it that Melbourne for New York on May 21 and plans to meet with local officials in the coming days to work out the details of the agreement.

The committee’s stand on the coverage of the games has maintained throughout that the rights to the games are covered by the agreement with the local agency and that they will not be paid the film rights. They have never offered to the committee, which is under consideration.

Australia Proposes Measure

Regulate TV Coverage

SYDNEY, Australia, May 3 (By R. Fain.) — An amendment to the Telecasting and Television Bill that would exclude the televising of sports contests to a large degree has been proposed by William K. Hughes, chairman of the Australian national committee.

Currently in a struggle with American agencies which furnish news films or TV stations, Hughes proposed that the bill allow only those sports of a TV licensing agreement where any portion of a sporting or entertainment event to which an admission charge is made without the proviso of the promoters of the event being present. He also asks that approval may be given without charge for monetary or other considerations.

Hughes, who said the object of the amendment would be to give "special selection" to sporting promoters instead of "unauthorized televising of sports contests," is fighting against the possibility of an American agency covering the Olympic Games to be held in Melbourne.

According to observers here, Hughes, a liberal politician, has made an unwise move in his handling of newsreel and television arrangements for the November Olympic Games.

Carlton Named V.P.

Of Trans-Lux TV

The appointment of Richard Carl- ton as vice-president in charge of sales for Trans-Lux Television Corp., was announced by Richard Brant, president of the firm. 

Presently an Eastern sales manager for UM&M TV, Co., he will join the Trans-Lux films immediately. Distribution of feature-length films, half-hour series and the Encyclopedia Britannica Films’ library of short subjects is planned.

Schlesinger Widow

(Continued from page 1)

for pictures approved by the Production Code Administration is not subject to too many restrictions. "Morris also hit advertising which employs the words "probable," "probabil," and "probab," saying that the appeal is limited and that more effective use of space could be made. He contended that national advertising is a wide open medium that is filled with many pictures for five months after its appearance to get the picture. He urged that more thought and planning be put into the preparation of trailers.

Trailer 'Most Important'

"Trailers are our most important and effective sales medium," he said. "Not having a good trailer for a strong coming attraction is like pulling down the shade in a department store window and hiding the merchandise on display."

Advertisers problem created for film advertisers by Hollywood guilds and agents that insist upon billing for so many individuals associated with the promotion is that one-half the ad space is consumed for billing alone before the copywriter can get into his sales message. Seadler pointed out that other advertisers are not confronted with this problem.

He conceded that there is "lots of room for improvement" in motion picture advertising and added "We’re all trying."

There are no easy answers," he said, "but a lot of new and interesting things are being done.

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**Ads Good If Film Is a Hit: Seadler**

Summing up the brickbats and bouquets handed motion picture advertising at yesterday’s 22nd annual Showmanship Awards luncheon sponsored by Quigley Publications, SI Seadler, M-G-M advertising manager and a member of the discussion panel, said it all boils down to this:

"Good advertising is that which is lucky enough to be connected with a hit picture, and bad advertising is that unlucky enough to be connected with a flop."

**Advises Theatres**

Theatres, said Seadler, sometimes are at fault because carelessness in housekeeping and laxness in service. Good pictures and good advertising cannot cover such failings, but often are blamed for the results.

Morris states that advertising as lethargic towards today’s audience, or sometimes even a kind of advertising can “shock” the people out of their disinterest. Sometimes, he said, the pictures and not the distributors’ advertising departaments are at fault for ineffectual copy.

Morris Decrees Evasion

“When you can’t tell what a picture is about in your ads, when you have to advertise them by innuendo and evasion,” the advertiser is at a disadvantage, Morris said. In this connection, he contended the thought that the Advertising Advisory Administration of MPAA might advance changes in ad code provisions and procedures so that advertising copy for pictures approved by the Production Code Administration is not subject to too many restrictions. Morris also hit advertising which employs the words "probable," "probabil," and "probab," saying that the appeal is limited and that more effective use of space could be made. He contended that national advertising is a wide open medium that is filled with many pictures for five months after its appearance to get the picture. He urged that more thought and planning be put into the preparation of trailers.

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**Schlesinger Widow**

(Continued from page 1)

as judges of the numerous campaign entries.

Members of the discussion panel, introduced by Martin Quigley, who presided at the luncheon which followed the judging, were Ernest Emerson, advertising-publicity manager for Loew’s Theatres, and Seymour Morris, head of advertising-publicity for the Schine Circuit, representing exhibition, and Charles Slafhafer of Charles Sleshafer and Co., Inc., advertising manager for the M-G-M advertising manager, representing distribution.

"Easy to Criticize"

Conceding that it is "easy to criticize," Emerson said he hoped to be constructive in voicing what he felt to be some shortcomings in film advertising. He contended that many newspaper ads look fine when considered by itself in the advertising manager’s office, Emerson said, but sometimes loses its effect when seen in a wide variety of newspapers, among other ads on announcement pages. Ad copy, Emerson said, sometimes is lacking in information; and teasers appear too far in advance of a film opening to be genuinely effective.

Press books and trailers, Emerson said, sometimes are late in getting to the exhibitor, through no fault of their creators; stills are not always effective, and some advertising on television hurts the theatres, although it also can be a great help. Exploitation, Emerson said he felt, has been very good during the past few years.

Schlesiger Praises Staffs

Schlesiger said he believes the industry is too much on the defensive where its advertising is concerned. He contended that advertising people are as good as that of other industries and that its advertising departments are capably staffed and intelligently run.

"My only criticism," he said, "is of the childish, apologetic attitude of people within the industry when our critics become active. We have been too quick to be whipping boy for too long. It is time we became aware of our strength."

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**Schlesinger Widow**

(Continued from page 1)

be based on a partnership agreement between M. A. Schlesinger and his brother, the late I. W. Schlesinger, founder of the organization. On the death of I. W. Schlesinger in 1948 his son John became chairman of all the companies in the group. M. A. Schlesinger maintained the organization’s office in New York for over 30 years until his death, which occurred three years ago.

Should the courts confirm the existence of a basic, over-riding partnership between the Schlesingers, it is reported that agreements made for the disposition of assets of the Schlesinger organization, such as the 20th-Fox theatre deal, would be affected.

In addition to theatre operations the Schlesinger organization is active in many fields including insurance, advertising, catering, real estate and orange production.
Stockholders Okay Purchase of Arcade By RKO Theatres

WILMINGTON, Del., May 8.—RKO Theatres Corp. received stockholder approval today to move into the field of electronics and synthetic textiles.

RKO has a vote of 2,705,176 shares against 23,352, the directors of the corporation were authorized to complete negotiations for the outright purchase of the Cleveland Arcade Corp., which holds a 84.4 per cent interest in the Gera Corp. of New Jersey. At a meeting tomorrow, the stockholders will be asked to approve (Continued on page 9)

Shectman in New Para. Sales Post

Appointment of Benjamin Schectman as head of the recently combined office contract and playdate departments was announced yesterday by Paramount Film Distributing Corp.

Schectman, who heretofore headed the contract department, has been in the industry 30 years. His past associations include Warner Brothers, Producers Representatives, Internationa Pictures and Eagle-Lion. He has been with Paramount the last eight years, most of that time as contract department head.

Rackmil Says Int'l Market Potential Not Yet Reached by U.S. Industry

HOLLYWOOD, May 8.—The American motion picture industry in general and Universal International in particular, has not yet fully reached its full potential in the markets of the free world, Milton R. Rackmil, president of Universal Pictures, told the delegates at the company's first annual sales conference at the Universal-International Studios here today.

Rackmil optimistically predicted that the industry's foreign business will continue to progress and expand as the living standards, country by country, improve. "There is nothing more certain than that our industry will share in the additional money available for recreation and relaxation as the countries of the free world continue to prosper," he declared.

"I do not believe we have reached anything like our peak in the international field," he told the delegates. "Universal is pursuing a policy of careful analysis of the subject matter of all its pictures to make certain that they all have international appeal because we have found that (Continued on page 8)
D.C. License Fees

To $135, Not $800

From THE DAILY Bureau
WASHINGTON, May 8.—Motion picture theatre license fees in the District of Columbia may be cut from $75 to $155, effective July 1. An earlier story reported the increase to be from $500 to $800, but this is the increase for legitimate theatres.

$3,500 Palsy Check Given to Goldenson

In a surprise move, the home office of American Broadcasting-Paramount Theatres yesterday presented to Leonard H. Goldenson, president of the company, who is also a founder and chairman of the board of United Cerebral Palsy, a check in the amount of $3,500 as a token payment of the combined efforts of the company, its executives and employees on behalf of the 1956 Cerebral Palsy fund-raising campaign.

100 Representation

Each year since the inception of United Cerebral Palsy, the AB-PT home office executives and staff have been the first of the contributing groups that are either in activerenderer percent representation. When industry figures heard this check was to be presented to Goldenson before his departure for a month’s visit to the film producing centers of Europe on May 16, offers were made to AB-PT’s vice-president Edward L. Hyman, who heads the company’s fund-raising efforts on behalf of United Cerebral Palsy, for inclusion in the initial contribution check as a token of their esteem for Goldenson.

Among the contributors to the initial check were Robert Benjamin, A. H. Blank, Harold Brown, Steve Brody, Sam Clark, George Dembrow, Ned Denepet, Louis Fincke, Edward L. Hymen, Ben Kalman, Arthas Krin, Herbert B. Lazarus, Harry Levine, Sidney M. Markley, Leo McKechney, Martin J. Mullen, Robert H. Orkin, Herbert P. Siegel, George Skouras, Spyros Skouras, Joseph Vogel and Dave Wallerstein.

DCA Acquires Two Films for Re-release

“Brute Force,” released in 1947 and the first outstanding Burt Lancaster picture, has been teamed with “Naked City,” of 1948, for DCA re-distribution and it was announced by Irving Wormser and Arthur Sachson, DCA sales executives.

The acquisition of these two pictures brings DCA’s total up to eight pictures it will offer in public theatres or in the soon-to-be-released stage for the first six months of the year.

Wage Law Hearings Start Tomorrow

WASHINGTON, May 8.—Two exhibitor officials are scheduled to testify before a Senate Labor Subcommittee Thursday in opposition to proposals to bring under the Federal Minimum Wage Act, if passed, the larger theatres of the country and large towns.

A. Julian Bylawski, chairman of the legislative committee of the Theatre Owners of America, will testify on behalf of both TOA and Allied States Association. He will be backed up by Claude Mundo of TOA.

Hearings Now in Progress

The Labor Subcommittee opened its hearings today, with officials of the B.O.A.C. testifying on proposals for broadened coverage. AFL-CIO president George Meany said extension of wage-hour law coverage should have top priority in the balance of the sessions.

AFL-CIO research director Stanley H. Rutenburg urged extending minimum wage coverage to all retail or service chains having five or more units, or having an annual sales volume of $500,000 or more.

Wayne Itinerary for ‘Searchers’ Tour

City-by-city dates for the personal appearances of John Wayne in the interest of C. V. Whitney’s “The Searchers” were disclosed here yesterday by Warner Brothers, distributors of the film.

Wayne will appear at the world premiere of the feature at the Chicago Theatre, Chicago, on May 16; at the Center Theatre, Buffalo, on May 17; at the Palm State Theatre in Detroit on May 18; and at the Allen Theatre, Cleveland, on May 22.

In each instance, “The Searchers” will begin constant performances following Wayne’s opening night appearances.

Lida Named I.F.E.’s Adv. Coordinator

Fred Lida has been named coordinator of advertising, for support of the Releasing Corp., Seymour Poe, executive vice-president, announced.

Lida came to I.F.E. two years ago as advertising assistant to Jonas Rosenfield, Jr., the advertising-publicity director. He served in a similar capacity under Fred Goldberg, Rosenfield’s successor.

“Crime’ Bow May 23

“Crime in the Streets,” Allied Artist’s drama of juvenile delinquency, will have its world premiere at the Victoria Theatre here on May 23. Martin Goldstein, Allied Artists vice-president and general sales manager announced.

**Constitution Greatest Information Medium, Montana Meet Told**

**Special to THE DAILY**

BILLINGS, Mont., May 8.—There is no greater forum for the exchange of information on union conventions which are so important to the American economic scene, Col. Claude Mundo, assistant to the president of the Bureau of Owners for America, states in his talk to this day before the spring meeting of the Montana Theatre Association now being held at the Northern Hotel here.

Mundo, a former Arkansas theatre owner, stated that the exhibitor of this nation must choose one of the conventions open to him, as his present status of the declining box office.

“One . . . remain dormant, refusing to admit its actual existence, in the hope of a tomorrow’s miracle, or a lead constructive by attending TOA’s forthcoming convention,” Mundo said, adding that the national exhibitor association’s meeting at the New York Times in Coliseum here, Sept. 19-25, will be “the greatest yet, devised to present the most practical and tangible concentration of minds ever assembled.”

Calls Attention ‘Apprenticship’

Mundo, in his talk before the Montana group, also mentioned the patronage shortage and product shortage. He said that an exhibitor’s attendance at the coming TOA meeting “is an apprenticeship in tomorrow’s operation as it develops knowledge and experience, reveals untapped reservoirs of information, and promotes thinking which may bring about a solution to many problems.”

The Denver Committee of the TOA is currently studying a plan to hold a problem-study meeting at the convention, “Brainstorming for Ideas.”

**PERSONAL MENTION**

**CHARLES BOSSBERG, Paramount**

supervisor of sales for “The Ten Commandments,” will leave here today for Philadelphia.

Pete Martin, motion picture editor of the “Saturday Evening Post,” and Johnny Higgins, in charge of film advertising for the magazine, left here on Wednesday for the Coast.


Richard L. Mealand, former production representative for Paramount in England, will return to New York with Mrs. Mealand tomorrow aboard the “Liberte.”

Sheldon Reynolds, producer of United Artists’ “Foreign Intrigue,” and Nicole Milinaire, associate producer of Air Flor, arrived here from France tomorrow aboard the “Liberte.”

Mark Weiser, Coast publicist, is the father of a son born to Mrs. Weiser at Cedars of Lebanon Hospital, Hollywood.

Sam Galanty, Columbia Pictures Mid-Eastern representative to the Middle East, will leave Washington today for Cincinnati.

John Sutherland, producer, is en route to Cairo, Egypt, via London and Paris, from Hollywood.

Han Leiderer, talent agent, has arrived in New York from London via B.O.A.C.

Col. Contest Winner

Columbia Pictures yesterday announced the details of its “Air France Safari Contest,” which will be conducted in 50 metropolitan areas this summer in conjunction with the release of the Cinemographic-Technicolor production, “Safari.”

The nationwide contest will wind up with a national winner being selected from among the 50 local champions, with the winner and his guest receiving more than $5,000 worth of prizes in the form of: A trip to New York for two days, flight via Air France to Paris, and an air trip to Nairobi in Kenya, East Africa, of the motion picture starring Victor Mature and Jane Leight.

**MOTION PICTURE DAILY**

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Wednesday, May 9, 1957

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**CUTTING & STORAGE ROOMS**

**MOVIE THEATRE SERVICES, INC.**

7-3266

**MOVIE THEATRE SERVICES, INC.**

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**MOVIE THEATRE SERVICES, INC.**

7-3266
Welcome Variety International as
M-G-M BLASTS BROADWAY!

ASTOR
Completes HOT 2-month run!

"MEET ME IN LAS VEGAS"
Dan Dailey, Cyd Charisse, and all-star cast
CinemaScope—Color

RADIO CITY MUSIC HALL
(Past Attractions)
Aflame with love and revolt. A Big One.

"BHOWNI JUNCTION"
Ava Gardner, Stewart Granger
CinemaScope—Color

GLOBE
Love Adventures of the Planet Girl and the Earth-Man amazing Broadway.

"FORBIDDEN PLANET"
Walter Pidgeon, Anne Francis, Leslie Nielsen and Robby, The Robot
CinemaScope—Color

RADIO CITY MUSIC HALL
Packed houses love it. Never such reviews.

"THE SWAN"
Grace Kelly, Alec Guinness, Louis Jourdan
CinemaScope—Color

TRANS-LUX
52nd STREET
Not since famous "Lili" such screen entertainment! The love story of

"GABY"
Leslie Caron, John Kerr
CinemaScope—Color

PLAZA
(Starts May 22)
Nothing like it ever! A screenful of romance and beauty.

"INVITATION TO THE DANCE"
Gene Kelly, Tamara Toumanova, Igor Youskevitch
Technicolor

VICTORIA
(Coming)
Young love faces life with joyous courage.

"THE CATERED AFFAIR"
Bette Davis, Ernest Borgnine, Debbie Reynolds, Barry Fitzgerald

---

EXTRA! SPECIAL!

GUILD
The Exclusive Featurette in CinemaScope—Color
"WEDDING IN MONACO"

The Prize Picturization in CinemaScope—Color
"BATTLE OF GETTYSBURG"
Herbert Barnett

Says Disunity Stemmed from Divorce

Special to THE DAILY

OMAHA, May 8.—A charge that the divestment of production and exhibition has largely been responsible for the "disunity" within the motion picture industry was made at the Allied Independent Theatre Owners of Iowa and Nebraska convention today by Herbert Barnett, vice-president of the General Precision Equipment Corp.

Addressing AI TO members at a one-day meeting, Barnett said that the divestment has not only relieved production of responsibility for theaters but has also destroyed the essential foundation for mutual determination of best interests of the industry as a whole.

Defends Profit Motive

The speaker said that "under such circumstances no one can legitimately condemn the producing company for pursuing a policy designed to return the maximum profit. If this is determined to dictate fewer productions, how can one expect any other policy? It is to be expected that films for TV will be produced if found to be profitable."

As such, Barnett urged a substitution for the pre-divestment operations since it would bring about cooperation among all phases of the industry.

He keyed his address to exhibitors and described how recent industry proposals are likely to affect their operations and theatre requirements. Stressed was the competition for the entertainment dollar, a lack of product, film rentals and the divestment problem.

Looks Back at Recession

Commenting on the period of industrial recession that preceded the introduction of Cinerama and S-O, Barnett said "it is risky to speculate as to the effects these innovations may have had on the economy of motion pictures. Perhaps those that attended promotional handling may be given full credit but, if this is true, then we may all agree the temporary dislocations and other difficulties were justified."

Citing the more important innovations recently adopted by the industry, he disclosed that the concept of increased screen dimensions appears to be here to stay.

"Two wide film schemes have been proposed and developed to the point that productions are being photographed in these new dimensions," he added, and said the most popular is CinemaScope.

Barnett directed another general criticism of the new techniques when he declared "the question as to eventual release in wide film versions is a rather complex one and no conclusion has been reached at this time." He said that while the wide print can be produced, it must be realized that such costs will be far and above those of 35mm release prints. But, he added, the industry is faced with the serious questions as to the actuality of a market and quantities to be anticipated for such equipment.

Asking exhibitor members to determine exactly what the type of material and method of presentation the public wants, Barnett concluded "a more prosperous industry will result when this fact fully dawnes and cooperation among production, distribution, exhibition and equipment manufacturers is not pursued for suspicion, for criticism and for independent actions."

Erin's Delegate to Variety Convention Tells of Tax Fight

By JACK EDEN

Concern over the entertainment industry's increase in Ireland, effected in November, which has led to a loss of approximately six per cent of their admissions, was voiced here yesterday by Pat Brady, chief banker of Dublin Tent No. 41, who is in New York to attend the 20th annual convention of Variety International.

An assistant secretary for Odeon Ireland, Ltd., J. A. Arthur Rank affiliate, Brady said the industry fight currently in progress in Dublin is directed at lowering the admissions tax, or, what seems to be more feasible, increasing the theatre's receipts.

Explains the Levy

Explaining the tax, he said that before the new tax ratio went into effect last November, admissions were 50 cts., 22 cents of which went to the exhibitor and 22 cents to the government. When the new tax went into effect, top admission prices hiked from 50 to 56 cents, 31 cents of which went to the exhibitor, and 25 cents to the government. The industry campaign at present seeks to lower exhibitors' ratio at least 22 and possibly 33 cents of the 56-cent admission, and a comparable reduction in the tax from 25 to at least 24 or 23 cents.

Brady closed that the eight fun theatres in Dublin have suffered the most from the new tax standard, while suburban houses, no longer growing by "leaps and bounds," felt the decrease in attendance the most.

Combine the tax factor with the fact that the Irish government doles out appropriations on theatres, and you have the reasons for the industry's plight in Ireland, Brady said.

Improvments Delayed

"The depression factor has considerably delayed improvements in city and rural theatres. Exhibitors are wary about building new houses because it will take years and years for them to realize a profit. In contrast, construction of new house would be spurred if the government permitted exhibitors and independent owners to charge depreciation of the houses."

Practically all of the city house have a CinemaScope, stereophonic sound and facilities for VistaVision but the general public, in most cases, does not know the difference between these modern techniques and the standard black-and-white," he said.

Brady plans to submit a bid at the Variety convention to hold the 1951 meeting in Dublin.

Asks SLC Tax Hike

SALT LAKE CITY, May 8.—Salt Lake's Mayor Adiel Stewart seeks an increase in the Utah sales tax to three per cent from two per cent. The tax would increase the tax on theatre admissions.
C. V. WHITNEY TOLD MERIAN C. COOPER

"Get the Best"

COOPER asked JOHN FORD to have filmland's most gifted and daring stuntmen enact the hand-to-hand combat scenes. They were:

BILL CARTLEDGE
CHUCK HAYWARD
SLIM HIGHTOWER
FRED KENNEDY
FRANK McGrath
CHUCK ROBERSON
DALE VAN SICKLE
HENRY WILLS
TERRY WILSON

the C. V. WHITNEY Pictures, Inc., attraction

JOHN WAYNE in

THE SEARCHERS

costarring

JEFFREY HUNTER • VERA MILES • WARD BOND • NATALIE WOOD

from a novel personally selected by C. V. WHITNEY, president

MERIAN C. COOPER, vice-president in charge of production

directed by JOHN FORD

Color by TECHNICOLOR • in VistaVision

soon to be presented by WARNER BROS.
C. V. WHITNEY TOLD MERIAN C. COOPER

Then COOPER asked JOHN FORD to capture the full sweep of the novel, THE SEARCHERS. FORD took the entire company to Monument Valley where he got real Navajos. The entire tribe cooperated, portraying the roles of their former bitter enemies, the Comanches.

Among the Indians were:

AWAY LUNA
BILLY YELLOW
BOB MANY MULES
EXACTLY SONNIE BETSUE
FEATHER HAT, JR.
HARRY BLACK HORSE

JACK TIN HORN
MANY MULES SON
PERCY SHOOTING STAR
PETE GRAY EYES
PIPE LINE BEGISHIE
SMILE WHITE SHEEP

The Indians in the C. V. WHITNEY Pictures, Inc., attraction

JOHN WAYNE in THE SEARCHERS

co-starring

JEFFREY HUNTER • VERA MILES • WARD BOND • NATALIE WOOD

from a novel personally selected by C. V. WHITNEY, president
MERIAN C. COOPER, vice-president in charge of production

directed by JOHN FORD

Color by TECHNICOLOR • in VistaVision

soon to be presented by WARNER BROS.
Collier Young Contends
'Film Industry Doing Better Code Policing' Than TV

The motion picture industry is doing "a better job of policing itself than the television industry," in the opinion of independent producer Collier Young, who recently completed the first of two productions, "Huk," for United Artists.

Young also is a partner in Filmmaker Productions, one of the few independent companies, that said the motion picture Production Code is gradually being "liberalized in interpretation."

"Our industry is doing a better job of regulating itself than the field of television which enters into the home," Young said, pointing out that "productions may be viewed by some people who use undue violence, plunging necklines and unsavory subject matter in their programming."

The independent producer said that he has found the Production Code Administration, headed by Godfrey Sherlock, to "be very helpful in production."

Young admitted that he would like to see a Philippine soldier become a sterile prisoner of war camp. Young said that he pointed out the possible controversy which might have risen from this scene and said that the Code Administration was "very helpful" in the presentation and writing of it.

Young said that he is hopeful of staging a dual premiere for "Huk," in Manila and in New York, in August. "Huk" was written by Stirling Silliphant, former publicity director for 20th Century-Fox.

Commenting on his TV plans, Young said that he is currently engaged in turning out a series of famous law trials, "On Trial," a half hour show written in conjunction with Larry Martin and Don Mankiewicz.

**Collier Young**

GPE Sales and Net Down for Quarter

Consolidated net sales of General Precision Equipment Corp., for the three months ended March 31, were $32,675,623 compared with $34,255,097 in the comparable period in 1955, Hermann G. Place, chairman of the board and president, reported to stockholders yesterday.

Consolidated net profit for the first quarter amounted to $346,973, after taxes, equal, after deducting preferred dividends, to 20 cents per share on 1,065,329 shares of common stock outstanding as of March 31. This compares with consolidated net profit for the 1955 first quarter of $961,986, equal to 90 cents per share on the 972,412 shares of common stock outstanding on March 31, 1955.

A slight decline in both shipments and profit margins of defense orders, an extended strike in an important motion picture equipment plant and severe competitive conditions on certain industrial equipment were cited by Place as the reasons for the first quarter decline in sales and earnings.

While the strike was settled late in January, "operations at the affected plant have not as yet been restored to normal," Place said.

The directors declared a regular quarterly dividend of $1.185 per share on the $4.75 cumulative preferred stock.

20th-Fox Launching Big 'King' Campaign

An all-media campaign will be launched by 20th Century-Fox to promote its second CinemaScope 55 production, Rodgers & Hammerstein's "The King and I," which will have its premiere in July, it was announced by Fox.

Promotion for the musical drama will hit every major avenue of contact with the public over a seven-month advance period and will continue in all stages of exhibition, it was said.

Multiple audience impressions, as high as 18, will be realized among vast audiences through the combined publicity and advertising facilities of television, radio, consumer and trade newspapers and magazines, Sunday supplements, as well as massive movie advertising on both the national and local levels.

**Women's Clubs to See 'Madame Butterfly'**

"Madame Butterfly," I.F.E.'s Technicolor motion picture presentation of the Puccini opera, has been chosen as the film production to be shown this year at the national convention of the General Federation of Women's Clubs, meeting in Kansas City this week.

More than 4,000 delegates from the United States and abroad will be in attendance at the four-day session, starting on May 14.

**Mass for Luis Montes**

The Variety Club of Mexico will have a memorial Mass said at St. Patrick's Cathedral here on Saturday at 8:30 A.M. for the late Luis R. Montes, founder and former chief banker of the club. The Mass, which will be attended by many bankers here to attend the International Variety annual convention, will be said by the Rev. Sylvester McCarthy.

**Eddie Cantor Party**

A party marking Eddie Cantor's return to motion picture in the Gregory Ratoff - L.Stanley Kahn CinemaScope production of Sylvia Hagan's Broadway play, "The Fifth Season," will be given at the Eden Roc, tomorrow night after theatre.

Roll will be co-host at the club.
Rackmil

(Continued from page 1)
tastes vary but slightly where good entertainment is concerned.

"We have embarked upon an ambitious program of global talent development, having signed some of the top stars and directors of other countries with an idea of enhancing the world-wide appeal of some of our future productions while introducing stimulating new personalities to the American audiences," said Rackmil.

The spirit of Universal's first global sales conference is one of optimism in the future and confidence in our ability to fulfill the demands of our exhibitor customers throughout the world and their patrons, no matter where they are," he concluded.

TV Academy Elects
Mercer as President

HOLLYWOOD, May 8.—The Academy of Television Arts and Sciences, Hollywood chapter, last night elected Johnny Mercer president-elect, succeeding Don DeFore.

Second vice-president Robert Longnecker moved up to first vice-president and was succeeded in his former post by Sheldon Leonard. Frank Lovejoy is secretary, Harry Ackerman treasurer.

Concise and to the Point

The significant developments in television and their meaning....

Edited for Executives

Television Today

Right at the start of the week—through an interpretive new style of journalism—this concise report and analysis of the significant news and events keeps you posted quickly and easily.

Television Today

Published every Monday in conjunction with Motion Picture Daily

Scharly

(Continued from page 1)

The very ABClassy music series, "The Voice of Firestone," has signed to simulcast for another year as of June 11. Conducted by Howard Barlow since bowing into the radio scene back in 1927, the program has proven itself most popular with all music lovers. Arthur J. McGuinness, national advertising manager for Firestone, has been commuting from Akron to N.Y. for the past 19 years and has just been given a "Million Mile Citation" by United Airlines. The program is produced by Frederick Heider and directed by Cort Steen. . . . Robert Q. Lewis, whose quips and bon mots have livened a panel, will be guest panelist on "What's My Line?" CBSundays May 20 and 27. . . . The Voice of General Electric, Kathi Norris, wife of producer Willbur Stark, has just become the mother of a baby girl, their third child. Mozzeluff.

One learns many things by tuning in to the many quiz programs. Finstone did you know that Vincent Price, who is currently competing between Miami Beach (where he's appearing in "Dial M for Murder" at the Roosevelt Playhouse) and New York, where he's "challenging" jockey Bill Pearson on the $50,000 Challenge" CBSundays, is a direct descendant of Peregrine White, first child born in New England among the Pilgrims?

The selection by Nat Wolf of Dave Tebet to coordinate production duties for NBC 90-minute Spectaculars, is not only popular with the newshawks who for years have respected Dave's newsworthy cooperation and personal integrity, but is likewise a wise choice because of his many years of close association with Max Liebman. Frank Goodman, incidentally, who was associated with Tebet at M.L. Productions, will handle publicity for the Max Liebman Productions. . . . That's gold in them there "re-runs." Ask any MCA-TV exec. During the 1955-56 season more than 2100 different sales of "re-runs" of its television series had been made with numerous examples of proven increased audiences TViewing the second and oftentimes third and fourth runs in several key markets.... Barry Sullivan who scored as Lt. Barney Greenwald in the "Caine Mutiny Court-Martial" last November for "Ford Star Jubilee," has been named to co-star with Anna Maria Alberghetti in the Arthur Schwartz-Howard Dietz musical TVersion of "A Bell for Adano," CBSaturday, June 2 (9:30-11:00 P.M. EDT). . . . S. Burak, who last year produced the Sadlers Wells Ballet "The Sleeping Beauty" and "Festival of Music," has been resigned by NBC for another year as TV consultant and producer.

Talented Gisele MacKenzie will CBSstar in General Electric Theatre's presentation of "The Hat with the Roses," Sunday May 9 (9:00-10:30 P.M. EDT). TVentrikoist Paul Winchell will be the recipient of a "Scroll of Honor" next Sunday at the Waldorf-Astoria, awarded by the Jewish Chronic Disease Hospital of Brooklyn for his outstanding services to the cause. After 19 years on Broadway, WMCA has moved its offices and studios to 415 Madison Ave. Incidentally, (Smiling) Jerry Baker, whose velvety smooth voice was featured over that station for more than 15 years, and who in that time was easily one of the best-liked songsters with music publishers, contactmen and songwriters because of his sympathetic cooperation in exploiting their wares, is currently down in Miami, where he's regional director for AGVA. (also musical)

. . . After three years as manager of advertising and promotion for NBC TV Films, Jay Smoln has been named by Bob Rich to head the advertising, promotion and publicity dept. of Associated Artists Productions. Carol Levine, who was a film director for WPIX and later served in the publicity departments of Duclait and Columbia Pictures, will continue as director of publicity and films at the New York office of A.P.P. . . . Composer-conductor John Gard has been named to create special musical effects for the new "Dunnginer Show" TV series which ABComiences tonight directly following the "Disneyland" program.
RKO Theatres Stockholders

(Continued from page 1)

Under the agreement, Arcade will receive 1,043,706 shares of RKO stock. Principal stockholder in Cera is Albert A. List, chairman of the board of the UPA, which holds the capital of RKO. The RKO stock currently sells for around $10 a share.

The annual report for 1955 showed a four per cent decline in box office receipts, attributed in part to the operation of fewer theatres and in part to the lack of an adequate supply of pictures.

At the end of last year, RKO had 83 theatres, of which it operated 78 and leased five. Working capital was listed at $8,547,000 for 1955, compared to $8,143,100 for the previous year.

Reelection of the following directors was approved:

Theodore R. Colburn, David J. Greene, Dudley O. Layman, Albert A. List, A. Louis Oresman, Edward C. Rafferty, and Sol A. Schwartz. Also approved as additional directors were William A. Broadfoot, vice chairman of Cera; Royal B. Lord, chairman of the executive committee of Cera, and A. H. Parker, president of Old Colony Trust Co., Boston.

Cost analysis of income of RKO Theatres and subsidiary companies for the first quarter of 1956 was $355,138, as compared with $535,236 for the first quarter of 1955, it was announced.

It was disclosed the next year's meeting will be held in New York.

UPA Plans

(Distributed and educational fields, it was announced here yesterday by UPA president Stanley Bosustow.)

Bosustow, who returned this week from London where he opened a new studio-branched of his company to handle European TV spot commercial production, said within five years he expects UPA to turn out 18 shorts annually for theatrical distribution and at least one full-length animated feature yearly. Also, he expects to employ about 500 people in that time.

The animator said that the construction plans for the $2,500,000 studio are on the drawing boards, but members of UPA are surveying construction sites in Van Nuys, Calif., and in North Hollywood.

Working on 'Magoo'

The UPA head said that presently his company is engaged in turning out eight to 10 "Mr. Magoo" shorts for theatrical distribution by Columbia Pictures, with Columbia financing the project 100 per cent, and is producing a series of 26 one-half hour films, tentatively called "Boing-Boing," for presentation on CBS television next fall. Bosustow stated that he expects the cost of each TV show, which will be an animated variety program with Gerald McBoing-Boing as narrator, to be about $551,000. He said that UPA presently employs close to 200 people in New York and Hollywood. Material for the TV shows will be original and at times employ some sequences from old UPA short subjects, he said.

The CBS-TV series is financed 100 per cent by the network with UPA and CBS being equal partners in ownership of the series, he stated.

Henderson to Africa

(Continued from page 1)

Henderson, president of Stanley Warner Theatres, Cinerama and International Latex, would Dispose of Theatre Interest

Henderson, who is prevented by Federal decree from ownership of substantial interests in both production and exhibition, is reported to be prepared to dispose of his theatre interest in the event a deal with the Brothers Warner is consummated.

Efforts to reach Si Henderson at his Stanley Warner offices here yesterday for comment on the Coast report were unsuccessful, and no comment was forthcoming from his associates in the organization.

Semenenko was associated with Fabian in the acquisition of the Warner Theatres when they were divorced from the parent company.

Henderson plans a vacation in Europe, and will return to New York in the fall.

Good 'Stover' Takes

Are Reported by Fox

Twentieth Century-Fox reports that "The Revolt of Mamie Stover," in its seven first domestic playdates, is outgrossing "Soldier of Fortune" and "The Left Hand of God," by margins as high as 26 per cent. The Buddy Adler production garnered $8,328 in two days at the Los Angeles Theatre, Los Angeles, against $7,408 for "The Left Hand of God," and $3,798 for "Soldier of Fortune." The attraction, in two days at the Loyola, Los Angeles, the company added, netted $4,614, to top "Soldier of Fortune" by over $2,000.

Arthur Is De Mille's Board Representative

Hollywood, May 8.—Cecil B. De Mille has announced the appointment of Arthur as personal representative on the planning board of Paramount executives created to guide release policies and public presentations, including public relations, publicity and advertising, for "The Ten Commandments." Arthur will leave Friday for a week of conferences in New York.

Frank Vennett, 68

Rutland, Vt., May 8.—Funeral services will be held today here for Frank Vennett, 68, former manager for 40 years for the Paramount Theatre here, a New England Theatre, Inc., house. Vennett, who died following a long illness, is survived by his wife and three children.
"EXHIBITORS WHO FEEL THAT THEY’VE BEEN GIVING THEIR PATRONS AN OVERDOSE OF SEX, VIOLENCE, MURDER AND BLOODSHED SHOULD FIND Toy Tiger A WELCOME RELIEF... it’s loaded with laughs... built for wholesome family entertainment!"...

MOTION PICTURE DAILY

"Toy Tiger boasts all the heart-warming, wholesome qualities of its predecessor...("The Private War of Major Benson") and should establish an even more impressive revenue record!"

BOXOFFICE

"Toy Tiger is designed to insure exhibitors healthy grosses..."

MOTION PICTURE HERALD

"Film should appeal to young and old alike...preview audiences’ warm response concludes that Toy Tiger will sell well all over the country!"

FILM DAILY

Universal International presents JEFF CHANDLER LARAINÉ DAY Toy Tiger and TIM HOVEY That hilarious little boy who drove "Major Benson" crazy!

PRINT BY TECHNICOLOR
Reade Also a Speaker

By PETER BURNUP

LONDON, May 9.—Myron Blank, Theatre Owners of America president, spoke frankly on the subject of current relations between the American and British film industries in addressing the London Cinema Luncheon Club here today.

"My blood boils at the suggestion that the attitude of American exhibitors toward your pictures is any more anti-British than the attitude of exhibitors here toward our films is anti-American," Blank declared.

Such a charge makes not only for bad blood but for bad business. The biggest problem of American exhibitors today is to find enough pictures to fill our playdates. That rapidly is becoming a worldwide problem.

"We are all in this together. American exhibitors no longer dare to be choosy, and they certainly cannot afford to be choosy. We will play pictures from China to Timbuctoo if (Continued on page 11)

Disney, RKO Set

Foreign Deals

Walter Branson, vice-president in charge of world-wide distribution for RKO Radio Pictures, and Leo Samuels, representing Walt Disney, yesterday jointly announced that an agreement has been reached whereby RKO Radio will distribute four new Walt Disney full-length features and accompanying short subjects in Latin America, the Far East (excluding Japan), Australasia and Switzerland.

At the same time, Branson and (Continued on page 9)

SSBC Expected to Drop Probe of Film Companies' Interests in Television

WASHINGTON, May 9.—The Senate Small Business Subcommittee is preparing to drop its never-off-the-ground study of the television interests of motion picture industry firms.

Chairman Humphrey (D., Minn.) raised the question of these interests during subcommittee hearings in March. He told the subcommittee staff to look into the situation.

Queried were sent out to the Federal Communications Commission on the matter, and the FCC has now replied. Committee officials said the reply was no more than a listing of industry firms with TV interests, as reported in trade publications. The committee officials said they felt there was no point in pushing on with the matter, and they thought Humphrey would agree.

1,300 in Attendance

Int'l Variety To Seek Boost In Membership

Donated $36,000,000 To Charity Since Start

By LESTER DINOFF

Variety Clubs International, which currently has some 8,000 dues-paying members in 46 tents throughout the world, will seek to boost its membership rolls by admitting eligible members in allied communications fields, namely radio, television and newspapers. It was recommended at the initial business session of the 20th annual convention which opened at the Waldorf Astoria Hotel here yesterday. With some 1,300 delegates and their wives registered for the International Variety meeting, those attending the business sessions were informed that since the inception of Variety, $36,000,000 has been donated to various charities.

(Continued on page 9)

Brylawski Warns of Minimum Wage Move

To Include Theatres

WASHINGTON, May 9.—Theatre owners will not be able to support the increased expense in salary outlay if Federal minimum wage coverage is extended to theatres, Congress will be told tomorrow.

The statement will be made by A. Julian Brylawski, legislative chairman (Continued on page 4)

Mass. Solons Pledge

King Bill Support

Special to THE DAILY

WASHINGTON, May 9.—Support for the excise tax relief bill that would limit the admission tax to tickets above $1 has been pledged by Massachusetts Senator Leverett Saltonstall (Rep.) and Congressman Donald W. Nicholson (Rep.).

Both legislative officials acknowledged (Continued on page 11)
PERSONAL MENTION

JACK COHN, executive vice-president of Columbia Pictures; A. MONTAGUE, vice-president and sales manager; and P. N. LAZARUS, Jr., vice-president in charge of advertising, publicity and exploitation, have returned to New York from Hollywood. LEO JAFFE, vice-president, and A. SCHNETZER, president and treasurer, will return today.

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HOWARD STUICKLING, M-G-M studio publicity head, will arrive in New York from the Coast early next week.

MARTY BLAEU, trade press contact for Columbia Pictures, and Mrs. BLAEU, will leave here at the weekend for a vacation in Virginia.

JOE FRIEDMAN, of the Warner Brothers home office special events staff, will leave New York today for Detroit and Chicago.

DAVID ROSE, producer, will arrive in New York today from London via B.O.A.C.

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See Skouras Visit To Russia in Sept.

Spyros P. Skouras, president of 20th Century-Fox, now expects to visit the Soviet Union in September, it was learned yesterday.

Previously, Skouras reported plans to visit Moscow in the fall, without a date being fixed.

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Television in the Northwest territory, growing concern. Kazan’s film, the past few months, in stations going on the air and in home receivers.

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The re-release dating program will be backed with a new ad campaign, a full-scale publicity drive and an intensive advertising campaign.

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Chester M. Ross, executive vice-president of the National Film Service, said, “We have a lot of time discussing the billing, collection and backroom work done for Buena Vista, Walt Disney’s distribution organization, which we handle in all of our dealings with them.”

Commenting that “we still have details to iron out on several deals we’re working on,” Ross said that decisions on the matter may be expected within a week after the meeting adjourns. He noted that the meeting called by NFS officials has been called “the greatest demonstration of acceptance we’ve ever given by the industry.”

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The first quarter earnings were at the rate of 60 cents per share on the presently outstanding Class A and Class B shares, and compare with 53 cents per share in the comparable quarter last year.

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At the meeting, the board of directors declared a cash dividend of 20 cents per share on its Class A and Class B stock, payable on June 8 to stockholders of record on May 25.

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Imports of films into Canada increased to $1,074,000 in January from $900,000 in preceding month and $859,000 in same month last year, Canadian Government ports from Ottawa.

New Drive-in Control Plan

Southwestern Theatre Equips Co., Houston, in cooperation with the Radio Corp. of America, is ready to implement preparations of a new admission control system for drive-in theatres. This is an electronic recording system that won as a cash register or toll bridge control, according to Alex Mekich, general sales manager of Southwesters. It accurately records the number of patrons and automobiles, showing the time and date.

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S. E. Britton, Florida exhibitor, opens a new conventional theatre on Tampa or about Aug. 16. It is known as the Britton Theatre, its capacity will be 1,985 seats.

Dundes CBS-Radio Ad Hero

Jules Dundes, general manager, KCBS, CBS-owned radio station, San Francisco, has been appointed vice-president of CBS-Radio in charge of advertising and promotion. Dundes, who succeeds Irving Fein, who left July 1 to become president of J & Productions, will present his new job on June 18.

New Drive-in to Open

The 400-car Unadilla Drive-in, under construction at Unadilla, N. Y., N. Y., is slated for opening the last week in May. John W. Gardner, owner of the Turner Drive-in at Westmoreland, outside Albany, N. Y., O. LaFlamme, present manager of the Strand in Albany, will open the new outdoor theatre.
Plan Now Under Discussion

May Extend Television Code To Producers of TV Films

From THE DAILY Bureau

WASHINGTON, May 9.—Proposals for extending to television film producers an affiliate subscription in the television code of the National Association of Radio and Television Broadcasters have been discussed between representatives of the Alliance of Television Film Producers and the NARTB.

The Alliance is composed of the film producers who turn out a substantial quantity of films especially designed for television. If the Alliance and the NARTB adopt the proposed plan, film producers would be offered the same code now received by television stations subscribing to the code, and identity of the producers who subscribe to the code would be published to both the stations and the public, the NARTB said.

It is expected that the proposal will be acted upon next month by the Alliance and the NARTB.

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San Francisco, Indianapolis and Portland are leading their respective divisions in Allied Artists “March of Progress” drive, Morley G. Goldstein, the company’s vice-president and general sales manager, announced.

Closely following these branches are Chicago, St. Louis, Salt Lake City, Detroit, New Orleans and Omaha, the A.A. executive disclosed. The 17-week drive will end on May 24.

Division and branch managers, salesmen and bookers are participating in the awards. In addition to general sales manager, dollar delivery during the drive period, special merit awards will be distributed on the basis of all-around branch performance, thus affording additional opportunity for rewards to all branches regardless of their standings in the drive period.

Deane Ends Tour For ‘Commandments’

Promotion in behalf of Cecil B. DeMille’s “The Ten Commandments” was launched in Australia and the Far East during the past two months by Albert Deane, Paramount Pictures foreign department home office executive.

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Joe Silver Cited

PITTSBURGH, May 9.—The number of men here awarded the Joe Silver, Stanley Warner Theatres manager, a Certificate of Honor is bringing the world premiere of KQ’s “While the City Sleeps” to the Stanley Theatre today.

The hammer’s award specified that Pittsburgh “is the city that never sleeps.”

Mexico State to Aid Tijuana Producers

MEXICO CITY, May 9.—With the new studios at Tijuana having been authorized by the National Cinematographic Board to start operations, the government of Baja California, in which Tijuana is located, has announced that it will finance producers who desire to use the studio.

Heretofore, the trade’s own bank, the semi-official Banco Nacional Cinematografico, has financed all producers who sought funds other than their own.

The Picture Production Works Union (STPC), which had opposed the opening of the Tijuana plant, on the ground that it would be unfair competition to local studios, is now giving its support to the California border establishment. That about-face resulted from a talk Juan Jose Perez Padilla, plant president, had with STPC chiefs.

Equipped for Color

Padilla announced that the studios’ laboratory is adequately equipped for color service. He indicated that the studios will be of advantage to Mexicans—by affording them top service and steady jobs in Mexico—and to Americans, by providing No. 1 service and facilities at low cost, besides being handier to the U. S. than is Mexico City.

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Admissions Last

House Group Starts Excise Taxes Study

WASHINGTON, May 9.—Members of the House Ways and Means Committee said they thought it would be quite a few days before the committee gets around to discussing admissions tax relief.

The Committee today began executive session consideration of the report of the Forand Subcommittee on technical excise tax changes.

The Subcommittee’s report said the full committee might want to consider excise relief for theatres and cabaret owners.

Almost 100 Suggestions

Committee members explained that the committee is working through the Feds and reports are coming in starting at the very first recommendation, and that the mention of the admission tax relief is the next to the last recommendation. Since there are close to 100 recommendations in all, they noted, it would be some while before they get to the admissions tax suggestions.

Some committee members have indicated privately that they hope the committee will combine its actions to technical changes, and avoid any decisions on rate changes.

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Neatest feature to draw a cutting room assignment is “Puble Pigeon Number One,” which went before the cameras April 30, with Red Shelton, the Jet Pilot.

Peter Latchis Dies

BOSTON, May 9.—Funeral services for Peter Latchis, 60, an officer of the Lafayette Circuit in Vermont and New Hampshire, will be held tomorrow in Brattleboro, a brother of Spero Latchis, he died suddenly at his Newport, N. H., theatre.
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JACK COHN, executive vice-president of Columbia Pictures; A. MONTAGUE, vice-president and sales manager, and PAUL N. LASAROS, Jr., vice-president in charge of personnel, publicity and exploitation, have returned to New York from Hollywood. LEO JAFFE, vice-president, and A. SCHNEIDER, vice-president and treasurer, will return today.

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"High Noon," which stars Gary Cooper and Grace Kelly, was initially released in May, 1952. Since then it has played more than 22,000 domestic dates and grossed over $4,000,000,000, UA said.

A re-release dating program will be backed with a new ad campaign, a full-scale publicity drive and an intensive promotion of the Academy Award-winning title song, according to Heineman.

Reissues of the "High Noon" records are currently being set with Columbia, M-G-M, Capitol, London and King records. New ads, now in preparation, comprise 300-, 200- and 100-line units. A re-release press manual is being prepared by the UA pressbook department.

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... NEWS ROUNDUP

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; SHERWIN KANE, Editor; RAYMOND LEVY, Executive Publisher; AL STERN, News Editor; HERBERT V. FELK, Advertising Manager; EUGEN H. PASSEY, Production Manager; WILLIAM R. WILSON, Western Des Moines Times, Telephone Hollywood 7-2302, Chicago Bureau, 44 South LaSalle Street, Chicago, Advertising Representative; Telephone 6001 Raleigh, Washington, D. C. Advertising Manager, TREVOR C. HOPEWilliams, Manager; PETER TAYLOR, Editor; WILLIAM PEP, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1720 South Avenue, Jacksonville, Florida. Copyright, 1956. All rights reserved. Motion Picture Daily is a section of Motion Picture Herald; Television Today, published once a week as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Entered as Second class matter Sept. 26, 1916, 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 15 foreign; single copies, $1.
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400 Theatre Kickoff For ‘Proud Ones’

More than 400 theatres in 20th Century-Fox’s Kansas City, St. Louis, Denver and New Orleans exchange areas will participate in a saturation launching of “The Proud Ones” in CinemaScope, starting over the Decoration Day holiday and continuing through late June.

One of the largest mass openings of any major 20th Century-Fox attraction, the Robert J. Jacks production will bow in some 100 theatres, starting in Kansas City, St. Louis and Denver offices late this month and follow with 100 playdates commencing June 15 in the New Orleans area.

The 4-area kick-off will be backed by a campaign of regional advertising, publicity and exploitation keyed directly to engagements of the film, the company said.

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**Ballantyne Is Host**

**At Anniversary Fete**

Special to The DAILY

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Members and guests inspected plant facilities before a cocktail hour and buffet supper hosted by the equipment firm. Entertainment was given by the Muriel Lynne trio and comedian Mickey Shaughnessy.

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**Gehring**

(Continued from page 1)

telephone your box-office to see how business is

Early in requesting his concept of showmanship, the film executive asked for "old-time showmanship in which you were at the theatre as much as possible, greeting your customers, listening to their complaints, checking the sound and focusing of your product and inspecting the toilets and seats."

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**Decrees Law Suits**

Gehring criticized exhibitors for the many suits being filed in the courts, stating "the government said we film companies couldn't have theatres of our own. Okay, so we now ask for a unified front and that we wash our own linen rather than run to the government on every squabble."

He charged "there are too many exhibitor organizations today. There should be only one—call it whatever you like. They only have one in England and it works out fabulously well for all concerned."

Gehring said the industry has "more competition than any other in the nation" and paralleled his description of TV by saying the theatres are just like a grocery store that has a grocery store built right next door—except that this second store gives food away.

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**Standardization Discussed**

At yesterday's opening session, the standardization of film and sound was the chief issue as described by Hugh McLachlan, chairman of the equipment committee of Allied of Indiana.

The need for "faith" and a sound optimism about the future was urged by Ray C. Colvin, executive director of TEDA from St. Louis, who warned about the future of the theatre business: "Nothing dead unless you have a corpse," he added, "and I haven't seen a corpse in our business yet."

Other speakers on the program were Leo Wolcott of Eldora, la., chairman of the board of directors, and Gordon Parrish, sales promotion manager of Coca-Cola's Atlanta, Ga., office, who spoke on developing the concession business.

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**Brylawski**

(Continued from page 1)

of the Theatre Owners of America and speaking for both TOA and Allied States Association. He is scheduled to testify tomorrow before a Senate Labor Subcommittee, which has been studying Federal minimum wage coverage of theatre chains and large theatres, as well as other retail and service establishments. Expected to appear will Brylawski, Congressional aide to the late Democratic TOA executive secretary. Brylawski made his statement available here yesterday."

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**Warms of Upset 'Balance'**

"The entire motion picture industry, even in our largest centers, is burdened so delicately on the knife-edge of survival or destruction," Brylawski declared in his statement, "that a smallest expense could throw the balance wrong the wrong way."

This statement is also maintained that minimum wage legislation for an intra-state industry is the pro rata of the states, and not Congress. He also noted that in a state where minimum wage legislation is not in effect, "consideration has been given to the theatre problems."

Brylawski outlined the current financial difficulties of theatres, and said the past six months have been "the poorest six months the motion picture business has ever experienced. He pointed to "countless closures" of theatres throughout the country, particularly in "small towns and hamlets."

Brylawski cited figures issued by industry statistician Allen J. Sindinger, showing a drop of over 20 per cent in attendance at theatre for the past 26 weeks.

"We are like the frog that climbs two feet during the day and drops back two feet, plus, each night," he said. "Everywhere we are going deeper and deeper in the hole. I do not know if we will get out of it."

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**FILMS 'Best Salesman'**

The theatre spokesman stressed importance of keeping the public alive, saying that the Commerce Department says motion pictures are the "best salesman for our nation goods," and that in the opinion of the State Department, the industry's motion pictures "show our prosperous high standards of living under our capitalist system."

Moreover, he added, to give the committee more detailed information, closures and hardships cases, based on his recent tour of the country.

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**Busa 'Kings Go Forth'**

HOLLYWOOD, May 9—Producer-director Busa today closed the screening phase of "The Kings Go Forth," starring Joe David Brown, for a large cash sum plus participation in the profits.Busa added that the release will be the screen's first.

Rosi, whose most notable previous literary purchase was "The Robe," will not negotiate a distribution deal until the script and casting are complete.

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**Murphy in D.C. Talk**

WASHINGTON, May 9—George Murphy, film star who has been the official U.S. representative at the Cannes Film Festival, will discuss the festival at the annual luncheon of the Motion Picture and Television Council of the District of Columbia on Tuesday.

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**Reviews:**

**Crowded Paradise**

IN THE PERSONAL VIEWS OF TUDOR PICTURES

With two well known stage names, Hume Cronyn and Nancy Kelly in the top roles, "Crowded Paradise" stocks up as a well made independent melodrama dealing with Puerto Ricans in their newly found home in Manhattan. The picture has excellent photography by Oscar winner Boris Kaufman, who was responsible for "On the Waterfront." Good performances are turned in also by Enid Rugg and Mario Alcald.

Emphasis is on romance, telling how it leads a young couple to find happiness as they go about solving their racial problems. For its treatment of the contemporary problem, the film achieves a realism that most audiences will appreciate. The film should create a realization of what immigrants face when they set out to establish a living in new social surroundings.

Produced by Ben Gradus and directed by Fred Pressburger, the film points up the growing concern over the racial problems, those which Alcald faces when he arrives in the "Crowded Paradise" (New York) from his native Puerto Rico. An auto mechanic by trade, he soon finds he is unable to obtain a job in that field and, in desperation, accepts a position as a dish-washer in a restaurant. His love is Miss Rudd, an attractive girl, whom he befriended during her visit to Puerto Rico. At the outset, her family frowns on the intended marriage but, after a chain of events, they, too, realize that the marriage would be a happy one.

Cronyn is convincing, portraying a jealous landlord who loves Miss Rudd and hates her intended husband. This unbalanced attitude of Cronyn leads him to have Mrs. Rudd in jail so that he can have Miss Rudd to himself. His plans backfire, with the end result that he is jailed after his futile attempt to wipe out the wedding party with a grenade that fails to explode.

Director Pressburger projected the racial angle dramatically.

Running time, 93 minutes. Adult classification. For June release.

JACK EDEN

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**Zanzabuku**

THE THIRD AFRICAN expedition of author-explorer Lewis Cotlow is presented vividly in this Republic film that has the animal kingdom as its cast. The survival of the fittest is its theme. Realism is the film's most exciting selling point, taking the audience into remote areas where explorers seldom trek.

Photographed in Trucolor processed by Consolidated Film Industries, "Zanzabuku" invades the Belgian Congo, Kenya, Uganda-Congo and the game country of Tanganyika to capture the safari exploits of producer Cotlow and the various bands of African tribes as they hunt, kill and capture animals. Through a chain of adventures, considerable suspense is sustained as they hunt their prey and turn the theatre screen into a drama of jungle warfare.

In most cases the camera-work is commendable but there are several scenes, filmed from a moving vehicle, that are less intriguing. In these sequences, the moving camera gives blurred images.

The lensing, otherwise, is a factor that should boost the film's appeal to general audiences. The picture's treatment of jungle adventures is informal but stimulates interest as it reveals the animal habitat as only a close-up adventure film can portray. Ivor Shiney composed and directed the music that adds to the over-all appeal. Narration by Bob Dauvers-Walker describes the action sequence, running time, 64 minutes. General classification. For immediate release.

J. E.

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**Murphy in Berlin**

Milton Cross, Metropolitan Opera commentator, has been engaged by Artists-Producers Associates, Inc., to provide the introduction and narration for the films. "The Life and Music of Giuseppe Verdi" and "Pigaro, the Barber of Seville," which Artists-Producers is releasing.

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Cross to Narrate
PARAMOUNT IS PLEASED TO ANNOUNCE TO THE EXHIBITORS OF THE WORLD THAT PRODUCTION HAS BEEN COMPLETED, EDITING IS UNDER WAY AND UNPARALLELED PRESSELLING HAS STARTED... FOR THE MOST IMPORTANT LITERARY PROPERTY THAT HAS EVER REACHED THE BOXOFFICE...
The motion picture which has challenged the dreams of every producer for the fifty years of screen history has at last been made. The miracle of VistaVision, the talent of an international cast, the tireless work of eleven years preparation, the vast filming project of many months... all these have now placed this masterpiece in its final stages of editing. Already the tide of public interest is rising higher and higher—in anticipation of this epic story of the grandeur of man and the horror of war. And the far-flung mass audience awaiting it will share in the most deeply felt love story the screen has ever had the privilege to record. “WAR AND PEACE” will reach theatres late this year. It will be a milestone in exhibition, as well as in production. It will be a major experience in the lives of all who see it.
PARAMOUNT PRESENTS

AUDREY HEPBURN
HENRY FONDA
MEL FERRER
in
War and Peace

A PONTI-DE LAURENTIUS PRODUCTION

Co-starring

VITTORIO GASSMAN
HERBERT LOM · OSCAR HOMOLKA · ANITA EKBERG
HELMUT DANTINE · BARRY JONES · ANNA MARIA FERRERO · MILLY VITALE · JEREMY BRETT and

JOHN MILLS

Produced by DINO DE LAURENTIIS · Directed by KING VIDOR

Based on the novel "War And Peace" by LEO TOLSTOY

Color by TECHNICOLOR

VISTAVISION
Motion negotiations fixing He Wolfe, motion B. press accompanying foreign number the be Tom Ray Variety, iat hard mdon Diglo-American Iks”unerican Johnston the London respective problems and Walsh, added, British as said the overseas. “our our area of view and to solve problems. While he continued, this issue was referred to business sessions on Friday. Under the VC constitution, convention cities are presently selected one year in advance.

Ladies Entertained
While the men from the 46 VC Tents, some loudly dressed in sports and Western style clothes, were attending the Astor Gallery meeting, the ladies were entertained elsewhere.

At the opening session, Rev. Sylvester McCarthy, chaplain of the worldwide Variety organization, announced the invitation and asked for a moment of silence in behalf of departed Barkers, Luis Montez of Mexico City, and Colonel William McCraw of Dallas. George Hoover, inter- national chief Barker, appointed James Balmer, one of the founders of Variety, as sergeant-of-arms for the convention. Pat Brady, chief Barker of the Dublin committee, presented a suitably inscribed shillelagh to Ed Emanuel, international convention director, and James Carreras of London presented a bowler hat to Hoover.

Martin Levine Chairman
Martin Levine, general convention chairman, of New York Tent No. 35, the host Tent, expanded on the activities scheduled for the entire convention which would be attended by international officers. Hoover introduced Marc J. Wolfe, Main Guy, chairman of the executive board; Jack Borin, first assistant international chief Barker, and John Rowley of Texas, who discussed the possibility of establishment of a Tent in Honolulu.

A report on the financial condition of International Variety was presented by J. B. Dumestre, Jr., and Robert Adleman, International Press Guy, discussed the progress of the tent finances in establishing a press information center. Hamilton Bissell, headmaster of Phillip Exeter Academy, discussed the scholarship his school has made available to Variety Tents for use in conjunction with their films’ work. N. D. Golden, the International Heart Committee chairman, briefly reviewed the forthcoming Heart reports. The morning session was closed with an address by Sir Tom O’Rourke of London on Interna- tional Variety’s world-wide progress.

Luncheon in Starlight Room
Barkers convened in the Starlight Roof for luncheon, which was high- lighted by each Tent’s delegates singing their individual songs. Guests of honor on the luncheon were Shirley Jones of “Oklahoma” and “Carousel,” Mary Saunders of “The King and I,” and Richard Egan of “The Revolt of Mannie Stover.” Seated on the luncheon dais were Ira Meinhardt, R. E. Whittaker, Ralph Pries, Pat Brady, Robert Adleman, Ezra Stern, Father McCarthy, Ben Goffstein, N. D. Golden, Ed Emanuel, Jack Beresin, R. J. (Bob) O’Donnell, John Rowley, George Hoover, George Eby, Marc Wolfe, Harold Klien, Rotus Harvey, Nat Martin, Jack Eady, Ed Shel- ton, Al Grubbuck, Murray Weiss, John Jones, Guillermo Haza and Burt Robbins.

Afternoon sessions continued, the discussion of the financial report by Wolfe, who explained the breakdown of the individual Tent’s annual contribution to the International office.

Hoover Talks Finance
Hoover discussed the problem of financial assessments for foreign tents, stating that because of the fluctua- tions of foreign exchange, some would be hurt if subject to the same assessments as domestic tents. Eby, Second Assistant International Chief Barker, made a motion asking that the International be empowered to make whatever adjustments were necessary to make the situation more equitable. Pat Brady of the Dublin Tent explained the need for such an arrangement.

Sir Tom Walsh, president of the IATSE, saluted Sir Tom for his labor efforts in England on behalf of the industry.

Father McCarthy spoke of his recent trip to India and his visit to the Bombay Tent. He said that the Bombay industry people are most progressive and felt they would form the most excellent exhibition. He said the same condition prevailed in Calcutta, where a Tent also is de- sired. Father McCarthy said he felt developments going on currently in Britain. The London Film Commission is trying to assure the future of the film industry in Britain was stressed by Sir Tom. The sur- vey, he explained, covers the ques- tions of the continuation of the quota, the future of the National Film Finance Corp., and the general situation confronting the British industry, with special reference to the Eady production fund.

That Variety could now begin to expand its operations in the Far East, and discussed the Italian film industry. He thought that he was particularly impressed with the speed with which Italian motion pictures were pro- duced, and how well theatre showings are attended.

Coca-Cola Party Today
Today’s activities for Variety Club members will be culminated by a Coca-Cola-sponsored boat ride around Manhattan, with buffet supper in the evening. Barkers will be in business sessions in the morning and afternoon with reports on the various functions and operations of International Variety. The ladies will be offered a tour of the United Nations in the morning and a luncheon-fashion show in the early afternoon.

Disney-RKO Deal
(Same as page 1)
Sumner disclosed that RKO Radio Pictures will distribute world-wide a series of Disney cartoons. These will be the accompanying short subject, “Blue Men of Morocco,” “The Great Locomotive Chase,” in CinemaScope, with the Academy award-winning short subject, “Men Against the Arctic,” in CinemaScope; “Westward Ho, the Wagons,” in CinemaScope, with the short subject, “Samoa,” in CinemaScope, and “Davy Crockett and the River Pirates,” with the short, “Man in Space.”

Elec Tramp Head
Of Film Carriers
The election of Ray Trampe of Minneapolis as president of the film carriers group of the National Film Service head and the slate of officers named by the group yesterday during its semi-annual meeting in New York. Ira S. Stevens, executive secretary of National Film Service, was named to the same post with the film carrier group, replacing Clint Meyer, who resigned because of poor health. Other officers for the carrier group named were M. S. “Slim” Wycoff of Salt Lake City as vice-president, and George Callahan of Pittsburgh as treasurer.

Named to the executive committee were M. H. Brandon of Memphis as chairman, and, members, Earl Jams- son, Jr., of Kansas City, Trampe and John H. Vickers, Jr., of Charlotte.

Members of the board of governors named at the meeting were Meyer Adelman of Philadelphia, George Altman of Canada, L. D. V. Benton of Atlanta, Dan Brandon of Memphis, James P. Clark of Philadelphia, Frank Gardner of Omaha, Thomas E. Gil- boy of San Francisco, Paul Gruen- wald of Seattle, Charles Isles of Des Moines, N. Clinton Atlanta and Sam W. White of Houston.

Johnston (Continued from page 1)
also held informal talks with hard Walsh, president of IATSE. stated that he invited Walsh to London for further talks on problems of international labor relations and that he hopes to receive Walsh’s response be- fore returning on Sunday.

Johnson Visit Welcomed
The NATKE leader said he wel- comed Johnston’s planned visit to London. Talks there, he continued, will be more formal than those he held with Johnston and will be attended by others in public life in Britain. He acknowledged that the London talks could be considered preliminary conferences to the slated negotiations for a renewal of the Anglo-American pact.

Pact talks, he forecast, will be “un- usually difficult,” in the face of what a Tom called “pressures in Var- tarian causes and welfare institutions. International Variety Clubs is prim- arily an amusement business, with membership predominately in the motion picture industry.

There was also some discussion on selecting convention cities two years in advance, which was felt to be some what short. This issue was referred to business sessions on Friday. Under the VC constitution, convention cities are presently selected one year in advance.

Variety Clubs Int’l to Expand
(Continued from page 1)
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N.E. Drive-in Owners Gird to Fight Bill Requiring $25 Fee

Special to THE DAILY

BOSTON, May 9—A House bill of Rep. Louis H. Glaser, which would give the Commissioner of Public Safety the right to license open air theatres in the commonwealth upon a payment of $25, and would allow him to make such structural changes in the buildings as he deems necessary, is now in committee before the Ways and Means Committee.

Drive-ins are opposed through the Drive-in Theatres Association of New England and its parent organization, Independent Exhibitors, Inc., of New England, are bitterly opposing this legislation. At present the Commissioner of Public Safety has no jurisdiction over open air theatres, but each four-walled theatre must be licensed by the Commissioner at a yearly fee of $25. Drive-ins are subject to local regulations and licensing in each city or town.

Broad Power Given

If such legislation were passed in its present form, it would allow the Commissioner to come in on almost any drive-in and require major structural changes which might conceivably cost the exhibitor as much as the original construction. That part of Glaser's bill reads: "The Commissioner may require such changes on the structural or other condition of any building or open air theatre, including entrances and exits thereto, both from public or private ways, before issuing any license as in his opinion the public safety requires, but no change shall be ordered in excess of the requirements for a new build-

Renew TV Program

"Warner Brothers Presents," the film company's weekly television program, presented over the facilities of the American Broadcasting Co., has been renewed for the 1956-57 season, liking of character.

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Asides & Interludes

—by Al Steen

N OTE from a reader whose signature was simply R. G.: "I had to laugh at your column last week. I say 'had to' because my wife said I had to. All on account of because she said maybe you would print a joke she made up right out of her own little alleged brain. She says a film man quit the industry to become a garage mechanic. And when he heard about the universal joint, he thought it was at 57th and Park Avenue in New York."

Dear R. G., Not bad, but how many know that that address is the Universal home office? Some folks might not get the point. Besides, we haven't room to print the joke this week and we're not sure that we want to.

It sort of reminds us of the story about the Siamese twins. They were landscape painters and they advertised themselves as united artists.

Well, one joke leads to another. One guy says, 'I'm a painter.' And his friend says, 'Landscape?' And the first guy says, 'No, fire escapes.' And if that isn't digging the bottom of the barrel, what is?

On the other hand, with producers aiming at such classics as "War and Peace," the story situation is such that the studios now are scraping the top of the barrel.

The Variety Club convention is going on here and we overheard a couple of out-of-town barkers chatting in the Waldorf lobby. One fellow was heard to say that his tent headquarters was a real quinit, New Englandish type of clubroom with even a spinning wheel in the corner. And his friend said, "We have one, too, but we call it roulette."

The Waldorf lobby is full of barkers, but there are few barks. All you can hear is wolf whistles. And those who can't whistle are barking up the wrong tree. Too many brought their wives.

Wall Street brokers confess that when their kids were infants, they used to lullaby them with "Bye, Baby." Now they give their girl friends a good tip by saying, "Buy Loc, Baby."

A woman, unfamiliar with the use of initials in this industry's lingo, was mystified as she listened to a Barker talking to a friend in the Waldorf lobby. The Barker's monologue went like this:

"I just finished the SMPTE convention and after the VC meetings I'm going to drop in at RKO, UA, AA and MGM. Then I'm joining a TOA group and attend the SSBC hearings in D.C. I want to have a talk, too, about UFE and VHF and to hear more about EDC before going to the MPAA office and later meeting a fellow from IATSE. I'll be back in New York to see some friends at AB-PT before pushing off for L.A. to see how my theatre's B.O. has been doing."

As the woman moved away, she was heard to mumble, "If that guy is O.K., then I must have the D.T.'s."

Screaming Eagles' Premiere in N.C.

"Screaming Eagles," Bischoff-Diamond production for Allied Artists dealing with D-Day exploits of Company D, 502nd Regiment of the 101st Airborne Division during World War II, will have a "gala," full-dress world premiere engagement on May 22 at the Colony Theatre, Fayetteville, N. C.

The activities have been inspired by the announcement recently of the reactivation of the 101st of Bastogne fame as the first parachute division in the United States Army equipped for atomic warfare. Fayetteville is adjacent to Ft. Bragg, where the 101st, whose shoulder patch features a white, screaming eagle, trained in 1942.

Only One New Film Starts; 34 in Work

HOLLYWOOD, May 9—Two pictures reached the completion stage and production started on one new picture last week, for a total of 34 pictures now in work.

lank and Reade Address Britons

(Continued from page 1) will draw patrons, we feel the duct squeeze so badly,” Blank said.

Blames Divorcement

The TOA head said he believed the current product shortage problem could be traced to the theatre divorcement in Hollywood. The major producers there, he said, are naturally the ones to blame for the product shortage. It is not because of the economics of the film business but the need to preoccupy the audience with the prosperity of their affiliated theatres irrespective of the merit, otherwise, of individual films. They must be popular, he said, he believes, to amass the biggest profits ever in the fewest possible pictures.

The current position, Blank said, is illustrated by production figures. In New York, before the last war Hollywood offered 550 pictures annually; now the output is about 250 to 270 annually. Under the laws of supply and demand this inevitably rates a sellers' market, he said.

Wants 'New Faces' The outlook in production implies a Hollywood no longer maintains a stable of stars and that free-lance talent inevitably demands greater compensation when bargained with. The TOA head contended. He declared what he called a dearth of new faces, although the public and exhibitors are eagerly and urgently demanding them.

The product shortage, he charged, results in an even greater decline in attendance, not only because of increased competition from television and other entertainment but by the very fact that theatres are unable to completely fill the customers' demands.

Reade Has Dual Viewpoint

Walter Reade, a former president of TOA, who also appeared at the luncheon, added to the discussion of the British producer's current opportun- ity in America. Saying that he was speaking not only as an exhibitor but also as a distributor (Reade heads Continental Films in the States as well as the Walter Reade theatre circuit), he said it is an elementary principle of salesmanship that the vendor know his potential market.

Britons should create a "want-to-see" mood in American film-goers, he said. Reade cited the success attending the British industry's propaganda endeavors at Venice, Cannes, Helsinki and elsewhere. The customers in those places were made familiar with stars, producers and many others associated with Britons' pictures, he pointed out. Similar methods could be employed in America.

Praises British Product

Reade said that £40,000 had been spent on advance exploitation of "Moulin Rouge" in America, but that proved to be only one-tenth of the picture's eventual gross. He said in his opinion Britons now are making pictures more attuned to the overseas market, particularly to the vast mar- ket of America.

"Your pictures have become important in the sense that our film salesmen use that word," Reade said.

Predicts Roadshow Era

The "cinema habit" no longer exists in America, he told his audience, and predicted the same thing "will happen here." Ironically, Reade added, outstanding pictures gross more than ever before. He predicted the time would come when theatres as they are now will have vanished and the industry will concentrate on road shows of selected big pictures only.

Tushinsky Appoints

Outlets in Germany

Joseph Tushinsky, president of Superscope, Inc., has appointed Eichberg-Films, of Berlin, Munich and Frankfurt, Germany, as exclusive representatives for the Superscope anamorphic widescreen processes in Europe.

Eichberg-Films and its affiliated companies in Paris, Vienna and Madrid, it was announced, will henceforth handle the servicing of Superscope for the motion picture in- dustries of Germany, France, Austria and Spain.

Duty-Free Equipment Measure Is Signed

WASHINGTON, May 9 — President Eisenhower signed into law bills to permit duty-free importation of articles to be exhibited at the theatre equipment trade show in New York in September and at the International Photographic Exposition to be held in Washington next Spring.

Mass. Solons

(Continued from page 1) edged their support for the measure, proposed by Congressman Cecil R. King (Dem., Calif.), in letters directed to Julian Bifkin, treasurer of Independent Exhibitors, Inc., of New England.

Saltonstall wrote "if the King bill comes before the Senate, I will give it my earnest attention," while Nicholson commented "I will do whatever I can to help out in this legislation."

More 'Duchin' Dates

Four more theatres have joined the list of key city showcases which will play Columbia's summer release, "The Eddy Duchin Story." General sales manager A. Montague announced yesterday that engagements will start in July at the Randolph, Philadelphia; Biltmore, Atlanta; Warner, Milwaukee; and the Lafayette, Buffalo.

Allied Theatre Owners of New Jersey, Inc.

is proud to announce its

37th ANNUAL CONVENTION

at the

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CONCORD HOTEL

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on

Sunday-Monday-Tuesday, May 27-28-29*

FULL SCHEDULE OF ACTIVITIES FOR YOU AND YOUR WIFE

*Bonus Attraction: Decoration Day, May 30th, at regular convention rates, if you wish to stay on.

For further information and reservations, contact Allied office: Lackawanna 4-2530
20th Century Fox presents a masterpiece of SUSPENSE and DEDUCTION in CINEMASCOPE.

ONLY HE KNEW WHAT WAS GOING TO HAPPEN....

His only clues... a scent of perfume... a cry in the dark!

His only weapon... a tape recorder!

VAN JOHNSON VERA MILES

in 23 PACES TO BAKER STREET

COLOR by DE LUXE

also starring CECIL PARKER

Produced by HENRY EPHRON

Directed by HENRY HATHAWAY

Screenplay by NIGEL BALCHIN

Based on a Novel by PHILIP MacDONALD
Si Fabian Closly Linked to the Deal Involving More than 700,000 WB Shares Bought from Warners at $27.50 a Share

The sale of "the major portion" of Warner Brothers Pictures stock owned by the Brothers Warner for an estimated $19,250,000 to a group headed by Serge Semenenko, senior vice-president of First National Bank of Boston, was announced here yesterday by Warner Brothers Pictures Co.

The name of Si Fabian, president of Stanley Warner, was closely linked with the group of investors, with Jack L. Warner slated to continue in his position as production head of the company's studios in Hollywood.

The official statement said that "messrs. Harry, Albert and Jack Warner have agreed to sell the major portion of their holdings in Warner Brothers Pictures, Inc., to a group headed by ... Serge Semenenko, who plan to continue to operate the company actively and aggressively under strong and competent management."

Although the official statement carried no indication as to the number of shares involved, the figure is - (Continued on page 13)

Text of Statement On Warner Sale

The text of the Brothers Warner statement on the sale of the major share of their holdings in Warner Brothers Pictures, Inc., to a group headed by Serge Semenenko, senior vice-president of First National Bank of Boston, is as follows:

"Messrs. Harry, Albert and Jack Warner have agreed to sell the major portion of their holdings in Warner Brothers Pictures, Inc., to a group headed by Mr. Serge Semenenko who plans to continue to operate the company actively and aggressively under strong and competent management. The three Warner brothers will continue on the board of the company and they and their families will retain a substantial stock interest in the company."

Col. to Make 16 in Britain

Columbia Pictures International will invest about $12,000,000 in the production of 16 British motion pictures, some utilizing American talent, during the fiscal year beginning June 1, M. J. Frankovich, managing director in Great Britain, stated here yesterday.

Frankovich, who is in New York for the International Variety Club convention and for Columbia International home office conferences, disclosed that productions deals have been definitely closed for 12 films with British producers. He said that the minimum outlay for the 16 films would be three million pounds—$90,000,000.

(Continued on page 15)

Review:

AWAY ALL BOATS

Universal—VistaVision

EXHIBITORS SOMETIMES are leery of a war picture that is short on romance and long on spotlighting the horrors of combat, despite a sprinkling of comedy and the lighter side of life in a battle zone. Especially when there is a desire to attract feminine patronage. But a preview audience sat enthralled throughout the unfolding of this story about a naval captain and his crew of raw material and their love for their ship. That goes for the women who made up fully 50 per cent (Continued on page 4)
1a.-Neb. Exhibitors Move for Industry Reforms at Meeting

Special to THE DAILY

OMAHA, May 10.—At its concluding session, the Associated Industry Theatres Owners of Iowa and Nebraska cut loose with several resolutions addressed to the distributors. They included:

"Given an adequate supply of suitable pictures to be played on available at prices they can afford, the exhibitors can and will back their audiences.

"We recognize that the existing acute film shortage is the basic evil in film exhibition, and recommend to the Attorney General and to the Senate Select Committee on Small Business that the so-called diverted circuits be permitted to engage in the production and distribution of films under such reasonable terms and conditions as will prevent any recurrence of former monopolistic acts and practices at the same time not discourage the circuits from bringing additional product into the market.

"Plea to Anti-Trust Division

"That we petition the Attorney General for a more forceful and vigilant policy by the anti-trust division of the Department of Justice in policing and assuring compliance with the decrees in the Paramount case, particularly as regards to the pre-releasing of pictures, the forced purchase of minimum prices, unreasonable clearances and unreasonable delayed availabilities on top quality pictures needed to attract patrons into the theatres."".

The final speakers included Benjamin N. (Bennie) Berger, president of North Central Allied, who blasted distributor "policies designed to put exhibitors out of business.

All officers were reelection. They were Leo Wolcott, Eldora, Ia., chairman of the board; Al Myrick, Lake Idaho, Ia., president; Jm. Wats, Osage, Ia.; Harold Struve, Deshler, Neb.; Lester Vestegg, Springfield, S. D., and A. B. Jeffers, Piedmont, Mo., vice-presidents; Charles Jones, northwood, La., secretary; Helmlke, Omaha, treasurer, and Robert Krueger, Sioux City, executive vice president.

Saturation Bookings

Set for 'Great Day'

RKO's "Great Day in the Morning" will open in 215 situations in the Denver and Salt Lake City exchange areas within two weeks after its May 16 premiere in Denver, Walter Barnett, vice-president, announced. Some 30 theatres will open simultaneously with the film the day after its Denver premiere.

Data on Toll-TV

Given to Skouras

Views against toll-television as advanced by the Committee Against Pay-as-you-see-TV will be set forth by Sypros P. Skouras, 20th Century-Fox president, at the forthcoming Anti-Trust TV hearing before the Senate Commerce Committee.

Robert S. Taglinger, public relations counsel for the Committee Against Toll-TV, is furnishing material for Skouras to be used at the hearing.

Kelly Wedding Film

In Release by MGM

A documentary featurette of the wedding of Prince Rainier and Grace Kelly, currently is being distributed by Metro-Goldwyn-Mayer.

Filmed in CinemaScope and color, the 30-minute picture, "A Wedding in Monte Carlo," is being released in the United States at the request of the Prince Rainier and with the cooperation of the Compagnie Francaise de Films. Participating in the film are the stars of the Paris Opera Company, the London Festival Ballet, the chorus, opera and orchestra of Monte Carlo.

Scenic Monaco is filmed in all its regal beauty, with particular emphasis put upon events leading up to what Prince and Princess Monaco called "the wedding of the year." Part of the film is like a travelogue, taking the viewer inside the walls of the Prince Rainier castle and describing the life of the new Princess.
Vald Independent Status Hinges on Tory Properties

The issue of story property rights is the major one in current contract negotiations looking toward the possible emergence of Jerry Wald, now executive of Columbia Pictures, as an independent producer, Wald said here today.

Wald said the "major objective" of recent talks is the question of which properties would be turned over to him from Columbia under the status of independence. He said his current contract talks are being handled by his lawyer, Dave Tannenbaum, adding it is the negotiations to continue for sometime indicating that it did not mean a deal to be consummated before he returns to the lot at the weekend.

Pat Has Two Years to Go Meanwhile, Walsh explained his current contract continues for two years. He said he was selected for the "social security" job of "The Last Hurrah" for this year, "Sons and Lovers" and "Ander ville" the following year. Wald said he was told that "Ander ville" from manuscripts, had a screen treatment prepared and personally persuaded the company to purchase the MackSallen property.

Social Security Tax Boost Gets Setback

WASHINGTON, May 10.—The Senate Finance Committee rejected a House-approved proposal to boost social Security taxes.

The House had voted to increase the tax rate on employer and employee each of 1 per cent each. The House decided this increase was necessary to finance other provisions to the federal social security benefits to women at 62 and disabled workers at 50.

The Finance Committee rejected the increase of the federal social security contributions, and so made the tax increase unnecessary, chairman Byrd (D., Va.) said. Democrats will fight on the Senate floor to restore the benefit liberalizations and the tax boost.

Sets 'Scope Deal

Russ-Field Productions has completed negotiations to use CinemaScope and DeLuxe Color for its Clark Gable-starring, "The King and Four Queens," which will be released through United Artists.

Daff Tells Sales Parley

U-I Releasing 30 Abroad:
10 in 'Scope for 1956-57

From THE DAILY BUREAU

HOLLYWOOD, May 10.—Universal International will release 30 top budget film productions in the foreign market from March 1, 1956, to February 28, 1957, substantially and having assembled one of the costliest inventories of important story properties upon which to base these pictures. This was revealed by Alfred C. Daff, executive vice-president of Universal and president of its foreign subsidiary Universal International Films, in an address to the delegates at the company's global sales conference at the U-I studios here today.

Daff revealed that there will be a strong swing to CinemaScope pictures in the U-I program. Of the 30 pictures to be released, he disclosed that 20 have already been completed or are in final stages of production.

Of the 30 pictures, 15 or 60 per cent are in Technicolor. 10 are to be in CinemaScope and one—"Away All Boats," which in VistaVision, insure Universal's competitive position in all types of markets throughout the world, Daff said, telling the meeting.

Expenditures at Record Mark

"To make possible the production of this program of pictures which is designed to have the widest possible appeal to the world market and yield the greatest potential in the history of the company, we have spent the greatest part of money we have ever invested in story properties during the past 12 months," Daff said.

"There has been a careful selection of the subject matter and at the present time the company owns more important story properties than at any time in its history," he continued.

Hollywood's top box office personalities will be joined by some of the most important film personalities of the world in the starring roles in these pictures, Daff continued. Such Hollywood names as Esther Williams, Laurence Bacall, Virginia Mayo, Van Johnson, Errol Flynn, Merle Oberon, Jeff Chandler, Tony Curtis, Yvonne De Carlo, June Allyson, Jose Ferrer, Rock Hudson, Audie Murphy, Marlon Brando, Deborah Reynolds, Mickey Rooney, George Nader, Peter Lawford, Rory Calhoun, Fred MacMurray, Sylvia Sidney, Julie Adams and Lainie Day are being joined by Cornel Burrell, W. Fletcher, Rosanno Brazzi and Marianne Cook in the starring roles in some of the pictures to enhance their world-wide appeal, Daff explained.

Ten in CinemaScope

The 10 pictures in CinemaScope should be released during the 1956-57 season, according to the announcement made by Daff are: "Barcelona," "King and Me," "Battle Hymn," "Walk the Proud Land," "Four Bright Girls," "Go For It, Cowboy," "Cory," "My Man Godfrey," "The Goddess" and "Interlude." All these are in color and Technicolor; the other seven, according to the announcement, are scheduled to be released in VistaVision production. Additional Technicolor pictures are "Congo Crossing," "Toy Tiger," "Written on the Wind," "Un GUarded Moment," "Raw Edge," "Tammy" and "The World and Little Willie."

Other speakers at today's sessions were Nate J. Blumberg, Charles J. Feldman, David A. Lipton, John Penn, Chuck Feldman, president of United World, and Charles Simonelli, Eastern advertising and publicity department manager.

Perakos Testimonial Attended by 350

HARTFORD, May 10.—Three hundred and fifty persons, including a sizable film industry delegation, attended tonight's New Britain (Conn.) Press Club "Man of the Year" award, honoring Peter Perakos, Sr., president of Perakos Theatre Associates, at the Hedges Restaurant on the Hartford-New Britain Road, a pioneer theatre operator, was cited for his many civic-minded activities in neighboring New Britain.

New Screen Gems Post

Seymour H. "Sy" Malamed who recently joined Screen Gems, has been named director of fiscal affairs of the televsion subsidiary of Columbia Pictures. He will report to Burt Hanttf, director of business affairs.

Will Act May 21

O'Donnell Sees King Bill Okay

By House Unit

The House Ways and Means Committee is "expected to act favorably" on the industry-supported King excise tax relief bill on May 21 and forward it to the Senate.

At the Capitol, it was "hoped for" yesterday by B. J. O'Donnell, chairman of the tax committee of the Council of Motion Picture Organizations.

O'Donnell said that the Forand committee, a sub-committee of the House group, "has recommended and approved the bill."

Urges Exhibitor Support

Once the bill gets into Congress for action, O'Donnell said, "we will need more exhibitor support in seeing that the measure reaches the President's desk for action, favorable, with hope." The Texas exhibitor leader disclosed that "we have 180 signatures" from members of Congress "saying that they will give approval of the bill." O'Donnell said that he will meet with Robert W. Goyne, special counsel for COMPO, on Tuesday to discuss the progress in the tax relief campaign.

Commenting further on industry support for the campaign, O'Donnell stated that he is hopeful of receiving an endorsement of support from Allied States Association. He said that he will be in Washington on May 20-22, and may possibly appear at the Allied spring board meeting then.

Eisen Leaving B&Q

To Join Talent Unit

BOSTON, May 10.—Arnold Eisen, head of Massachusetts theatres for the B&Q circuit since 1944, has resigned to become general manager of the Southern office of Harry Walker Talent Agency, with headquarters in Miami Beach. He is moving his family to Hollywood, Fla., assuming his new duties on July 1.

No replacement for Eisen has been announced from B&Q, although a change in policy is to be effected. Larry Lapidus, son of Jules Lapidus, is to be brought to Boston to head the buying and booking for the circuit's Massachusetts theatres. Herebefore, it had been handled out of New Haven.
More Data Asked on Minimum Wage Law
Effect on Theatres

By J. A. OTTEN
WASHINGTON, May 10.--A Senate Labor Subcommittee asked today for more information about the number of theatres that would be affected by various pending proposals to extend Federal minimum wage coverage.

The request was made as A. Julian Brylawski, chairman of the legislative committee of the Theatre Owners of America, and TOA administrative assistant Claude Munds testified in opposition to including theatre coverage under the Federal law.

Pending bills would include employees of theatres grossing over $500,000 a year and those of chains with at least four or five theatres. At present all theatres are exempt from the Federal Minimum Wage Law.

Brylawski Sounds Warning

Brylawski, who was also testifying for Allied States Association, warned the committee that the financial condition of all theatres in the country was so precarious that they could not support any higher wages.

Acting chairman Kennedy (D., Mass.) asked Brylawski to supply for the committee the record number of theatres in the country grossing more than $500,000 annually. Brylawski said he though the figures would be a fraction of one per cent, but that he would supply the accurate number.

Kennedy also requested figures on the number of theatre circuits in the country and the number of those with more than four or five theatres. The Massachusetts Senator said he didn't think more than 10 per cent or 15 per cent of the theatres in the country would be affected by the pending proposals.

Mundo Tells of Theatres' Flight

Mundo told him, however, that all the country's theatres, "even the biggest and the largest," are in financial difficulty.

Kennedy asked whether the exhibitors would support a proposal to be covered by the $1 an hour minimum wage provisions of the law if they were exempted from the law's provisions requiring time-and-a-half for overtime.

"We would like to see theatres exempt from overtime," Brylawski replied.

"Would you then support the $1 minimum?" Kennedy asked.

Brylawski answered that he wasn't empowered to speak on that question.

Telecast 'Trapsese Bow

World premiere of Hecht and Lancaster's "Trapsese" will be televised by the Ed Sullivan Show on the CBS network on June 3 because of the estimated audience of 45,000,000. Sullivan will cover the Variety Clubs' centennial at the Teleradio Fox Wilshire Theatre, Los Angeles, where it is being presented by United Artists on May 29.

Away All Boats

(continued from page 1)

or even more of the viewers who saw "Away All Boats" at a "sneak" performance.

Universal asserts that this picture is the most costly in the history of the company. And it is quite evident. The studio apparently spared no expense to capture the realism of modern naval warfare, as described in Kenneth Dodson's best-selling novel, from which Ted Sherdeman wrote a closely-knit screenplay.

Jeff Chandler, always a good actor, gives depth and meaning to a role that required such qualities, and he comes through with flying colors. It was a tough role to hand to any actor, but Chandler meets the challenge with his usual skill.

All-in-all, "Away All Boats" stacks up as solid box-office. It's grim, tense, bloody at times, but it has suspense, a dash of romance and a bit of comedy to balance elements of the plot.

Chandler has been surrounded with a capable supporting cast, including George Nader, Lex Barker, Keith Andes, Richard Boone, William Reynolds and, for a brief romantic interlude, Julie Adams.

The story traces the career of a naval attack transport, the "Belinda," which is as untried at sea or war as are most of her crew. As Captain Hawks, Chandler is determined to mold his crew into an efficient machine that will have no equal in the navy. And the manner in which he goes about it, spreading his charm in one moment and fear in the next, is the theme on which the story is built. In the shakedown cruise, it becomes evident that his need for experienced men is of major importance inasmuch as the early maneuvers are handled sloppily. But when it comes to the crucial tests in the Pacific battles, the men meet their responsibilities with skill and precision.

The scenes of a beach raid and Japanese air attacks on the ship are tense, exciting and, in some cases, gruesome, but they all pack a wallop and the VistaVision process and the color by Technicolor do much to accentuate the realism of the battle sequences as well as the more peaceful scenic beauty of the South Pacific locale.

To relieve the tension, there is a visual unfolding of a letter to Nader, the ship's boat commander, from his wife, a letter which re-lives their pre-war courtship. Comedy is injected by George Dunn, the ship's garbage man, who is as proud of his job as the officers are of theirs.

Events lead up to an enemy air attack on Okinawa where the ship is badly damaged, and Hawks is mortally wounded, but lives long enough to see his ship, manned by his faithful crew, safely anchored in port.

Howard Christie produced and Joseph Penney directed, both giving minute attention to authenticity and pace. Others in the cast, all of whom turn in fine performances, are Charles McGraw, John McIntire, Frank Faylen, Grant Williams, Floyd Simmons, Jock Mahoney, Don Keefer and Sam Gilman.

Running time, 114 minutes. General classification. For release in August.

8 Groups to Meet at NAVA Convention

CHICAGO, May 10.—A total of eight organizations have announced plans to hold their separate conventions during the 1956 National Audio-Visual convention at the Hotel Sherman here, July 20-25.


Omaha 1st-Run Cuts
Night Price to 75c

OMAHA, May 10.—First trend to slash admission prices at the downtown first-run houses came when the Omaha Theatre lowered its scale to 50 cents for matinees and 75 cents for nights—the house's pre-war standards.

Previously, the Omaha was asking 75 and 90 cents for regular first runs, although on occasions it would go to 80 cents and $1 if a film was shifted from the Tri-State's flagships, the Orpheum, to the Omaha for a second week.

Manager Carl Hoffman said the initial day's business at the new scale, for "Hot Blood" and "Deep Blue Sea," was far above average.

People

George J. Schafer, representative Crown Productions for "A Kiss Before Dying," announces that he has engaged Terry Turner, TV and radio consultant of General Teleradio with promotion, advertising and publicity for UArtists, on the saturation booking the film.

The M-G-M Pep Club, Atlanta, elected the following officials for 1956-57: Helen Taylor, president; F. Bender, first vice-president; Thet Tegeder, second vice-president, in Vivian Miller, secretary.

Maxwell Joice, onetime Paramus field publicity representative who has been managing theatres the past several years, has returned to Cleveland to Texas to accept an offer to manage the Windamee Theatre, an Associated Circuit unit.

D. V. (Terry) Terry, active exhibitor and leader of the Woodward Terry and Tarrytime Drive-In Theatres, Woodward, Okla., was elected to the Democratic national convention to be held this summer in Chicago.

Harold L. Palmer, former Washington and West Coast publicist, has been named to head the public relations department of the Wendell R. Olsen Company, Inc., Beverly Hill Palmer has been handling radio and TV publicity for Warner Bros. studio in Burbank.

Newspaperboys Day
May 18 in Atlanta

ATLANTA, May 10.—May 18 has been set by the Atlanta Variety Club as the date for its sixth annual Old Newspaperboy's Day, which will spearhead the crusade to aid Georgia's cerebral palsied children. The goal this year is $100,000. Last year's goal of $75,000 was topped by $1,500.

Old Newspaperboy's Day is sponsored each year by the Variety Club of the "Atlanta Journal" and the "Atlanta Constitution." "Newsies" of all ages will take to the streets of Atlanta for a day-long canvass, selling a special edition of the Althana Journal-Constitution. Every cent they raise from the event will go to support the Cerebral Palsy Club and School.

Prominent businessmen, ministers, bank presidents, pretty girls, the mayor and the governor are expected to don tophats and newspaper boy's aprons for the street sale of the special edition.

AL STEEN
Right now being filmed in its entirety in the
spectacular Bakhtiari mountain land of Iran!

GRASS

Color by TECHNICOLOR
First of the breathtaking
NATURE DRAMAS
from

C. V. WHITNEY PICTURES, INC.
C. V. WHITNEY, president
MERIAN C. COOPER, vice-president in charge of production

to be followed immediately by the second
of the NATURE DRAMAS,

CHANG

C. V. WHITNEY PICTURES, INC.,
is making 3 kinds of pictures:
THE AMERICAN SERIES
NATURE DRAMAS •
FILMS OF FANTASY.

Again MERIAN C. COOPER has
followed C. V. WHITNEY'S
instruction:

"GET THE BEST"
NOW IN PRODUCTION!

GRASS

The Baba Ahmedi sub-tribe of the Bakhtiari of Iran, nearing the end of its incredible trek, as pictured in GRASS. This scene is from the original production, which was written, directed, photographed and edited by Ernest B. Schoedsack and Merian C. Cooper.

A completely new production of GRASS is currently being filmed, with a Technicolor camera expedition now on location in Iran.
GRASS is based on a copyrighted book of reality by Merian C. Cooper, with photographs by Ernest B. Schoedsack. No European or American has ever crossed the Zardeh Kuh mountain range or has ever swum the Karun River, except Cooper and Schoedsack and Mrs. Marguerite E. Harrison, writer and interpreter, who shared their hardships.

They accomplished these feats as young adventurers 32 years ago to film GRASS, the authentic story of nomadic Persian tribes who live alongside the series of mountains that stretch 1,000 miles from the Black Sea to the Persian Gulf.

Grass grows on each side of the mountain ranges, but never on both sides the year around. Every Spring and Fall, when the grass dies on one side of the mountain, all the tribes must migrate to the other side.

This horde of 50,000 men, women and children—carrying all their worldly possessions, the women with babies strapped to their backs in wooden cradles—presents an awesome spectacle. Driving half a million goats, horses and cattle, they swim raging, icy rivers and cross the perilous, snow-crowned 12,000-foot Zardeh Kuh to reach the grasslands which mean the difference between life and death.

When Cooper and Schoedsack screened their completed film for Jesse L. Lasky, he immediately bought it for Paramount release. Critics and audiences the world over acclaimed GRASS one of the outstanding motion pictures of all time.

HERE'S WHAT THE CRITICS SAID ABOUT THE ORIGINAL PRODUCTION!

"For your own sake don't miss 'Grass'. It is the perfect production."
—HERALD TRIBUNE

"You will be cheating yourself if you put off seeing 'Grass'."
—THE DAILY NEWS

"'Grass' comes closer to the limitless screen than any picture I have ever seen. It is the most vital thing ever offered."
—MORNING TELEGRAPH

"'Grass' is great. It is magnificent."
—TELEGRAM-MAIL

"The pictured story of the primitive trek for grass in the 20th century is an amazing one. It is a story that has an epic quality and a memory of the nomadic period in our civilization."
—JOHN H. FINLEY

Late president, American Geographical Society, and associate editor of the New York Times
NOW IN PRODUCTION!

GRASS

ON LOCATION IN IRAN

What Cooper and Schoedsack did 32 years ago is now being done on an even greater scale by a C. V. Whitney Pictures, Inc., expedition sent into the field by President C. V. Whitney and Executive Producer Cooper. It is headed by producer Lowell Farrell, co-director with Winton C. Hoch, the expedition's cinematographer. Technicolor, wide screen, and every new technique are being utilized to present this amazing Nature Drama in its fullest grandeur.

C. V. Whitney gave his consent to Merian C. Cooper, his vice-president in charge of production, to form this expedition, which is functioning at this very moment beyond the reach of communication.

Again Whitney gave Cooper his famous dictum: "Get the best!" Cooper has sent the best.

Lowell Farrell

Winton C. Hoch

they're making the new production of GRASS
NOW IN PREPARATION!

CHANG

the second in the NATURE DRAMAS series from

C. V. WHITNEY PICTURES, INC.

C. V. WHITNEY, president
MERIAN C. COOPER, vice-president in charge of production
Ernest B. Schoedsack and Merian C. Cooper turned down many Hollywood film projects in order to write, direct and photograph CHANG, made in the Laos country of northern Siam, the world’s most famous man-eating tiger jungle.

They spent 14 months in the wilds of Siam filming the real-life drama of CHANG, the story of a primitive family’s fight for survival against desperate odds.

CHANG is raw jungle reality. It’s the story of a family’s bravery in a jungle world surrounded by sudden death.

Critics throughout the world acclaimed Chang as the best picture of the year. The public agreed and made it one of the leading box office successes of all time.
As a result of their work on this monumental picture, Schoedsack and Cooper were nominated by the critics—long before Academy Awards—to the list of the 10 best directors.

AND NOW—
The re-production of CHANG is being prepared as one of the C. V. WHITNEY PICTURES, INC., series of NATURE DRAMAS—a furtherance of Whitney's and Cooper's determination to demonstrate the friendship of the United States for peoples of other countries.

CHANG

CRITICS BECAME PRESS AGENTS WHEN THE FIRST CHANG CRASHED IN

"The picture contains the most exciting episode in cinema history—that moment when that tremendous herd of stampeding elephants bursts through the Siamese village and plunges headlong right over the top of the camera."

—NEW YORK HERALD TRIBUNE

"Mark this one down on your calendar. It is one of the motion pictures you must see—you and your wife and your children. Chang holds more thrills than any big top ever erected. It is one of the finest adventure pictures ever made—bar none."

—NEW YORK TELEGRAPH

Chang is a pictorial achievement. Its beauty, thrills and forcefulness holds its audience spellbound."

—NEW YORK AMERICAN

"There is now to be seen in New York a picture which is not only the finest of its type shown so far—but also one of the best pictures ever made, regardless of classification. It is called Chang."

—THE NEW REPUBLIC

"Chang has captured the jungle and its natives and wild beasts and all the unbelievable drama that dwells therein. Here is mighty drama."

—MOTION PICTURE MAGAZINE

WHITNEY and COOPER hope critics will voice even greater praise for the re-production of CHANG, in which entirely new motion picture techniques will be introduced!

THE NEW CHANG IS NOW IN PREPARATION!

It is a copyrighted property.
Dr. Herbert T. Kalmus, president of Technicolor, Inc.,
who has caught Whitney’s and Cooper’s enthusiasm for these
two great properties, will personally supervise color
production on GRASS and CHANG.
Color by TECHNICOLOR.

C. V. WHITNEY PICTURES, INC.

C. V. WHITNEY
president
MERIAN C. COOPER
vice-president in charge of production

the company
which recently
completed
the first of its
AMERICAN SERIES

JOHN WAYNE
in
THE SEARCHERS
directed by JOHN FORD

costarring JEFFREY HUNTER • VERA MILES
WARD BOND • NATALIE WOOD

associate producer PATRICK FORD
screenplay by FRANK NUGENT

(a WARNER BROS. presentation)

C. V. Whitney Pictures, Inc., is also
preparing the second of the AMERICAN SERIES

THE MISSOURI TRAVELER
from a novel by JOHN BURRESS

C. V. WHITNEY PICTURES, INC.
1256 WESTWOOD BLVD., LOS ANGELES 24, CALIFORNIA
SELL MAJOR STOCK HOLDINGS

Harry Warner  
Jack Warner  
Albert Warner

No Statement from Fabian

The question of Fabian's role in acquisition was left hanging by today's developments. Despite the official statement that the veteran studio executive will head up the new Fabian-Warner dynasty, there is no word from the group's head about his plans. 

March Sale Recalled

The sale of the Warner Bros stock came in the wake of the March contingency sale of a portion of the Warner Bros. film library up to 1948 to a Canadian group headed by Louis Chester. The library will be used for TV exhibitions, as well as theatrical exhibitions. The $21,000,000 Chesler deal involves a favorable capital gain ruling on the deal by the Internal Revenue Service. It is reported that Fabian is willing to give up his stock interest in Stanley Warner. However, the nature of the ownership of Fabian's controlling interest in the S-W circuit raises a question of whether he can do it in a manner which would win the approval of the Department of Justice.

A Family Enterprise

The controlling interest of Warner Bros, formerly owned by Warner Brothers before divestiture, was purchased by Fabian Enterprises, Inc., a family owned corporation of which Fabian is president. The profits of Fabian Enterprises is understood to go to Fabian, his sister and other members of the Fabian family.

Coloring Sets Plug '10 Commandments'

A promotional device for holding the attention of the younger generation is the coloring book that accompanies the premiere of "The Ten Commandments," prepared by the United Press. The story of the Biblical film, was revealed in New York yesterday by Paramount Pictures.

Stock Declines

The WB stock on the New York Exchange yesterday was down six-and-eighths, from Wednesday's closing of $4 and three-eighths. An official statement announcing the continuation of the Brothers Warner on the board was considered 'top-off' on the continued status of L. Warner as production head, at the studio, as previously reported. The resignation of Harry M. Warner as president and Albert Warner as vice-president was expected, though all three will continue on board of directors.

Charles Allen an Aide

Charles Allen of Allen & Co., although a member of the purchasing group, was reported to be ready at the syndicate. Allen left here yesterday with speculation that he may join others in enquiring details of the deal to the attention of Justice.

May Force the Issue

In Washington there is speculation about another course of action. It is said that Fabian will force the Justice Department's hand by going ahead and seeing whether Justice would then bring suit. If Justice does, there is further speculation that there is a chance that the courts would not uphold a Justice Department challenge to a particular arrangement in the industry.

Deal Collapsed

That deal, involving an offer of $7 million, was called off in the closing stages when the Brothers Warner insisted that the purchasers assume liability in litigation pending against the company, and Warner's attorneys refused. The deal collapsed five years ago to the day.

Semenenko's

Semenenko's name also was prominent in the negotiations in 1951 for purchase of the Warner Bros. family-held stock by the Louis R. Lurie syndicate.

Dominant Offices to Handle WB Reissues

Dominant will handle the reissuing of a group of 52 Warner Bros films. This group will not be available to television until the Fall of 1957, it was stated.

Ressor to Monday Set by RKO Board

The board of directors of the RKO Theatres Corp. met here yesterday to discuss the outright purchase of the Cleveland Arcade Corp., as approved earlier this week by stockholders, recessed its meetings until Monday morning.
V.C. Votes
(Continued from page 1)
during the morning business meeting when there was an initial discussion concerning the possibility of limiting the number of honorary members in each local. However, this was reported as having 100 honorary members. Of primary importance also during the morning session was a resolution to have a 50-year jubilee program a year from now, 1955, at the next convention of banker, successor to George Hoover, the present Variety head, appoint a committee to review and rewrite the organization's constitution and to present the draft of the new constitution 30 days before the 1957 convention. The reason for the revision, it was explained, was that many amendments to the Variety Clubs International's present constitution have made it complex to interpret.

Assessments Discussed
J. B. Dumes, Jr., of Atlanta, stated that there was a possibility that an unlimited policy might result in a raising of the assessments of the local clubs. James Lanning, general counsel of banker, stated that in England they have issued no honorary membership cards, only associate members. George Eby, tobacco men's broker, stated that actually no tent has the right to enter a honorary membership, that any non-paying cards could be issued only on the basis of making important individual association members, and that even so, does on these cards must be paid by the local tent to the International. On a motion made by Ben Goldstein of L.A., the interpretation was adopted as the official report.

The issue of just who is eligible for membership in Variety Clubs was brought up again when Roy Scott of Pittsburgh made a motion that a portion of the constitution dealing with qualifications for membership be expanded to include newspapers, public relations agents, advertising agents, and the like. After much discussion, it was agreed that regular membership in Variety remain so that a majority of annual income must be derived from a profession, industry, or business. A banker from Jacksonville said that the handing out of memberships, honorary and regular, was "like giving away theatre passes," in some tents.

Nov London Convention
Sir Tom O'Brien of London, prior to the break for lunch, took the floor to explain why his tent is withdrawing its bid for the 1957 convention. He said that the financial arrangements, the financial strain of the 1957 convention plans, but that London would like to have the 1958 convention if additional income was given to the London Tent Foundation. Of the convention's registration fees, and an alleviation of the policy of having the host tent pay for international officers expenses.

The afternoon session was highlighted by the delegates unanimously voting film producer Ralph Staab $12,566 to complete his production, "The Heart of Show Business," a one-hour wide-screen and color film which, when completed, would be distributed for theatrical distribution. Staab appealed to the Variety Clubs for more money, saying that he has already invested close to $13,000 in the film and that, with more financing, would have it available for October release.

B. J. (Bob) O'Donnell of Daller recommended approval of the grant. Under the production arrangement, International Variety would receive 90 per cent of the net profits of which 25 per cent would be passed on to the individual tents. O'Donnell also said that Paramount Pictures, which has 25 per cent of the film rights to the film, has indicated to him that it would waive its rights when the film is finished. He was also recommended that each tent appoint a chairman to handle the distribution of "The Heart of Show Business" in each exchange territory to secure a sufficient number of play-dates.

Golden's 'Heart' Report

Variety Tents Laid Out
$2,700,000 for Child Care

Showmen-members of Variety Clubs International spent about $2,700,000 during 1955 in their varied efforts to aid underprivileged children, Nathan D. Golden of Washington, International Heart chairman, reported at the 20th annual convention at the Waldorf-Astoria Hotel here.

More than 250,000 individual memberships, or affiliated membership cards, were directly benefitted by these welfare activities and countless other thousands were indirectly aided, Golden stated, adding that since the inception of Variety Clubs in 1928 approximately $60,000,000 in charitable endeavors have been spent throughout the world.

All of their "Heart" activities, Variety Clubs have made a special effort to aid physically handicapped and afflicted children live a more happy and useful life. The adoption program of the Rosella Founding Home Maternity Hospital in Pittsburgh is one of the finest in the U.S.A. and the Pittsburgh tent was awarded in the "Charity of Citation Award" last year. The Blind Babies Foundation in San Francisco is world-renowned for its care and training of pre-school age blind children and their parents. Probably the leading hospital and research institute in the U.S. for children with rheumatic heart conditions is the LaRabida Founding Home in Chicago, Golden said.

Epilepsy Aid Here Outstanding

The Variety Club Foundation to Combat Epilepsy here is the first volunteer organization to undertake the problem in New York and the Children's Cancer Research Foundation in Boston is recognized as the world's center for children with cancer.

Golden's report continues:

Variety Clubs have made a special effort to aid physically handicapped children and have excellent schools equipped for handicapped children, in Toronto and Las Vegas. In Philadelphia, the Variety Camp for Handicapped Children is equipped with ramps so that the children may move about freely and there is a heated swimming pool and recreational building. Variety Children's Hospital in Miami is the leading institution in South Florida for the treatment of children's diseases and polio cases. Homes for convalescent children, cerebral palsy clinics, schools for retarded and emotionally disturbed children, heart clinics, health centers, and other clinics are operated under sponsorship of Variety Clubs International with only one objective in mind —the development of healthier and happier boys and girls. Variety Club clinics in Washington and Charlotte, N.C., are constantly administering to the needs of indigent children and have more than $100,000 in funds for this purpose. Variety Children's Hospital in Chicago has been opened in Harlem, and a hospital in San Francisco is being established in Baltimore.

"Variety Clubs have sponsored considerable activity in the field of research all treatment of heart diseases. The Variety Club Heart Hospital in Minneapolis and the Variety Club Medical Center in Milwaukee have made outstanding accomplishments in heart surgery techniques and research, teaching, and treatment, and the new Variety tent in Seattle is establishing an out-patient heart clinic.

Character Development Vital

In addition to its activities contributing to the health of children, Variety Clubs carry on an equally important program to aid in the development of the character of boys and girls that they might become useful citizens of the community in which they live. These 'Heart' activities include well-equipped and supervised boys' clubs, summer camps, youth centers, scout troops, and other amelioration care programs. The Variety Club International has plans for the enlargement of these objectives and for the adoption of new programs to meet the needs of the communities where Tents are located. Through these accomplishments, these Showmen are truly living up to their slogan "The Heart of Show Business."

V.C. Convention Sidelines


* Dominant Pictures Corp. will air a cocktail party for bakers their ladies tomorrow evening 6:30 p.m. in the foyer of the Grant Ballroom at the Waldorf-Astoria.

* Las Vegas Tent No. 39 delegates Fred Soly, Ernest Grafin and C. Murphy are looking for ads and passengers for their return trip to West. The boys, in general, are pleased with the convention hotel, but sub-run houses are not good. The bakers, however, say British Lion's "Geezere," is the grosser now in Canada, being in sixth week at two prominent Toronto houses.

* J. J. Fitzgerald, of Famous Fox Canadian, a delegate to the convention, reported that Telemeter, a motion picture teletype service, will be inaugurated in Vancouver by the end of Spring, which is June 21.

* Transportation facilities for all Variety delegates are being handled efficiently by Seymour Moses of Variety Club Tent No. 35 in the Waldorf Astoria Hotel registration headquarters.

* Elmer Lux of Buffalo is in great demand as a luncheon speaker, for his local home to eneuce luncheon today and will fly back tonight's Mardi Gras shindig. One of Lux's costumes will be a model that includes wings, due to his schedule.

* The Coca Cola represents, headed by Charlie Okun of Tent 35, had almost 1,000 bakers, lad, and other friends aboard their last night. Coke flowed like water mixed with some other ingredients naturally.
Three Honored for Showmanship

George Kemp  John McKim  H. G. Schenk

Sets Press Previews
For UA ‘Trapeze’

United Artists will fly 135 newspaper, magazine and TV-radio representatives from 30 cities to three special press previews of Hecht and Lancaster’s Cinemascope production of “Trapeze” in New York, Chicago and Los Angeles, it was announced by Roger H. Lewis, UA’s national director of advertising, publicity and exploitation.

The advance showings, designed to hypo-pre-opening publicity in the record $2,000,000 promotional campaign for “Trapeze,” will be launched in New York on May 16 with a press preview at the Victoria Theatre on Broadway.

The audience will comprise members of the trade press, local newspaper and magazine reviewers and editors, and representatives from key papers in Houston, Miami, New Orleans, Fort Worth, Washington, Pittsburgh, Philadelphia, Syracuse, Boston, Springfield, Hartford, Worcester, Bridgeport, Toronto and Montreal. TV-radio representatives from Boston, New York, Trenton, Washington, New Orleans and Miami will also attend.

Los Angeles preview of “Trapeze” will be held on May 23 at the Academy Theatre for press representatives from the local area and San Francisco, Portland, Seattle, San Diego and Salt Lake City.

A press showing on the same date at the Esquire Theatre in Chicago will be attended by newsmen from Dallas, Kansas City, Cleveland, Detroit, Indianapolis, Kansas City, Minneapolis, Milwaukee, St. Louis and Omaha.

TOA Paper Cités
Promotional Ideas

Nine exploitation ideas are highlighted in the May issue of the Theatre Owners of America “Business Builders,” released this week.

Suggestions to boost box-office attendance came from TOA members in New York, Los Angeles, Chicago, San Francisco, Dallas, Kansas City, Cleveland, Detroit, Indianapolis, Kansas City, Minneapolis, Milwaukee, St. Louis and Omaha.

Columbia

(Continued from page 1)

produced by C. V. Whitney Pictures, Inc. “Chang,” another historic Cooper-Schoedsack success, filled in 1936, will be re-released as the second in the series on the same budgetary scale.

Rights to the original films, which pre-dated color and sound and were shot in black-and-white at the then prevailing projector rate of sixteen frames-per-second, have been re-acquired from Paramount, which distributed them originally. The new productions will be made with color by Technicolor and in an expanded screen process yet to be chosen.

“Grass” is the dramatic account of a migration by 50,000 Bactrian and 500,000 sheep over a snow-swept mountain range in Iran to find grazing land for the stock.

Executive producer Cooper will supervise both productions.

Whitney

(Continued from page 1)

et Bel-Air’s Next

“Mark of the Apache” will be Bel-Air Productions next film for United Artists release. It replaces “Border Patrol” on Bel-Air’s schedule as the no. 10 follow “Fort Laramie.”
THE BEST HOUSES IN THE LAND ARE RINGING THE BELL WITH "COCKLEHELL"

COLUMBIA PICTURES presents A WARWICK Production

JOSE FERRER • TREVOR HOWARD

COCKLEHELL HEROES

Color by TECHNICOLOR

Watch those top dates pour in to Columbia!
Shkouras Toll TV Date Is Still Uncertain
From THE DAILY Bureau
WASHINGTON, May 13. — Senate Commerce Committee officials said no definite date has yet been set to hear 20th Century-Fox president Spyros Skouras' testimony against subscription television.

Skouras was originally scheduled to testify tomorrow. However, he was unable to make that date, and announced the committee had agreed to hear him May 21. Committee officials said Skouras might have gotten that commitment from Chairman Magnusson (D., Wash.) personally, but that so far Magnusson has not told the committee staff and no hearing has yet been scheduled for the 21st.

26 in Para.'s Lineup for '56
A total of 26 films are awaiting release, currently being filmed or being roadiled for the cameras this year, it was disclosed over the weekend when Paramount Pictures released its 1956 program schedule.


Eight films are awaiting release. Six productions are currently being

Papers Being Prepared
Management of WB Intact Until D-J Acts
Clarification Must Come on Si Fabian's Possible Role in New Semenenko Setup

By MURRAY HOROWITZ
The management of Warner Brothers Pictures Co, will be left intact until a clarification is obtained from the Department of Justice as to Si Fabian's possible role in the new WB set-up, it was authoritatively learned here at the weekend.

Legal papers are being prepared here for submission to the Justice Department shortly, it was stated, papers which will presumably explore the consent decree provisions separating production-distribution from exhibition. Fabian is president of Stanley Warner, the theatre circuit divorced from the old Warner Brothers Co., and is understood willing to give up his stock interest in the circuit to assume active leadership of the picture company.

These developments occurred in the wake of the sale of an estimated 800,000 shares of Warner Brothers Pictures.

'Aff Drive' Goes Over Top for Fifth Successive Year
From THE DAILY Bureau
HOLLYWOOD, May 13. — The announcement that for the fifth successive year all-time company overseas sales records were set during the 17-week 1956 Daff drive, which ended on April 25, was made here at the concluding session of the Universal International Films' week-long global sales conference by Alfred E. Daff, executive vice-president of Universal Pictures, and president of its foreign subsidiary, Universal International Films.

During the entire sales drive

Television Today
IN THIS ISSUE

Stephen Bosustow, en route from London and the Continent back to his home base in Hollywood, stops in New York to talk about UPA expansion here and abroad.

Spotlighting the news in Television Today.

Passing in Review—The week's highlights in shows.

OL. 79. NO. 93
NEW YORK, U. S. A., MONDAY, MAY 14, 1956
TEN CENTS
PERSONAL MENTION

HENRY GINSBERG will return to Hollywood today from New York.

Sir TOA O'BRIEN, M.P., general secretary of the National Association of Theatrical and Kinematograph Employees, returned to London from New York yesterday via B.O.A.C.

MYRON BLANK, TOA president; WALTER READE, circuit operator, and Sir CAROL REED, director, will arrive in New York from Europe tomorrow aboard the "Queen Elizabeth."

IRVING SOCHIN, Universal Pictures short subjects sales manager, left New York at the weekend for key cities of the Midwest.

MANY REINER, I.F.E. Releasing Corp. general sales manager, will leave here today on a 10-day trip to company exchange.

PHILIP GERARD, Universal Pictures Eastern publicity manager, returned to New York over the weekend from Europe.

DON FEDDERSON and MRS. FEDDERSON, TV film producers, will arrive in New York today from the Coast.

DORE SHAHRY, M-G-M vice-president in charge of production, will return to New York today from Boston.

JACK SHAHRYAN, orchestra conductor, has returned to New York from the Coast.

GEORGE SLATT, of Samuel Goldwyn productions, has returned to Hollywood from New York.

NORMAN SIEGEL, vice-president of International Artists, has arrived in New York from Hollywood.

BARBARA WILKINS, of ABC Film Syndication, will leave here tomorrow for Bournemouth, Va.

HOWARD STREICHLING, M-G-M studio publicity head, will return to New York today from Hollywood.

BEN GAGE, husband of ESTHER WILLIAMS, left here yesterday for London via B.O.A.C.

MARTY BLAU, Columbia Pictures trade press contact, is vacationing in Virginia.

JULES LEVY, independent distribu-
tor, left here on Friday for the Coast.

W.B. Management Stays

(Continued from page 1)

tures stock by the three Warner Brothers to a group headed by Serge Semenenko, senior vice-president of First National Bank of Boston. Meaning, the New York Times quoted Semenenko as saying that Fabian "is participating in the transaction," the first official acknowledgment of Fabian's role, although all previous reports linked the veteran exhibitor prominently in the deal. Fabian, throughout, has refused any comment. The disclosure that until the Department of Justicre renders its opinion on the Fabian-Brothers management, leaves Harry M. Warner remaining as president, Albert Warner as vice-president and Jack L. Warner, as vice-president in charge of the studio. The authoritative spokesman, asked when the Warner Brothers board would meet in light of the new conditions, said "not for while." He went on to say that the Warner Brothers operations will not be altered in "the slightest" in the interim period, referring to the span of time before the Justice Department renders a decision.

The Brothers Warner, in the meantime, will remain on the board of directors, as their two-statement sentence confirming the deal announced. The sale of their 800,000 shares at about $27.50 per share represents a purchase price of about $22,000,000. The brothers and their family, as previously announced, are also retaining about 10 per cent of their stock, worth about $2,000,000. The shares stock believed to be between $200,000 and 300,000 shares.

It is understood that Fabian's willingness to assume the helm of the new Warner Brothers management sparked the Semenenko group, although the group is understood to be ready to obtain another executive of Fabian's status to assume the helm if the latter cannot do so.

Balt. Judge Upholds Censor Ban of 'Arm'

BALTIMORE, May 13—Approval of the Maryland Board of Motion Picture Censors which banned the showings of United Artists' "The Man With the Golden Arm" was given Friday by Judge Joseph Brynes in City Court.

Judge Brynes ruled "after viewing the film it became clear to this court why a number of film critics deplored the bad taste shown by the producer in filming the story."

He upheld the action of the censors who had ordered a cut in a two-minute sequence from the film which showed a member of the cast injecting narcotics into his arm.

The United Artists home office on Friday stated that an appeal would be taken on the Baltimore decision naming "The Man with the Golden Arm."

UA to Advertise Sullican TV Show

The advertising of the Ed Sullivan show on June 3 that will describe the world premiere of the Hecht-Lancaster production "Trapeze" was announced over the weekend by United Artists.

UA said the telecast will be advertised in 32 ads in newspapers in Atlanta, Baltimore, Chicago, Cincinnati, Cleveland, Newark, Detroit, Kansas City, Minneapolis, St. Paul, New York, Philadelphia, Nashville, Washington and Los Angeles.

Todon Will Produce 8 Features in Year

HOLLYWOOD, May 13. — Todon Productions, Inc., will produce eight features within a year at an aggregate cost of $10,000,000, Todon president Tony Owen has announced. The company, owned and headed by Owen and Donna Reed, have six feature productions in progress, and will soon open the company's film office in a new studio.

The company has five earlier feature productions already in release. The first among the new Todon productions to go before the cameras is "Twist of the Night," based on the British best seller.

Pollock in SWG-W Post

HOLLYWOOD, May 13. — Louis Pollock, former director of advertising and publicity for Universal Pictures and United Artists, and who has limited himself to professional writing in recent years, has accepted the directorship of public relations for the Screen Writers Guild-West.

Settle Anti-Trust Suit

The $750,000 anti-trust suit filed by Mindell Theatre Corporation, operating the Bell Cinema in Brooklyn, was settled and dismissed in New York Federal Court on Friday before Judge Sylvester Ryan. Discrimination in runs and clearances had been charged.

Circuit Dates for 'Dance'

Circuit bookings have been arranged for the new release "Dance Little Lady" and for first-run openings in the cities for "Lovers and Lollipops," the company has stated.

NEW ROUNDUP

Cannes Cites Miss Haywa

Susan Hayward, for her performance in "Till Cry Tomorrow," receives the best-actress award at the Cannes Film Festival. There was no award given this year for best performance by a male actor.

The French documentary, "I, Silent World," was honored as best film shown during the annual competition.

Sneak Previews for 'Affair'

M-G-M reports that more than 5,000 theatre owners, managers, buyers and film scholars, as well as film editors, columnists and broadcast attended 23 sneak previews of the company's "The Catered Affair" week.

Illinois Drive-in Damaged

The Skyview Drive-In, BellaVille III, damaged to the tune of $55,000 in a fire several weeks ago, has been reopened, with damage repaired. The theatre is the largest CinemaScope drive-in in the country and elaborately equipped playground with free fire truck rides, live pony rides, train rides, ferris wheel, merry-go-round, swings and slides.

'Sea' for Eire Festival

Allen H. Miner's "Naked Sea" will be presented at the Cork Film Festival in Eire, to be held May 21-22; it has been announced by Walt Branson, RKO Radio vice-president in charge of worldwide distribution. The RKO Pathescope release will shown on May 25.

Reopen Cleveland Drive-in

The Pearl Road Drive-In, Cleveland, washed out last summer by a group of local theatre men, has reopened under an arrangement with the United Artists. New operators are Frank Schiele and Alfred H. Stromeier. It has pr visions for 750 cars.

FOR SALE

35mm OPTICAL PRINTER

BOX 514, MOTION PICTURE DAILY 1270 SIXTH AVE., N. Y. 20

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kans, Editor; Raymond Levy, Executive Publisher; Al Streeck, News Editor; Herbert V. Forcher, Advertising Manager; Gene H. Fiume, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William K. Weaver, Editor, Telephone Hollywood 5-3218. Chicago Bureau, 12 South LaSalle Street, Urban Rabin; Advertising Manager, Alfred M. Storno, Telephone Federal 7-2289. Agency, 947 Olive Street, Dallas, I. A. Quigley. New York, 120 Sixth Avenue, Rockville Center, New York, 26, Telephone Upland 7-2326, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, The New TBR: Our Better: Refreshment Memorandum, each published 11 times a year. For sale to the trade only. Class C, Act 39, P.L. 1350, 1920-21, No. 1270, 12th class, October 1, 1925. Subscription rates per year, $6 in the United States and $12 foreign; single copies, $1
**Allied States Not Against Fabian-WB Deal**

If Fabian Drops His Interest in Theatres

From THE DAILY Toren

WASHINGTON, May 13.—Allied States has told the Justice Department it can see no objection to SI H. Fabian buying control of Warner Brothers Pictures if he "in good faith" cuts himself off from any theatre interests.

At the same time, Allied declared, it didn’t want Justice to think that this was the sort of thing Allied had in mind when it joined with the Theatre Owners of America earlier this year to urge the Department to permit diverted circuits to enter production.

A telegramed president Rube Shor and general counsel Abram F. Myers to Assistant Attorney General Stanley N. Barnes declared that the purpose of the original Allied-TOA request on permitting the diverted circuits to go into production was to create new production sources and to freezing film production that the controlling interest in Warners by Fabian would not meet this criterion, the wire pointed out.

On the other hand, Allied continued, it could see no objection to the deal providing there is a complete and good faith separation of Fabian’s theatre interests, and that his theatres in no way get any preemptive rights on Warner films.

**USIA’s TV Program To Foreign Market**

WASHINGTON, May 13.—To provide television audiences in France, Italy and Latin America with a true picture of life in the United States, the United States Information Agency will produce four foreign language versions of its original TV program, "Report from America."

Theodore C. Streibert, director of the agency, said that the film would be produced in French, Italian, Spanish and Portuguese to supplement the current English language version. The Spanish and Portuguese programs will be distributed in Latin America.

"Report from America" is a monthly documentary portraying various aspects of life in the United States. The 30-minute programs are filmed especially for television under the direction of the agency by the National Broadcasting Company.

Streibert said that the English language version of the TV series has been in production for several months and the first three programs have been aired by the British Broadcasting Corporation.

**King Bros. to Start First Video Series**

HOLLYWOOD, May 13.—The King Brothers’ recently formed television department has completed final preparations for its inaugural series, "The Adventures of Sinbad the Sailor."


Filing is scheduled to start June 5 on location in Persia and Turkey, with Kurt Neumann directing. The series will be the third color by Victor Young, who recently completed a similar stint on the King Brothers production, "The Brave One," which is being released by RKO. Associate producer is Barry Crane.

**Film Cash Dividends Up in First Quarter**

WASHINGTON, May 13.—Publicly reported cash dividend payments of motion picture companies in the first quarter of 1955 totaled $6,822,000, compared with $6,300,000 in the first three months of this year, compared with $6,822,000, compared with $6,850,000 in the first quarter of 1955 period. The Commerce Department reported that the Department said these payments.

March payments were put at $3,842,000 this year, compared with $3,790,000 last year.

**Wayne in Chicago For ‘The Searchers’**

CHICAGO, May 13.—John Wayne will arrive here tomorrow for a three-day series of personal appearances in behalf of the world premiere of his latest starring picture, C. V. Whit- eney’s "The Searchers," for Warner Bros. presentation, at the Chicago Theatre Wednesday evening.

Upon his arrival, Wayne will kick off National Poppy Week by receiving the first poppy. Event will be covered by press, TV and radio.

In the evening the star will be interviewed by Tony Weitzel over CBS radio.

On Tuesday Wayne will host a press luncheon for local motion picture critics, in addition to holding several radio interviews, including Mary Merrill (over NBC, and Ernie Simon over WGN.

**U-I Will Advertise ‘Boats in Digest’**

The first global magazine advertising campaign believed to have been launched for a motion picture has been arranged by Universal-International in its promotional campaign of "Away All Boats."

U-I disclosed that it will place a full-page, two-color advertisement in the household and international editions of "The Reader’s Digest" for the film which stars Jeff Chandler, Lex Barker, Julie Adams and George Nader.

**Under Weltner Local Meeting Of Paramount In Mass. Today**

George Weltner, Paramount world-wide sales manager, has his headquarters in Boston today and tomorrow a meeting of the company’s Eastern division.

The third in a series of scheduled divisional meetings at which Weltner will preside, the Boston gathering will focus on sales programs for current and forthcoming product, including Cecil B. De Mille’s production of "The Ten Commandments" and Ponti-DeLaurentiis’ "War and Peace," both of which major film works will begin release in 1956. Weltner, vice-president of Paramount Studio, has been assisting in the production of Paramount Westerns and his division headed by Howard M. Boyes, Paramount division manager; branch managers from Boston, New Haven, Albany and Buffalo, and other key division personnel will attend the Boston meeting. In recent weeks, Weltner conducted similar meetings in Philadelphia, for the Mid-Eastern division headed by Howard M. Boyes, and Chicago, for the Central division headed by Bryan D. Stoner.

The Next in Atlanta

The fourth of these major Paramount divisional meetings is scheduled for May 21 and 22 in Atlanta, where Southern division executives, headed by manager Gordon Bradley, will join Weltner. The branches which will be represented include Atlanta, Charlotte, New Orleans, Jacksonville and Memphis.

Early June has been set for meetings of the Southern division in Dallas and the Rocky Mountain division in Denver, at both of which Weltner will be joined by Sidney Donnan, Paramount Western sales manager.

Sees Pattern Evolving

Weltner said at the weekend, before departing for Boston, that an effective pattern of local, individual handling of pictures by the field sales forces is evolving in consequence of the divisional meetings.

**2 Kells in I Block**

M-G-M’s "The Wedding in Mon-aco" and "The Battle of Gettysburg," both in CinemaScope and color, will open at the Guild Theatre here May 17. In addition, Grace Kelly romance picture, "The Swan," will still be playing at Radio City Music House, which the Guild adjoining.

**Monday, May 14, 1956**

MOTION PICTURE DAILY
ALFRED HITCHCOCK'S

THE MAN WHO KNEW TOO MUCH
James Stewart, Doris Day.
VistaVision and Technicolor

PERLBERG-SEATON'S

THE PROUD AND PROFANE
William Holden, Deborah Kerr,
Thelma Ritter, Dewey Martin.
VistaVision

THE LEATHER SAINT
Paul Douglas, John Derek,
Jody Lawrance, Cesar Romero.
VistaVision

THAT CERTAIN FEELING
Bob Hope, Eva Marie Saint,
George Sanders, Pearl Bailey.
VistaVision and Technicolor

PARDNERS
Dean Martin and Jerry Lewis.
VistaVision and Technicolor
June Bustin' Out All Over
With 7 Pix In Prod'n; 13 To Roll In Next 7 Months

In accelerating even the studio's current high of six films before the cameras, and in a move to continue its production upbeat, Paramount has scheduled 13 more pix for lensing within next seven months. Five of the films are slated to start in June, and with two of the pix currently shooting still before the cameras at that time, Par will hit an all-time production high with seven films in production simultaneously that month.

Pix starting in June will include "The Jim Piersall Story," starring Anthony Perkins with Alan Pakula producing and Robert Mulligan directing; "The Buster Keaton Story," starring Donald O'Connor with Robert Smith and Sidney Sheldon co-producing, latter also directs; "Flamenco," which Donald Siegel directs for producer Bruce Odum; "Beau James," starring Bob Hope, a Melville Shavelson-Jack Rose production which Rose will produce and Shavelson direct; and Hal Wallis' "The Rainmaker," starring Katharine Hepburn and Burt Lancaster with Joseph Anthony directing.

Pix set for Fall are: "The Sons of Katie Elder," starring Alan Ladd with Samuel J. Briskin producing, to roll in August; "Papa's Delicate Condition," starring Fred Astaire with Robert E. Dolan the producer, and Alfred Hitchcock's "From Amongst the Dead," for September filming; "The Joker Is Wild," starring Frank Sinatra with Samuel J. Briskin producing, and Charles Vidor directing; "Joey," starring Anthony Perkins, with Alan Pakula producing; and an untitled Martin & Lewis comedy to be directed by Don McGuire; all three to roll in October; "Teacher's Pet," starring Clark Gable for Perlberg-Seaton; "The Red Nichols Story," starring Danny Kaye, a Shavelson and Rose production; latter two are to be lensed in November.

Barry Studies (Continued from page 1)

M-G-M definitely will get into the television production field, although he declined to state at this time whether the projects contemplated fall along lines of TV dramas. He did not know whether M-G-M will enter the TV field for the 1956-57 season, but said M-G-M definitely would have TV production entries the following season.

On the question of the possible availability of the M-G-M film library to TV, Barry said the issue is being explored on what method, if any, to use, mentioning the possibility of an outright sale, leasing, or M-G-M entering TV distribution of its film on its own.

Bookers to Honor Levy

David A. Levy, who recently retired as New York branch manager of Universal-International, will be honored tonight by the Motion Picture Bookers Club of New York at a closed meeting at Toots Shor's.

Daff Drive Is Over the Top (Continued from page 1)

period, 27 of the 40 competing countries exceeded their last year's actual total billings by a substantial margin, and most of the others either surpassed or attained their Drive goal and in the final record-breaking week, 14 territories smashed their all-time marks for a single week's billings, Daff said.

Top individual honors during the global contest went to Chile, managed by Raul Viares. Israel, headed by David Mallah, placed second; Spain, under Leo de Jesus, third, and Australasia, supervised by Herc McIntyre, fourth.

The European division, supervised by John Spires, finished first in the divisional standings and was awarded the traditional Daff cup. Second honors went to the Latin American division headed by Al Lowe. The Far Eastern division, under Arthur Doyle, placed third.

The announcement of the Daff drive winners was the concluding item of the week-long agenda for the 72 delegates representing 55 overseas territories as well as the United States. A farewell dinner was held on Friday night, at which time the prizes won in the Daff Drive were awarded and gifts from all over the world were interchanged between the managers.

At a special party, the members of the U.S.A. and overseas press stationed in Hollywood were presented to the foreign delegates. At another studio party, a number of top ranking stars, including Rock Hudson, Jeff Chandler, George Nader, Debbie Reynolds, Piper Laurie, Van Johnson, Martha Hyer, Dan Duryea, Jose Ferrer and Fred MacMurray were on hand to greet and chat with the overseas visitors.

Many of the delegates who had journeyed almost half-way around the world from parts of Europe to California will return via the Far East, stopping off at U-I branches on route to still further their knowledge of the company's global operations.

The most luxurious way to Los Angeles!

It's "red carpet" service on the world's fastest airliners with delicious full-course meals, tasty snacks, a choice of cocktails, plus all the many extras of "service in the Mainliner manner." Club-like rear lounge for relaxation with fellow-passengers. Leave 12 noon or 12:30 a.m.

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UNITED AIR LINES

TENT TALK

Variety Club News

LONDON. - Discussion continues here among Variety Club units regarding the suggestion made by George Hoover, International chairman, during his recent visit here. Hoover stated at that time that he hoped the various Variety tent would try to strengthen their individual position rather than seek to promote the establishment of new units.

LOS ANGELES. - George Jess will coordinate the activities of the Variety Club of Southern California in connection with the world premiere of "Trapeze," Hcht and Lancaster's CinemaScope drama opening at the Fox Wilshire Theatre here on May 29. All proceeds from the event have been earmarked for the Variety Boys' Club in East Los Angeles.

ST. LOUIS. - The St. Louis Variety Club will stage its spring festival May 26 in Kiel Auditorium for the benefit of the Heart Fund. There will be a talent show and dance contest, square dancing and carnival booths, with the Crew Cuts and Blue Barron's orchestra. Chief Barker of Tent No. 4 is David G. Arthur, head of the booking department of Fanchon & Marco-St. Louis Amusement Company.

MILWAUKEE. - Lou Elman, the first Chief Barker of Variety Tent No. 14 and branch manager of the local RKO Radio office, has accepted a transfer to the Los Angeles RKO branch. His many friends honored him at a farewell luncheon.

1956 Thunderbird, the Ford sports car, has been announced as the major prize in the annual drawing for the benefit of the New York Variety Club Foundation to Combat Epilepsy. The drawing will be held at the June 19 luncheon meeting of the club at Toots Shor's Restaurant.

TV Set Production Off in First Quarter


RETMA reported that TV set output totaled 1,544,632 sets in the first three months of 1956, compared with 2,188,292 sets in the like 1955 months. March 1956 output was cut to 680,003 sets, compared with 831,156 sets in March, 1955, and 576,282 sets in February, 1956.
Spotlighting the News

urther Code Talk
A single code of practice for TV live and film television seemed 1 inch or so closer to reality last week with the meeting in New York of subcommittees representing the National Association of Broadcasters and the Alliance of Telefilm Producers. The immediate subject of these talks was a proposal for extending to television film producers an affiliate subscription to the NARTB Television Code "to encourage conformity of film products with Code provisions." The Alliance, of course, has been working on a fairly detailed code of its own on the west coast, with the id and understanding of the National Audience Board. Meanwhile, the American Civil Liberties Union, which earlier had been asked by the Alliance to give its opinion on the matter, issued a flat denunciation of all codes in the communications industry. The Union said it did not oppose a producer's setting up his own standards, but that "collective adherence to a single set of principles in a code is the effect of limiting different points of view. . . ."

Wide Wide Finale
'For its final program of the season June 3, NBC-TV's Wide Wide World properly plans to one up with one of its most ambitious undertakings, a living essay on the St. Lawrence Seaway. It's a show to be broadcast on the entire NBC and Canadian Broadcasting Company networks, represents the largest single cooperative effort between the two corporations. Not only will it explore the route of the seaway itself, from Quebec through the Great Lakes to Duluth, but it will also make a side trip to Baltimore, an east coast port which could suffer serious economic reverses should the Seaway siphon off much trade now going independently the American continent. Barry Wood is the executive producer of the award-winning series, which returns in the Fall.

Shopping
' The networks are shopping outside and Official Films, for one, is supplying the demand. Harold L. Hackett, president of Official Films, announced last week a whopping total of $4,400,000 in major sales over the last three week period. Included in the sales were "The Adventures of Sir Lancelot," to NBC; "The Buccaneers" to CBS for sponsorship by Sylvania, and the renewal of "The Adventures of Robin Hood" by CBS. In addition, Mr. Hackett announced that "The Adventures of the Scarlet Pimpernel" has been sold to the CBC for full network airing in Canada, as well as to the new Australian commercial channels in Sydney and Melbourne. Both "Sir Lancelot" and "The Buccaneers," produced by Hannah Weinstein's Sapphire Productions, were sold in record time on the strength of the first two films produced in each series.

Support the Nets!
' Support of the television networks, for some months now the targets of an almost continual succession of Governmental inquiries, was forthcoming last week from a fairly surprising and welcome source, Ely A. Landau, president of National Telefilm Associates. In a letter sent out to TV film syndicators the country over, Mr. Landau declared that it was about time that "we, and others who have a stake in this business of broadcasting,. . . , make our stand crystal clear" on the matter of the networks. "It is my conviction that you and I and everyone concerned with the TV broadcast industry should shout 'Hurrah for the TV network, without which TV as we know it today would not exist. . . ." The only trouble with the situation today, continued Mr. Landau, is that there are only three networks. There should be more. . . . "I say let's concentrate on, call for, and create the means to give the industry more of them." Less surprising but no less cogent support of the networks was offered last week also by Harold E. Fellows, president of the NARTB. Speaking in Winston-Salem, Mr. Fellows said simply that the networks "are the only one effective way to present events of national and international significance to the American public. They must be supported by advertising. . . . The alternative is governmental operation."

Ziv on Syndication
With the emphasis on syndication agreements, Ziv TV last week predicted an over-all gain of 50 per cent in total dollar volume of company program sales to all classes of advertisers in 1956, provided sales continue at present levels. Pace setters in the syndication up-beat, said M. J. Riffkin, sales vice-president, are sales to clients spotting shows on a regional or multi-market basis, which category should show a gain of 30 per cent. The company currently has several new properties in various stages of preparation which bear a "for syndication only" sales tag, all part of the Ziv production and sales strategy, even

In Our View

The performance in recent months on television of some of the most famous of the works of Shakespeare and other of the notable lights of the literary and artistic world has opened the way, successfully, to a vast area of service by the medium which can have only a splendidly beneficial effect on the whole industry.

The fact that these performances have met with such a high degree of enthusiastic response, among the general public, educational authorities and even the younger generation, is indeed heartening. Especially is this an invaluable condition, since it makes, for the sponsor, the happy state of affairs where he is ready, willing, and probably able to do it again and yet again. "The Hallmark Hall of Fame" was described recently as performing the function of "a national theatre and right in the nation's living room." New and vital stature accrues to the medium in its entirety when such a designation can be assigned.

There is a further, marginal yet extremely important facet of this fine and healthy condition which is less apparent but no less of value. That is the fact that where the medium wins for itself the approbation of diverse segments of the nation it in effect automatically has attained for itself wider acceptance generally, greater loyalty than ever from its followers and a more profitable operation.

Likewise, it is true that the whole public conception of entertainment media is enhanced, with new good coming as a result to motion picture as well as to television. New respect for any single entertainment medium must be of distinct benefit to all entertainment media of similar nature.

—Charles S. Aaronson
UNANIMITY AMONG THE LAY CRITICS is news. The happy ben-eficiary of last week’s unusual agreement among the professionals was Maurice Evans “practically perfect” production of “The Cradle Song,” NBC-TV, Sunday, May 6. The Hallmark production survived several major detractors’ last-gasp attacks on the series’ finest show to date.

Other live dramas of the week ranged from very good to take-it-or-leave-it. In the latter category were CBS-TV’s Studio One production Monday night of “The Drop of a Hat,” concerning the witchery to be found in the offices of a fashionable ladies’ magazine; and NBC-TV’s Tuesday night’s “The Cheesecake Run,” which spoofed The $6,000 Question, competing concurrently on CBS-TV. Larry Byrd was the very funny star of the “Question” satire, and he received some fine support from Georgianna Johnson, Virginia de Luce and Tony Randall. The format was, in one of Poston’s ad-agency terms, “faulty decisioning.”

The special events of the week were random things, more often on chance than on any prearrangements. Former heavyweight boxer Lou Nova recited inspirational verses—some of his own composition—on NBC-TV’s Today Tuesday morning and succeeded in ruffling, just a mite, the feathers of the Left-leaning Monday morningiring Studio One’s luck-stress, Betty Furness, added a new wrinkle to her Westinghouse pitches by letting her daughter deliver part of the spiel. Properly coached, they might become the Mary Martin-Heller Haliday of Madison Avenue. CBS-TV gave fine coverage to the “Landy Special Mile” run in Los Angeles, Sunday afternoon, May 6. Immediately following Needles’ Kentucky Derby victory, the Bailey upset in Los Angeles made complete the afternoon of the armchair coaches.

Elsewhere in the week, and in greater detail:

STARCAGE: “Bend to the Wind.” NBC-TV, ½ Hour, 9:30 P.M., EDT, Friday, May 1, 1956. Live, from New York. For Chase-brong Ponds.

Young Branden de Wilde with a reasonable degree of consistency proves himself a capable performer and this well-handled, if somewhat cliché-ridden play gave him additional opportunity to prove his worth. It is a simple, and simply told story of the youngster whose mother marries again after the death of his father, and the boy’s refusal to accept the man who seeks to take the father’s place. As the youngster emerges from his world of fantasy following an operation to save him after a gun accident, he recalls the events of the previous several months, and finally, returning home still clothed in the father’s old clothes, the Gregory Lowther play was adapted by Roger Lawgon and directed by Jack Smight.


It is indeed a happy state of affairs that the versatile Noel Coward has taken so readily to the television medium and vice versa, for this can the product of this truly authentic modern day genius be brought more widely into the homes of the general public. In “This Happy Breed,” Raymond Reddick stars in his own play, and incidentally is credited with supervision of the entire production. He is a wonderful, virtually without peer in each of the roles. His performances in question, whether as author, star or producer. It may be said that this television production was a rich and rewarding experience for all viewers, and that the hour and one-half must stand as one of the highlight programs of a year and more of television. De-scristed was a London Charles Russell production, the play was directed and staged, most expertly, by Ralph Nelson, with Raymond Reddick as the producer, all of course under Coward supervision. As brilliantly effective as is the performance of Coward as Frank Gibbons, the protagonist and the prototype of all of middle class England at its best, come hell or high water, no less fine is Edna Best as his understanding wife. In excellent support are Roger Moore, Patricia Cutts, Robert Chapman, Joyce Ash, Nora Howell and Beulah Garrick in particular. Each contributes most significantly to the effectiveness of a brilliant work. Here was dramatic presentation at its best. It seems a safe wager that only day will forever be a revival of this show on TV.

THE AMAZING DUNNINGER. NBC-TV, 1 Hour, 8:30 P.M., EDT, Wednesday, May 16, 1956. Live, from New York. For American Tobacco Co. and Pearson Pharmaceuticals Co. (alternating).

Dunninger, described as the “master mentalist,” returns to the wars in the format made familiar in his earlier appearances, and in

much the same pattern of program. Those among the viewing audience who are mentally as well equipped as the Dunninger’s basic sceptics may not be unduly impressed by the presentation, since Dunninger is a good but hardly a spectacular showman. For those who are one of the throng believing to be, and they are legion. Dunninger offers a remarkable exhibition of thought transference, telepathy on the screen. In this opening show of the month a note from Dunninger carries to the mammoth U.S.S. Saratoga at Brooklyn Navy Yard, where first the commandant and chief of staff, then a mess officer, participate in a test of Dunninger’s powers. It is convincingly indicated that the “thoughts” at least are not prearranged. The audience participation also is effectively done. The music which was interpolated was inepitely chosen, too loud and generally distracting to the over-all effect. This is a musical show, and music should not be intrusive. Here is a case where dramatic effect some other colour could be golden. Ben Frye produced.


With Kim Stanley as star and a haunting script by Wendell Meyes, Kraft Foods (under the direction of Walter Thompson) came forth with another superior production last week. Meyes’ story, to be staged on an old legend of the Southwest, was a splendid fantasy about an incurably ill girl, daughter of an overly protective, wealthy father, who falls in love with a Spanish dancer. Meyes’ symbolism is native and primitive, but the physical production and the performances were complex and at times sharply manneristic. However, when the program was given a large budget, as few times when, in the Hubbard of live TV drama, even the sets and camera work seemed interesting. Dick Dunlap was the director of the large cast, which included James Daly, David Stewart and Bert Freed. Luis Olivarres as the Spanish dancer contributed the show’s highlight in an eerie flamenco solo.


Bigamy, because it seems like such a common crime and one that has brought its own just rewards, as well as a problem that affects only a small percentage of the population, has in the past been best used as material for farce. Here, however, producer Robert Montgomery came up with the makings of a satisfying teleplay concerning a genial, middle class dissenter who commits between Philadelphia and New York. Adapted from short story by Mary Orr, “Jack Be Nimble” hardly a bundle of wit or invention, but it had at its center an interesting character, played by John Hodiak at the right level of amount of malvolence and seduction. As his two myopic wives, Augusta Dabney and Jn Lorne, it was pitch perfect an unusual amount of life to live that is essentially folksy for the villains. Prominent in support were Pete Larrer, as the child of one of the ill-fated triangles, and Frank Losch, as the psychiatrist who had to probe Mr. Newland’s some time recall. Perry Lafferty was the director who managed to bring both live and animated, in addition to general experiments with free techniques and effects. Audience and sponsor approval was reported, with new pack a gin planned in many instances to assure better TV reception to products.

THE CHICAGO Board of Education has approved a plan for the instruction by TV programs from Station WTTW of some physics and mathematics classes in each of the high schools daily for two weeks as an experiment.

“The advent of Chicago-based color TV should have a great deal to do with adjusting the public attitude towards color from current to future,” said Mr. Luseman, the principal, who was stated by Robert W. Galvin executive vice-president of Motorola, Inc. Mr. Galvin said that his opinion much still remains to be seen but he looks forward to a “public awareness of the excitement and beauty in color TV.”

FRED A. NILES, president of the motion picture company bearing his name, announced production of a half-hour pilot film intended to reach the Negro market via TV distribution. The pilot film in its present form a comic strip, is called “Joba,” a character who has been described as a black “Ralph Kamsky” electronic medium of filmng will be used to film the half-hour show. This is the method which combines the use of live TV cameras and 35mm Mitchell motion picture cameras. Mr. Niles also plans to kick off the series of 26 half-hour shows. The series will follow a musical variety format.

SEARS, ROEBUCK & CO. has a color television set on the market. The store’s TV department features a 141-inch picture tube and bears the trade name Silvertone.
Who's Where

Last week these changes:

HIDWAY C. HUGHES has joined the ABC-TV network as assistant manager of sales development. He was formerly promotion manager for Look Magazine and sales promotion manager for WOR-TV.

EDWIN J. BAUMGARTEN, president of Telepictures, Inc., has announced the appointment of MARVIN LOWE as vice-president and director of domestic sales. Mr. Lowe has been with Telepictures since June, 1955, as Chicago central division manager.

EDWIN PAISLEY, Jr., has been named to the TV sales staff of WRCV and WRCV-TV, it is announced by LLOYD E. YODER, ABC vice-president and general manager. Mr. Paisley, formerly served in the traffic, programming and sales departments of WFIL, Philadelphia, as well as sales manager of station WHUM in Philadelphia.

AY R. SMOLIN will join Associated Artists Productions in connection with its distribution of the Warner Bros. library of feature films and shorts, it is announced by BOB RICH, general sales manager for AAP. Mr. Smolin will head the advertising, promotion and publicity operation. CAROL LEVINE continues as director of publicity and film research for the major television film distributing company.

IDELLA GRINDLAY has been named office manager of NBC's new Political Broadcast Unit. It is announced by JOSEPH A. MCDONALD, director of the unit. She was formerly director of program operations for the Quality Radio Group.

SEYMOUR H. (SY) MALAMED, who recently joined Screen Gems, Inc., has been named director of fiscal affairs of this television subsidiary of Columbia Pictures. He will report to BURT HANFT, director of business affairs. Mr. Malamed was formerly controller and later treasurer of Television Programs of America, Inc., which he helped to organize.

MALCOLM R. JOHNSON, CBS news editor of the Washington Bureau has been named assistant director of news for TV, it is announced by JOHN F. DAY, director of CBS News.

LESTER GOTTLIEB has been named a general executive for the CBS-TV program department and BERTRAM BERMAN has been appointed director of daytime programs, it is announced by HUBBELL ROBINSON, Jr., executive vice-president in charge of network programs.

THE rather young, personable and energetic man pictured above on last week's New York visit, and surrounded by some of the tools of his trade, is Stephen Bosustow, the chap who, by way of the Walt Disney organization initially, has in recent years parlayed a cartoonist's skill, a brilliant imagination and business acumen into the full-blown success known today as UPA Pictures, Inc., with offices in Hollywood, New York, and as of now, in London too. UPA, Ltd., will handle sales and distribution of TV production activities in England and on the Continent, and ultimately will establish a British cartoon studio to make TV, documentary and educational film shorts. He's just returned from setting up the London facilities.

Further expansion of existing Hollywood facilities involves a new $2,500,000, 13-story studio building in the San Fernando Valley next year, and plans which Mr. Bosustow sees within five years resulting in an employment roster of 500 (now 200), 18 shorts and one feature cartoon annually for theatrical release, in addition to expanded television commercial and program work. The famed "Mr. Magoo" shorts are in work for Columbia Pictures, and a CBS-financed series of 26 half-hours, "Boing-Boing," will be on CBS-TV next Fall. And then, of course, there are Bert and Harry Pliol, those inimitable, with the freshest, smartest and most effective commercial approach in television. That's the piece de resistance from Steve Bosustow's UPA, and will do right handily until a better recommendation comes along.—C.A.

The Show-Makers

"Bloomer Girl" Broadway hit musical, will premiere on TV in color on Producer's Showcase, Monday, May 28 over NBC-TV. Barbara Cook, Keith Andes, Carmen Mathews and Paul Ford will star. Alex Segal will be musical director-producer-director. Andrew McCullough is production executive. Musical supervisor and conductor is George Bassman.

States Steel Hour Wednesday, May 23, on CBS-TV. Robert Anderson adapted the story. The hour is produced by the Theatre Guild under the supervision of Theresa Helburn, Laurence Langner and Armina Marshall.

Charles Coburn has the starring role in "Sam," the Twilight Theatre offering Monday, May 21, on ABC-TV.

Gisele Mackenzie stars in "The Hat With the Roses" on General Electric Theatre Sunday, May 20 on CBS-TV. Ronald Reagan is host supervisor.

Faye Emerson will be the moderator of a new panel-ondine participation series, "Women Want to Know," bowing in on WABC-TV, Channel 7, Tuesday, May 15. George Spoto produces.

S. Hurst, well known impresario, has signed a new one-year contract with NBC as a TV consultant and producer, it is announced by Thomas A. McAlity, vice-president.

Ted Danielewski, NBC-TV program development manager, has been named to produce Coke Time, starring Eddie Fisher, through the remainder of the season, to June 8. Coke Time is on Wednesdays and Fridays, 7:30 P.M.

Toni Gilman, Chicago TV star and original "Down You Go panelist, starts commuting to New York May 15 to serve as panelist on the new NBC-TV program, "Women Want to Know."

Five top CBS-TV staff directors will alternate in directing "Chimes!" while John Frankenheimer and Allen Reiner are fulfilling motion picture commitments, it is announced by CBS-TV executive producer Jack Angel. Alternating directors are Ralph Nelson, Fletcher Markle, Seymour Berns, Buzz Kukl, and Russell Stoneham. They will work under Edgar Peterson, producer of "Chimes!"

Louis Ames has been named feature editor of NBC-TV's home, it is announced by program producer Ted Rogers. Mr. Ames for the past two years has been an associate producer on NBC-TV's Today program. He succeeds A. C. Spectorn, Jr. Mr. Ames will succeed on Today by Jack Otter, formerly commercial coordinator on Home.

though the company recently sold its new West Point TV stations to General Foods for CBS-TV workng. That, however, is the exception.

Exclusive

> Whether or not it turns out to rival the importance of the Lin- coln-Douglas debate, the adlai Stevenson-Estes Kefauver debate over radio and television facilities May 21 is sure to be top news of the following day and lively network promotion for some time to come. The debate will originate in Miami, 10 to 11 P.M., EDT. The invitation was extended by Robert E. Kintner, ABC president.

In Ottawa

> The Canadian Association of Radio and Television Broadcasters, with headquarters in Ottawa, has announced that it will ask the Canadian government to give the entire industry in Canada the once- over, to vest regulatory powers over radio and television in an independent commission and to allow no more than one TV outlet in any reception area. The association represents 165 independent Canadian outlets.

Moving

> Additional facilities for TV film processing come to New York with the removal of Cinepix Laboratories, Inc., from Hoboken, N. J., to its own building at 243 West 65th Street in New York. Morris Klingenman, president, points to increased capacity for handling 35mm, 16mm, and 16mm color, and newly equipped rebasing plant, Crofell, Inc., of which Francis D. Smith is president, has been named world sales agent for the Cinepix Laboratories.

“Big Brother” in Guam

> Like George Orwell’s “Big Brother,” television will be something less than omnipresent. The latest of the world’s outposts to get the service will be Guam, with 30,000 people. Currently live in relative peace and harmony with nothing more than a radio station, KVAM-TV, in Guam’s capital city of Agana, begins operations July 15. It’s a VHF station and an affiliate of NBC.

Big Daytime Sales

> “An unprecedented upsurge” in NBC daytime television sales, amounting to more than $5,500,000 in gross billings, was described last week by George H. Frey, vice-president in charge of sales for NBC-TV. The daytime purchases include the complete solئت of the network’s telecasts of the eight intercollegiate national NCAA football contests, to Sunbeam, Bristol-Myers, U. S. Rubber and a still-to-be-named “midwest appliance manufacturer”; the Brillo Company’s contract calling for two participations a week over a 30-week period on Matinee Theatre, and the Snickers candy bar company’s sponsorship on alternate Fridays of the new weekday, half-hour audience participation show, starting June 18.

Study

> When Karl Hoffenberg, producer of the NBC-TV Martha Raye Show, talked to a students’ advertising club at New York University the other day, he made the point that constant study to build a “storehouse of knowledge” from which to extract ideas is the best recipe for training in his field. Of courses, he indicated, to be on top of a sound, basic knowledge of television techniques.

Package

> From Atlantic Television comes an announcement, via David A. Radio, vice-president, of what is called a “champion package” of some 10 films, produced between 1948 and 1956, and inclusive of the series, “Home of the Brave,” “Too Late for Tears” and “Johnny Holiday.”

Preparations

> Some 25,000 Philco dealers will be gathering in hotels and auditoriums in 100 cites throughout the country tomorrow night for a special closed circuit telecast introducing Philco’s new line of home laundry equipment. The television facilities for the ABC-TV facilities and originating in New York, will be in way of a prep session for the dealers: Philco will be alerting their entire section of the viewing public to the wonders of its washers in the course of its sponsorship of ABC-TV’s radio-TV coverage of the 1956 political conventions and election night.

First Down

> There is a large segment of the viewing audience in this country which is sports-minded, regardless of age. Now comes CBS-TV and a deal with eight to ten National Football League for the telecast of games next Fall. The deal was announced by William C. MacPhail, CBS director of sports. Contracts for telecasting games of the other teams in the league are on the fire.

New ABC-TV Affiliate

> Station WTRI, Channel 35, serving the Albany-Troy-Schenectady area, will become affiliated with the American Broadcasting Company effective July 1. The station is owned by the Van Curler Broadcasting Corporation and services approximately 140,000 UHF homes.

TELEVISION IN BRITAIN

LONDON: Sidney Bernstein, chairman of Granada Theatres, in his annual report to stockholders, referred to the television side of the company’s business, Granada’s subsidiary, Granada Television, which now operates as the weekday contractor to the Northern Station. It will broadcast from two transmitters, giving a population of some 13 millions, starting on the air this month and the other in the autumn of this year.

The Granada chief cites unprecedented make-up, confectionery and soap powders, and of whose have found sales advances by benefit of TV advertising, and goes on to say: “If, when Independent Television covers some 70 per cent of the population of Great Britain—by the end of this year it is assigned only 10 per cent of transmitters. I have no doubt that the value of the medium to British industry will justify a still greater allocation than this.”

Mr. Bernstein adds that it will be his object from the start to blend the claims of entertainment and social responsibility into his TV programmes “which will attract the interest and respect of the British public.” When time, he says, for advertisers to learn how to beat the echo through the powerful medium of TV. “I have myself no doubt that commercial television has a great future,” Mr. Bernstein concluded.

COLOR TELEVISION sets made by eight leading U.K. manufacturer were used in a live demonstration of colour television at the British Radio Equipment Manufacturers Association for the 100 visiting members forming the Study Group of the International colour Institute (C.C.I.R.). The receivers were hand-made models built by technicians to show progress in colour television research in Britain. Although British-made, most of the tubes were American. The sets were demonstrated by E. K. Cole, Censor, Electric and Musical Industries, G.E.C. Marconi, Mallard, Murphy and Pye.

The members of the C.C.I.R. are in France for a four-nation tour to examine present systems of colour television and eventually to make recommendations on what system should be adopted as standard in Europe. There is an interest of regular colour TV transmissions in Britain for several years.

UNILEVER, Lyons and the Beecham Group head the list of the top ten spenders on commercial TV during the first six months of the service. Highest amount spent by a single advertiser was £440,000 by Unilever. Other big spenders were: Lyons, £176,500; Beecham Group, £129,000; Shell-Mex, £75,000; Cadbury Brooke Bond, £50,000; Thomas Hedley, £62,000; Dall Mail, £55,500; Gillette Industrie, £56,500; Nestle Company, £56,764; Guinness, £46,500. These figures have been compiled by “Television Audience Measurement.”

In the same period Associated Rediffusion, London weekday contractor, reported an advance of over £2,000,000 pluggings on 1950 products over the AR network.

With this kind of advertising expenditure and despite the inevitable growth of sound, the losses, commercial TV here look to the future with confidence.

“We believe that commercial TV will be paying its way in months,” is the forecast of Howard Thomas, managing director of ABC Television who run the Midlands network. He was addressing the Manchester Publicity Association, subject “Commercial TV as an advertising medium.”

“Few advertisers initially allocated additional sums of money to commercial TV. Now it must come out of their ordinary allocations. Commercial TV would settle down among other media and find its proper place. We know we are going to lose money at the beginning; you cannot help it. We must first establish the case and then have the market for advertising. The time will come when the audience will grow and advertising rates increase. Then the day will arrive when we shall get our money back,” said Mr. Thomas.

AR HAS SIGNED an exclusive agreement for film major fight contests on the Continental. M. J. Gillett, one of the leading Continental promoters has agreed to make available television rights of big boxing matches. They shall be produced by him anywhere on the Continent.

ROLAND GILLETT, former program controller at AR, has joined the board of Jack Hylton Television Productions. He will be responsible for the production of all the Hylton television programmes.

T. E. BROWNSDON has taken up his duty as regional controller for I.T.A. in the Midlands.

THE B.B.C. and Musicians’ Union are in tune again. A settlement has been reached on the musicians’ recent pay demands. Concessions on both sides have led to an agreement giving greater flexibility. It will mean, for instance, that musicians will now be allowed to programme music which are filmed in advance—something the B.B.C. has sought for many years. Previously starmusicians have had to refuse B.B.C. dates because of the ban on pre-recording with music.
**Rogers Fund**

**Continued from page 1**

A melodrama similar in some respects to "Rear Window" in which a hospitalized patient successfully solves a murder, "23 Paces to Baker Street" has strong situations effectively presented.

The story framework—that of a blind playwright who attempts to halt a crime and subsequently solves a murder—is fortified by the competent performances of Van Johnson, Vera Miles and Cecil Parker. The film creates a tension in the opening and mounts until the closing scene when the murder is solved and romance is complete.

Producer Henry Ephron and director Henry Hathaway have surrounded the major stars with capable supporting players who include Patricia Laffan, Maurice Denham, Estelle Winwood and Lian Haidemon. The Nigel Balchin screenplay, based on a novel by Philip MacDonald, is exciting and evenly paced.

Van Johnson is tops in the dramatic role of the blind playwright who uses his senses of smell, hearing and touch effectively to offset his lack of sight. When he overhears a conversation plotting a crime, his curiosity is stirred. From the pieces of the conversation and by a process of deduction, he theorizes that it involves the kidnapping of a child (wealthy parents) and that ransom money is the object of the criminals. By adventurous means, he attempts to visualize the crime. Naturally, the police are reluctant to cooperate but are won over to Johnson’s side of the argument after a murder is committed and an attempt is made to kill Johnson. The girl involved in the plot is murdered before Johnson’s plan or theory appears to take shape. Subsequently, Johnson meets the mastermind and murderer face to face on common ground—complete darkness. He succeeds in the final battle that brings the climax to the story.

Miss Miles, cast as a one-time fiancé of Johnson, assists in the plot to bring the criminal to justice. At the outset, her love for Johnson is refused but she accepts it when he realizes that she is as much a part of his life as his amateur detective work and playwriting. As the very convincing butler and part-time sleuth, Parker is a modern-day characterization of Sherlock Holmes and Dr. Watson put together.

London’s Thames River, the city itself and the quaint pub houses, filmed in color by DeLuxe and through CinemaScope, combine to give the 20th-Century-Fox presentation additional visual appeal that boosts the film’s box-office value. Photography director Milton Krasner captured the London atmosphere that blends with the music by Leigh Harline and played by Lionel Newman.

Exhibitor-wise, "23 Paces to Baker Street" emerges as one of the finer melodramas of the year and treats the handicap of the blind in a most dramatic and educational way.

Running time, 103 minutes. General classification. For immediate release.

**26 for Para.**

(Continued from page 1)


**Humanitarian Award**

(Continued from page 1)

Mrs. Daniel G. Satin of Miami Beach, Fla., pretty bedecked in a white bikini and pot-style hat, was awarded the Vespa motor scooter at the Variety Clubs International luncheon on Friday. Double-tap artist Al Karp motors picked her number. The scooter was a prize offer by Tent No. 33.

Barkers, and their ladies, from many tents were highly interested in the selection of the 1956 Variety Clubs International convention city. Many were wishing that Las Vegas would get the meeting, for they remember the good times they had there a number of years ago.

R. J. (Bob) O’Donnell, international ring master, said he is one of a group of Texans who is still interested in investing in a major league baseball team.

Marc J. Wolf, international main guy, was part of Dunham’s entertaining mental act at Friday luncheon, as was Ed Emanuel, international convention director, and guest of honor Dr. Ralph E. Bunche, underscoret of the United Nations.

Irving Mack of Chicago Tent No. 26 was hopping around the convention headquarters meeting old friends and renewing acquaintances.

**Humanitarian Award**

(Continued from page 1)

uonly evening. Delegates and their wives, 1,500 strong, and representing Variety tents throughout the free world, witnessed the presentation of the award by Sir Tom O’Brien of London, who represented last year’s winner, Sir Winston Churchill, to Joseph McDaniels, secretary of the Ford Foundation.

Ford, unaware that the honor was voted to him, was on the West Coast on prior commitments.

Previous winners of the Humanitarian Award include Sir Winston Churchill, Dr. Karl F. Meyer, Dr. Soehan A. Waksman, Helen Keller, Herbert Hoover, George C. Marshall, Bernard Baruch, Sir Alexander Fleming, George Washington Carver and Father Flanagan.

The International Award Committee consists of Eby, James G. Balmer, Edward Emanuel and Jake Flax.

Ford, in addition to his company responsibilities, has been active in civic and public affairs. He has been involved in the activities of Detroit's United Foundation, the forerunner of unified fund-raising agencies for health and community service activities throughout the country. He served as chairman of the board of trustees of the Ford Foundation from his appointment in 1943 to his resignation early this month. **MOTION PICTURE DAILY**

Harold Klein

The W. Ll., Rogers Memorial Hospital paid $22,050 annually to Montague, Montague said, adding that 96 per cent of all patients which enter the Saranac, N. Y., sanitarium emerge strong and healthy.” Montague, in tracing the history of the hospital, and its foundation by the motion picture industry, credits the case of United Artists’ manager in Singapore, Tony Hok, as an example of how the industry-supported hospital keeps its door open for all.

**Plea by Hoover**

"The hospital needs your support and assistance in securing funds,” Montague said. "It appeals to you as individuals and as members of Variety to help us continue," he stated.

George Hoover, international chief Barker, said that at present Variety International cannot support the Will Rogers Memorial Hospital, but each tent and each Barker can do so individually.

R. J. (Bob) O’Donnell, chairman of the Will Rogers Memorial Hospital, joined Montague in the appeal for Variety International support.

**Clarifies Membership Policy**

Hoover also issued a clarification of the Variety International policy on honorary memberships. He said that there are only three such memberships in the entire organization – President Eisenhower’s, ex-president Harry S. Truman’s, and Prince Philip’s, and that if any more are to be issued, it will be done so by the International only.

The tents have misconstrued the ruling about this, Hoover said. The chief Barker pointed out that each tent hereafter can take in people as “associate members” but must pay per-capita dues when such a membership is presented.

**Nathan Golden in Chair**

The business meetings, morning and afternoon, on Friday were presided over by Nathan D. Golden, in his heart chairman. Fifteen tents presented their “Heart” reports meeting their oral reports with 16mm. during the morning session, supplementing black and white films showing their individual charitable efforts. The remainder of the tents read their “Heart” reports in the afternoon session.

Highlight of the combined Barker and ladies luncheon in the Grand Ballroom of the hotel was the screening of New York Tent No. 35’s “Heart” report, 20th Century-Fox’s CinemaScope and color production of the “Dark Wave,” a motion picture deal with the Variety Clubs Foundation to Combat Epilepsy. The film, highly moving and absorbing, is narrated by Charles Bickford and tells the story of just what epilepsy is and how a person afflicted with the disease is, and should be cared for and the patient’s relationship with family and friends.

Harold Klein, Tent No. 35 chief Barker, said that the film cost $55,000 to produce and that it will be distributed by 20th-Fox to theatres, German actress Cornell Borchers stars in the picture.

Hoover also reported, earlier, that he was extremely gratified to report that the year, 1955, was the second lowest year in expenses incurred by Variety International.
CinemaScope captures it all... from the Great Pyramids to the Cataracts of the Nile... the greatest adventure ever written about the North African wasteland... actually filmed in the wild Sudan!

color by TECHNICOLOR

COLUMBIA PICTURES presents ZOLTAN KORDA'S Production
LAURENCE HARVEY • ANTHONY STEEL
JAMES ROBERTSON JUSTICE

STORM OVER THE NILE

MARY URE with GEOFFREY KEEN • RONALD LEWIS • IAN CARMICHAEL
Screenplay by R.G. SHERIFF • From a Novel by A.E.W. MASON • Directed by TERENCE YOUNG and ZOLTAN KORDA • Produced by ZOLTAN KORDA

AVAILABLE FOR IMMEDIATE SCREENINGS...SEE FOR YOURSELF!

storming your way from
Columbia!
At Session Here

Presidents in Meet to Study
U.S. Boxoffice

Discuss Means to Aid The Domestic Market

Ways and means to bolster the domestic box-office were discussed yesterday at a meeting of company presidents, held at Motion Picture Association of America headquarters.

The meeting, which extended over two hours, was said to have been solely devoted to the status of motion picture business conditions in the U.S. and what could be done to improve the situation at the box-office.

Various "improve-business" projects were reported to have been discussed, but more detailed information on the proposed projects was withheld, with the explanation that the projects are too much in the formative stage for public disclosure. Playing a prominent part in the discussion was the competitive factor of home TV, it was stated.

Efforts to obtain more detailed information (Continued on page 11)

Scenic Designers
Charge Networks With Monopoly

WASHINGTON, May 14.—Three scenic designers complained to the Senate Commerce Committee today that the television networks are monopolizing the production of TV shows.

The committee has hearings today and tomorrow, and will wind up various investigations (Continued on page 6)

Barry, Walker Slated For Loew V-P Posts

Charles (Bud) Barry, in charge of McG-M's television operations, and Frank Walker, executive of M-G-M Records, are slated to be elected vice-presidents of Loew's, Inc., at tomorrow's meeting of the board of directors. It was reported here yesterday.

Before Senate Appropriations Group
Ask Restoration of Funds For 'Floating Cinerama'

WASHINGTON, May 14.—The Administration's "floating Cinerama" project ran into critical questioning today before a Senate appropriations subcommittee.

U.S. Information Agency director Theodore C. Strobel asked the subcommittee to restore the $350,000,000 which the House cut from the agency's budget request for the coming year, including the $5,790,000 sought to show Cinerama in foreign ports on a de-modulated aircraft carrier. USIA had asked $135,000,000 for the coming year, compared with $87,000,000 for the current year. The House voted only $110,000,000 and specifically vetoed the funds for the floating Cinerama project.

Subcommittee chairman Johnson (Continued on page 11)
To Pick Successor To Nemeck in June

A four-member standing executive committee of the Society of Motion Picture and Television Engineers met last Friday to consider the appointment of a new executive secretary, but final action on the matter has been postponed until early next week.

The committee is seeking to name a successor to Boyce Nemeck, who has tendered his resignation, effective June 15. At Friday's session, were: Barton Kreuzer, executive vice-president; Herbert Barnett, past president; Wilton R. Holm, secretary, and N. Y. Ward.

At the SMPTE semi-annual convention earlier this month in New York the board undertook the matter of naming a successor, but action was postponed. The standing committee disclosed that an "outsider" will be named to the position, but declined comment on those being considered for the job.

Re-run Payments To Writers Guild

HOLLYWOOD, May 14.—Nearly $250,000 has been collected to date in re-run payments by the Writers Guild of America, West, for members in its Television Branch, according to David Dortory, president of the latter group, who said he will report that figure at the guild's meeting on Thursday here.

The agreement, which was signed in June, 1955, provides for semi-annual payments to the guild of one per cent of gross revenue from re-running program groups to rate the agreement.

Irv Rogen, general counsel for the association, disclosed that the agreement had been reached. Terms of the agreement are retroactive to Nov. 7, 1955, with both independent groups, and to Jan. 6, 1953, with the majors.

Writers Guild West Votes Thursday On Merging Radio, TV Branches

HOLLYWOOD, May 14.—Writers Guild will vote Thursday night on a proposal to amalgamate the organization's television and radio branches. The executive boards of both the radio and television branches have signified they favor such amalgamation for the purpose of streamlining, and thus improving, Guild procedures.

'Raintree' Postponed

HOLLYWOOD, May 14.—Further shooting on "Raintree County" will be postponed two or three weeks. M-G-M executives said, pending Montgomery Clift's recovery from injuries suffered in an automobile accident.
40 Television Markets Acquire RKO's Film Library from C & C Organization

The RKO Radio Pictures film library, which had been acquired by Matty Fox's C & C Television Corp. for release to television distribution in the U.S. and Canada, already has been sold in 40 of the 242 TV markets, according to a C & C TV official.

Fox, who is president of C & C TV Corp., had acquired the library of 750 features and 924 short subjects from RKO Radio for $15,200,000 of which $12,200,000 was immediately paid with the balance to be paid within three years.

The C & C TV official indicated that thus far, with the RKO film library already sold in 40 markets, the company has realized a "profit close to $4,000,000." Fox, late January, announced that the entire RKO film library would be sold in one lump package in deals with U. S. and Canadian TV stations and networks, under which purchasers will own the rights to each film permanently.

Meanwhile, E. H. Ezers, C & C TV vice-president and general sales manager, announced that Jerome M. Weisfeld, veteran film salesman, has been added to the company's sales force. Weisfeld previously was Western division manager for Hygo-Unity Films. He also was with 20th Century-Fox and United Artists.

PCC to Cite Goldwyn at Ground-Breaking

HOLLYWOOD, May 14. - Samuel Goldwyn, founder of the Permanent Charities Committee, will break ground tomorrow for the organization's new headquarters, for which Goldwyn donated $75,000, with Los Angeles Mayor Norris Poulson and more than a hundred other civic, community and industry leaders attending the ceremonies.

Paying tribute to the ground-breaking, Goldwyn will be guest at a luncheon in the Beverly Hills Hotel, with T. Frank Freeman, and others, speaking.

Organized charities which annually receive donations from PCC will be represented at the luncheon by their presentees.

Cameras Roll on; 36 in Production

HOLLYWOOD, May 14. - With camera work starting on five new pictures and three others reaching the completion stage, the number of pictures in production this week total 36.

Started were: "The She-Creatures," Golden State Prod. (American International); "Cha, Cha, Cha," The White Squaw and "Fire Down Below," Warnock Prod., CinemaScope, Technicolor (Columbia); "Fort Laramie," Bel-Air Prod. (United Artists).

Completed were: "Gun for a Coward," Technicolor, "The Great Man" and "Battle Hymn," CinemaScope, Technicolor (Universal-International).

on each side. The exact policy has not as yet been determined.

Blank Reports Today

A report on the Cannes Film Festival, and exhibition activities in Europe and Great Britain will be given today by Myron N. Blank, president of the Theatre Owners of America, who will hold a trade press conference here at TOA headquarters.

Blank was due to return early today from London.

Geo. Murphy Says Industry Mulls Santa Barbara Film Festival

Discussions on staging a film festival in the U.S. currently are taking place by the Motion Picture Association of America, according to George Murphy, studio public relations director for M-G-M, who has announced that an incorporated organization in California, the Santa Barbara Film Festival, Inc., has sent a man to Europe to scout operations of various film festivals with a view to staging one in the U.S."

Will Study All Festivals

Murphy, who recently returned here from Cannes, where he was the official U. S. representative at that film festival, said that this Santa Barbara organization's representative will study all the film festivals in Europe this summer and study the organization and operations with an eye to staging one in this country, possibly next year.

The "Ambassador from Hollywood," a title Murphy has acquired in his travels promoting the motion picture industry and M-G-M, said that he conferred with MPEA president Eric Johnston yesterday and that he will meet with officials of the U. S. State Department today and tomorrow in Washington. Murphy also said that he will address the Motion Picture and Television Council of the District of Columbia today at the Sheraton Hotel there.

Commenting on the Cannes Film Festival, Murphy said that U. S. motion pictures were well received. He said that M-G-M's "TI Cry Tomorrow" was shown under a U. S. product screened and "liked for its dramatic qualities," even though French audiences didn't quite understand the question of alcoholism, which played an important role in the film.

Cites Advantages

Murphy, in discussing the Santa Barbara Film Festival project, said that an American festival, in his opinion, would cost close to $1,000,000 and that it would be important to the industry from its trade and technical aspects. The M-G-M official said that from previous conferences and discussions, the company presidents have been treading with the idea of staging a film festival, but thus far, to his knowledge, nothing has been set.

Close Conn. Theatre

HARTFORD, May 14.—Joe and Eva Spivack have closed down the 900-seat, subsequent-run State Theatre, New Britain, Conn., citing lack of modern facilities, including air conditioning, incords made by TV and general decline in revenue.

Drive-in in Medford

The first twin drive-in in New England is set to open its gates on July 6 in Medford, Mass., on the Revere Beach Parkway. Owners are Winthrop Knox, Jr., Lloyd Clark and Jorge Hackett. All three men are five as exhibitors of four-walled theaters. The new drive-in will accommodate 1,800 to 2,000 cars, half...
Now that Howard Hughes' The Conqueror has been launched and is heading for the greatest gross in RKO's history... the combined promotion forces of RKO are being focussed on Edmund Grainger's "GREAT DAY IN THE MORNING"

FIRST TARGET... The Big Denver -Salt Lake Area Premiere May 16-17, embracing more than 100 theatres in five states... backed by a tremendous National Campaign with coast-to-coast NBC-TV and Mutual network promotion.

WATCH IT GO!

RKO Radio Pictures
THE BUGLE BLAST THAT ECHOED THROUGH HISTORY!

From Robert Hardy Andrews' Civil War best-seller that thrilled all America!

EDMUND GRAINGER presents

GREAT DAY IN THE MORNING

VGINIA MAYO - ROBERT STACK - RUTH ROMAN - ALEX NICOL

MOND BURR - LEO GORDON - REGIS TOOMEY - Directed by JACQUES TOURNEUR - Screenplay by LESSER SAMUELS - Produced by EDMUND GRAINGER
Justice Dept.

(Continued from page 1)
to make a complete severing of his exhibition interests, the nature of which is considered fraught with legal complications in light of the new developments.

The controlling interest of Warner theatres, formerly owned by Warner Brothers before divestiture, was purchased by Fabian Enterprises, Inc., a family owned corporation of which Fabian is president. The profits of Fabian Enterprises is understood to go to Fabian, his sister and other members of the Fabian family. Even if Fabian is willing to divest himself of his stock interest in Stanley Warner and Fabian Enterprises, the question is raised whether the Justice Department would consider it a complete separation of exhibition and production-distribution interests, as required in the consent decrees.

High-Level Talks Held

Meanwhile, apparently there have been approaches to the Justice Department on the matter on the very highest levels. It is understood that top Justice officials consider the situation as very delicate and refuse any comment, indicating their feeling that any statement by them could have all sorts of effects on the Warner stock. In addition, they point out that it is standard practice when someone seeks advice from Justice, the department agrees to let the company involved make any announcement.

The group, headed by Semenenco, senior vice-president of First National Bank of Boston, purchased approximately 800,000 shares of the Warner Brothers stock for an estimated $22,-000,000.

Scenic Designers

(Continued from page 1)
loose ends from earlier aspects of its continuing television investigation.

Peter J. Rotondo, one of the de- signers, said the attempts of the networks to control TV production are just like the earlier attempts of the big legitimate theatre owners to control stage shows and of the big film production companies to dominate exhibition. He recommended that the networks be divorced from the production of television shows, except when the production is for sustaining program.

Ohio Group Leases Milwaukee House

MILWAUKEE, May 14.—Edward Shulman of Cleveland and Louis Sher of Columbus, O., have leased the old Hollywood Theatre here and have renamed it the Coronet Theatre.

New projection and sound equipment are being installed. The managers disclosed that it will open as a prestige house, showing offbeat American and foreign product. The Coronet will be the ninth prestige-type theatre opened by Shulman and Sher in the past six years.
**PEOPLE**

Judge Joseph A. Adorno, son of Sal
orno, Sr., general manager of M &
Theatres, Middletown, Conn., has
an elected chairman of the Middle-
chapter of the National Founda-
for Infantile Paralysis.

Sam Schultz, manager of Allied
ists' Cleveland branch, is celeb-
its 20th year with the company,
was given a surprise birthday
by his staff.

Frank Stanton, president of Colum-
Broadcasting System, has been
member of the American ad-
ning Association's 1956 Parn-

Tom Simon of the Shea circuit has
 transferred from Manchester,
, to succeed Lee McFerren as
ager of Shea's State Theatre in
leveland.

Ruth Schondorf will join William-
e's West Coast staff at "McCall's"
 magazine on June 1. Formerly with
 Margaret Ettinger public relations
ree in Hollywood, Miss Schondorf
her new capacity will scout film,
io and television story material for
 magazine.

Robert J. Leder, general manager
OR here, has been elected to the
ns board of General Teleradio and
minated vice-president in charge of
radio division.

Frank Upton, Midwest division
ager for Cinema, and William
een, Midwest advertising-publicity
ager, will handle the opening of
ema in Kansas City on Thurs-

Robert Kintner, president of Amer-
Broadcasting Co., will address
Chicago Broadcast Advertising
 room tomorrow.

John W. Reavis, Jr., formerly with
BC in New York, has joined the pro-
tion department of San Francisco's
ON-TV as merchandising and ad-
ing director.

Bernard Menschel, president, Ber-
Theatres Inc., hosted several hun-
red business, civic and educational
ers at a sneak-preview of UA's "Pat-
s" at the Parsons Theatre.

Morris Lefko, RKO district man-
gers in Cleveland who resigned to
join Paramount as special representa-
tive for "The Ten Commandments,"
will be given a farewell testimonial
dinner in Cleveland on June 18 at
the Cleveland Hotel.

**REVIEWS:**

**Invitation to the Dance**

A BALLET trilogy in which Gene Kelly serves as choreographer as well as
director, "Invitation to the Dance" is a treat for specialty house audi-
ences. Produced in Europe by Arthur Freed and filmed in color by
Technicolor, the production has an international cast composed of
such ballet greats as Igor Youskevitch, Tamara Toumanova, Bebka,
Clare Somert and Claude Bessy. Kelly is top-sorted in each of the
three sequences. The plot action is done in pantomime, expertly and with
the highest of artistic taste. For the art houses, and those with occasional
art policies, this is tailor-made with sky-is-the-limit box-office potential.

Kelly's direction is smooth and his choreography reveals his deft use of
the elements—simple personalities mixed with simple thoughts. In
each, Kelly stresses the emotions—melancholy as seen in "The Circus"
when a clown's love for a ballerina is rejected; sincere love in "Ring
Around the Rosy" in which Kelly shows, and quite interestingly, how a
bracelet given by a husband to his wife on their anniversary is passed
from one to another before it eventually is returned to the wife, and the
youthful mood of sheer happiness in "Sinbad the Sailor" in which Kelly
and his genie (David Kasday) fly from reality into the pages of mythical
lore with thanks to the augmented cartoon insertions of Fred Quimby,
Joseph Barbera and William Hanna.

The film has a wide appeal for all who enjoy imaginative pictures.
Color by Technicolor gives this Kelly masterpiece visual splendor.
The Royal Philharmonic Orchestra heavily accents the circus scene while
pianist Andre Previn, who composed, conducts the music for the "Ring
Around the Rosy" episode. Johnny Green conducted the orchestra for
the final setting of "Sinbad the Sailor."

MGM's "Invitation to the Dance" gives specialty houses a new brand of
entertainment.

Running time, 93 minutes. General classification. Release date not set.

**JACK EDEN**

**Nightmare**

**Pine-Thomas-Shane—United Artists**

DEFT HANDLING of a simple story on hypnosis and how it connected up
with murder is the central theme of this Pine-Thomas-Shane production
released through United Artists. Kevin McCarthy, Edward G. Robinson,
Connie Russell and Billy May and his orchestra are featured in the film
that contains more than the usual share of action and exciting melo-
drama.

Written for the screen and directed by Maxwell Shane, based on a
novel by Cornell Woolrich, the film has strong box-office possibilities.
Performances are competent, particularly that of McCarthy, cast as the
subject of the "nightmare." In this picture, he is very convincing as the
musician caught in a horrid dream that revolves about a theoretical
murder. He awakes one morning in a lever to recall a "nightmare" and the
killing of a man. And there is the evidence in his apartment.

Robinson shares top billing as the husband of McCarthy's sister and,
as a homicide detective, he attempts to set McCarthy straight in his
dream. Evidence points to McCarthy's guilt as the story unfolds but,
as drama heightens, Robinson learns that McCarthy apparently was
under hypnosis when he committed the alleged murder. Justice wins out in
the final scene when the true murderer, said to be a hypnotist enthu-
siast, is captured and later killed.

The pace is diversified to enable the audience to accentuate itself to
the various moods. There is action which is not too harsh, and there is
plenty of drama. Audiences who lean to melodrama should find "Night-
mare" to their liking; William Thomas and Howard Pine produced while
Shane directed. Billy May's orchestra provides the accompaniment and
presents a favorable rendition of a weird melody that haunts the dreamer
in his "Nightmare."

Running time, 89 minutes. General classification. Release date not set.

**J. E.**

**In the THEATRE EQUIPMENT
and Refreshment WORLD . . .
... with RAY GALLO**

SEVERAL new items for theatre re-
freshment service have recently
come to our attention— including a
drink dispenser for counter display, a
soft ice cream machine and a candy
bar. The first is a "jet rocket model"
electronically refrigerated unit for
non-carbonated beverages. Made by
the Jet Spray Corp., Boston, it is
designed to provide a drink with the
temperature automatically controlled
by recording the withdrawals of
beverages every minute. It takes
only one square foot of counter space
with shell overhang, and is 22 inches
high.

The ice cream machine is the latest
addition to its line of "soft serve"
machines by the Sweden Freezer
Mfg. Co., Seattle, Wash. It is the
"Model 212 Softserver," a completely
self-contained bar counter compa-
nion to the company's "ShakeMaker," in-
duced last year. It has a 5-gallon mix
tank. Production capacity is rated at
10 gallons of soft serve product an
hour, or nine two-ounce servings a
minute.

The new candy bar is a product of
Candymasters, Inc., Minneapolis,
designed to be sold in the summer as
a frozen item. The bar, called "Star
Life," is milk chocolate coated and
has a chocolate nougat center. For
case of handling a stick is inserted
into the bar before it is put into the
toilet. It comes packed 12 bars to
the case and 24 bars to the box.

Something new for drive-ins is the
"Insectoctor Lantern" made by the
Detjen Corp., Pleasant Valley, N. Y.
It is a combination garden lantern
and insect electrocutor to control
night-flying insects. A hook is pro-
vided to hang the unit easily and a
removable catch basket collects the
dead insects. The portable device
plugs into any standard volt a.c. out-
let. The lantern is 17 inches high
with a diameter of 9½ inches. Hoods
are furnished in six colors.

Thomas J. Mulroy has been ap-
nointed sales manager of the new
Vira-Lite Screen Division of L. E.
Carpenter and Co., Wharton, N. J.
"Vira-Lite" is an all-vinyl projection
screen. Mr. Mulroy was formerly with
Bausch & Lomb in Rochester, N. Y.,
where he held the post of product
supervisor in charge of sales of
anamorphic attachments and lenses.
You should see...
THE EDDY DUICHIN STORY
because it is a picture for all
who say: catch me a star,
paint me a sunset—but
most of all, tell me a
story! a story that'll
have me laughing,
hurting, spellbound—
and atop the moon!
tell me a story
i'll never forget...
the eddy duchin story!

TYRONE POWER
KIM NOVAK

THE EDDY
DUICHIN
STORY

SCREEN PLAY BY SAMUEL TAYLOR • STORY BY LEO KATCHER • MUSICAL RECORDINGS BY CARMEN CAVALLARO
PRODUCED BY JERRY WALD • DIRECTED BY GEORGE SIDNEY • ASSOCIATE PRODUCER JONIE YAPP • A COLUMBIA PICTURE

CINEMASCOPE
COLOR BY
TECHNICOLOR
...You should play Columbia's THE EDDY DUCHIN STORY because...

...THE UNPRECEDENTED ADVANCE PUBLICITY HAS BEEN GAINING MOMENTUM FOR MONTHS AND WILL CONTINUE TO BUILD FOR MONTHS...ALL ACROSS THE COUNTRY!

THE EDDY DUCHIN COMMEMORATIVE CONCERT at Town Hall in New York, in February, started the opinion-makers talking...writing...telecasting...drum-beating! Advertised to millions! Publicized to millions more!

100,000,000 TV AND RADIO VIEWER-LISTENER IMPRESSIONS in first few weeks alone, over every major network in the country. SEEN on the Perry Como Show, Stop the Music, Ted Mack's Matinee, Jack Paar Show, Tex and Jinx, Maggi McNellis' Top Ten Dance Party, Music Week Show, etc., etc. HEARD on the Bing Crosby Show, Jane Pickens Show, Week-day, Monitor, Mitch Miller Show, Luncheon at Sardi's, Bob Crosby Show, John Gambling Show, Ruby Mercer Show, Mary Margaret McBride, Bob Haymes Show, Martha Wright Show, etc., etc.!

MAGAZINES AND NEWSPAPERS COAST-TO-COAST have been – and will be – plugging it! Watch Life, Saturday Evening Post, Seventeen, Parade, Coronet, American Magazine, This Week, Esquire, Woman's Day, American Weekly, Mademoiselle, UP, King Features, every fan publication!
# Motion Picture Daily's Booking Chart

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<th>Allied Artists</th>
<th>Columbia</th>
<th>M-G-M</th>
<th>Para</th>
<th>Republic</th>
<th>RKO</th>
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<td>Humphrey Bogart</td>
<td>Bing Crosby</td>
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Key: SYSTEM: CS—CinemaScope; VV—VistaVision; SA—SuperScope anamorphic print. SOUND: SS—Four track magnetic stereophonic sound; SS (2)—Separate stereophonic sound print; Ps—Perspecta optical directional sound; Ms—single track magnetic sound; Os—standard optical sound. (Rev.) Motion Picture Daily Review Date.
RKO Theatres

(Continued from page 1)

Albert List

Sol Schwartz

ers, and Louis Jaffe and Lloyd G.

Vinson, assistant secretaries

The three new members of the

and are William A. Broadfoot, Gen-

eral Royal B. Lord and A. H. Parker.

Broadfoot is chief executive officer of

the U. S. Finishing-Aspinikon divi-

sion Gera. Lord is the chairman of the

executive committee of Gera, and

Parker is the president of the Old

Deacon Trust Co. of Boston.

Cinema Lodge

(Continued from page 1)

Lodge will be the only such insti-

tution for the benefit of the industry as

possible, both for the tournament it-

self and the banquet and prize-

giving ceremonies climaxing the

day’s activities. He predicted that

there would be more prizes, with the

all support of the more than 75

entertainment industry companies and

individuals who donated prizes in

previous years again being enlisted

this year.

Indications are that the film indus-

try golf tournament sponsored by the

Cinema Lodge will become one of the

more popular activities of the year.

Hunter in Four-City

Proud Ones’ Tour

Jeffrey Hunter, topcast with Robert

Ryan and Virginia Mayo in 20th Cen-

tury-Fox’s “The Proud Ones,” will fly

from Hollywood to Kansas City May

28 to start a special personal appear-

ances tour in connection with a 400-

theatre saturation of the CinemaScope

atraction.

The Robert L. Jacks production has

been set to debut in a three-week

saturation in the Kansas City, St.

Louis, Denver and New Orleans areas

starting over the Decoration Day holi-

day and is scheduled to continue

through late June.

The tour will engage in a schedule of

TV and radio appearances, newspaper

and wire service interviews and civic

events marking the introduction of

the Production Code Administration

approved film also starring Robert

Dawson and featuring Walter Brennan

and Arthur O’Connell.

Cinerama’s Mobile

Unit to K.C. June 14

Kansas City will be the 17th city in

the United States to see Cinerama, it

was announced by Stanley Warner

Corp., producing and distributing

agents for the screen process.

“This Is Cinerama,” the Lowell

Thomas-Merian C. Cooper presenta-

tion of a six-screen splendor that has

been opened in New York on

Sept. 30, 1952, will be opened in the

KCO Missouri Theatre on June 14.

Opening night will be sponsored

by the Shriners for the benefit of the

Harry S. Truman Library.

This will be the third installation of

the mobile unit recently developed by

Cinemascope, Inc.

Self-Regulation

(Continued from page 1)

censorship and public relations for

Columbia Pictures.

Geoffrey Shurlock, director of the

Production Code Administration, who

is in New York, said that as of late

afternoon, he had not been invited to

attend yesterday’s meeting of the

group, but said that he may if in-

vited. Shurlock is scheduled today to

address the annual luncheon of the

International Federation of Catho-

lic Alumni at the Hampshire House.

Technical Changes

(Continued from page 1)

mittee was continuing to work item

by item through the report of the

Forand subcommittee, dealing with

technical excise changes, and that the

committee was apparently going to

stick to that procedure. This would

mean the committee wouldn’t reach

until the very end of its deliberations

some days off, the subcommittee’s

suggestion that the full committee

consider further admissions tax relief.

The committee will meet again

Wednesday.

Peck, Huston Tour

Plans have been made for Gregory

Peck to make a 10,000-mile tour dur-

ing June and July to exploit his star-

ning role in “Baby Dick” for Warner

Brothers. He and John Huston, pro-

ducer-director of the film version of

the Herman Melville novel, will tour

the country in connection with local

openings of the Technicolor film

starting on June 27 at the three-thea-

tre world-premiere in New Bedford,

Mass.

COLUMBIA’S

FLYING

SAUCERS

Attack!

with the biggest

exploitation

barrage of all!

President’s

(Continued from page 1)

formation on the meeting were un-

availing.

Attending the meeting were: Ed-

ward Morley, Allied Artists; Jack

Colin and A. Schneider, Columbia

Pictures; Arthur M. Locov, of Loew’s,

Inc.; Robert J. Rubin, Paramount;

Theodore Black, Republic; William

Chark, RKO Radio Pictures; Syros

P. Skouras and W. C. Michel, 20th

Century-Fox; John O’Connor, Uni-

versal; Sam Schneider, Warner Brothers,

and Eric Johnston and Kenneth Clark

of MPAA.

Floyd Beutler, 59

TAOS, N. M., May 14—Floyd W.

Beutler, 59, former president of the

New Mexico State Bar Association

and partner in the Taos Theatre here,

died following an operation. He is

survived by his wife and son.
FOR MILLIONS OF PRE-SOL ADVENTURE FANS! THE NATION’S FAVORITE SPY THRILLE ...NOW ON THE SCREEN!

ROBERT MITCHUM in the Full-length Production in COLOR of FOREIGN INTRIGUE

Produced, Written and Directed by SHELDON REYNOLDS

Mass bookings begin Decoratio Day... backed by intensive area-by-area TV and radio penetratic

PLUS a personal appearance tour by Sheldon Reynolds covering 20 key cities!

The Man in The Trench Coat is On His Way...
MOTION PICTURE DAILY

NEW YORK, U.S.A., WEDNESDAY, MAY 16, 1956

TEN CENTS

OL. 79, NO. 95

Fox in First TV Film Deal; Zanuck Independent Pact

Skouras Tells Stockholders Company to Make More Product; Stresses Need for Seeking Additional Sources of Revenue

Announcement of the first TV deal for a segment of 20th Century-Fox's projected independent contract with absence as the company's studio head, highlighted yesterday's annual stockholders meeting here.

Syrros P. Skouras, president, also informed stockholders that the company is preparing the maximum number of motion pictures for next year, both in quality and in numbers. Skouras, in addition, expressed hope that the earnings for the full 1956 year will exceed those of 1955.

32 Films Involved

The TV deal, involving video distribution rights to 52 films, was made with National Telefilm Associates. Details of the multi-million dollar deal, selected as a cross-section of 20th-Fox product from 1935 to 1947, will be found in a story elsewhere in this issue of Motion Picture Daily.

Under the projected arrangement with Zanuck, the now inactive studio head would produce 20 pictures over a maximum period of seven years. Skouras stated. He added that the agreement is subject to court approval, which is expected to take place within two or three weeks, in connection with a stockholder's suit. The deal also provides for Zanuck's exclusive tie-up with 20th-Fox and calls

TOA Favors Industry Roundtable

By LESTER DINOFF

TOA Favors Industry Roundtable

Theatre Owners of America "will gladly join with Allied States Association" in the latter organization's call or an industry roundtable discussion, Byron N. Blank, president of TOA, declared here yesterday upon his return from a five-week trip through Europe.

Blank, speaking at a trade press conference at TOA headquarters, asserted that TOA will "join with Allied in meeting with distribution as a group or as individuals to bring about a program of resolving mutual problems. Unless there is self-regulation of industry trade practices, we will get legislation."

The TOA president reported that while he was in France attending the Cannes Film Festival, he spoke to many motion picture producers, including the Russians, about the need of film in the U.S. market. Blank said that he urged foreign producers to make films suitable for U.S. theatres and films which would enable an exhibitor to make a profit. He said that this matter was primary in his discussions at the mid-year meeting of the Union Internationale de L'Explotation Cinematographique, in Paris, and in his talk before the Cinema Luncheon Club in London.

Blank said that his trip was highly worthwhile for he was pleased to note the strength and unity of the industry abroad, the abundant supply of product and the relationships among all branches of the industry. He said that everyone is cognizant of the fact that the motion picture business is "international and that many situations and problems are similar and that an exchange of information is beneficial to everyone."

The TOA executive said that Julius (Continued on page 4)
PERSONAL MENTION

ROBERT J. O'DONNELL, general manager of Texas Interstate Theater, has returned to Dallas from New York.

JOHN H. ROWLEY, newly-elected international chief barker of Variety Clubs, and Mrs. Rowley, will leave here today for Dallas.

MYRON N. BLANK, president of Theatre Owners of America, and Mrs. Blank returned to Des Moines yesterday from New York.

ROBERT ALBACH, independent producer, returned to Hollywood over the weekend from Paris via New York.

WALTER BRANSON, RKO Radio vice-president in charge of worldwide distribution, will arrive in London today from New York.

Everett Austin, M-G-M exploitation manager and Arthur Canton, Eastern press representative, will return to New York today from Boston.

A. H. BLANK, president of Tri-State Theater Corp., has returned to Des Moines from here.

Jesse Chunich, Western division manager of Buena Vista, has left New York for Chicago.

Lonnie Donnegan, British actor and singer, will arrive here today from London via B.O.A.C.

MARCEL HELLMAN, British independent film producer, will arrive here from London tomorrow via B.O.A.C.

Dave Epstein, head of Dave Epstein Associates, has arrived in New York from Hollywood.

Peter Rieder, president of American Dubbing Co., has returned to New York from France.

Robert Drucker, production supervisor at Translu, Inc., has left New York for Los Angeles.

Edward Small, producer, will leave Hollywood by plane today for New York, en route to Europe.

Ettlinger Quits Col.

George Ettlinger, TV and radio manager for Columbia Pictures for nearly 18 years, has resigned from the company as of Friday. He will announce future plans shortly.

Three New Directors Elected by Eastman

New directors of Eastman Kodak Co. elected yesterday were: W. N. Hultman, general manager of the Kodak Park Works in Rochester, N. Y.; James E. McGhee, in charge of domestic sales and advertising, and Edward P. Curtiss, general manager of the company's international division. All three new directors are executives and each has been with the company in various capacities for over 35 years.

This increases the number of directors to 15, the maximum number authorized by Kodak share owners at their annual meeting on April 24.

As general manager since 1953 of the Kodak Park Works, the company's largest manufacturing unit, Hultman is responsible for the production of films chemically, photograph paper, and other sensitized goods. He is also a director of Canadian Kodak Co., Ltd., and Eastman Gelatine Corp., another affiliated company. He began his Kodak career in 1919 as a chemist.

McGhee has been concerned with Kodak sales since joining the company in 1929 as a sales demonstrator. After two years as assistant head of the Kodak sales organization, he became responsible for sales of Kodak film in 1937. He was elected an associate vice-president in 1943, becoming vice-president in 1945. He has been in charge of both sales and advertising for the domestic market since 1945.

Curtiss, who joined Kodak in 1920 in the comptroller's department, is in charge of professional motion picture motion in Europe throughout the world and is also responsible for sales, advertising, and distribution of Kodak products in Europe, Africa, Latin America and the Far East. At present, he is a special assistant to President Eisenhower for aviation facilities planning.

TV Saturation Point Near: Census Bureau

WASHINGTON, May 15—Three out of four U. S. households have televisions, according to the Census Bureau.

The bureau said a sample survey in February revealed that 35,000,000 households—73 per cent of all household units—had one or more TV sets. This was a 10 per cent increase over the last survey in June 1955, when the figure was 67 per cent. In 1956, the first time a survey of TV ownership was made, there were about 5,000,000 households with TV sets or about 12 per cent of the total.

Dickstein Accepts UJA Post Again

Ab Dickstein, Atlantic district manager for 20th Century-Fox, again has accepted the chairmanship of the United Jewish Appeal drive among exchange executives and radio station managers.

In its 1956 campaign, UJA in New York aims to raise the metropolitan proportion of the $109,205,000 target.

The UJA of Greater New York is the sole fund-raising agency in the metropolitan area for the United Israel Appeal, the Joint Distribution Committee, the New York Association for New Americans, National Jewish Welfare Board and the American Jewish Congress.

A meeting to map out a program of activity for the campaign among the exchange employees and executives of the UJA leaders was recently held in Dickstein's office here.

'Trapeze' Premiere June 4 at Capitol

Burt Lancaster and Tony Curtis, who co-star with Gina Lollobrigida in the Hetsch-Lancaster production of "Trapeze," will join Carol Reed in attending the June 4 world premiere of the film at New York's Capitol Theatre.

Harold Hecht of the Hecht and Lancaster Companies and James Hill, producer of the film, will fly in from Hollywood to attend the premiere showings.

Filmed in Paris, "Trapeze" is the fifth Hetsch-Lancaster production for release by United Artists.

Old Biograph Stud-i In Bronx Acquired by Gold Medal Co.

The formation of Gold Medal Stud- i is, a subsidiary of Artists-Product Associates, Inc., has been announced by Alfred W. Schwalberg, president of the firm.

At the time, Schwalberg said Old Biograph Stud- i is a producer of the Biograph Studios in Bronx, which are being remodeled into a motion picture center that will also include two large stages. The studio also will include a commissary, dressing rooms, air conditioned stages, cutting and projection rooms and other facilities.

Built in 1913

Originally built in 1913, the studio was used for the filming of D. Griffith's "Judith the Pestunia." Later the Fox company and Paramount Famous-Lasky used the studio to construct their own offices in New York. In 1924, First National Pictures, which was later absorbed by Warners Brothers in 1928 started producing films at Biograph. Republic took over the studio in 1934 and renamed them Republic Studios. The studio has been vacant since 1938.

Officers of Gold Medal Studios will be Schwalberg, as chairman of the board, Martin H. Poll president, David Schwalberg, vice-president and secretary, and Sy Weintraub, vice-president and treasurer.

J & J Management Se

Joseph D. Blau, Certified Public Accountant specializing in motion pictures and television, has announced the opening of J. & J. Management Corp., a financial management and consultation firm with special interest in the entertainment field.

"Showplace of the East!"

The East Side Theatre, Inc., 35th Street and 3rd Avenue, presents the following engagements: Vincent Price in "The Abominable Dr. Phibes." Regular engagements for the coming season: "The Most Dangerous Game," "On the Waterfront," "The Best of Everything," "In the Heat of the Night." For reservations, call 6-3074; for information, call 73-2470. Correspondents of the Motion Picture Herald, Broadway Theatre, and other important theater chains, please call 6-3074.
At Catholic Federation Luncheon

Shurlock Outlines Limits, Basic Approach to Code

"[The (Production) Code is basically a permissive document, not a restrictive one," Geoffrey Shurlock, director of the Production Code Administration, told the members of the motion picture department of the International Federation of Catholic Alumni yesterday at a luncheon at the Hampshire House. "All he said, "is to tell producers how they can treat any subject that is, in consonance with sound moral principles. Only half a dozen areas of subject matter are totally forbidden; purely on grounds of expediency. This phase of the Code can be amended any time the organized industry so chooses."

"Producers have been given the broadest possible freedom in handling their pictures." Shurlock then told how these moral principles are applied and cited a statement by Joseph Breen—"Our aim is to make certain that films are reasonably acceptable, morally, to reasonable people."

He said that to achieve this, "we bear in mind that Hollywood movies are meant for mass family entertainment. In this respect they differ fundamentally from most foreign films, which are intended primarily for adult audiences."

"No matter how refractory the basic material, the producer of the Code is to treat it in such a manner that the end result will neither frustrate the intelligent, nor offend the innocent. By and large, we feel that we retain this objective."

He added that although films have been accused of naivete in "hammering home so persistently that virtue gets its due reward," there is proof that morality pays dividends not only here, but in other countries. He cited an article in the French trade paper, Le Film Français, which was called "Scandal Doesn't Pay."

Points to 'Serenade'

In discussing the workings of the PCA, Shurlock told the Federation, "This is the quality of our work does not always meet with your unfounded approval—this we learn to our sorrow, twice monthly—nevertheless we want to bring a bit about the qual-

"There are many in this room who know how many hundreds of cases there are like the above, out of the 10,000-odd pictures referred to, in which the spade-work done by the PCA approximates the majority of a major job of censure. This labor of ours not only contributes to better movies; we like to think, also, that it makes happier and easier the task of moral assessors like yourselves."

"Defines Adult"

Shurlock also discussed the phrase, "adult picture." He said there has been much concern lately as to whether or not Hollywood are veering too much in that direction and the horizon—"the foreign market for Hollywood films is becoming larger and more important. Last year we received well over 45 per cent of our revenue from abroad. If this proportion continues to rise, it will be inevitable that the industry will have to think more and more of what will interest and attract audiences outside the U.S.A."

Expresses Gratitude

Shurlock told the Federation that "In guiding and pointing the yearnings of the movie public, people like yourselves play a vital part. We of the Code Administration are profoundly grateful for your interest and support. We seem to have worked together well in the past. There is nothing on the horizon that can endanger this happy state of affairs, provided we continue in mutual tolerance and understanding."

100 Cities Linked for Philco Closed Circuit

One hundred cities, coast-to-coast, were linked in a closed circuit television network last night when Philo Corp, announced its entry into the home laundry equipment field to 25,000 retail dealers.

Executives of Philco Corp., cartoonist Al Capp, television personality Arlene Francies, John Daly, ABC vice-president, and others were featured on the open circuit broadcast which was piped over the faculties of the American Broadcasting Co.
Under Clause in Finance Bill

Americans Working in UK
Would Be Subject to Tax

By PETER BURNUP

LONDON, May 15—In common with their colleagues in other industries, American film executives here are greatly concerned at the implications of Clause Nine of the government’s recently issued Finance Bill.

The clause proposes that nationals of other countries paid by firms in those countries, but working in Britain, will be charged British tax on all income, whatever the source may be, as a result of their employment here.

Under present arrangements Americans working in Britain have been charged British tax only on that part of their income actually brought into this country. The remainder, not required for living expenses here and so left at home, has been free of tax in their own country. This has been one of the major incentives for Americans to work in this country and the effect of the proposed change is obviously accentuated more for Americans than for other foreigners by reason of the high salary levels in the U.S. and the high rates of taxation in Britain.

Fear an Exodus

Representative Americans hitherto have been difficult about commenting on the proposal, but it is openly said now that the effect of the clause, if it is accepted by the House of Commons would be to drive many Americans out of Britain. Several men have been heard to say that it would be difficult to persuade Americans to work in Britain if taxation here leaves them so much worse off in pocket than at home. It is pointed out, for example, that tax deductions allowed in the U.S. are not permitted under the British schedules and that Americans temporarily resident here have to spend a good deal on education and make provision for retirement, savings and the like. Moreover, allowances against income tax are much higher in the U.S.

Columbia’s Mike L. Frankovich, now in America, is understood to have raised the matter with Eric Johnston and suggested that discreet representations be made to Britain’s government. Whether Johnston would favor such a course is, of course, unknown. But information which will take the view that such action, in any event, would be useless. Sir Anthony Eden’s cabinet is understood to be anxious about the issue.

Solution Suggested

One way out of the dilemma posed for Americans trading here would be to have a different man in charge in London every year for not more than six months and thus evade tax obligations. Differences might arise therefore in the maintenance of a controlling policy. It seems likely, therefore, that a way out would be found by pressure of American managing director in, say, Paris and leave the running of business here to a Briton.

Humphrey

(Continued from page 1)

Minn.) expressed himself as “hopeful” that the House Way and Means Committee will act favorably on the motion picture industry’s request for relief of the remaining 10 per cent Federal admission tax.

Humphrey, chairman of the Senate Small Business Subcommittee, had been invited to speak at the two-day session but was unable to attend because of the pressure of business in Washington.

Attended by 150

Approximately 150 exhibitors from Minnesota, the Dakotas and Northwestern Wisconsin heard Berger’s opening address, a sharp attack on film distributors for their refusal to agree upon rental terms for the small theatres, based on the ability to pay.

Stanley Kane, executive counsel of NCA, warned Minnesota exhibitors that three major problems loomed ahead in the industry. Most important and most immediate, he said, is the recommendation of an amusement industry fact-finding commission that the minimum wage for motion picture theatres, bowling alleys and dance halls be increased to $1 per hour.

Kane also warned that the State League of Municipalities which meets in June is prepared to recommend passage of state legislation next winter which would permit the imposition of municipal admissions taxes.

Warms of Daylight Saving

The third pitchfork, Kane added, was the growing clamor by labor unions and other groups for a passage of a daylight saving law, which would be a heavy blow to midsummer drive-in theatre patronage.

The principal speaker of the afternoon was Al Sindlinger of Ridley Park, Pa., whose general analysis of the present state of motion picture exhibition. Sindlinger voiced optimism for the future, provided exhibition learns to live with evolution.

Sindlinger’s recipe for theatre prosperity stressed that theatres “stop competing with themselves” via film company-sponsored television programs, a device his analysis of the present state of motion picture exhibition. Sindlinger voiced optimism for the future, provided exhibition learns to live with evolution.

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TOA Invites Foreign Leaders to Meeting

Invitations to attend the 1956 national convention and trade show of Theatre Owners of America here have been extended to some 150 officials from foreign motion picture industries to attend the 1956 national convention and trade show. TOA president, during the exhibitor’s trip through Europe recently, Blank, who returned to New York yesterday, said that Queen Elizabeth, "disclosed the extension of invitations and revealed that he would be available to at least 40 Italian and French persons will attend the Sept. 25 convention at the New York City’s Coliseum. Blank said that TOA is very anxious to have an industry film fair in the country."
A PIN-POINT ON A MAP -

M-G-M took a complete company on the first great Hollywood venture in far-off Pakistan.

A PRODUCTION MIRACLE!

After two years of intensive work, a mighty entertainment emerges based on the turbulent novel of a seductive half-caste girl in

"BHOWANI JUNCTION"

AVA GARDNER as the "Chee Chee" beauty of two worlds.
Among BIG pictures, this is one of the BIGGEST! M-G-M's drama, aflame with love and revolt, fulfills every audience desire to be thrilled and entertained!
M-G-M presents in CINEMASCOPE and COLOR

BHOWANI JUNCTION

STARRING

AVA GARDNER
BILL TRAVERS
ABRAHAM SOFAER

STEWART GRANGER

Produced by PANDRO S. BERMAN

Directed by GEORGE CUKOR

Screen Play by SONYA LEVIEN and IVAN MOFFAT

Photographed in EASTMAN COLOR
"A novel about love, lust, violence and conspiracy... Three men and a girl in a relationship of wonderful intricacy... Railroad strikes, train derailments, party demonstrations, animosities and the unpredictable ways of love— or of sex."
—New York Times

A powerful love story filmed by M-G-M in Pakistan against an exotic background of turmoil and revolt!

Starring
AVA GARDNER STEWART GRANGER
CINEMASCOPE AND COLOR

"GET UP! GET DRESSED!" A pre-dawn invader of her bedroom forces her to aid him in his last chance to escape!

NO TRAVEL-FOLDER INDIA, THIS! Far from the Taj Mahal is this suspense-tense town where men daily bet their lives to stop a British train or terrorist bomb!

POUNDING PULSES RACE a smouldering dynamite fuse to save 2000 lives in the mile-long Mayni Tunnel of terror.

WITH BILL TRAVERS ABRAHAM SOFAER SCREEN PLAY BY SONYA LEVIEN and IVAN MOFFAT
DIRECTED BY GEORGE CUKOR PRODUCED BY PANDRO S. BERMAN An M-G-M Picture
20th-Fox Closes First TV Film Deal

(Continued from page 1) 

An award for "meritorious" management and stockholder relations granted yesterday by the United Shareholders of America, was presented to 20th-Century-Fox president Spyros P. Skouras at yesterday's annual stockholders meeting. The presentation was made by Ruth Irsfeld, of United Shareholders of America.

Emphasizes TV

In his message to stockholders, Skouras stressed the importance of television, maintaining that the challenge can only be met by producing pictures which are "superior" to what is offered by the public on TV. He also maintained that the company must seek other sources of revenue, although the theatrical motion picture industry will remain in the company's "pre-eminent" source of income.

Skouras, at the same time, reported consolidated earnings of $460,739 for the first quarter ended March 31. This amounted to 17 cents per share on the 2,944,456 shares of common stock outstanding as compared with earnings for the first quarter of 1955 of 13 cents, or 54 cents per share on the same number of shares.

However, for the second quarter, Skouras stated that world-wide film rentals and earnings per share of common stock are expected to compare favorably with the second quarter of a year ago. He also announced that the consummation of the TV deal would add to earnings for the first six months and bring them equal to or above the $1.00 earned during the first six months of 1955.

Considering Real Estate Sale

On the topic of new avenues of revenue, Skouras said "we will consider seriously the sale of some of our assets not necessary to our primary function of making motion pictures. These assets consist of some important real estate that we might possibly sell or lease, our large library of fully amortized motion pictures and our substantial interest in all production."

To offset TV competition, Skouras mentioned the roster of "outstanding" upcoming 20th-Fox releases, the development of CinemaScope, 55, as well as the development of other revenue sources as delineated above such as production of TV shows by the company and the expansion of the company's theatre operations abroad.

Points to Death of Stars

He cited "another competition that is as great as any competition is the competition of free home television—the scarcity of stars of box-office value available to cast our productions properly. We must face the inevitable demands being made for salaries, as well as for participation."

Skouras expressed hope in overcoming this problem by creating a school for the development of promising new talent and although its results will not be reaped immediately, benefits will accrue to the company in two or three years, he predicted. At one point he said that "we created Marilyn Monroe...through the properties" offered her.

He declared that "we will not give our birthright away," referring to the participation demands, claiming that the new TV outlets will give up their negative rights to stars or creative talent.

Speaking about the decline in domestic business, Skouras said that in 1955 as compared with 1954 for the company, Skouras said "the domestic decline, in part, was caused by the change in studio management. But, principally, because of the impact of free home television and the large number of films which are now being shown on television." In contrast to the domestic decline, Skouras said foreign grosses increased during the 1955 year.

Henderson Answers Query

In response to a question, Donald Henderson, vice-president and treasurer, reported that the company spent $5,304,000 for advertising in the domestic market for 1955, as compared to $6,213,000 for the same market in 1954. He went on to say that this expenditure was an expenditure of 9.8 per cent of total gross receipts 1955.

Skouras, who acted as chairman of the meeting, interposed at this point that "we're spending extremely carefully in maintaining that the company under ordinary circumstances should not spend more than six per cent of its gross for advertising. Indicating, it was a necessary expenditure, he acknowledged that the extra-ordinary circumstances stem from the competition of home TV, which he characterized as the "greatest competition any American industry has ever faced—the competition of practically the same product delivered free to the customers' home and at his convenience."

Stresses Film Quality

"We are doing everything in our power by way of producing motion pictures that will attract audiences to the theatres, which must be far superior in the quality of entertainment to that offered by television," he added in this connection in his prepared speech.

Skouras pointed out in regard to a stockholders question on Zanuck, that the inactive production head, now rendering advisory service, is the largest single stockholder in the company, owning 100,000 shares. He also praised Zanuck for his many years of "valuable" service to the company.

He informed stockholders that Al Skouras, in response to a question, said the company is considering a possible "splitoff" on its plans to sell assets unrelated to motion picture making.

In response to another stockholders question, he said the 20th-Fox film library consists of nearly 930 films or more up to 1955. He declined to state an approximate value of the property, adding that he had "offered a fantastic price" to it. He went on to express some skepticism on whether the would-be purchaser would come through with the price.

Cites Economies

To meet the transitional period, Skouras said that the company has already "instilled substantial economies, which will be reflected in the last six months of our operation."

By a vote of 1,969,867 votes in favor, the sale of management's proposed directors was relocated. The Lewis D. Gilbert and John J. Gilbert resolution in favor of cumulative voting was defeated by a vote of 1,460,553 against 1,934,656 votes in favor.

At the well-attended meeting, 1,971,065 shares were represented either in person or by proxy, representing about 73 per cent of the stock outstanding as of April 12. The stockholders also approved the management-sponsored resolution calling for the retirement of 100,000 shares held in the company's treasury.

Fox Directors Reelected

Skouras as Company Head

The board of directors reelected Spyros P. Skouras as president of 20th-Century-Fox, weekdays, and for the term of 10 days, by stockholders, at the corporation's annual meeting.

Members of the board of directors who were re-elected by the stockholders, until 1957 included: L. Sherman Adams, Colby M. Chester, Robert L. Clarkson, Daniel O. Hastings, Robert Lehman, Kevin G. McCann, Earl Puckett, W. C. Michel, Skouras and James A. Van Fleet.

Elected with Skouras, to serve as officers for the next year, were the following Michel, as president; Murray Silverstone, vice-president; Joseph H. Moskowitz, vice-president; S. Charles Einfeld, vice-president in charge of advertising, publicity and exploitation, William C. Gehring, vice-president, Donald A. Henderson, treasurer and secretary; C. Elwood McCormoy, comptroller and assistant treasurer; J. B. Asst. treasurer, Francis Kelly, assistant treasurer; Frank H. Ferguson, assistant secretary; J. Harold Lang, assistant secretary; Norman B. Steinberg, assistant treasurer; A. D. Werner, assistant secretary; and Morris L. Breggin, assistant comptroller.

From a Total of 650

Fox-NTA Deal

52 Pictures on 10-Year Basis

Arrangements for television distribution rights to 52 motion pictures of the 20th-Century-Fox library was announced yesterday by 20th-Fox president Spyros P. Skouras at the company's annual stockholders meeting here.

The distribution rights granted to National Telefilm Associates for a period of 10 years and the United States, possessions, Canada, the Republic of Cuba and television stations on the Mexican border.

This multi-million dollar transaction, which took more than six months of negotiations, involves a package of 52 films, each produced in the period from 1935 to 1947. The films were selected on a cross-sectional basis covering all the periods, and are considered representative of the overall product, it was stated.

Announced Jointly

The decision to sell the distribution rights to National Telefilm was announced both by 20th-Century-Fox and National Telefilm at their respective stockholders' meetings.

National Telefilm was selected as the distributing agent following a close examination of the entire TV film distribution field.

The deal was concluded in New York between Eli Landau, NTA president; Oliver A. Unger, NTA vice-president, and William C. Gehring, 20th-Fox vice-president.

The films will be made available for television viewing in the fall of this year, it was announced.

In his prepared message to stockholders, Skouras said that "this license, referring to the NTA deal, will be restricted to television only, and this will be in the form of an experiment to test this market, to determine whether in the future we will dispose of any further films or merchandise them ourselves through our own sources to the television stations."

20th-Fox Dividend

The board of directors of 20th Century-Fox yesterday declared a quarterly cash dividend of 40 cents per share on the outstanding stock of the company payable on June 30 to stockholders of record on June 15.
**Televison--Radio**

with Pinky Herman

In the six months since bowing into the TV scene last October, "Warner Bros. Presents" has boosted its Nielsen NTA from 20.5 to a peak of 30.0, a whopping increase of more than 50%. ABCheads are also looking forward to the Fall premiere of "Screen Gems' "Theatres"" which, moving from NBC to occupy the Wednesnite 9:30-10:00 p.m. slot. Look for an early announcement by Guild Films of the sale nationally of "Here Comes Tobor," starring 11-year-old Tiger Fafara and the Electronic Man. The 39 telefilms were produced by Guild in association with Carl Dudley Associates at the Samuel Goldwyn Studios in Hollywood. . . .

Sure was a grand reunion. We refer to the happy meeting last week when the Art Van Damme Quintet arrived in Gotham from Chicago to guestump on Max Liebman's "George Gershwin Show" and Dave Garroway's "Today" NBC-TVers. When "Garoway at Large" showed the nation the potential of television way back in 1947, Van Damme's orch was one of the features and the far-sighted, clever and energetic director of the program was a youngster named Bill Hobin, currently associate producer of the Max Liebman Spectaculars.

One of our West Coast scouts reports to this desk with the word that songsters Mack Gordon and Joe Myrow have come up with a really great musical score for Eddie Fisher's forthcoming RKO flicker, "Bundle of Joy." . . . CBSolons, hoping to entice some of the "George Gobel" and/or "Hit Parade" TVviewers, might find the answer were they to sign Jerome Thor to the lead in the new "Ferry Mason" series. Thor, star of the original 78 "Foreign Intrigue" telefilms, has proven his dramatic talent and in our book should prove a natural in the "Ferry Mason" role. . . ."Foundation of the State," produced and directed by Jeanne Harrison and telecast recently as a one-time program over 43 stations in New York State, was cited by the Ohio State University for its "significant and sensitive treatment of the idea of cultural diversity as a way pointing up the anti-discrimination theme.

Dr. Frances Horwich, National Supervisor for all NBCchildren programs, is currently in Chicago to set up Station WNBQ as an experimental Lab for all muppet shows. New programs will appear locally here and groomed for subsequent programming on the network. "The Dog Dong School" will originate in Chicago all this week. . . . A note from the J. Walter Thompson Press dept advises that "the name of the Italian-born soprano who stars in the Ford Star Jubilee production of "A Bell For Adano" over CBS-TV Saturday, June 2, from 9:30-11:00 p.m. (EDT) is not spelled—(here it lists 18 mis-spelled variations of the chanteuse's moniker). However, at the bottom of the page, we find—"the correct spelling is Anna Maria Alberghetti." (Well, guess that must be the COORECT spelling). . . . Jack Russell, former featured singer on "Your Show of Shows" who has just returned from a concert tour throughout the mid-west, has been signed by producer Lesley Savage to appear this summer in the "Theatre-Go-Round" Stock Company at Virginia Beach, Va., starting June 26 when he'll star opposite his wife, "The Pauline San Marchi in "Anniversary Waltz." Coincidentally enough, that date marks their first wedding anniversary and is also the golden anniversary of Theatre-go-round there. . . . Publicists Nell and Milburn McCarty have adopted a one-year old boy named Scott.

Don Felderson, producer of hit series including "The Millionaire," "Do You Trust Your Wife?" "The White Geese" and "Pardon My Angles," currently in Gotham with a pilot of a new half-hour situation comedy "Date With the Angels," starring Betty White and Bill Williams. . . . Two deals on the fire for Les Freres Ritz. They'll soon star in an NBC Spectacular and will soon be seen in a once-a-week long TV series to originate in Hollywood. . . . The works of Jehuda H. Wohl, Israel's most noted composer, which have won national acclaim, are made available in the U.S.A. thru Sesac.

**Concise and to the Point**

**The significant developments in television and their meaning . . .**

**Edited for Executives**

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**Television Today**

Right at the start of the week—through an interpretive news style of journalism —this concise report and analysis of the significant news and events keeps you posted quickly and easily.

**Television Today**

Published every Monday in conjunction with *Motion Picture Daily*
AB-PT Net Profit Rises

(Continued from page 1)

(stockholders representing 87.3 per cent of the outstanding stock) in 1955, however, the company's business was not up to last year's level in comparison to the emergence of the broadcasting division as a sound, rapidly growing and increasingly profitable operation.

The AB-PT head, in discussing the operation of United Paramount Thea-
tres, said: "I do want to stress that our television business has so far, and is consistently profitable operation, which, in addition, supplies a good cash flow through its high de-
preciation." See a Sellers Market

Goldenson, continuing, said that the AB-PT head said: "We have brought about a seller's market with increased competition for pictures by exhibitors. Consequently, exhibitors are being forced to pay substantially higher rentals for pictures. This product shortage, moreover, has contributed to a pattern of uneven distribution, which results in acute scarcity of product during certain periods of the year."

In reply to a question, Goldenson, said, at the conclusion of the annual meeting, that the AB-PT advance 10-
point program, which was highlighted by an orderly release of product throughout the year, "was making some progress." The AB-PT advance head said that the company operates 589 theatres, 16 having been divested since the end of

Color television may appear on the
American Broadcasting Co. in the Fall
of 1957, it was indicated yesterday by
Leonard H. Goldenson, president of
American Broadcasting-Paramount
Theatres.

Goldenson said that the advent of color TV will depend on the number of scientific TV house re-
overs in operation at that time.

1955. Goldenson told the stockholders
that the company is intensifying its examination of the theatre opera-
tions and in the course of evaluating our present properties, we may dis-
pose of those theatres which may be
uneconomic and do not show a profit return on our investment. The disposi-
tion of such properties improves our financial position. The process of weeding out properties that are no longer economic as theatres, not only realizes for the company a conversion of our assets into cash which can be put to better use in our business, but also enhances the earnings potential and value of the remaining theatres in our portfolio."

Says Industry Is Sound

Goldenson stated that the motion picture business is "basically sound -- and good theatres, properly located, equipped and maintained, do extremely well in the exhibition of quality product. This state of fact, because we know from our own operation that theatres with a certain group of characteristics can earn most satisfactorily. These theatres, coupled with the quality pictures which the company produces, Hollywood have demonstrated their ability to make, will support a motion picture industry which will be a fine service to the American public and a profitable enterprise to stockholders.

A significant development during 1955 was the American Broadcasting Co. emergence from the current and increasingly profitable operation in the field of television. He attributed the ABC growth to the company's overall cash position. Although major investments are being paid off in terms of increased program sales and greater ratings, ABC's continued growth in facilities and programming development, and preparation for color TV, will require substantial resources, he said. To assure that ABC still maintain a strong current cash position, AB-PT is negotiating an increase in its outstanding loans, he explained.

Cites TV Advances

Goldenson said that the Disneyland Amusement Park, in California, in which AB-PT has a 35 per cent interest, is operating profitably. Micro-
Wave Associates, in which AB-PT has a one-third interest, continues to show improvement in sales and earnings and Technical Operations, an-
other scientific company, which AB-PT has a stock interest, also reports an increase in its business, he said. He also said that the AB-PT phonograph record subsidiary, Ampar Records, is currently operating in the "black."

Several Stockholders Pose Questions

Stockholders' questions at the meet-
ing varied from those seeking an answer to why three AB-PT directors did not receive stock interests in the company, to a reclassification of the stock into classes so that dividends could be paid in cash and stock. Goldenson, in reply to a query concerning picture product, paid, said that 10 years ago, an average of 650 films were annually produced, while now there are roughly 225 to 250 features, not counting the 60 to 70 foreign films released domestically. The stockholders elected all AB-PT directors and approved a resolution recommended by management which pertained to an amendment of the by-laws to have 17 directors on the board. The directors which were elected were Earl A. Anderson, John Balaban, A. H. Blank, John A. Gold-

Predicts Decrease in
Anti-Trust Suits

A decrease in the number of anti-
trust suits was forecast here yesterday by Otto Koegel, chief counsel for 20th Century-Fox, at the company's annual meeting of stockholders.

Koegel welcomed the prospect that the settlement of all suits except one brought against the company by the Universal State of Limitations. He expressed his belief that next year and in the subsequent year, the amount of legal bills will be cut 50 per cent.

Buff. Power Failure

Blacks Out Theatres

BUFFALO, May 15.--The most ex-
haustive blackout in the history of Buf-
fo, Buffalo and the Canadian border
Sunday night, caused by power failure at one of the big power plants at Queenston on the Canadian border, failed to cause any panic in any of the many theatres affected in the area. Audiences took the blackout stoically, but there was considerable griping among patrons when the power failed at exciting points in the screenplays.

Some patrons waited for service to be resumed while others reported to return at some other time. In some instances, patrons demanded their money back. Manager Edward Miller of the Paramount said about 800 viewers filed out in orderly fash-
ion after about half an hour, while 700 others waited until power was restored. The Paramount, incident-
ally, threw into operation its emergency 25-cycle plant which lighted the auditorium and the mar-
que. As a result, this theatre was the only bright spot along the main stem and the Evening "News" used a three-column cut on page one show-
ing the front of the theatre under the title, "The Light That Didn't Fail in Buffalo's Blackout."

William T. Kilborn, Robert E. Kint-
J. Noble, Robert H. O'Brien and Robert B. Willy. Re-
elected were Goldenson, president; Herbert B. Lazarus, Hinkleay, Edward
L. Hymerson, vice-president; O'Brien, vice-presi-
dent and secretary; Simon B. Siegel, treasurer; James L. Brown, comptoll-
er and assistant treasurer; Edith Gersten, Montclair, N. J. and Geraldine Zorba, assistant secretary.

FOR SALE

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National Pre-Selling

With the review of "The Swan" appearing in the June issue of "Good Housekeeping," a new policy has been established at this women's service group magazine. Each month one or more motion pictures will be selected for review by Ruth Habert, "Good Housekeeping's" motion picture editor.

The review of this new M-G-M picture is headed by the line, "Here's a good picture." Mrs. Habert goes on to say, "The Swan" is refreshing, gay, wistful, amusing and beautiful. Do see it. We're positive you won't be disappointed."

She concludes her review by saying, "We hope you'll give a good break to a good picture by going to see it."

Rod Steiger of "The Harder They Fall" and "Jubal" is the subject of a very interesting personality story appearing in the May 25 issue of "Collier's" magazine (one covering a full page) made on the Columbia sound stages illustrate the article. The story, written by Albrich, serves to create additional interest in the acting of Rod Steiger.

"The Man Who Knew Too Much," starring James Stewart and Doris Day, has been selected "Seventeen" as the picture of the month for June.

"Gaby" is advertised on the table of contents page of "McCall's" May issue.

The motion picture editors of "Life" used a new approach to preview "Lovers and Lollipops" in the May 14 issue. The star of this film, which will be ready for national release next month, is a seven-year-old actress, Cathy Dunn. She had an acting in "Ace in the Hole" (a star of his own right) while seeing "Lovers and Lollipops for the first time. "Life" photographed the young thespians during the preview. They are shown wiggling, giggling and blissfully delighted at the happy ending.

Marilyn Monroe, star of "Bus Stop," is the cover girl on the full-color cover of the May 29 issue of "Look" in a very unusual pose.

Sidney Kaufman has written an interesting article about foreign films being readied for release in the nation's theatres. It is published in the June issue of "Entertainment." Kaufman has done an extensive research job in getting information on motion pictures produced in Europe and Asia. The article is illustrated by production set photos of "The Adventures of Baron Munchhausen," "Legends of Anika," "Melody Beyond Love" and many other films.

John Huston's "Moby Dick" will receive "Parents" Magazine's special merit medal award for June. The mo-

See Better Working Relationships

Progress of Cinerama Productions Told to Stockholders; 1955 Net Up

A prediction that Cinerama Productions Corp. will satisfactorily complete its negotiations with the Stanley Warner Corp., Cinerama, Inc., and the Lansing Foundation aimed at more satisfactory financial returns for Cinerama. Following a working relationship among the four firms was made yesterday by Milt J. Sutliff, president of Cinerama Productions, at the annual stockholder's meeting in the Barbizon Plaza Hotel here.

Sutliff told the stockholders that in his view the corporation had made admirable progress over the last year and a half in retrenching its expenses and renegotiation of contracts aimed at more favorable terms for his company. He was highly optimistic in his predictions for the future. The deals with the other companies currently pending, he said, would make for a utility of purpose and eliminate production of function and interline inequities. Further details, Sutliff added, would be forthcoming after the final completion of the deals.

$277,095 Before Taxes

The net profit of the company for the year ended Oct. 31, 1955, Sutliff said, was $277,095 before taxes, as compared with $161,587 before taxes for the same period in 1954.

All seven members of the board of directors were reelected by the stockholders at the meeting. Milt J. Sutliff, trustee of the Rev. Louis B. Mayer, Melio J. Sutliff, Perry N. Selheimer, Ira S. Stevens, Theodore R. Kupferman, John R. Boland and Irving N. Margolin. The stockholders approved and ratified a stock option arrangement for Sutliff, tendered him as an inducement to his continued association with the company, which Sutliff has newly as executive vice-president without salary up to the present. Granted him is an option on 5,000 shares of the company's stock, exercisable at any time after Dec. 1, 1956, and not later than Dec. 31, 1960. According to the company's annual accounting picture editor of "Parents" says "Moby Dick" is a truly great film.

"Photoplay" has a two-page spread on "Trapeze" in the May 15 issue. It is printed in full color on black coated paper, carrying attractive photos that were made on location in a circus arena in Paris.

Olivia De Havilland, star of "The Ambassador's Daughter," has written a delightful story of her marriage to a Frenchman for the May 15 issue of "This Week." It is illustrated by full-color photo of Olivia and a candid camera shot of her wedding procession in a village in France.

"It Happened One Night," "Gaby," "Jubal," "Miracle in the Rain" and "The Birds and the Bees" are recommended to the readers of "Woman's Home Companion's" May issue.

WALTER HAAS

Movielab Expands Into WB Building

John J. Reynolds, Inc., has leased for a long term to Movielab, Inc., 70,000 square feet of space in the 10-story Warner Brothers building in New York City.

The TV motion picture producer plans to spend $1,000,000 on improvements, including air-conditioning and fire protection, the company already has built a theater on the eighth floor of the structure and is in process of installing another one on the seventh floor for showing colored television film to exhibitors.

The building's name is to be changed to the Movielab Building.

Movielab has also leased the 50 x 100 foot parking lot on the 55th Street side of the building. Aggregate value of all the Movielab space, including the parking lot is $2,500,000 over the term.

Bernard Buchwald, attorney, of the firm of Hoffman, Buchwald, Nadel, Cohen & Hoffman, acted for Movielab in the transaction.

GM Dedicates Center On Closed-Circuit

DETROIT, Mich., May 15.— Formal dedication of the new General Motors Technical Center here took place on a closed circuit telecast yesterday which was received in 61 cities in the U. S. and Canada over the facilities of Theatre Network Television.

The telecast featured the appearance of President Eisenhower from the White House by closed circuit TV.

The big-screen, closed circuit show, was the 100th telecast presented by TNT.

To Launch New Pact With Indonesia

Negotiations between the Motion Picture Export Association of America and the government of Indonesia will be launched here shortly to formulate a new film import license agreement, William Palmer, Indonesia representative of the MPEA, said here yesterday.

Palmer, who recently arrived from New York to Djakarta for MPEA home office, said the country will go to Washington today for conferences with President Eric Johnson and to meet the president of the domestic government, who is current with this U. S. He said that he will attend the Johnston party in Fryfield at the end of the month.

The arrival of Mr. Maa, MPEA Far East official, Palmer said that the present agreement, which provided for licences of which M-G-M received largest number, has expired and negotiations for a 1956 agreement will be launched shortly. He said that per cent of the playing time in Indonesian theatres is taken by U. S. product. The MPEA official said that he is of the opinion that the newly agreed upon global licence formula will be utilized by the American companies in the new Indonesia pact.

The overseas representatives of the motion picture business in Indonesia grossed about $150,000 last year, of which one third went to the U. S. companies, another third to the local exhibition, and the remainder third to the government. He said the country, under Indonesian law, are allowed to take only between 40 to 50 per cent.
Contract Holders Are Informed

Makelim Plan Is Abandoned; 'Peacemaker' to Distributors

By WILLIAM R. WEAVER

HOLLYWOOD, May 16.—Hal R. Makelim today announced the abandonment of the Makelim plan and disclosed his intention to offer "Peacemaker," first film produced for M. P. distribution, for distribution "through established major distribution channels." Makelim also furnished to the trade press copies of his letter of cancellation sent Makelim Plan contract holders, together with replies from some among them.

The letter said in part: "Contracts received by Makelim Pictures, Inc., were not enough to allow them to make proper presentation, or even come close to giving me back my cost of the picture, to say nothing of..."

(Continued on page 4)

Dallas Censor Board Urges Others to Aid Tax Relief Campaign

Special to THE DAILY

DALLAS, May 16.—The enlistment of motion picture review boards throughout the nation in the campaign to abolish the Federal admissions tax was urged here by Mrs. Roderic B. Thomas, president of the Dallas Motion Picture Board of Review, who initiated a drive to obtain Congressional support for the measure.

In letters to presidents of review (Continued on page 4)

Women's Clubs Cite 'Peter,' 'Mitchell'

Special to THE DAILY

KANSAS CITY, May 16.—As part of a program honoring achievements in various fields of endeavor in this country last year, the General Federation of Women's Clubs, now holding an annual convention here, made two awards to Hollywood studios.

A special award was given to 20th...

(Continued on page 4)

Admission Prices in Large Cities Higher For Adults, Dip for Children, BLS Finds

From THE DAILY Bureau

WASHINGTON, May 16.—Theatre admission prices in large cities increased for adults and dropped slightly for children during the first quarter of 1956, according to the Bureau of Labor Statistics.

The BLS figures were complicated by a change made in the base period for the admission price index. Formerly the 1935-39 period was figured as the base period or 100. From now on BLS will issue figures using 1947-49 as the base period.

BLS said adult admission prices had risen from 124.2 per cent of the new base period in the last quarter of 1955 to 126.3 per cent at the end of March. Children's prices dropped from 110 per cent of the 1947-49 figure at the end of December to 109.3 per cent at the end of March.

The combined index rose slightly from 132.1 per cent of the neat base period at the end of 1955 to 132.6 per cent at the end of the first quarter of 1956.

3 Meetings

Allied States Has Busy Week Ahead in D.C.

From THE DAILY Bureau

WASHINGTON, May 16.—The Senate Small Business Committee hearings here on Monday will launch a series of meetings of Allied States officers and directors, according to a special Allied bulletin.

Sitting in on Monday's hearings, which are to be devoted to distribution testimony, will be Allied officials, who will later convene at a dinner meeting to mull the day's developments. This session, characterized as the regular quarterly directors dinner, (Continued on page 5)

Distribution Cool to Parley

A cool reception in distribution circles yesterday greeted the latest call for an industry round-table conference, issued by Myron Blank, Theatre Owners of America president, upon his return here from Europe on Tuesday.

Some distribution executives contended that the atmosphere currently (Continued on page 5)

Rinzler to Head N.Y. Rogers Fund Drive

The appointment of Harold Rinzler of Randforce Amusement Co. as exhibitor chairman of metropolitan New York for the Will Rogers Hospital Drive to be held in all theatres the week of July 16 was announced yes... (Continued on page 5)
New Boston Measure If Passed Would Hike Theatre License Fees

Special to The DAILY

BOSTON, May 16.—A proposal for increasing fees for many licenses and permits, which may include those for the operation of theatres in the city, has been introduced into the City Council today.

While not elaborating on the proposal, the mayor said the increase would also affect "entertainment li-

...
PLAY IT NOW—BE PROUD OF IT ALWAYS!

A Romantic Journey on the Highway of History!

Warner Bros. present

DOWN LIBERTY ROAD

COLOR BY WARNERCOLOR

with MARSHALL THOMPSON
ANGIE DICKINSON and TEX RITTER

Screen Play by CHARLES L. TEDFORD, LEO S. ROSECRANS

Produced by CEDRIC FRANCIS, HAROLD SCHUSTER

Directed by
Makelim

(Continued from page 1)

the cost of prints, advertising, etc.”

The letter continued, “I need your help and cooperation so I can get ‘Pecasemaker’ on the road, and I’d like to show to anyone I approach on distribution of my picture that I still have your goodwill and support.”

The letter asked exhibitors to sign and return the cancellation form.

Makelim launched the Makelim Plan more than two years ago, traveling the country, attending exhibitor conventions and similar gatherings, to explain at first hand his belief that exhibitors faced a product shortage could benefit themselves by contracting with him for 12 feature pictures to be made in a year.

Makelim today told *Motion Picture Daily* he has no deal for the sale of his picture in negotiation “at this time.”

Watch for the FLYING SEXTERS

...from COLUMBIA

backed by a record advertising and publicity budget!

NCA Passes Three Resolutions

(Continued from page 1)

suit of figures presented yesterday by Al Sindinger, industry statistician, charged that the telecasts by Warner Brothers, M-G-M and 20th Century-Fox, were drastically reducing mid-week theatre attendance and added that “such television clips have actually cheapened and degraded fine motion pictures by showing them to the public in black and white on a small parlor peepbox which utterly destroys the great technological advances of theatre motion pictures.”

Would ‘Re-Examine’ Advertising

Following the same advertising and promotion line, the NCA convention in a second resolution asked “that the entire basis and long-range purpose of motion picture advertising be re-examined” and “that the present self-defeating, gross over-emphasis on sensationalism and sex . . . be condemned.

Despite a plea by William C. Gehring, vice-president of 20th Century-Fox, that “the government be kept out of the motion picture business and that we settle our problems among ourselves,” the convention endorsed a resolution condemning short-sighted policies of restricting product and refusing to sell except upon terms which will ultimately destroy small theatres” and asked that “Congress be urged to continue its exploration of ways and means of advancing the public interest by preparing the small theatres through federal regulation of the industry if no other means can be found.

Gehring Calls for Unity

In addition to Gehring’s speech, which stressed industry unity as the keynote of the convention, it was urged that a solution of the complex problems caused by television competition, the convention heard Alex Harrison, recently-appointed general sales manager of 20th Century-Fox, and Jack Kirsch, president of Allied of Illinois, Myron Blank, president of Theatre Owners of America, wired that he was unable to reach Minneapolis for his scheduled address.

The convention at the close unanimously reelected Benjamin N. Berger as president, and officers were, also re-elected, include E. L. Peacok, vice-president; Lowell Smoots, secretary, and Henry Greene, treasurer.

‘Peter,’ ‘Mitchell’

(Continued from page 1)

Century-Fox for “A Man Called Peter,” which was selected as the best picture of 1953, and whose film failed to depicting the America of the future.

A special citation also went to Warner Brothers for “The Court Martial of Billy Mitchell,” which was termed the best picture of last year in depicting historical America.

The awards were presented at a luncheon, with J. R. Nager, branch manager of 20th Century-Fox in Kansas, accepting for “A Man Called Peter,” and Arthur Debra, director of community and exhibitor relations for the Motion Picture Association of America, performing the same service in behalf of Warner Brothers.

Mrs. Dexter O. Arnold, of Concord, N. H., chairman of the communications department of the women’s federation, made the presentations.

Seven Radio and Television Citations were presented to the National Broadcasting Co. by the Federation during the convention. Awards went to “Wide Wide World,” “Maurice Evans Presents,” “News Caravan,” “‘Lonny’ of the National Barn Dance,” “Biographies in Sound” and “News of the World.”

MPEGA Considered Internal Matters

Internal matters highlighted the agenda of the Motion Picture Expo Association directors’ meeting which took place here Tuesday, it was reported.

The MPEA meeting, held every Tuesday afternoon, also discussed the labor situation in Chile and the labor negotiations in the Philippines.

Dallas Censor Board

(Continued from page 1)

boards, she urged that a resolution which was unanimously adopted by the Dallas Board, which favored abolishment of the admissions tax, be adopted and submitted to Congress.

Pointing up the plight of the motion picture industry, Mrs. Thomas noted in the Dallas resolution that “approximately 10,000 of the 19,200 theatres are in some form of distress” and that “about 27 per cent are now operating in the red, and about 29 per cent are approaching the break-even point.

The board president said the resolution brings out that “there are several reasons for the distressed financial condition of this branch of the motion picture industry, two of which are the advent of television and burdensome taxation.”

Warms of Closings

The resolution declared further that “unless tax relief is forthcoming, many more suburban and small town theatres will be forced to close” and pointed out that 20 per cent Federal admissions tax is largely responsible for the closing of more than 6,000 between 1946 and 1954.”

The executive board of the Council of Motion Picture Organizations of Texas has gone on record as favoring the measure.

List Some of Fox

(Continued from page 1)


MGM Mulls

(Continued from page 1)

charge of M-G-M’s television operations, and Frank Walker, general manager of M-G-M Records, a subsidiary company. The slated election of Barry and Walker was reported in this *Motion Picture Daily* on Tuesday.

The directors declared a dividend of 25 cents on the common stock.
Allied’s Week

(Continued from page 1)

The board meeting will open at the
 Huntingdon Hotel Thursday morning and
continue through Wednesday with the first session slated for a
discussion of the EDC’s role in the
business community, as well as the outlook for
the future.

Among the topics of discussion on
agenda are the sales policies
of M-G-M and Paramount, as well as
the word on the street about the
business of the exhibitors.

At the end of the session, the
committee will meet, and all
discussion will be formalized
by the board of directors.

To Continue Through Wednesday

History of the industry

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At the end of the session, the
committee will meet, and all
discussion will be formalized
by the board of directors.
and from LOUELLA PARSONS:

"Hollywood is talking about the incredible interest expressed by fans and those in the industry over the Flying Saucers Film, 'Unidentifying Flying Objects' made by Clarence Greene and Russell Rouse with our Government's knowledge. It actually shows pictures of the saucers and is attracting front page and editorial attention although what the saucers are is still a mystery."

---

DEAR BILL: CONGRATULATIONS ON SMASH OPENING "UNIDENTIFIED FLYING OBJECTS" FOX WILSHIRE THEATRE, BEVERLY HILLS, CALIFORNIA. PICTURE HAS HAD BIGGEST MID-WEEK OPENING IN LAST YEAR. WE LOOK FORWARD TO AN OUTSTANDING ENGAGEMENT BECAUSE PATRONS COMMENTS ARE EXCELLENT. KINDEST REGARDS AND BEST WISHES=

: EDWIN F ZABEL=

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE
Report New Fabian Talks with Justice
From THE DAILY Bureau
WASHINGTON, May 17.—Principals in the group which recently acquired controlling interest in the Motion Picture Association of America from the owners of Universal International Pictures have been given a shakedown to become a new member of the association by the new controlling group. The new chairman, John C. Johnston, of Universal International Pictures, has been named chairman of the new motion picture association of America.

Walt Disney, co-chairman of Universal International Pictures, has been given the position of vice-chairman of the new association of America.

Will Rogers Hospital Campaign Initiated By 'Phone Broadcast
Five theatre circuits have pledged their cooperation in the hospital campaign that was inaugurated on an industry level yesterday by officials of the Will Rogers Memorial Hospital, who will conduct their annual financial campaign in July.

Pledging their cooperation in the drive yesterday were Loew's, Stanley Warner, Warners, RKO and Fabian Theatres. Si Fabian, national campaign chairman for the audience collection, said the circuits answered the call that was made yesterday through the phone.

In Editor & Publisher Ad
Admission Levy 'Immoral'
Use of Tax Power: Compo
Continuation of the Federal admission tax on motion picture theatres is an excessive use of the Government's taxing authority, and is, therefore, evil and immoral, it is stated in the 82nd of the series of COMPO ads in Editor & Publisher, which will appear tomorrow.

"Since a continuation of the tax would obviously imperil the existence of a great industry," the ad says, "and its repeal now would neither contribute to inflation nor throw the budget out of balance, our Government would seem to be morally bound to remove this tax at this session of Congress."

Under the caption, "Is It Comy to Talk of Honor?" the COMPO advertisement is worded as follows: "Chief Justice Marshall's famous remark, 'the power to tax is the power to destroy,' makes it clear that in the exercise of its taxing authority the Government must watch its morals, as well as its revenues, for excessive use of the power to tax can be as evil and immoral as excessive use of any other force.

"We believe continuation of the" (Continued on page 7)
PERSONAL MENTION

HARRY COHN, president of Columbia Pictures, returned to the Coast yesterday from New York.

L. E. Goldhammer, Allied Artists Eastern division sales manager, has left New York for Pittsburgh and Cleveland. He is scheduled to leave here on a European vacation on May 24.

ERIC JOHNSTON, president of the Motion Picture Association of America, and KEN CLARK, vice-president, returned to Washington yesterday from New York.

DORE SCHARY, M-G-M vice-president in charge of production, will return to the Coast today from New York. H. M. STREICKLING, studio publicity chief, has extended his visit here until next week.

CARL FISHMAN, Loew's Theatres publicity director, is recuperating at New York Hospital here following a heart attack.

LEO PILOR, 20th Century-Fox special events manager, and Mrs. PILOR will leave here today aboard the "Nassau" for the Bahamas.

HARRY FELLERMAN, sales head of the Universal-International special sales division, will leave here on Monday for Philadelphia and Washington.


GEORGE NICHOLS, M-G-M studio publicist, is scheduled to arrive in New York on Sunday from Hollywood.

WALTER READE, head of Walter Reade Theatres, has returned to New York from Europe.

CONSTANCE CUMMINGS will return to New York today from London via B.O.A.C.

ALBERT AKST, of the M-G-M studio music department, will arrive in New York tomorrow from the Coast.

CATHERINE MORIN, of "Seventeen," will leave here over the weekend for Florida and Havana.

JONIE TAYLOR, producer, has arrived in New York from Hollywood.

IRWIN ALLEN, producer, has returned to Hollywood from New York.

ANNOUNCEMENT

¶ Martin Quigley, Jr., editor of Motion Picture Herald, has been appointed Editorial Director of all the publications issued by Quigley Publishing Company. The new duties which he will assume are in addition to editor of the Herald. The newly created position is intended to amplify and strengthen editorial content of Quigley Publications in keeping with the new and developing conditions in the entertainment industry. No changes in the editors or editorial staffs of the several publications are contemplated. Mr. Quigley has been a member of the editorial staffs of Quigley Publications since 1939 with the exception of the period from December 1941 until October 1945 when he was on wartime missions abroad.

Columbia Denies Stock Sale Report

Widely circulated reports in financial circles here yesterday that stock holdings of Harry and Jack Cohn and members of their families in Columbia Pictures would be sold to unidentified bidders were officially denied by a spokesman for the company following inquiry.

Harry Cohn, Columbia president, has been in New York for the past several days and is scheduled to return to the Coast today. Reports have, with those of Jack Cohn, executive vice-president, and family trust holdings, are said to represent working control of the company. Reports that a sale of the Cohns' holdings was being discussed also were circulated several months ago and were denied by Harry Cohn at the announcement of the company's stockholders here.

'Toy Tiger' Slated For Saturation Dates

"Toy Tiger," Universal-International's Technicolor comedy, starring Jeff Chandler, Laraine Day and Tim Hovey, will be given a series of territorial saturation pre-release openings starting at the Fulton Theatre in Pittsburgh on Decoration Day and followed by openings in Tulsa, Oklahoma City and New Orleans during the first week in June to launch a series of openings in those territories.

107 'Kiss' Dates

United Artists has set a 107-date saturation booking for Crown Productions' "A Kiss Before Dying." William J. Heineman, UA vice-president, announced. The engagements, blanketting the Buffalo, Boston and New Haven exchange areas, will be launched on June 13.

Set Saturation Dates On 'Animal World'

Timed to coincide with the closing of schools for summer vacations, United Artists has set a series of territorial saturation bookings for its summer release, "The Animal World." The film will be premiered June 13 at the Sanger Theatre, New Orleans, and will be followed by saturation bookings in all key cities. Other regional bookings include the Warners, Paramount, Des Moines, and the Universal-International release, on June 6; the Paramount, Atlanta; the Paramount, Cinema and Coral in Miami on June 7; the Imperial, Charlotte, on June 10; the Circle in Indianapolis on June 13; the Palace in Dallas on June 14; the Orpheum in Seattle on June 15; the Orpheum in Portland on June 19; the Strand, Albany; and the Fahn and Fenway, Boston, among others.

CBS Buys 7 More TV-Tape Recorders

PEBBLE BEACH, Calif., May 17—Howard S. Meighan, vice-president of the Columbia Broadcasting System, today announced that CBS has purchased seven more Ampex videotape recorders, in addition to the three previously acquired, and will have all in use within a year.

Meighan said video-tape is a "tool of television" and has no motion picture use in the predictable future, but "will have more usefulness and flexibility in the television and advertising fields than motion pictures ever could have.

Meighan said a tape-recorded program should cost no more than a live program, whereas a half-hour film-recorded program, on the average, costs roughly $10,000 more than a live show.

Youngstein Finishes Europe Conferences

Returns at Weekend

Max E. Youngstein, vice-president of United Artists, will return to the United States over the weekend after conducting a series of conferences in Europe and the Middle East on the company's new program of global publicity, promotion and per motion.

During his three-week tour of France, Italy, Spain and Israel, Youngstein met with the company's overseas executives and producers, discussing public relations, exhibition, sales and promotion for UA films and personalities.

St. Joan' for Preminger

In Cannes, Youngstein announced the completion of a new production agreement with Otto Preminger, calling for three features in five years. The first project will be a screen version of George Bernard Shaw's stage classic, "Saint Joan."

New Studio Building Under Way at Fox

HOLLYWOOD, May 17—Construction has started on a new recording and projection building at the Hollywood studios of 20th Century-Fox which is estimated will cost in excess of $500,000.

Housing a projection room, three projection booths, two recording rooms and allied equipment, the new building will provide the studio with all facilities for 55mm. projection of daily "reels" and productions in full size 55mm. In addition to projection facilities as well as the latest techniques in six-track stereophonic sound recording and reproduction are to be installed.

NEW YORK THEATRES

RADIO CITY MUSIC HALL

GRACE ALEC LOUIS KELLY-GUINNESS-JOURDAN

In "THE SWAN"

An M-G-M Picture

and SPECTACULAR STAGE PRESENTATION

MOTION PICTURE DAILY Daily, Monday, May 18, 1953

Eugene V. Conley, Editor-in-Chief and Publisher; Sherrill Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. Potsky, Chicago Bureau; 120 South LaSalle Street, Chicago 04, Illinois; Advertising Representatives: Telephones WILMINGTON 5-4325, New York; NOBLE 2-7136, Washington, 20, D.C.; LOUIS L. PROCTOR, New York City, Manager; 120 South LaSalle Street, Chicago 04, Illinois; TELEPHONE: DECATUR 5-4325; Cable Address: "WILLEBECK, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; H. M. Streickling, Executive Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 12 times a year as a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Modine Picture Almanac, Television Almanac, Fane. Entered as second class matter Sept. 21, 1933, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10¢,
Atlanta Convention Agenda Announced

Special to THE DAILY
ATLANTA, May 17.—The election of officers, and business conferences, will dominate the three-day joint convention of the Theatre Owners and Operators of Georgia, the Theatre Owners of Alabama, which will convene at the Dinkler Plaza Hotel here on May 27.

A special privilege of "This Is Cinerama" at the Roxy Theatre through the courtesy of Stanley Warner has been arranged for May 28, while technical sessions will occupy the remainder of the scheduled program. Registration and socials are planned for the opening day.

Mayor and Gehring to Speak

Atlanta Mayor William B. Hartsfield and William C. Gehring, vice-president of 20th Century-Fox, will deliver addresses at the opening luncheon that will be held by two business sessions and a cocktail party and buffet supper, with the Motion Picture Advertising Service of New York.

The entire morning program of May 29 will be devoted to modern exhibition clinics, concessions, advertising and general theatre equipment and financing. Governor Marvin Griffin will address convention guests at the afternoon luncheon. Allan Starr, past president of TOA, will give the principal address at the afternoon technical session that will be followed by an exhibitor meeting.

The final banquet will be held the evening of May 29 by the Equipment Dealers of Georgia and Alabama.

RKO Signs Lubin To 3-Year Pact

HOLLYWOOD, May 17.—Arthur Lubin has been signed by RKO to an exclusive producer-director contract that calls for his services for a period of three years, William Dozier, vice-president, announced.

Under terms of the pact, Lubin will be responsible as a director or producer-director on each of his forthcoming assignments.

To Resume Olympic Coverage Shorty

Negotiations for the arranging of possible film coverage of the November Olympic Games at Melbourne, Australia, for use by television, which date have been termed "hopeless," will be resumed this month by the four major domestic agencies providing TV news films and William Kent Hughes of Melbourne, Olympic committee chairman.

Hughes, who will leave Melbourne on Monday and is due to arrive on the Coast May 25, will fly to Washington, where he is expected to confer with CBS, NBC, INXS-Teletex and the United Press-Movietone News officials. On June 1, Hughes will fly to New York and then continue on to Stockholm, Sweden, where he will represent the Olympic committee at the "equestrian games" scheduled for June 9-18. Later, he will stop at New York, Chicago and San Francisco on the return trip to Australia.

Negotiations at Impasse

Film coverage of the November games for use has been deadlocked after months of conferences by Hughes, the committee and representatives of the four domestic agencies. The Australian plan to film the games and to market the negatives on a worldwide basis has been rejected by the local companies, which have claimed their right to free access as members of the press. Accordingly, the agencies have submitted a four-point plan that includes a basic "pool system," whereby they would pay actual expenses incurred by film companies to obtain Olympic coverage. Their refusal to pay for film rights and the demand by Hughes that the Olympic group receive financial compensation for the coverage have been the factors that have led to the deadlock of negotiations to date.

Chairman Reported Opposed

At a closed session last week in Melbourne, Hughes conferred with a representative of the four agencies, but the spokesman advised the New York offices that the committee chairman was opposed to the American plan.

Self-Regulation Committee Continues Study; Will Convene on Weekly Basis

The self-regulation committee of the Motion Picture Association of America held a luncheon meeting yesterday in a continuation of its study of all phases of the industry's self-regulation, it was learned yesterday.

The committee, which will advance its study to meetings to be held every week from now on, was set up earlier this year by the MPAA board of directors and is composed of Barney Balaban, president of Paramount Pictures, A. Schneider, vice-president of Columbia Pictures, Daniel T. O'Shea, president of RKO Radio Pictures, Eric Johnston, president of the MPAA, and Kenneth Clark, MPAA vice-president.

The MPAA group met here earlier this week also, following the meeting of the industry association's board of directors. The committee's objective is to explore all phases of self-regulation in the industry and is a standing committee of the MPAA which will act as "a watchdog" group, empowered to make recommendations for changes.

Reported in attendance at the meeting also were Robert Rubin of Paramount, Ray Goff of Riverside, Spengel of Columbia, Paul Quist of RKO Radio and Sidney Schreiber of the MPAA.

Sinfeld Back Today Following European Promotional Trip

Charles Sinfeld, 20th Century-Fox vice-president, will return to New York today from Europe by plane following a business trip on which he spent long-range business conferences. The conference was an entry in the Cannes Film Festival, attended by the vice-president as part of his European tour.

Started in Paris

Departing from New York on May 13, the executive went first to Paris for meetings with Ingrid Bergman and Anatole Litvak, star and director, respectively, of "Anastasia." The Buddy Adler production will be filmed in Paris, Berlin, Copenhagen and London this summer.

While in the French capital, Einfeld blueprinted advanced promotion for the Cole Porter musical, "Can Can," which will be produced there, as well as for "Boy on a Dolphin," Samuel G. Engel production to be filmed in Greece. From France, the executive went to London for meetings with producer Andre Hunebelle and discussions concerning campaigns for "Sea Wyf" and "The Black Wings," two Sumar films, which Hakim is producing for 20th Century-Fox release.

Conferred With Silverstone

Einfeld further met with Murray Silverstone, president of Fox's International, and joined him at several meetings on the continent. The president with leading European producers and exhibitors and the securing of publicity personnel to augment Fox's foreign staff on the handling of the expanded European production program rounded out his itinerary.

Friedman, Expert On Color, Dies

Binghamton, N. Y., May 17—Funeral services for Dr. Joseph S. Friedman, a senior research chemist of the Ansco Corp. here and nationally known authority on color photography, have been held here. An author of several books and articles on color photography, Dr. Friedman joined the Ansco research staff in 1943 and had previously worked for the Technicolor Corp. in the development of the Technicolor motion-picture film.

People

J. Emmet Cashman, recently the director of the print and negative department at RKO, has been named chief of the publicity department of Vista's newly-created playdate dept.

Stewart Barthelmess has been appointed general manager of station WABC in New York, key station of the ABC Radio Network. Prior to joining ABC in 1950, he was a talent agent with Famous Artists, Inc., in Hollywood.

Charles H. Herald of Tacoma, Wash., recently observed his 90th birthday. Herald managed the old Tacoma Theatre in Salem when it first opened in 1889 and later was a partner in the Calvin Hellig Theatre interests in Tacoma and Portland.

Robert M. Dunn has been named general sales manager of Ansco's photographic manufacturing division. He joined the firm in 1951 and served as a salesman and advertising manager before his promotion to assistant general sales manager in 1951.

UA May Distribute Japanese Production

Arrangements for distribution of the Japanese produced film, "Christ in Bronze," are currently being worked out in New York between Ryuho Ohtani, executive director of Chokohiko Co., Japan, and United Artists of America, which has a distribution agreement for UA films in Japan.

While no agreement has been reached thus far, Ohtani said he believed the film would be marketable in the U. S. with the aid of English titles, which are in preparation. He added that no prints have arrived in the U. S. of the film, which has been held back for distribution this year in France.

The executive director also indicated that an attempt is being made to arrange a co-production agreement with UA and to negotiation plans for future distribution.

Hertzit Funeral Today

Funeral services will be held this afternoon at the Riverside Memorial Chapel, 1 Ocean Parkway, Brooklyn, for Emanuel Hertzit, 51, a pioneer in the exhibition field and a former member of the Independent Theatre Owners Association, who died yesterday at a New York City hospital. He went to the exhibition circuit, he will be buried following the 1:30 P.M. service.

‘Killing’ to Mayfair

Away All Boats!

Directed by JOSEPH PENVY • Screenplay by TED SHERDEM

starring
JEFF CHANDLER
GEORGE NADER
JULIE ADAMS
LEX BARKER

co-starring
KEITH ANDES
RICHARD BOONE
JOCK MAHONEY
CHARLES McGRaw
WILLIAM REYNOLDS
JOHN McINTIRE

with
FRANK FAYLEN

COLOR BY TECHNICOLOR IN VISTAVISION MOTION PICTURE HIGH-FIDELITY
...THE BIGGEST PUBLICATION IN THE WORLD WILL PRE-SELL THE BIGGEST PICTURE IN U.I. HISTORY!

Full page color ads in both Domestic and Global Editions mark the first time any motion picture studio has reached the 17,300,000 circulation of this great publication!

ANOTHER FAMOUS PRE-SELLING FIRST FOR U.I.!

...and More Color Ads in Domestic and Global Editions! Look Collier's Screen stories Family Weekly The American Weekly Boy's Life modern screen True

A COMBINED READERSHIP OF 131,000,000!

PRE-SOLD! through BILLBOARDS in 400 COMMUNITIES!

Spectacular, luminous "Day-Glo" 24 sheets from coast-to-coast... power pre-selling in 48 markets!
A population of 30,000,000... and will be seen more than 450,000,000 times!

PRE-SOLD! on 91 TV STATIONS NATIONALLY!

Coast-to-coast TV Spot Campaign will pre-sell from the TV screens in more than 21,600,000 homes!

Produced by HOWARD CHRISTIE - A UNIVERSAL-INTERNATIONAL PICTURE
Speaking for Producers and Distributors Before SSBC

Adolph Schmuel C. J. Feldman Frank Freeman W. C. Gehring A. Montague Arnold Picker Charles Reitz

Ticket Tax

(Continued from page 1)

Federal admission tax on motion pictures is an excessive use of the Government's taxing authority, and is, therefore, evil and immoral. The record gives grim proof of our contention.

"Of the country's 19,200 theatres, 10,200 pay an admission tax of 10 per cent on all admissions over 50 cents. Records show that about half of these theatres are in the red, half near the break-even point. Indeed, on a consolidated basis, the country's movie theatres suffered an operating loss of more than $5,000,000 in six months from October to March 31.

Paid $80,000,000

"Yet, as if to prove that 'the power to tax is the power to destroy,' these theatres were forced to pay an admission tax last year amounting to $80 million. Grotesque as this situation is, it is made even more indefensible by the probability that our Government will wind up its fiscal year June 30 with a sizable surplus—as much as $4 billion, some Washington dispatches say.

"The Federal admission tax was first adopted during World War I as a war measure. Continued at varying rates after that conflict, the tax was set at 20 per cent in World War II, but with this stipulation clearly set forth in the resolution of enactment: . . . ending on the first day of the first month after the date of the termination of hostilities.

Violation Charged

"As hostilities were officially terminated at noon, December 31, 1946, continuation of the admission tax has clearly been a violation of the Government's commitment. Furthermore, since continuation of the tax would obviously imperil the existence of a great industry, and its repeal now would neither contribute to inflation nor throw the budget out of balance, our Government would seem to be morally bound to remove this tax at this session of Congress.

"Maybe we're old-fashioned, but we think there is still such a thing as honor, and that it should dictate the conduct of Government as well as the conduct of men."

Senate Hearing Monday

(Continued from page 1)

will likely wind up the subcommittee's current film industry investigation, except for a final report.

The subcommittee hopes to have by Monday a written statement from the Justice Department on the testimony given earlier by exhibitor witnesses and, in general, on the way the consent decrees are being enforced. Distributor witnesses for Monday will be, according to the subcommittee:

Charles Feldman, vice-president and general manager of Universal;

Y. Frank Freeman, vice-president in charge of production for Paramount;

William Gehring, vice-president of 20th Century-Fox; Abe Montague, vice-president and general sales manager of Columbia; Louis Phillips, vice-president and general counsel of Paramount; Arnold Picker, vice-president in charge of foreign distribution for United Artists; Charles Reagan, vice-president and general sales manager of Loew's, and Adolph Schmuel, vice-president and general counsel of Universal.

Sidney to Showmen: 'Exploit New Faces'

HOLLYWOOD, May 17. — The film industry's unprecedented success, during the past two years, in developing new screen faces has given the nation's theatres their biggest potential box office boost in years. Properly exploited, this development can be comparable, in impact on the public, to the advent of the wide screens and other technical innovations.

Plans Country-Wide Trip

This is the message which George Sidney, president of the Screen Directors Guild, will take to exhibitors on his forthcoming swing around the country in conjunction with major openings of "The Eddy Duchin Story," which he directed for Columbia Pictures on a loan-out from M-G-M.

In a recent statement refuting the claims of Leonard Goldenson, AB- Paramount Theatre head, that the industry was in "urgent need of new blood," Sidney declared that what was actually required was more thorough cooperation between the producers and theatre operators in exploiting the "unprecedented amount" of new talent uncovered in Hollywood during the past two years.

Join Forces,' He Pleads

"Now that we have the new material to work with, it is of utmost importance that we join forces, on a nationwide scale, and exploit it," the director who is leaving M-G-M to head the newly-formed George Sidney Productions under a term past

Surplus

(Continued from page 1)

surplus would be about $2.3 billion and that the surplus for the current year would be closer to $2.2 billion than the $400 million predicted in the Administration in January, the coming year.

The Treasury Department indicated it is still opposed to any general tax reduction and most Congressional leaders opposed any general tax cut. However, some indicated that such a cut might make Congress more willing to vote some specialized tax cuts in excise rates.

Expect Admissions Tax Decision

By House Group Next Week

WASHINGTON, May 17. — House Ways and Means Committee will probably reach a decision this week on a subcommittee recommendation that Congress consider further admissions tax relief.

That recommendation was made last month by a subcommittee headed by Rep. Forand (D., R.I.), who technical excise tax changes.

Next-To-Last Item

The full committee has been working its way through the report of a subcommittee item, and the admissions tax recommendation is the last to the list. The committee was making rapid progress on the subcommittee recommendations until today, when it bogged down in a debate on proposals to change liquor tax provisions. It then recessed until Monday, when it will resume work on liquor tax suggestions.

How soon the committee reaches the admissions tax recommendation depends on how long it takes next week to dispense of the liquor changes, but the committee should get to the admissions tax section mid-week.

Pimstein Suit

(Continued from page 1)

charged that he had an exclusive agreement with List to act as List's advisor on the negotiations under which List acquired the control of the circuit and that he had not been paid for his services.
Rogers Hospital Broadcast

(Continued from page 1)

July 16. "It's pre-campaign cooperation like this," Fabian said, "that not only for certain service the public, but more significantly indicates whole-hearted endorsement of it. In last summer's audience collection, the posters were also given an indication of the public's understanding and appreciation of the hospital's position, for not even one note of public disapproval was reported then."

Conducted by Montague

A. Montague, president of Will Rogers Hospital, conducted the telephone broadcast, which was attended by independent and circuit exhibitors, film salesmen, branch managers, and representatives of all companies, National Screen Service branch managers and Will Rogers Hospital campaign workers. Montague urged everyone of the estimated 3,000 persons assembled in the 32 listening points to get behind this summer's audience collection campaign to make it the "greatest showing of compassionate understanding and cooperation ever demonstrated by our great amusement industry."

Montague further said that "this is the appeal to the theatre-going public for their aid in support of our hospital for 'our own' and its tuberculosis research work for all mankind. Will Rogers Hospital needs this assistance this year more than ever before because the 1955 Christmas Salute had fallen behind the previous year by some $25,000."

Fabian, Feldman, Picker Aid

Following Montague on the meeting program were Fabian, Charles J. Feldman, national distributor chairman, and Eugene Picker, fund-raising and legal chairman for Will Rogers. Each speaker detailed the purposes and functions of his committee's special part in the audience collection plan, and all emphasized the pressing need for participation by all theatres throughout America.

A feature of the telephone broadcast meeting was a short talk by Joseph McCoy, a Loew's Theatre manager, regarding the worldwide campaign planned for the week of July 16.

Sarnoff, Stanton and Kintner Will Appear

At Senate's Network Probe June 11-14

WASHINGTON, May 17.—Presidents of the three major TV networks will testify before the Senate Interstate and Foreign Commerce Committee this week.

Investigating network practices, the committee disclosed today that CBS president Frank Stanton will appear on June 11, NBC president Robert Sarnoff on June 12 and ABC president Robert Kintner on June 14. Affiliates of CBS will go before the committee June 18.

A modification that the Federal Communications Commission will "within a few weeks" issue a tentative decision dealing with TV allocations and the problems of broadcasters was given by FCC chairman Connaughton who told Senate Commerce Committee chairman Magnussen (D., Wash.) that he thought the FCC would be able to "take the next step" in the question within that time. He believed the next move would be a rule-making proposal.

Paramount Net

(Continued from page 1)

the highest first quarter earnings since the inception of the corporation, except for the first quarter of 1955 when consolidated net earnings reached $2,858,000 or $1.31 per share on 2,190,000 shares then outstanding.

Paramount's board yesterday voted a quarterly dividend of 50 cents per share on the common stock payable on June 15 to holders of record on May 28.

Committee of AMPP

Reflects Rbt. Vogel

HOLLYWOOD, May 17. — The International Committee of the Association of Motion Picture Producers today reelected Robert M. W. Vogel to his second term as chairman.

Vogel is head of the foreign department at the M-G-M studio.

Weltner Elected To MPAA Board

George Weltner, vice-president of Paramount Pictures in charge of merchandise and distribution, has been elected a member of the board of directors of the Motion Picture Association of America, Eric Johnston, president of MPAA, announced yesterday.

Weltner is Paramount's second member of the MPAA board, Barney Balaban, Paramount president, being the other member. Weltner replaces the late Austin Keough as a Paramount representative on the board. He joined Paramount in 1922 and was named to his present position last year. In making the announcement, Johnston said Weltner is "a welcome addition to the Association's board."

Ad Men Meet

(Continued from page 1)

guests, radio and television personalities.

Two Plans Suggested

According to observers at the meeting yesterday, two preliminary and exploratory plans were advanced—one, a short range plan which would commence this fall following the anticipated "good summer business," and the second, a long range plan which might possibly involve the use of credit cards and the engagement of a business management organization to make an industry study.

It was pointed out that the credit card proposal is not new, as this matter was advanced at last year's meeting of the Council of Motion Picture Organizations here. Then, a number of top circuit officers reported that they had tried the use of credit cards but it had not worked out.

Modemize L.I. House

The Prudential Patchogue Theatre, Patchogue, Long Island, is being completely modernized. New lobby, seats, screen and projection equipment are being installed.
20th Century-Fox presents

D-DAY

THE SIXTH OF JUNE

starring
ROBERT TAYLOR • RICHARD TODD • DANA WYNTER • EDMOND O'BRIEN

with JOHN WILLIAMS
Produced by CHARLES BRACKETT
Directed by HENRY KOSTER
Screen play by IVAN MOFFAT and HARRY BROWN

CINEMASCOPE COLOR by DE LUXE

SET YOUR D-DAY FOR DECORATION DAY NOW!
Television Today

IN THIS ISSUE

A review of the just-concluded razzle-dazzle week in the inter-industry of motion pictures for television—20th Century-Fox releases 52 to TV.

Showmakers whose names are in the news.

Passing in Review—The week’s highlights in shows.

Due to Difficult UK Financing

More British-U.S. Co-Production Deals Advocated by Sir Carol Reed

By LESTER DINOFF

An appeal and hope for more co-production deals between U.S. and British producers were expressed here at the weekend by Sir Carol Reed, veteran European film director, who is in America for the premiere of his latest picture, Hecht-Lancaster’s production of “Trapeze,” which United Artists is releasing domestically in early July.

Sir Carol, meeting with the trade press at the Sherry-Netherland Hotel here, declared that “new people in the British film [Continued on page 6]

RKO Slates 11 More Pictures

RKO president Daniel T. O’Shea has announced a second group of 11 major productions which the new RKO management will put before the cameras between June 7 and Oct. 15, following two weeks of conferences in New York with William Dozier, vice-president in charge of production.

Dozier will return to his headquarters at the RKO studio today to intensify activity on the new schedule and to continue the acquisition and (Continued on page 11)

WGA-West Elects; May Strike Webs

From THE DAILY Bureau

HOLLYWOOD, May 20. — The Writers Guild of America, West, on Tuesday elected Edmund H. North president, Jesse L. Lasky, Jr. vice-president, and Ken Englund secretary-treasurer. They will assume their duties at once. Twenty-one other members were elected to various posts, but (Continued on page 6)

ScharlyDoubts TV Film Sale

Sentiment in favor of leasing TV rights to old films rather than outright sales of such films was voiced here at the weekend by Dore Schary, vice-president in charge of the studio for Loew’s, Inc.

Schary, who sat in on the board of directors’ meeting earlier last week, when various TV proposals were discussed, expressed doubt that Loew’s would make an outright sale of its (Continued on page 11)

D.C. Hearings

See Schimel as Lead-off SSB Witness Today

Expect Distribution to Answer Allied-TOA

WASHINGTON, May 20.—It will be the distributors’ turn at bat here tomorrow when eight executives of major companies will give their side of industry trade practices in an all-day hearing before the Senate Small Business Committee. It is expected that their testimony will be devoted largely to answering charges against distribution by spokesmen for the two national exhibitor associations at SSB sessions in March.

Indications are that Adolph Schimel, general counsel of Universal-International and chairman of the legal committee of the Motion Picture Association, will be the lead-off speaker, summarizing the over-all (Continued on page 11)

D-J and Exhibition Leaders May Meet

In D.C. This Week

WASHINGTON, May 20.—Whether or not leaders of the Theatre Owners of America and Allied States Association try to meet with Justice Department officials this week will probably be up to the TOA leaders, it was indicated.

Officials of Allied States Association coming here to observe the Senate Small Business Subcommittee (Continued on page 6)

Siegel in N.Y. With ‘High Society’ Print

Following a highly successful preview of his production of “High Society” in Santa Barbara, Cal., Sol Siegel will arrive in New York today with a preview print of the musical film which he produced for M-G-M release.

Siegel plans a New York preview (Continued on page 11)
Count Bonzi to Make Documentary Film in Communist China

Plans for the shooting of a feature length film some time this winter in Communist China, somewhat along the lines of his “Lost Continent” which will be distributed here this fall, were discussed Friday by Count Leonardi Bonzi, Italian explorer and producer, preparatory to his return to Rome.

On the last lap of a world tour that dominated in New York last week with the signing of a distribution contract with IFE Releasing Company for “Lost Continent,” Bonzi said approval for the China venture had already been given by their unofficial delegate at Switzerland.

To be privately financed, as was his “Lost Continent,” the film is being concentrated on the Great Wall, the Yalu River and the famous dikes which were built centuries ago to regulate irrigation and to prevent flooding. Bonzi believed the shooting and completion could be finished in a year’s time and would cost about $250,000.

Not Propaganda, He Says

The producer-explorer emphasized that the China film would not be of a propaganda nature but would be “good for China and good for the World.” If it wasn’t good for the West it wouldn’t sell and couldn’t be marketed.

Referring to “Lost Continent” which was filmed in Eastman Color in Indonesia and Malaya, he said IFE will handle the domestic release. “Lost Continent” won photography awards at the 1955 Cannes and Berlin Film Festivals. “Green Magic,” Bonzi’s other endeavor, was awarded similar honors in 1952.

Subsidized by Italy

The explorer said Italian government subsidies thus far have totaled 18 per cent of the $500,000 gross. The government subsidy plan, he said, calls for a return on theatre grosses above the break-even point for which the Italian government will give a certain percentage of the investment if the venture is capitalized and thus private capital was needed to finance the original venture.

Both “Lost Continent” and “Green Magic” were sold to Russia for viewing behind the Iron Curtain, he added. In both cases, the films were sold outright with the Soviet government taking additional prints.

I.F.E. May Releas

No plans for the releasing of the China film were disclosed by Bonzi who said he did not favor any politics by distribution companies for his upcoming product. A spokesman for the releases here at the present time I.F.E. would be interested in releasing the China film domestically if Bonzi so desired.

The first print of “That Others May Live,” an eight-minute film produced by Universal - International for the Susan Ball Memorial Fund for Cancer Research at the City of Hope, national medical center at Duarte, Cal., for research and treatment of cancer and leukemia, is presented by David A. Lipton (left), Universal vice-president, to Giel Sullivan, national director of the fund. The film will be shown in theatres in the Greater New York area starting June 1 as part of the fund’s lobby fund - raising efforts which the industry is supporting.

Vote No Funds for ‘Floating Cinemana’

From THE DAILY BUREAU

WASHINGTON, May 20 – The Senate Appropriations Committee has gone along with a House decision against voting any funds for the Atomic Energy Commission’s “Floating Cinemana” project.

The U. S. Information Agency had asked $3,750,000 in the coming fiscal year to show Cinemana in foreign ports on the flight deck of a demobelled aircraft carrier. The House rejected the request, and on Friday the Senate Appropriations Committee also turned it down.

Action Very Unlikely

This means the only chance for the project is if the Senate should put the funds into the pending appropriation bill on the Senate floor, and this is extremely unlikely.

The Senate committee did increase slightly the funds voted by the House for U.S.I.A. overall operations. The agency was seeking $185,000,000 for the coming year, compared with this year’s appropriation of $87,000,000.

The House voted $110,000,000 and the Senate committee upped this allowance to $115,000,000.

The committee also agreed that a subcommittee headed by Sen. Johnson (D., Tex.) should investigate U.S.I.A. operations.

Roxy Dividend

Roxy Theatres, Inc., declared a quarterly dividend of 37 1/2 cents per share on outstanding preferred stock, payable June 1 to holders of record on May 25.

O’Donnell Hopeful That Surplus Will Lead to Tax Relief

Government forecasts of a sizable Federal surplus at the end of the fiscal year June 30 were seen over the weekend by Robert J. O’Donnell, national tax campaign committee chairman, as giving strong support to the industry’s campaign for admission tax relief.

“We have maintained all along that the government’s surplus at the end of this fiscal year, June 30, would be in the neighborhood of $2,000,000,000, and such a surplus makes it possible for the government to grant us tax relief,” O’Donnell said in a statement issued through COMPO.

“My position is supported by the figures released by the Treasury and the joint House and Senate Tax Committee (the Stam committee).

Put at $1,800,000,000

“Instead of holding to its original surplus figure of $2,000,000,000 which it announced in January, the Treasury now says it will be $1,800,000,000. But the Stam committee, which is always objective in its figures since it is non-political, says the surplus will run as high as $2,500,000,000. Representative Richard Simpson (R., Pa.), who is generally looked upon as one of the top tax experts of the House Ways and Means Committee, says the surplus may even soar to $4,000,000,000.

“These figures should be most heartening to our industry. Certainly they give complete justification to our attempts to obtain tax relief at this session of Congress.

“Since complete elimination of the admission tax would mean a loss of only $45,000,000 to the Treasury, it is obvious that tax relief would not appreciably reduce the surplus or imbalance the budget.”

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**Market Action Stirs Yates Sale Report**

Wall Street buzzed with rumors at the weekend concerning offers made to H. J. Yates for his controlling stock interest in Republic Pictures as the issue was traded actively, gaining more than a point on Friday on the New York Stock Exchange with 8,828 shares involved in the transactions. The stock, which opened at 7½, closed at 8. There was no official comment obtainable at the home office on one report that Music Corp. of America had offered Yates $10 per share for his 360,000 shares. There are 1,900,000 shares outstanding at this time.

An MCA spokesman discounted the rumors.

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**Seeks Worldwide Distribution**

**Ryuzo Ohtani Cites Growth Of Japanese Film Industry**

By JACK EDEN

The feasibility of American and worldwide distribution of Japanese film product, which to date has been overlooked to a large extent by distributors and exhibitors, was stressed Friday by Shochiku Co. of Japan, who is in New York seeking an increase in Japanese distribution by United Artists.

Pointing up the "freshness" of Japanese product that has been found popular among foreign, European and American audiences, Ohtani said the rise of production companies in Japan has brought about a comparable increase in quality and quantity of product that is competing on the international market.

Considering Co-Production

Currently meeting with UA officials in New York, the film executive disclosed that he is seeking UA distribution of the Shochiku production, "Christ in Bronze," and possibly the co-production in Japan of stories co-produced by American companies, under consideration. He cited the interest of UA in the story of Townsend Harris, the first general counselor to Japan from the U.S., which did much to open trade between Japan and America some 100 years ago. This, as well as other "international" scripts, are under consideration for filming on a co-production basis with United Artists and Shochiku. He predicted that the story might go before the cameras later this year.

**Attended Cannes Festival**

Ohtani, who left Tokyo in mid-April to attend the Cannes Film Festival, said distribution arrangements for "Christ in Bronze," and other Japanese product have been completed in France, Italy, Portugal, England and Western Germany, where the reception to Japanese pictures has been growing steadily since the end of World War II. Pathe Overseas in Paris has been handling its distribution to date, and it is expected that this agreement will be extended when the contract expires in 1957, he added.

**Names Five Films**

The visiting film executive said there are a number of Shochiku films for which he is seeking distribution agreements up to 1958, including "Three Musketeers in the University," "A Frenchman in Tokyo," "The Mask and Destiny" and the "Kabuki Plays," all of which are to be presented with English titles. "The Story of Shunjun Temple" will be distributed later by Allied Artists, which has signed an agreement with the firm.

Noteworthy on the list of films in Japan, Ohtani said the boom that came to the nation shortly after World War II is "still in progress" and that the industry is looking toward greater distribution of its product as well as an increase in co-production. Pathe of France signed a co-production agreement with Ohtani earlier this year for "A Frenchman in Tokyo," which is being filmed in Tokyo. He said negotiations are to be carried out later with United Artists for the distribution of this film in Eastman Color.

**Nippon Has 5,300 Theatres**

Ohtani declared that the industry in Japan is in a state of constant growth and cited the fact that there are an estimated 5,300 houses in the nation at present, which contrasts with the 500 before the war. Since 1945 and 1946. The low admission price and the production of better pictures were the reasons he cited for the growing popularity of Japanese theatres.

American product has found a welcome market there, he added, and this is substantiated by gross reports for the past year in all theatres. An estimated 61 per cent of all grosses came as a result of Japanese product, the American films were responsible for 38 per cent of the remaining 39 per cent attributed to foreign films, he said.

**Plans Deal With Rank**

While the export of Japanese films to foreign markets resumed in 1947, Ohtani pointed out that only now has Japan developed a central point to a growth that is being comparable to those produced in Europe and in the U.S. Plans are currently being mapped for the production of films between Shochiku and J. Arthur Rank in London. Ohtani will leave for Washington, Chicago and the Coast this week to complete further arrangements for distribution.

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**Adler in Europe To Scout Location**

Buddy Adler, acting head of 20th-Century-Fox's studio, left here at the weekend for Paris to finalize plans on "Anastasia" and scout locations for "Boy on a Dolphin," "Fraulein" and "Can Can."

From Paris, Adler is due to go to London, accompanied by Ingrid Bergman and Yul Brynner and director Anatole Litvak. In London, smaller roles in "Anastasia" will be cast and rehearsal on the production will start. Shooting on the production is slated to begin in Paris on June 4. Adler is due back in New York in about another week.

Before departing, the executive producer held conferences with 20th-Fox president Spyros P. Skouras and Joseph Moskowitz, vice-president and Eastern studio representative.

Moskowitz, meanwhile, questioned on another front. The Paris studio has made an agreement that will be independent producer David Selznick. He acknowledged, though, that some preliminary talks with Selznick had taken place.

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**Columbia Aiding Novelist**

Harry Cohn, president of Columbia Pictures, has announced that Columbia, in line with its stated intention of sponsoring literary material with motion picture counterparts at the famed with Duell, Sloan and Pearce in providing the completion of Archie Bims' new novel, "The Headwaters."

**Lease 2 Knoxville Drive-ins**

The Family-Drive-In Corp., Knoxville, Tenn., has leased the Starlite and Skyview Drive-ins for 20 years from Eugene Monday. Spencer Pierce is president of the company. Pierce said that $100,000 will be spent on the two drive-ins for remodeling. The name of Starlite will be changed to Cinema.

**Movietone Changes Name**

Moviette Studios, Inc., of New York, has changed its corporate name to 20th Century-Fox, Inc., in accordance with a certificate registered with the Secretary of State by Norman R. Steinberg, attorney.

**Book 'Gettysburg','Monaco' in N. Haven**

"Wedding in Monaco" and "Gettysburg" will open tomorrow at New Haven's Crown Theatre as part of M-G-M's combination booking policy that originated at the Guild Theatre in New York.

A "Queen Is Crowned" is the only attraction which outgrossed the M-G-M twin feature at the Crown, the management said. More than 2,500 houses have booked "Wedding in Monaco," filmed in color and CinemaScope.
You should play

Columbia's

THE EDDY DUCHIN STORY

because...

...it's backed by the most overwhelming record album coverage in history...packing colorful pre-selling appeal for the most movie-minded customers of all...the 16-to-25 age group!

DECCA Sound Track Album, Carmen Cavallaro at the piano! COLUMBIA, Original Eddy Duchin Recordings! VIK (Radio Corporation of America) "The Fabulous Eddy Duchin", Original Eddy Duchin Recordings! MERCURY, salute to Eddy Duchin, piano of David Le Winter! CAPITOL, selections from The Eddy Duchin Story! CORAL, selections from The Eddy Duchin Story, piano solos by Carretta!

...PLUS numerous recordings of the individual numbers from the picture!

...PLUS major label recordings of "To Love Again"...theme from The Eddy
Duchin Story... by the Four Aces, Vic Damone, Les Baxter, Woody Herman, Bob Manning, Le Roy Holmes, Carmen Cavallaro!

...AND... The Tremendous Disk Jockey Campaign Is Already Under Way!

...All plugged coast-to-coast by Whopping Window Displays, Counter Displays, Newspaper Ads, National Magazine Ads, Dealer Trade Paper Campaigns!
**Writers Guild**

(Continued from page 1)

not all of these will take office, due to the voted decision to amalgamate the guild's television and radio branches.

The WGAW members voted unanimously to strike the major networks on June 4 unless a satisfactory working agreement on film television is reached before then.

The guild approved the recently negotiated contract with the Alliance of Television Film Producers Association.

**Cut at WB Studio**

**Hollywood, May 20.—**Warner Brothers studio representatives have confirmed reports that the employment roster is being reduced temporarily by layoffs amounting to approximately five per cent. The present studio personnel totals about 1,550.

**ARE YOU PREPARED...**

FOR THE SHATTERING IMPACT OF COLUMBIA'S MONSTER EXPLOITATION PLAN FOR "FLYING SAUCERS?"

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**REVIEWS:**

**Great Day in the Morning**

*RKO Radio*

The smouldering North-South feud in the western sagebrush on the eve of the Civil War is portrayed in all its jealousies and individual hatred in this Edmund Grainger Production released by RKO. It has Virginia Mayo, Ruth Roman, RobertStack, AlexNichol and Raymond Burr as brothers. Based on a novel by Robert Hardy Andrews and written for the screen by Lesser Samuels. "Great Day in the Morning" was produced by Grainger and directed by Jacques Tourneur.

En route to the western town in the footsteps of the Rockies, Stark is saved from an Indian attack by Miss Mayo, a saleswoman who is heading for Denver to open a women's store, and by Nichol, posing as a gold-seeker but really an Army captain investigating gold-mining activities, and Leo Gordon, a Northerner, hired as a body-guard by Miss Mayo. The quartet safely arrives in Denver but Stack's craze for money gets the best of him, winning a hotel in a gambling game with Burr, the hotel owner and a rabid South-hater. The arrival of Stack, a Southerner, sets the stage for the hatred and jealousy.

Considerable footgear is given to the North-South rivalry that finds Burr leading the Northern faction and Stack a handful of Southerners determined to fight back. After war is declared, Stack helps his fellow Southerners, all gold miners seeking to finance the Confederacy, fight their way out of the town that has been declared under martial law by Nichol who has donned his uniform to act in an official capacity. In the finale, Stark tricks the Union men into following him while his Confederate companions escape with the gold. Nichol and Stack meet face to face, argue over the affection of Miss Mayo and part when Stack disavows any love for her. Nichol returns to the Union forces and pursues the Confederates as Stack walks out in the desert—in the direction of Dixie—a free man.

Color by Technicolor and Superscope capture the splendor and charm of the western surroundings, particularly the Rockies. The Leith Stevens musical score as played by Constantine Bakaleinikoff complements the film that has caught the atmosphere of the west with sharpness and authority. Audiences should find "Great Day in the Morning" a stirring story.

Running time, 92 minutes. General classification. For May release.

JACK EDEN

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**Screaming Eagles**

**Allied Artists—A Bischoff-Diamond Production**

**Hollywood, May 20.**

Put "Screaming Eagles" on your must-book-now list. Here's an exciting, suspenseful, action-packed war drama that captures the true-life spirit of the men at the fighting fronts. The film is based on a group of new faces that are destined for future marquee importance.

Jacqueline Beer is the only feminine interest among the all-male cast headed by Tom Tryon and Jan Merlin. Merlin, who has been previously cast as a heavy," displays a fine sensitive touch to bring sympathy to the role of the lieutenant leader of 15 platoon members of a Company of the 101st Airborne Infantry Division in World War II. The action is set to conform with plans for D-Day.

Tom Tryon is effective as a surly, disgruntled member of the company, who changes his attitude during the fighting sequences, and learns the meaning of true comradeship as a group of his buddies save him and the lieutenant from being killed by a group of Germans. All of the action centers on a mission to take and hold a bridge at the Douve River.

Miss Beer has the unusual role of speaking only French and German in the film, and acting as an aide to the platoon when they rescue her from a group of Nazis who were holding her farm as a fortress 20 miles from their point of destination.

Charles Haas' direction is bright. David Land and Robert Prensell, Jr.'s screenplay of Virginia Kellogg's story is absorbing in both character development and action. Sam Bischoff and David Diamond can add this to their list of profit making productions.

Running time, 81 minutes. General classification. Release date, May 27.

SAMUEL D. BERNs

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**Britain-U.S.**

(Continued from page 1)

industry are having difficulty in securing financing for their independent productions. Co-production agreements that producers thus independent Americans and American producers would improve the quality of the films, increase the supply of product available to hold English and U. S. theatre and enhance the grossing power of the product.

The British director, who will leave here for Hollywood via Chicago to day, said that he is of the opinion that many British pictures are not received warmly in the U. S. due to their general "lack of international flavor." Sir Cedric recently said that "not British films are inclined to be local story matter and humor."

**Sees Financing 'Tricky'**

Continuing on, Sir Carol, who said that he will leave London on June 6, explained that independent financing of motion pictures is very "tricky" in Great Britain, especially when the producer is not too well known. If producers such as Sir Michael Balcon and Herbert Wilcox usually can secure funds for production, but the majority of independent producers have been financing their enterprises at a great cost, and that all would benefit.

Commenting on "Trapeze," Sir Carol said that he enjoyed working with the Hecht-Lancaster organization and that since he hasn't any future commitments thus far, he hopes that his next film chore would be for that organization. A United Artists representative who attended the press conference said that the company so far has 37 playdates for "Trapeze" in the first week of July, including the July holiday.

**D-J Films Inc.**

**The White Sheik**

154 West
55th Street
New York, N.Y.

**COMING:**

"GULLFLIGHT"
Spotlighting the News

Annette's Amendment

Senator John W. Bricker (R., Ohio), whose heavy breathing exercises have been a feature at more no one Congressional hearing, introduced a bill to prohibit a person from controlling television stations covering more than per cent of the country's population. He would substitute this present standard limiting one person to five VIP TV stations. The Senator said his proposal would remove restrictions which now prevent independent station operators "from achieving competitive equality with station owners presently dominating and controlling industry." Meanwhile, in Philadelphia last week, Frank Stanton, president of CBS, speaking before the American Marketing Association, denied that Senator Bricker's "now appears before the nation as a twentieth century King Canute, try to direct the electronic signals at they must turn back at the go of town. . . . If he is not swayed by misinformation, or by ignorance, then we shall have to guess what other motives he may -..."

In Our View

W hen ABC-TV Tuesday evening last launched a new program, "Women Want to Know," the network succeeded in doing a decided disservice to the whole industry of television, and that because of the utterly unprincipled, sensational choice of subject matter for this initial telecast of a forum or panel type of discussion program. "Sex Education and Attitudes" was the subject, one which might well have been chosen for its shock character, and which has no conceivable place in such a mass medium of wide dissemination as television.

After long experience, those religious leaders, educators and sociologists most capable of determining such matters, are in full agreement that such material should be presented only by experts and authorities of the greatest competence, and then only to private and particular groups in the proper environment to do good and avoid harm. Any other type of presentation, it has been demonstrated conclusively, is more than likely to corrupt the good which might accrue. To have gone to a general, mass audience, with an alleged "expert," who casually and with an amused chuckle, slid cross points of the greatest import and seriousness, with a "panel" of glamour gals, answering too studied questions from an "audience" of women, and the whole "moderated" by the glamorous Faye Emerson, would appear little less than the height of folly.

Discussion of such detailed elements of sex study as perversion and self-stimulation by the young have no place in a television broadcast, carrying into the family living rooms of millions of American homes, at any hour, any day. Experience in the motion picture business has proved, without a shadow of doubt, that such material as this cannot be widely disseminated on a mass medium without doing incalculable harm to all concerned.

The world is full—too full, indeed—of problems which can do with intelligent discussion on such a problem as this, without the producers having recourse to this damaging kind of material. The producers and ABC-TV, the network, made a serious mistake. That is bad, but not fatal, if the lesson is learned, and the same mistake is not made again. No industry serving the American home as intimately as does television can afford too many errors in judgment. —Charles S. Aaronson
Passing in Review

AS IN REAL-LIFE, the good things in television sometimes come in segments less than 90 minutes long. As a consequence, the compulsive dial switcher last week probably missed some of the more interesting offerings. One was Jack Benny's rare appearance as himself in a delightful give-and-take with Steve Allen on NBC-TV's Tonight Monday night. Another was the David Drake-Garrigues Wednesday morning remote from Georgia, on a brief segment of Today devoted to exploration of Lockheed's fabulous C-51 air cargo ship. And still another was Pego Fitzgerald's five minutes with a couple of Utrillo's on the 8:55 A.M. edition of WRC-A's Window Wednesday. Mrs. Fitzgerald's Windows, by the way, conceived as little items she's plugging the Hammer Galleries or the Doubleday book stores. In the more conventional length—one chapter of Senator John Kennedy's "Profiles in Courage" provided NBC-TV's Kraft Theatre Wednesday night with an ambitious and effective historical drama, designed to impeachment proceedings against President Andrew Johnson and the courage of the man who upset the tied vote. Using almost as many extras as went down on the Titanic, the show packed an amazing amount of action into the two-hour screen and illuminated the facts of a troubled era. Victor Jory was fine as that well-meaning old diehard, Thaddeus Stevens, while James Whitmore, as the courageous Senator Ross, had a more complicated role that perhaps wasn't as fully written as it should have been.

The other show was made last week, in a review of the new The Amazing Dunninger (ABC-TV) that the music was so intrusive as to be disturbing to the viewer. A second look Wednesday last indicated a sharp improvement to the benefit of the show as a whole. A bow for excellent production and wise handling to Ben Frye, producer, and John Gart, musical director. Elsewhere in the week—


With Alfred Drake as master of ceremonies, the effect, and himself also contributing of his fine voice, Max Lieberman offers a tribute to the late and great George Gershwin. He had his special guest star Ethel Merman, and few can "put over" a song like Ethel. All in all, however, there was a singularly pedestrian quality about the whole program, and even the music seemed a bit out of place in the intriguing, top flight subject matter. The "Rhapsody in Blue" segment was effectively recreated with Eugene List at the piano and Charles Sanford's Orchestra, and many of the dance presentations were excellent. Toni Arden, Cab Calloway, Tony Bennett shared the spotlight in offering the master's works, in addition to Drake and Miss Merman, but perhaps the fault lay in splitting the over-all presentation into specific divisions, such as instrumental, dances, songs. A more riotous blending of the ingredients might have made for a more spectacular offering. In any case, the individual elements were of the highest quality. Bill Hobin was associate producer-director.


David Davidson, whose "Thunder in the Morning" effectively dramatized the conflict between an idealistic dollar-a-year man and a politically wise Senator, by way of sequel has gone into the drama surrounding a Presidential aspirant with remarkably satisfying results. "President," from which Rainis in the title role, was an exceptional script for a variety of reasons. It managed to present a portrait of a man of stature so that the audience can believe that stature first-hand. It brought to a situation that has been dramatized once or twice before a fresh approach and a personal perception seldom proved even in more on-beat dramas. It also utilized a couple of incidents reminiscent of the 1952 campaigns of Eisenhower and Stevenson to believe the fact being incredible enough to make for lively fiction. Mr. Rainis was fascinating in the complex central role, and received fine support from Everett Sloane, Lanya, Gates, Mildred Dunnock, and especially from Fred Clark, in a role that might have seemed a fantastical cliche were it not for his resemblance to a real-life soundman. Robert Mulligan directed the complicated and elaborate physical production, one of the best in the Goodyear-Alcoa series which hasn't done a poor show in recent memory.

THE GABBY HAYES SHOW, ABC, 7:30 P.M., EDT, Saturday, May 12, 1956. Film. For Joe Lovene Corporation (Popsicles).

Here is an attempt on the part of the ABC-TV net which might be described as "changing gear on the kids." Monday through Friday (5 to 6 EDT) there is Mickey Mouse Club and Sunday there's Super Saturday. Gabby Hayes is figured to keep the franchise Saturday. This first of the new series, produced and directed by Joe-Clair, features Buster Crabbe, in one of these mistaken identity, cousins-who-look-alike mix-ups. They tend to lead to kids' confusion and should be avoided. The production is about par for the course, with future shows to feature different stars of the west, while Gabby tells a yarn or two. This looks like the kind of stuff to keep the kids mildly entertained after the ball game.


Studio One will produce their little fantasies, of which "The Gene of Sutton Place" was not the first, but it was still far from being a continuous delight. This archly conceived fable benefited from some occasional comic dialogue, very funny performances by Polly Rowles and Henry Jones, a dignified one by William Wellman. However, fantasy is a catty medium, and something to be entrusted to the willing not accomplished talents of a minor actor. Harvey Grant, as the year-old who conjures up a who in turn transforms Harvibasset hound into a man, forced to carry most of the story and did it in a bland and manner. And frankly, Morgan, hound, had no better. This is something chilling in the sense of an animal which has been over-trained it follows stage directions with such flat, fearless cision. Like many child act they have the appearance of sines, but as that Danielle bermond said of the sleepwalk Lady Macbeth, "Her eyes are but their sense is shut." Brown directed.

TELEVISION IN BRITAIN

LONDON: The inauguration of A.B.C.'s Northern TV service took place recently when Lady Mayor of Manchester, Maureen Re- gan, declared open the ABC TV theatre in Didsbury. She performed the ceremony from a London studio—200 miles away. ABC had taken over the weekend transmissions from Granada TV, North- ern weekday contractors, who went on the air two days earlier. This is the third commercial TV station to open since last September. The next, in Yorkshire, is likely to start transmitting next week with the Scottish station due to come into operation early in 1957.

THE B.B.C. also continues to ex- tend its TV service. Installation of the corporation's permanent television aerial on the new 750-foot mast at North Hessary Tor, Devon, is now complete and pro- grammes will go out on full power this week. The service area will include nearly all Cornwall, and part of Devon not served by the present Wenvoe transmitter.

UNDER a new arrangement reached between AR (Associated Rediffusion) and ATV, program contractors for the London Midlands stations, 10 extra hours a week of television transmission start June 4. The additional ho- will run between 3 and 5 P.M. weekdays throughout the summer quarter. Outside broadcasts, emphasized on sport, will form the basis of the new programmes. They will include such items as Wiltshire, Gloucestershire and Brighton horse shows, crick- motor racing and horse races. Each afternoon's programme will be networked in the London and Midlands areas.

A FORMAL contract to the recently announced arrangement for a television audio measurement service based on use of meters has been made between Television Audience Me- surement and ABC, AR, ATV, Institute of Programmes in Advertising and the Incorporated Society of British Advertisers. The contract is for an initial period of 15 months. —WILLIAM P.
Goldman in a 3,550 one-half 52 earlier the 76 producing as Charles 1,858 26 very former is rights in increasing

sociating Talent
Talent Associates, particularly useful independent packaging 1 producing firm, has signed an

 ongoing long-term deal involving exclusive services with the National Broadcasting Company, cur- tly producing the Armstrong

Theatre for NBC, the outfit in the past has been responsible for successful efforts as the Good-

when and Philco Television Play-

es, Mr. Peppers and Adven-

ture. The contract calls for Talent Associates to produce a number of dramatic and musical eeticals, as well as a number TV series. David Suskind and red Levy are the enterprising ers of the independent group.

Gotta Get Up
The pressure to get Greater York City residents out of bed earlier on weekends is increas-

26 WABC-TV, the help sta-

nk of the ABC-TV network, an-

nounces that it is increasing its send programming schedule six

1-one-half hours, moving up Saturday-Sunday sign-on time 8 A.M., effective May 26. At

sent the Saturday sign-on time 11:30 A.M. and the Sunday

9:30 a.m. time 11 A.M.

ish Problem
When the NBC recently screened TV John Ford's famed film, "agecoach," British exhibitors cited violently, with R. H. God-

y, former CEA (exhibitor, and presi-

dent, calling for a trade meet-

to review the industry's film-

policy. Existing arrangements milt the televising of five-minute "roughcuts" of motion pictures, but ex-

ditors refused permission for ture televising on pain of boy-

in producers and directors.

Photocopy "agecoach" case, the origi-

h rights have apparently NBC been a made with independent owner of the film.

or Step-up
Now that NBC-TV's Chicago set, WNJB, is on a full-color schedule, NBC network is con-

on stepping up the color -

gramming of its New York out-

It announced last week that in month of June WRC-TV will be

color, ch breaks down to 27 hours network programming and 17½

rs of local origination. Come

STREAM OF FEATURE FILMS TO TV
RAPIDLY GROWING TO TORRENT

by VINCENT CANBY

Last week was a particularly razzle-dazzle one in that inter-industry of theatrical films-for-television.

The highlight, of course, was the joint announcement by 20th Century-Fox and National Telefilm Associates that they have entered into an agreement whereby NTA would handle the distribution to television of a package of 52 Twentieth-Fox features made between 1935 and 1947.

It was important not only be-

cause it marked the first 20th-Fox product to be turned TV's way, but also because 20th-Fox has been in the forefront of major producer-distributors who have worked so hard and invested so heavily to make theatrical films different from TV fare.

This was enlivened too by the rumors surrounding the MGM library of 770 pre-1948 features and 900 shorts, rumors that were put to rest—for a matter of hours, anyway, by the Leew's Inc., board meeting Wednesday which declined to act one way or the other on any offers. According to Leew's vice-

20th-Fox has been "at least 10 offers, with the highest of $5,000,000 for the outright purchase," to consider.

NTA's first annual stockholders meeting (as a publicly owned corpora-

tion) was further impressed with president Eli A. Landau's announcement that the company had purchased 100 per cent of the stock in Charles Amory's U M & M Corporation thereby acquiring that block of 1,450 Paramount Pictures' short subjects which U M & M Corpora-

tion purchased from the film company in January. To get those Paramount shorts, for which Mr. Amory originally paid $3,500,000, along with distribution rights to a syndicated TV film se-

series, NTA is paying out a cool $4,000,000.

The business of acquiring theatrical motion pictures for distribution

the fall, network plans call for at least one major color program every two weeks in addition to the spec-

taculars.

Signing In
A. After some weeks of negotia-

tion, Aluminum Limited of Can-

da last week signed in for its third season as a co-sponsor of "Omnibus." The Ford Foundation show moves from CBS-TV to ABC-

TV when it returns to the air in October for the 1956-57 season.

Public Service
Public service always will be an important adjunct of the operation of television stations and it is heartening to hear now that WPIX, the Channel 11 of New York, is expanding its public service material as of now with the addition of five new edu-

cationals. They are: "The Teenager," 13 films from the University of Michigan; "Man to Man," religious series; "Transi-

tion," the effects from space; "Understanding Our World," also from the U. of Michigan, and "Building America."

CBS-TV Affiliate
Station WISC-TV, Madison, Wisconsin, will join the CBS Tele-

vision network July 1 as a sec-

ondary interconnected affiliate, and later, September 29, becomes a primary affiliate replacing WKBW-TV, Buffalo, the Wis-

cconsin, Inc., owns WISC-TV.

Time for "Lancelot"
"The Adventures of Sir Lance-

lot," new Official Films half-hour TV film series being shot in Eng-

land, has received its time spot

from NBC-TV. Beginning September 24, the show will be seen three Mondays out of four at 8 P.M., New York time. Alternating as sponsors, the new show will be the Sludhill Pharmacal Division of American Home Products and Lever Brothers. Hannah Weinstein is the pro-

ducer. Mita Navin, who owns films and Ralph Smart the director.

Walters Present in '57
It's now official: Warner Brothers will continue to present on the network two "public relations" shows next season. The announcement was made jointly last week by Jack L. War-

ner, of Warner Brothers, and Robert E. Kintner, president of ABC. William T. Orr continues as executive producer, with the format equally divided weekly between "Cheyenne" segments and complete-and-separate dramas. The weekly studio tour also stays.
Who's Where

Last week these changes:

GERALDINE ZORBAUGH has been promoted to vice-president of the American Broadcasting Company and the post of special assistant to the president, it is announced by ROBERT E. KINTNER, president of ABC. At the same time Mr. Kintner announced the appointment of JAMES A. STABLE, ABC vice-president, as general counsel and vice-president, to head the newly-consolidated business affairs and legal departments. Mr. Stable is also named assistant secretary of American Broadcasting-Paramount Theatres, Inc.

OMAR F. ELDER, assistant general counsel, has been named to the post of secretary of ABC, with MURIEL H. RILES named assistant secretary.

NORMAN S. GINSBURG, former manager of advertising and promotion for the DuMont Television Network, has been named manager of advertising and promotion for NBC Television Films.

JAY ELLISBARG has been named to the newly-created post of assistant director of research for CBS-TV, it is announced by OSCAR KATZ, CBS-TV director of research. Mr. Ellisberg has been research projects supervisor since February, 1955.

M. J. RIVKIN, vice-president in charge of sales for Ziv Television Programs, announces several new sales account executive appointments. JOHN DAVIDSON has been named executive representative in the Atlanta office; JAMES McEANAY gets the post of account executive in the southern New England area, and NOAH JACOBS has been named to the New York sales staff.

JACK F. A. FLYNN, account executive, has been named supervisor of WPIX's political advertising accounts, with complete responsibility for the coordination of all such accounts.

O. R. BELLAMY and ALBERT SERES have joined TPA as account executives, the company has announced. According to MICHAEL M. SILLERMAN, TPA executive vice-president, Mr. Bellamy will cover Cincinnati-Dayton-Columbus. Mr. Seres has been assigned to Florida. Mr. Bellamy was formerly with Frederic W. Ziv Co.

G. SPENCER PRANKARD has joined WAB-TV as an account executive in the sales department, the station announces. Mr. Prankard was formerly associated with Moloney, Reigan and Schmidt, newspaper representatives, as a sales account executive.

ROBERT MAXWELL, producer of Lassie, winner of the 1956 George Peabody Foundation award for children's and youth programs, has signed an exclusive production contract with Television Programs of America, Inc. (TPA) It is announced by MILTON A. GORDON, TPA president.

The Show-Makers


Also Cook has been signed to direct the last two live shows in MCA's Star Stage series, Fridays on NBC-TV. A former British film director, he has handled TV directorial chores on Robert Montgomery Presents and Big Story. His first show will be titled "Foundations," a live teleplay on May 25, with Polly Bergen and John Baragrey.

Rosalind Paget, supper club singer, will make her dramatic debut on TV when she stars in "Faith and Patience" on Star Tonight, Thursday, May 24 on ABC-TV. Harry Herrmann produces.

Claude Kirchner has joined WADD, New York, as host on Saturday's Looney Tunes, it is announced by John Kieran, Jr., director of programs.

Singer Eileen Barton, co-creator, with George Kirby and Sally and Joe Novelle, a novelty act, will play in "The Poodle Symphony," in which 12 dogs are seen, on Stage Show, Saturday, May 26 over ABC-TV. Also present will be Tommy and Jimmy Dorsey and their combined orchestra, and the June Taylor Dancers. Jack Philipps, executive producer of the series and Frank Satenstein is director.


Eddie Firestone has joined the cast of CBS-TV's Ford Star Jubilee production, "A Bell for Adano," Saturday, June 2. Barry Sullivan and Anna Maria Alberghetti will co-star. Jay Novello and Herbert Patterson also will appear. Arthur Schwartz produces.

Jan Sterling, Richard Boona, and Elizabeth Montgomery star in "The Shadow of Evil" on Climax! Thursday, May 24 over CBS-TV. Also in the cast are Skip Homeler and Eduardo Ciannelli. Hugar Wilde wrote the teleplay. Edgar Peterson is producer and Russell Stoneham directs.

Laurie Carroll has been set as a regular on the new Johnny Carson show set to debut Monday, May 28 on CBS-TV. Glenn Turnball will also appear.

Ruth Hussey stars in "Mink" on Alfred Hitchcock Presents, Sunday, June 3 on CBS-TV. Appearing with Miss Hussey will be Anthony Easton, Mary Jackson, Eugenia Paul, Veda Ann Borg, Paul Burns, Sheila Bromley, Vivi Janus and Vinton Havercock.

Masquerade Party, ABC-TV panel show featuring Peter Donald as moderator and Ogden Nash, Ika Chase, Bobby Sherwood and Betsy Palmer as panelists, moves to a new day and time period—Saturday, 10:15-11:30 P.M., EDT—effective June 30.

Walt Disney has signed to contracts to star talented youngsters, three boys and three girls, as new members of the Mouskeeteers, juvenile repertory group seen regularly on the Mickey Mouse Club on ABC-TV. The Mouskeeteers are: Solari, Charley Lane, Larry Larsen, Cheryl Holdridge, Eileen Diamond, and Margene Story.

Eddy Arnold will have Helen O'Connell as his guest on the new Eddy Arnold Show Thursday, May 24. The weekly half-hour program on ABC-TV also will feature Chet

HOLLYWOOD

HOLLYWOOD: According to P. F. Henry, executive producer for J Fred Belderson's CBS vid-series, "Millionaire," the TV industry is being treated as a virtual Utopia for writers and directors and many pictures are now a secondary effort for the talents of a major of the craftsmen in these" ma, to the services of numerous directors, for its successive weekly telecasts. "Originally a stop-gap haven for temporarily unemployed mot picture writers and directors, is now the major source of revenue for these craftsmen, and is actually offering more jobs than it can find the talent to fill," Mr. Hen declared.

The first demonstration for a version of the new Ampex vid tape recorder system was given to CBS-TV May 17 at the tenth annual west coast meeting of the Association of National Advert oners, at the Pebble Beach. The Ampex system provides practical method of recording television pictures on magnetic tape which can be played back almost instantly. Engineers from the Ampex Corporation in Redwood City and from CBS Television City in Hollywood duplicated the installation that created a stir at the NARTB Convention in Chicago. Howard Meilghan, vice-president of CBS-T in charge of the Western Division and immediately, Thursday the purchase of seven more recorders, a total of 10 for CBS

Mickey Rooney will be the produc er of a new series, Calamity Jane, in association with Screen Gems, Inc., television subsidiary of Columbia Pictures, it is announced by Irving Briskin, vice-president in charge of production. This is the twelfth new series announced this season by Screen Gems, which company is seven nationwide shows a the air.

Atkins and the Paul Mitchell must cut competition.

Alice Richardson has been named on-camera fashion and beauty editor on NBC-TV's Hour program, succeeding Hazel Arnett, resigned. Miss Richardson is currently editor of Advance Pattern Magazine.

O. C. Hearing

(Continued from page 1)

many of his seven colleagues. Dinel, it is reported, will still efforts to set up an arbitration

others scheduled to speak before

Senate group are Louis Phillips,

amount vice-president and general

mail. Y. Frank Freeman, vice-

siden and studio head of Par-

rant; Charles J. Feldman, vice-

ident and general sales manager

Universal; Arnold Picker, vice-president

of the United Artists' foreign

tribut and Charles Reagan,

vice-president and general sales manag-

er of Loew's, Inc.

The hearings will be attended also

representatives of both Thea-

turers of America and Allied States

ocion. Following the SSBC

ion, Allied will hold its spring

d of directors meeting. Mem-

s of TOA have been invited to sit

portion of the board meeting

ich will concern the Emergency

Committee.

iegel in N.Y.

(Continued from page 1)

wing of the picture, which stars

r Croysh, Grace Kelly and Frank

High Society," slated for

-amer release, will be given

of the most extensive advertising

gins in recent years. Also

in its cast are Celeste Holm,

ald and Louis Armstrong and

ole Porter wrote its nine

gs, his first original score for a

ture in more than 10 years.

D. Walter Abel is directed.

after mapping plans for exploita-

tion and distribution of "High Soci-

" Siegel will meet with Arthur M.

, president of Loew's, Inc., and

M-G-M executives to formulate

as for "Les Girls," "Merry An-

ow" and other properties on his

duction schedule.

anta Claus on Tour

or 'Tory Tiger'

Jacky S. Squire, celebrated Macy's

Class who has become iden-

tified as the official Santa, will make

a city promotional tour on behalf

Universal - International's "Toy

ger." Starting in New York today, his

ical schedule calls for visits to

sburgh, Oklahoma City, Tulsa and

Orleans with other cities to be

lined.

Camera Mart Offers

Tightwind Adapter

A tightwind adapter designed to fit

standard reeds will eliminate the tangling

unnecessary cutting of film has been announced by

Camera Mart, Inc., motion picture and

equipment manufacturers and

istributors.

utable for left or right side re-

winds, the Camart tightwind adapter

inds 18mm. or 35mm. film quickly

and smoothly on plastic cores, it is

named.

Weltner in Atlanta

For 2-Day Meet

ATLANTA, May 20. - George

Weltner, Paramount worldwide sales

head, tomorrow will open a two-day

meeting here of the company's South-

ern division, with executives from the

lanta, Charlotte, New Orleans,

assonville and Memphis branches in attendance. The meeting will be

the fourth divisional conclave in a

series of seven scheduled by Weltner

to be held in various sections of the

country.

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SUPERSCOPE STANDARDIZES

THE WIDE SCREEN

ONLY SUPERSCOPE PROVIDES ANAMORPHIC

RELEASE PRINTS FROM STANDARD "FLAT" NEGATIVES

PRINTS BY TECHNICOLOR OR IN BLACK AND WHITE

SUPERSCOPE

35 SCREEN ASPECT RATIO WITH OPTICAL SOUND

215 SCREEN ASPECT RATIO WITH MAGNETIC SOUND

RKO Slates 11

(Continued from page 1)

preparation of new properties for

eration. The 11 fea-

ures and their starting dates are:

June 7, "Bundle of Joy," co-star-

ting Eddie Fisher, Debbie Reynolds,

nd Adolph Menjou. Producer: Ed-

head Grcing. Director: Norman

au; June 11, "Run of the Arrow.

ductor-director, Samuel Fuller;

ue 25, "The Day They Gave Babies

away." Producer: Sam Wiesenthal.

irector: Allen Reiner. Glynis Johns

rst player signed; July 9, "Strike

Blow." Cast to date: James Mac-

r, Kim Hunter, Janes Gregory,


irector: John Frankenstein; July

6, "I Married a Woman," starring

orge Gobel. Producer: William

low; Aug. 6, "The Lady and the

owler." Producer-Director: John

arrow; Aug. 15, "The Girl Most

Likely," starring Jane Powell.

ducer: Stanley Rubin; Aug. 20,

"Undeclared." Producer: Stanley

bin; Aug. 20, "Stage Strok;" Oct.


ducer Stanley Rubin, and Oct. 15,

"Bangkok.

ch Doubts

(Continued from page 1)

fast film library to television interests.

As he felt about competing

against old feature films on TV,

ady responded that in his

opinion the "direct sales" made to TV are

not helping the picture companies.

On went on to say that he favored a

leasing arrangement, whereby the

film companies can retain "control" over

their pictures. Schary left here for

the Coast on Friday.

Meanwhile, it is understood that

Loew's is awaiting a ruling from the

Internal Revenue Service on whether

the leasing of TV rights would be

considered a capital gain.

Danheiser Promoted

In RKO Foreign Dept

The promotion of Melvin B. Dan-

heiser to the position of assistant to

the foreign sales manager of RKO

Radio was announced by Walter

Branson, vice-president. In his new

post, Danheiser will assist Sidney

Kramer, foreign sales manager, and

be generally responsible for foreign

sales controls. The promotion will

become effective next Monday.

At the same time, Branson an-

ounced another promotion. Julius

Stein today will move from domestic

touting to the foreign sales divi-

sion, where he will be in charge of

sales control for Latin America and

the Far East.

REVIEWS:

Storm Over the Nile
London Films — Columbia

BASED ON A. E. W. Mason's best-selling novel, and photographed in

CinemaScope and color by Technicolor, "Storm Over the Nile" is a real-

istic and moving dramatization of war-torn Egypt in 1900 and of the

conquering of the Sudan forces by British armies. Exhibitor-wise, it is

lusty entertainment, rich in pageantry and thrilling in war action. Zoltan

Korda's production appears to be an historical spectacular with a cast

of thousands.

Anthony Steel, Laurence Harvey, James Robertson Justice and Mary

Ure are cast in the major roles of the R. C. Sherriff screenplay. As the

British officer who resists his rank because of cowardice and later de-

fees himself through several acts of heroism, Steel is convincing and

realistic. When he leaves the military, he returns to his finance, Miss

Ure, to find her hostile to his quitting the service. When three of Steel's

fellow officers sail to Egypt to war against the Dervishes, the officers

(Harvey, Justice and Ian Carmichael) present three white feathers to

Stewart before their departure, the feathers being the British symbol of

cowardice.

To add insult to this injury, Miss Ure gives Steel the fourth feather

before cancelling the wedding.

Realizing his error, Steel leaves London and sets out for Egypt, halting

on the way to receive the brand of the Sangali tribe on his forehead

which the Dervishes will recognize when Steel meets them in the Sudan.

It is a such a man of the Sangali tribe. Steel sets out across the desert

to join the Dervishes, allowing himself to be captured by them and

used as slave labor with the hope that he might be able to later assist

the British attack. He returns the first feather to Harvey when Steel

rescues him in the desert. Later, after being thrown into prison, he

manages to free the two other officers (also held captive there) and

then returns their two feathers. Returning home as the hero of the war

with the British forces won, Steel gives the last feather to Miss Ure,

thus marking the redemption of a man once a coward and now a hero.

The supporting cast — Ronald Lewis, Jack Lambert, Geoffrey Keen and

thousands of British and Egyptian forces — complete the superb per-

formances of the major stars. Producer Zoltan Korda, who also co-

directed with Terence Young, did much to improve upon the original

novel by recreating the pageantry and historical settings of the early

20th-century battle. The visual appeal is enhanced considerably by

the Technicolor that faithfully reproduce the Sudan countryside and desert.

Music composed and conducted by Ben-

jamin Frankel blends well with the dramatic sequences.

A London Films Production released by Columbia, "Storm Over the Nile"

appears to be top product for exhibitors. It is apparent that Korda

stinted little in filming this spectacle that should meet with wide public

approval.

Running time, 113 minutes. General classification. For June release.

J. E.
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These colorful eye-catchers stir up ticket-buying excitement! Spot 'em all over town...in your Lobby, out-Front, in Hotels and Terminals...wherever the crowds gather! Start your Big Show-Selling Campaign with 40 x 60 Displays...give 'em plenty of time to work...and ring up Cash Results at the Boxoffice!

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NATIONAL Screen SERVICE
PREZBABY OF THE INDUSTRY
Exhibitor Woe Due to TV, Drive-Ins, Say Distributors

Since the War
Small Increase
In Spending
On Recreation

Defend Film Rentals Before the SSBC;
Deny Production Is Artificially Limited;
Point to Rising Costs, Demand for Quality

By J. A. OTTEN

WASHINGTON, May 21.—Spokesmen for major film producers and distributors told a Senate Small Business Subcommittee today that exhibitor troubles are due to competition from television and drive-ins, and not to distributor trade practices.

In a full day of testimony, they angrily denied exhibitor charges that the distributors artificially limit production and charge exorbitant film rentals. They emphasized again and again that the producers and distributors get their income from the theatres and so find it to their own self-interest to keep the theatres alive and healthy. Rising production and distribution costs and public demand for higher quality films, if anything, limit the number of films today, they emphasized.

They also attacked leaders of the Theatre Owners of America for backing out of the industry arbitration plan, and leaders of Allied States Association for proposing government regulation of the film industry.

The all-day testimony quite obviously made an impression on the two subcommittee members present—

Allied Executives
And TOA Leaders
In D.C. Sessions

WASHINGTON, May 21.—Allied States Association officials said they did not expect any announcement on the results of their meetings here until late Wednesday.

Allied's Emergency Defense Committee was meeting here this evening, with officials of the Theatre Owners of America sitting in. Tomorrow and Wednesday the Allied board will hold sessions.

Allied president Ruben Shor said that unless his plans changed he would not have anything to say about

Highlights of Distribution Testimony at SSBC

Highlights of testimony given to the Senate Small Business subcommittee by distribution and production executives at the hearing in Washington yesterday follow.

ARNOLD PICKER, United Artists vice-president in charge of foreign distribution: Experience in world markets has demonstrated that competition, not governmental regulation, is the answer.

Y. FRANK FREEMAN, Paramount vice-president in charge of production: It costs the industry $500 millions more to make 225 fewer pictures now as compared with 15 years ago.

CHARLES REAGAN, Loew's Inc., vice-president and general sales manager: Exhibitor testimony presented last March on charges of unfair dealings by Loew's is not representative of the feelings of the large body of theatre men throughout the country.

ADOLPH SCHIMEL, vice-president and general counsel of Universal: The withdrawal of TOA from arbitration was a betrayal—deliberate and shameless. Exhibitor's proposal for the arbitration of film rentals strikes at the very heart of the business of producing and distributing pictures.

WILLIAM HEINEMAN, vice-president of United Artists: Exhibitors are either unaware of the fact that the costs of distributing motion pictures and the costs of production have climbed enormously in the past few years, or else, if they are not unaware, they just don't care to be concerned with this fact.

For Half-Year
Gross and Net
Of Walt Disney
In Heavy Rise

Six Months’ Revenue Is
Reported $12,859,321

From THE DAILY BUREAU

LOS ANGELES, May 21.—Gross revenue and net profit of Walt Disney productions for the first half of the current fiscal year showed marked improvement over the corresponding months a year ago, President Roy O. Disney said today in an interim report to shareholders. The company’s interest in Disneyland amusement park was not reflected in the figures for the reported period. Consolidated gross revenue for the six months ended March 31 totaled

Supreme Court OKs
FCC Limitation of
Radio-TV Ownership

From THE DAILY BUREAU

WASHINGTON, May 21.—The Supreme Court today upheld the right of the Federal Communications Commission to limit the number of radio and television stations that can be owned by one person or company. A seven-to-two decision overturned

AA, UA in Overseas
Co-Distribution Pact

Harold Mittis, vice-president of Allied Artists, and Arnold M. Picker, United Artists vice-president in charge of foreign distribution, announced yesterday the conclusion of negotiations for the overseas distribu
NTS in Quick Change For Epilepsy Film

Variety Club bankers who saw the picture on epilepsy, produced by 20th Century-Fox, at the next-to-closing day international convention luncheon in the grand ballroom of the Hotel Waldorf Astoria were not aware of the quick-change technical "artistry" that enabled the drug to be reproduced.

The picture had been subjected for four-track magnetic sound but the hotel equipment could not accommodate it. A rush call to New York of associated mens' groups had been made and on the afternoon preceding the scheduled showing brought a crew of engineers under the supervision of branch manager Allan G. Smith. Overnight the changes were made to reproduce the picture on single track magnetic, using the hotel's Simplex X-L projectors.

It was pointed out here yesterday that the conversion to a different sound process is not as intricate as many exhibitors believe and that the changeover can be accomplished on short notice if the theatre is faced with such a problem.

'Searchers' Sets Mark in 3 Cities

With stars John Wayne and Ward Bond making personal appearances, C. V. Whitney's production of "The Searchers," for Warner Brothers presentation, has racked up top record-breaking grosses in its first three premières in Chicago, Buffalo and Detroit, the company announced yesterday.

In Chicago, behind a $5,000 personal appearance one-show world premiere on Wednesday night, the Chicago Daily News was playing "The Searchers" without a stage show and rolled up a record-shattering gross of $34,560 through Sunday, it was said.

Strong in Buffalo

In Buffalo, the Center Theatre, with a personal appearance one-show preview on Thursday night of $3,000 grossing, was again playing as part of a stage show and a record-breaking gross of $15,540 through Sunday.

In Detroit, "The Searchers" opened at the Palm State Theatre on Friday without any on-stage appearance of the stars who, however, held press, television and radio interviews on opening day, to record receipts of $25,616 through Sunday, marking another record-topping performance.

Wm Kennedy Dies

HARTFORD, May 21.—William E. Kennedy, for years the president of the Motion Picture Herald, who was treasurer of the Western Massachusetts Theaters, Inc. of Springfield, for the past 30 years, died after a lengthy illness.

Mrs. Chase Elected Council President

CLEVELAND, May 21.—The election of Mrs. Joseph A. Chase as president highlighted the annual meeting of the Motion Picture Council of Greater Cleveland last week.

Other officers elected were vice-president, Mrs. F. J. Chapman; recording secretary, Mrs. Ethel F. Oldham; treasurer, Mrs. William Ward; corresponding secretary, Mrs. James Prutton, and board members, Mrs. Robert Adams, Miss Virginia Beard, Mrs. Chauncey Brown, Mrs. H. Hornor, Mrs. E. V. Burt, Mrs. E. F. Carran, William Conners, Mrs. Florence Craig, Mrs. R. N. Denby, Millard Jordan, Mrs. Perry K. McVicker, Miss M. C. Mushnick, Miss Dorothy McVicker, Miss Ruth Pattrick, Mrs. William G. Sullivan and Mrs. Michael Weppner.

Purposes Outlined

The function of an organization's review chairman was outlined at the annual session by Mrs. Dean Gray Edwards, guest speaker, who noted the primary requirement to be evaluation of a film as entertainment and, secondly, that a critic should recall that films are made for the masses with no diversity of audience interests. Mrs. Edwards, in noting the crime films available for viewing, declared "the only place that crime pays is at the box-office."

Honor 'D-Day' GIs At Fox Film Premiere

A tribute to those GIs who took part in the D-Day landing in France during 1944 has been arranged in connection with the 20th Century-Fox production of "D-Day, the Sixth of June," and its world premiere May 29 at Loew's Theatre. Military officials and members of the Fourth Division Association, many of whom were the first to hit the beachhead in the attack, will join film industry representatives in watching the film version of the prize-winning Lionel Shaprio novel.

Expect 250 to Attend Luncheon for Schimel

An estimated 250 leaders of New York's motion picture and entertainment industry are expected to attend a testimonial luncheon tomorrow at the Park Lane Hotel honoring Adolph Schimel, vice-president, secretary and general counsel of Universal Pictures.

Sponsored by the Motion Picture and Amusement division of the United Jewish Appeal of Greater New York, the luncheon will pay tribute to Schimel for work of the UJA and for his efforts as chairman of the industry during the past three UJA campaigns.
'Guys and Dolls' Scoring

Loew's Oriental Business
15% Ahead of 1955: Mayer

By LESTER DINOFF

Motion picture business for Loew's International throughout the Far East, Middle East and Near East currently record for those territories, according to Seymour Mayer, President for Loew's International, who also reported here yesterday that Samuel Goldwyn's production of "Guys and Dolls" is doing excellently in its roadshow engagements there, particularly in Japan.

Mayer, who recently returned from a two-and-a-half month business trip, part of it in company with Goldwyn in conjunction with the Japanese and Hong Kong openings of "Guys and Dolls," said that "business is very good. M-G-M films such as 'The Swan,' 'I'll Cry Tomorrow' and 'Guys and Dolls' are doing terrific business."

Praises Goldwyn

The Loew's International executive enthusiastically praised Goldwyn for his efforts and actions in helping the company launch the openings of the CinemaScope film which is based on a story by Damon Runyon. Mayer said that "I am deeply appreciative to Mr. Goldwyn for helping us; his presence boosted our campaign. He is a real showman. Mayer, continuing on, said that with the picture doing excellent business in its roadshow engagements, "indicates that 'Guys and Dolls' will gross over 100 million yen in Japan." He disclosed that in U.S. dollars, that amount is close to $300,000. The picture grossed over 150 million yen in Japan was "Seven Brides for Seven Brothers," close to 90 million yen.

Commenting on his trip as a whole, Mayer said that there is much room for expansion, particularly in the Middle and Near East. However, he said that this expansion of Loew's International and other U.S. film company efforts in these territories would not take place until the conflict between Israeli and Arab interests settles down.

TV Growing in Japan

Mayer said that television is growing rapidly in the Japanese market, but also has not affected the motion picture business. The reason for this, he said, was that the price of sets was generally out of the public's reach. The foreign department executive, commenting further, said that most of the TV programming in Japan is devoted to motion pictures and baseball. Many of the films shown on TV there were produced locally, he said.

In discussing censorship in the countries under his supervision, Mayer said that the Japanese are seeking to have the Motion Picture Export Association of America member-companies join the EIREN—the Japanese Production Code Administration. "There is much pressure on us to do this," he said, "and, if currently two, may bring about a compromise agreement."

Hits Censorship in India

Censorship in India, Mayer flatly stated, is "intolerable, unfair. It is not based on any rhyme or reason. For example, if it is strictly censored and, if and when approved, shown in only 182 theatres at the most..." The Loew's International official pointed out that actress Ann Miller, who has appeared in some 25 M-G-M productions, is not known in the Indian market as in each film in which she starred, she showed some "cheesecake, legs, cut dress, and this is not acceptable there, according to present rules.

Name the Goldwyn Winner on May 31

The recipient of the 1956 Samuel Goldwyn creative writing award, will be named May 31 at the University of California at Los Angeles, it was disclosed yesterday by UCLA Chancellor Raymond B. Allen.

Established last year by Goldwyn to encourage creative writing of all types at the school, the award carries with it a $1,000 prize. Some 80 entries are under consideration by the contest judges who include professor Kenneth Macgowan of the school, playwright Moss Hart; George Seaton, president of the Academy of Motion Picture Arts and Sciences, and F. Hugh Herbert, national chairman of the Writers Guild of America.

Hoare in Warning

Tells UK Gov't Industry There Needs Aid Now

From THE DAILY Bureau

LONDON, May 21—Frank Hoare, president of the Association of Specialised Film Producers, is latest predicting doom for the production industry here unless immediate government action is forthcoming. In presenting his association's annual report, he said that the production industry would collapse entirely unless the Government takes early and drastic action in its support.

Sees This Year Vital

Said Hoare: "In 1956-57 the destiny of British film production will be settled. Either we shall go ahead profitably for some time to point where British film production will be of little, if any, importance in the world. "It seems to us that if British film production is to be saved from collapse the Government and the industry must work out some remedy without awaiting for the end of the present period of the Eady Levy arrangements which are due to expire in October 1957."

Like all other leaders of the trade here, Hoare is shocked and dismayed at the Chancellor of the Exchequer's failure to give the industry the "rightful burden" of entertainment tax, but he and his associates have special reason for their dismay. Second features and shorts are very much in a falling market here and with justification Hoare says in his report:

Asks Action on Tax

"The failure of the Government to deal with the tax has brought about a position in which nobody knows that will be the future of the British film production future when the present arrangements end in October, 1957. This is the most serious situation facing us as producers."

Faced with the peculiar difficulties attending short and second features production here, the A.S.F.P. president adjures his members to adopt forthwith a militant attitude "with or without the support of the other three Trade bodies."

We cannot tolerate any longer the low standards of rentals paid by exhibitors for supporting features and shorts," he said. "We are forced to reiterate our demand for statutory minimum rentals for this class of film."

Wants Return of Renters' Quota

"We want to see renters' quota reintroduced as a means of ensuring a larger output of supporting films and also to ensure that renters take a greater interest in the market for these films."

"We shall urge that the exhibitors' quota for supporting films be raised to 30 per cent and, thereafter, raised progressively as the supply improves."

Funeral Rites Held

For Carl Fishman

Funeral services were held yesterday for Carl Fishman, 42, of Brooklyn, assistant advertising manager at Loew's Theatres, Inc., who died Sunday at New York Hospital of a heart attack.

An employee of Loew's Theatres since 1929, he served with the Navy during World War II.

H. E. McManus, who has been associated for the past eight years with Co-operative Theatres of Ohio as assistant to Milton A. Mooney, president, and who is leaving Cleveland to take over the management of three Toledo drive-in theatres owned by Mr. Searles and Sons, was dined by some 200 industry friends prior to his departure for Toledo.

Norman S. Ginsburg, former manager of advertising and promotion for the DuMont Television Network, has been appointed manager of advertising and promotion for NBC Television Films. An employee at the Network from 1950 to 1954, Ginsburg had seen director of advertising and promotion for Studio Films, Inc., for the past two years.

Mary Kineckle Dammond has been appointed as a special publicity consultant for United Artists. Mrs. Dammond will begin her assignment with two new UA releases, Robert Rose's "Alexander the Great and Trapeze." Mrs. Dammond also will serve as a liaison contact with the Metro press.
Technicolor

(Continued from page 1)

$147,500, or 9 cents a share, he pointed out.

The prospects of considerable saving in manufacturing costs and of some increase in volume later this year, Dr. Kalman told the meeting. During 1955, he said, Technicolor had commitments for 73 new feature length films with color or print by Technicolor. For 1956 the sales department estimates new feature business of nearly $75 million.

He attributed the improvement to new raw materials being employed and to improvements in manufacturing techniques.

New Process a Factor

Another contributing factor, Dr. Kalman said, is the increased flexibility of Technicolor's process "permitting an exposure of the large area negative with or without amorphous lens on the camera and enabling us to deliver prints therefore without almost any variety demanded, such as 8-perforation prints for road show purposes, 35mm flat or 35mm CinemaScope type prints, etcetera, of highest quality."" (Continued from page 1)

Replying to questions of stockholders concerning Technicolor's further improvements effected by introduction of changes in printer used in the laboratory, Dr. Kalman said:

"This step may require that Technicolor develop the negative. The technical nature of this improvement is such that at this time I can say that the result is a very marked improvement on the quality of the release prints. Also, by the use of a squeeze or amorphous lens on the camera and another such lens on the printer in the Technicolor laboratory we have been able, for example, to start with an 8-perforation VistaVision negative and end with a non-25mm CinemaScope type print."

Says Quality Is Recognized

This particular combination is only illustrative. The extremely good character and quality of this print has been acclaimed by most everyone who has seen it.

"In combination with this quality improvement brought about by the new matrix and blank stocks and the improved printer procedure, squeeze or amorphous lenses on the camera or on the Technicolor printer, or both, may be employed to permit the use of various kinds of negative such as VistaVision, 65mm, 55mm, and so on to enable Technicolor to deliver prints of CinemaScope type, standard 35mm, and so on as required," he said.

AA and UA

(Continued from page 1)

AA and UA

(Continued from page 1)

Disney Gross and Net Rise

(Continued from page 1)

$12,589,321, compared with $9,876,175 for the like period last year.

After all charges, net profit was $1,418,850, equal to $2.17 per share on 68 million shares of common stock outstanding. For the corresponding six-month period a year ago, net profit amounted to $430,048, or 68 cents per share.

Three Reasons Cited

Major reasons given for the sharp rise in revenue and earnings were:

1. Using the ruling that almost all cuts from our feature pictures—"Davy Crockett, "Lady and the Tramp," "African Lion" and The Littlest Outlaw"—released domestically in the current year. Large foreign potential lay ahead for these products, Disney said.

2. Continued good earnings, both domestic and foreign, from such other releases as "20,000 Leagues Under the Sea," "Vanishing Prairie" and "Living Desert."" (Continued from page 1)

3. A 35 per cent increase in combined revenues from character merchandising, publications, music, comic strips, etc., all of which are profitable and growing steadily.

In order to carry forward a heavier profit from scheduled regular production pictures and television shows, the company extended its bank borrowings to $9,313,852 as of March 31 last, an increase of $2,695,572 since October 1, 1955. In this connection Disney said, "We are making progress toward securing short-term or permanent financing to replace current bank borrowings. Our goal is to complete this transaction sometime this fall."

The company's two television shows are now reaching estimated audiences of 45,000,000 people a day for Disneyland, and 16,000,000 a day for Mickey Mouse Club, the leading daytime show. Production is providing new on programs for these shows which will be telecast starting in September. Under arrangements recently completed, the company's income from its 1956-57 television programs is expected to cover production costs and provide a small profit.

Australian Releases Planned

The report stated that the company will soon release some of its television product over stations in Australia and New Zealand. There is no way for television distribution in Cuba, Venezuela, Colombia, England, France and Italy. Although direct revenue from these sources will be small at first, substantial benefits to motion picture exploitation are seen.

Supreme Court

(Continued from page 1)

a contrary ruling of the Court of Appeals for the District of Columbia. The lower court had held that the commission did not have the power to deny automatically an application for a new station by a firm already owning a certain number of stations.

The FCC rule is that one person or firm cannot control more than seven radio stations, seven FM stations or five VHF television stations. Storer Broadcasting Co., which owned five TV stations and one FM station in Miami, had its application rejected at once, and then went to court. The appeals court ruled against the commission, and the commission then appealed to the Supreme Court.

Justice Reed, speaking for the court majority today, said that the FCC rules do not illegally deny applicants their right to a hearing, and argued that applicants with the full limit of stations could always try to convince the FCC that its rules were wrong. Justice Reed held, for the FCC in matters of this kind, that it was not "necessary for the orderly conduct of [the commission's] business."

Fadiman in New Col. Story Post

A new Columbia Pictures post, that of executive story editor, has been created at the studio for William J. Fadiman, it was announced yesterday by Harry Cohn. Fadiman, who has been a staff producer with the studio, was most recently responsible for production of "Jubal" and "The Last Frontier."

Kenneth Evans and Albert Johns- ton, Jr., announced Thursday by story editors at the studio and in New York, respectively.

Prior to joining Columbia as a producer, Fadiman worked in story and editorial capacities at M-G-M, Samuel Goldwyn and at RKO.

Levine Will Direct Industry Golf Day

Martin Levine of Brandt Theatres has been named chairman of the fifth annual film industry golf tournament being sponsored by Cinema Lodge of B'nai B'rith to be held June 14 at the Versailles Country Club at Tuckahoe, N. Y.

Nominated as co-chairmen by Robert K. Shapiro, president of Cinema Lodge of B'nai B'rith, were John Hirsch and Harold Rinzler of Rundown Theatres.

Responsible for the resumption of the annual industry get-togethers untill now, Levine said the tour-

Small Increase

(Continued from page 1)

group, consumer spending on recreation between 1947 and 1955 would have risen more than average, the article reported. It said that amount of consumer spending over this period work were particularly important in the sharp rise in consumer spending on recreational services other than motion pictures further slowing.

Expenditures for recreational ser-

Points to 1946 Figures

It pointed out that amounts spent on motion picture theatre admission hit a record high of $1,700,000,000 in 1954, two and one-half times that of 1946.

"A steady decline through 1953 following by a rise in 1954 and 1955 has reduced these expenditures almost 25 per cent," the article declared.

Commerce also published Commerce figures put spending on motion pic-

Strong Films Beat Competition: Hyman

Outstanding business done by AP films houses which, over the weekend played Paramount's "The Man Who Knew Too Much" and Warner's "The Searchers," is further evidence that there are no seasons in the motion picture industry, AB-P's vice-presi-

Frank A. Wetsman, 59

DETROIT, May 21.—Funeral ser-

veral years has been constantly shown that good theatre business does not hinge on seasonal playing time. A big attraction can bring in a healthy gross at any time of the year and our contention is that is so is further demonstrated by the vastly superior business of our houses are doing with these pictures against that of other poten-

Frank A. Wetsman, 59

A veteran Michigan exhibitor and a partner in the firm of A. & E. Wetsman, died at his home last night of a heart attack. He was 59. Film Row turned out almost en masse for the rites.
THESE ARE THE STARS OF
TRAPEZE

HECHT AND LANCASTER Present
BURT LANCASTER TONY CURTIS
GINA LOLLOBRIGIDA

in TRAPEZE

also starring KATY JURADO THOMAS GOMEZ
with JOHN PULEO MINOR WATSON

Directed by CAROL REED
Produced by JAMES HILL
Screenplay by JAMES R. WEBB
Adaptation by LIAM O'BRIEN A SUSAN PRODUCTION

CINEMA SCOPE
Color by DE LUXE

READY IN JULY... THRU UA
THE WONDER SHOW OF THE WORLD!

PRE-SOLD WITH
EYE-POPPING 24 SHEETS
...COAST-TO-COAST!


**Summaries of Statements by the Distributors**

**Reject Charge Policies Are Oppressive**

From THE DAILY Bureau

WASHINGTON, May 21.—Following are summaries of statements by distribution and production executives filed with the Senate Small Business subcommittee here yesterday in reply to the testimony and affidavits of exhibitor leaders at the subcommittee’s initial hearing last March.

**ADOLPH SCHIMEL**

The withdrawal by Theatre Owners of America from participation in the industry’s arbitration project was described as “betrayal—deliberate and shameless” by Schimel in his testimony before the Senate Select Committee on Small Business. Schimel, vice-president, secretary and general counsel of Universal Pictures, and chairman of the Motion Picture Association legal committee, said that the alleged betrayal was not of the distributors alone but of the recommendation of the 1954 arbitration committee and of the May, 1954, conference, as well as the “18 months’ efforts and labors of the joint committee appointed by that conference, and above all of the thousands of exhibitors of this country.”

**Treated Step by Step**

Schimel concentrated most of his testimony on the events leading up to the preparation of the last arbitration draft and its ultimate rejection by the TOA. He stated that he could not refrain from expressing “dissillusionment and keen disappointment at the superficial presentation made by TOA to the SSBC of the association’s point of view on the arbitration draft, which required almost two years of constant meetings.”

**Arbitration Proposal**

Exhibition’s proposal for the arbitration of film rentals was the target of a bitter attack by the Universal counsel who branded it as striking “at the very heart of the business of producing and distributing pictures.” Pointing out that the production companies, with one exception, are publicly-owned, Schimel said that, under the proposal, the producers are called upon to risk the defendant defendants’ additional money for their product and asked to delegate the fixing of the prices which they are to receive for their merchandise to the inadequately informed, even though well-intentioned, judgment of arbitrators.”

He told the Senate committee that “it is no exaggeration to say that the delegation of far less consequential power to officers and directors of a company are and have been adjudicated to be ultra vires; that is, beyond the authority and power of the officers and directors,” and the lawyer’s objection to that abdication of decision on price “involves a complete disruption of the producer’s business” and that the forbidding of estimating income “can only sterilize the planning, budgeting and completion of production of motion pictures.”

**Sees No Parallel**

Schimel declared “nowhere in American industry can a parallel for this suggestion be found. It would be incomprehensible to believe that such a proposal would be countenanced in regard to cigarettes, food, drugs, which are necessities, or television sets or automobiles, which to some extent are luxuries.”

Regarding the complexities involved in this suggestion, he said the major problem in his belief is “the determination of the yardstick of the film rental.” Schimel said the only fairer would be a thorough analysis of the exhibitors’ gross income and expenses. “When I refer to income,” he continued, “it means the box-office receipts and all other income, from whatever sources obtained, from the enterprise which exhibits the picture.”

He said the carving out of a segment of the business of exhibiting films and the determining of film rentals by computing the earnings of that segment was unfair, partial, and without taking into account the income of other segments of the business. The most obvious item, he added, “is the income from concessions catering to patrons coming into the theatre.”

**Quotes Milton Rackmill**

Citing the references to a proposal for a round-table conference at which producers of the films would meet with Allied and TOA and other exhibitor agencies to discuss the state of the industry, Schimel said Milton Rackmill, Universal president, had commented “if there is any exhibitor who wishes to discuss any problem which he believes he has with our company, we are available to him” but “we regard it as highly improper for us to participate in a conference at which individual sales and production policies of all companies may be the subject of consideration. For these reasons, I decline to accept your invitation.”

**Won’t Consult Competitors**

Schimel said a subsequent plea for the meeting was refused again by Rackmill on the grounds of “business and legal considerations.” Referring to business, Schimel added “we cannot permit our competitors to sit in judgment on the propriety of our policies, whether they be over-all policies or production, that is the number of pictures or the kind of pictures we should make, or in regard to sales policies, as to how and when we should market our product. That responsibility rests exclusively on us.”

He added that while “we should and do ask in good faith what the problems of the industry are and we alone know the facts in relation to our own company...we cannot take counsel with our competitors in that regard.”

**Cite Problems Of Costs and Competition**

The U-1 executive recounted that “meetings and conferences attended by distributor and exhibitor representatives have plagued Universal and other distributors for years in a number of anti-trust actions brought since 1945.” He added that “there is ample warrant for reluctance and tenacity in regard to a conference convened with the avowed purpose of fully discussing the production of pictures, how many should be made, how and why these pictures are to be marketed, and what the sales policies should be.”

**Wants Direct Discussion**

Discounting the conference proposal, the speaker said “the individual producer of films and sales policies of a producer-distributor can best be discussed with the company directly involved” and that “the doors of our company are open at any time to its customers, to distributors, and to our sales representatives, but they cannot be discussed in town meetings.”

Reviewing Allied’s proposal for the arbitration of film rentals, Schimel concluded, “There can be no comparison of anything as half or partial or one-sided regulation. If that is what Allied proposes, and it is clear that this is so, then it is incomparably inferior to the fundamental fallacy—weakness, yes—lack of integrity of its proposal.”

**Y. FRANK FREEMAN**

Paramount is making fewer pictures than ever before in an effort by make the better pictures that market conditions today demand, Y. (Continued on page 8)

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**Legislation Would Kill Industry, Schimel Warns**

From THE DAILY Bureau

WASHINGTON, May 21.—If there were a designed and avowed purpose to utterly destroy an important industry which relies so much on the creative talents of human beings and not at all on molds, dies and factory production, I know of no sure way to do so than to enact legislation to regulate it.”

Adolph Schimel of Universal Pictures made this warning to the Senate Select Committee on Small Business as he criticised the proposal for the enactment of legislation to regulate the industry. He testified that such legislation would kill the industry, “particularly if, as we have every reason to believe and expect, that legislation is drafted in American spirit, which is to be fair and equitable to all concerned.”

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Humphrey Indicates Subcommittee's Report May Recommend Admissions Tax Relief

WASHINGTON, May 21.—Senator Humphrey (D., Minn.) again strongly indicated today that his subcommittee's final report would include recommendations for further theatre admission tax relief.

After repeated references to the fact that one thing that might help exhibitors would be further tax relief, Humphrey said "We will at least refer to the tax situation in our report." Humphrey added, however, that the Senate Finance Committee and not the Small Business Committee ultimately writes tax legislation.

Various letters and telegrams sent to Sen. Goldwater (R., Ariz.) dealing with admissions tax relief were put in the sub-committee's record by Sen. Schoeppel (R., Kan.). Goldwater was absent from today's hearings.

Meanwhile, Sen. Dirksen (R., Ill.) introduced in the Senate a bill to make the admissions tax apply only to that portion of the admissions over $81. This is the same as the King Bill in the House. The King Bill is the official bill backed by the industry.

Ben Kalmenson
W. J. Heineman

Charges TOA With Betrayal On Arbitration

(Continued from page 7) Frank Freeman, Paramount studio head, told the Senate Small Business subcommittee in a statement filed today:

"When conditions in the industry are such that Paramount can make a greater number of pictures, pictures that the public will buy, we will be happy to make them," he added.

Freeman's statement was in reply to exhibitor complaints of a product shortage during their testimony before the Senate group last March. In his statement, he added members of the subcommittee with a detailed explanation of the postwar problems affecting production and cited the numerous factors which have tended to increase production costs in all departments.

Sees No Market for 'Quickies'
The Paramount studio head related that 15 years ago Hollywood produced 525 pictures annually at an approximate net cost of $250,000,000. The number included about 100 "quickies," made at an average cost of $25,000 to $30,000 each, for which there is no market today and, hence, they no longer are being made.

By comparison, in 1955 Hollywood produced about 300 pictures and their cost, not counting profit participation to talent, exceeded $300,000,000, Freeman said.

General postwar conditions as well as television competition in recent years are responsible for many of the changes in the type and number of Hollywood production, Freeman pointed out. For instance, 15 years ago the industry derived 75 per cent to 80 per cent of its revenue from the domestic market. Now the foreign market accounts for 42 to 45 per cent, he said.

Points to 'Girl Rush'
After citing the present costs of production Freeman, who has been an exhibitor and distribution, as well as production executive, said "I have never yet had any exhibitor express to me his sympathy for Paramount having invested large sums of money in an unsuccessful box office picture." By way of example, he cited "The Girl Rush," which he said cost $2,250,000 to make, and will return only $800,000 domestically.

"This happens to the producer of motion pictures more than once," Freeman said, "but it never happens that the exhibitor will take any of his profits and allocate them to such a picture. The exhibitor sees that the producer happens to be in trouble.

He referred to the effort and money expended by producers in developing new techniques designed to attract more customers to the box office, saying Paramount expended $8,000,000 from 1955 to date the development of VistaVision, and pointed out that large sums were spent by 20th Century-Fox for CinemaScope, and by M-G-M and Warners in technical work.

The exhibitors who testified before the Senate Small Business subcommittee last March on industry trade practices presented a picture which is utterly contrary", he predicted. By frequently "leaving out facts and by twisting statements," William J. Heineman, vice-president in charge of domestic distribution for United Artists, declared in his affidavit filed with the Congressional committee today.

Heineman, in expressing himself on the general complaints made by the exhibitors in their testimony and affidavits, broke the complaints down into three categories.

"First, the exhibitors complain there is a shortage of product. Second, the exhibitors say we are not giving them the product soon enough after it is released nationally. Third, the exhibitors say we are charging them in rentals which are excessive. These are 'misconceptions', he said.

Discusses Shortage

In discussing the alleged shortage of product, the United Artists executive asked, "What do the exhibitors mean when they say there is a shortage of product? Do they mean there is a shortage in the total number of pictures produced or a shortage of top product only?" In 1955, there were 107 pictures released by all of the companies which grossed more than $1,000,000 each for the distribu-

tors and in 1954, there were more than 90 of these pictures, he said. "This is top product, judging wholly from box office results and is in top product than was ever produced in any two-year period before," he said.

Says Smaller Films Ignored

"It does not take into account the many smaller grossing pictures which however artistic, did not receive a favorable response from the public nor does it take into account the smaller budgeted pictures which are made to supply exhibitor needs and the needs of an exhibitor to introduce new talent," Heineman said.

"It seems to me that in a sense these exhibitors are living in a vacuum. They are either unaware of the fact that the costs for domestic motion pictures and the costs for the production of motion pictures have climbed enormously in the past few years, or else if they are not unaware, they just do not compare with this fact. Despite this, the motion picture industry as a whole has produced more top grossing pictures than ever," he said. "There has been a decrease in number, but there has come only in the smaller budgeted pictures."

"Specially Handled"
The exhibitors also complained that pictures are not available to them early enough after their release. Heineman said, in commenting on distributors' holding back of pictures, "This, again, is not true. Every motion picture is an artistic creation, and each picture must be specially handled. No two pictures can be distributed exactly the same way. In order to insure the return of the large investments now being made in our motion pictures, we must be free to market and distribute our pictures in the manner which is most appropriate for each motion picture. If we cannot play our pictures first-run in the larger cities, we cannot gross enough from them to make them pay for themselves. We get our pictures to the outlying theatres as fast as is reasonably possible, consistent with good distribution," he said.

Cites Differences in Rentals

Heineman pointed out that the theatre which wishes to pay $25 to $50 flat film rental for a top picture cannot reasonably ask for an availability to a theatre which pays several thousand dollars in film rental.

On commenting on the film rental situation, Heineman said that his com-

(Continued on page 9)

Says Exhibitor Testimony Left Out True Facts

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(Continued on page 9)
Seek to Justify Current Distribution Procedure

Warn Against Some Practices Used Overseas

(Continued from page 8)

ony has not asked and does not ask excessive film rentals for the pictures it distributes. "It is understandable, with high production costs, that when a picture becomes a success, we must distribute the picture in such a way that it will return the greatest revenue to United Artists and to the producer, for without this, the producers could not continue to produce costs pictures," he said.

"We realize the problem of low gross receipts which exhibitors face and despite all our own cost problems, we do everything we can to help them," Heineman stated. "It is only because that for the most part larger film rentals are obtained from first run showings that we are at all able to carry these small accounts—$12.50 to $15.00 per picture."

Tells of Print Problem

Heineman also discussed the print problem and competitive bidding conditions. "We recognize that the small exhibitors have a problem today. We also recognize that the basic roots of their problem lie in the development of television and in area economic problems. We are constantly endeavoring to create a greater source of supply for all exhibitors and, therefore, we cannot be accused of creating a shortage of product. Subject to the number of prints we can afford to put in release, our films are distributed as quickly and as broadly as possible, according to the dictates of efficiency and practical economy. In doing so, we are always aware of the needs of the small exhibitor, and attempt to keep him adequately supplied."

"United Artists, recognizing the inability of the small exhibitor to pay a large rental, has pared the rentals it charges these small accounts down to the barest minimum—so much so that many of them are below cost. For these reasons, it may be seen that the attacks on UA are unjust and unwarranted. I believe that the attacks stem in part from the fact that the majority of the large exhibitors have waxed rich over the years, and whose interests are expanding. These men are using the small exhibitors for a much smaller audience than their dominant positions," said Heineman.

ARNOLD PICKER

Import quotas in foreign markets have no relation whatever to any reduction in production schedules that may occur in Hollywood, nor in the types of films made by Hollywood producers, Arnold Picker, vice-president of United Artists in charge of foreign distribution, told the Senate Small Business subcommittee in a statement today.

Picker was replying to suggestions that he had brought to the committee's exhibit hearing last March by Julius Gordon, a director of Allied States, and by Abram F. Myers, Allied chairman and general counsel. Picker had appeared in opposition to Gordon that certain practices in foreign markets were introduced by the governments of the countries concerned as means of aiding exhibitors, an argument designed to convince the subcommittee that it should recommend such practices here.

"Shold some of those practices he instituted here, Picker observed, "I am certain Mr. Gordon would not like it and that the overwhelming majority of American exhibitors would oppose such regulations violently."

Depreciates Charge

And of the contents that import quotas are responsible for reduced charge, Picker said: "I do believe there can possibly be any greater distortion of the truth."

Import quotas exist in only a fraction of the world markets and in only three countries, France, Spain and Japan, are of any consequence, Picker said, representing much less than 20 per cent of the foreign market in all.

"Are we to be foolish enough to think of cutting down film production just because of import quotas in a few countries," he said, "we would lose a film market to other markets and in the United States."

"Certainly," Picker added, "no one who knows anything about this business would seriously say that quotas in foreign markets have had anything to do with the number of pictures that are being produced. There may be a smaller total number available at present than there was. But if it was due to quotas the loss in the bulk of the world markets, both foreign and domestic, would be so substantial that no company could weather the storm."

"It is my personal opinion that product must be geared, as a whole, to the general acceptability of the audience potential in order to assure maximum profit in the global market. The American exhibitor reaps big dividends from this system," Picker concluded.

In reply to the Senate's suggestion that films sold here for 60 per cent and sold abroad for 35 per cent, Picker pointed out that in a market "where cartels do not exist" many films are sold for 60 per cent.

Regulations against American films abroad are not made to protect the native exhibitor but "to protect and foster a national motion picture industry in its entirety," said Picker.

CHARLES REAGAN

The dealings and relationship between Loew's, Inc., and its customers is satisfactory to both parties, according to Charles Reagan, vice-president and general sales manager, who, yesterday, before the Senate Small Business sub-committee, took exception to the expressions of dissatisfaction and charges of unfair dealings by Loew's "as rendered last March by the few exhibition leaders who appeared before the Senate Committee."

Reagan, in testifying before the SSBC on industry trade practices, commented on such exhibition charges as product shortage, forced buying, excessive film rentals and so-called pre-releasing of pictures.

"Hiss at Painted Picture"

"The exhibitors sought to paint a picture of complete disregard for the exhibitor's problems and constantly increasing prosperity of the distributors, including Loew's," he said. "We have made a detailed analysis of these charges in all situations to determine whether they are justified by facts as they relate to Loew's, and our investigation shows beyond any doubt that the charges are baseless and can only serve to mislead this committee," Reagan stated.

Claiming a happy relationship with the exhibitor, exemplified by the M-G-M "Ticket Selling Workshop," Reagan took exception to a remark made in public before the committee by Abram F. Myers, general counsel of Allied States Association, that his company has prospered at the expense of the exhibitor. "That is absolutely without foundation," he said, recounting the net earnings of Loew's in 1953 to the present.

Commenting on the alleged shortage of film, the Loew's vice-president said that in determining the number of films to be produced and released, "we must continue to recognize new factors—percentages for dealers and the rising costs of production."

Points to Goldwyn Agreement

Reagan also outlined the company's agreement with producer Samuel Goldwyn concerning the distribution of the latter's "Guys and Dolls," a situation with which a number of exhibitors have found fault. He said that Goldwyn, who had right of approval on all exhibition contracts, felt that he was entitled to ask for terms on this picture which would be commensurate with its worth and calculated to return to him his investment and yield a reasonable profit.

Humphrey asked Reagan whether distributors or pressured exhibitors to boost admission prices for films being shown on a percentage basis. Reagan said distributors sometimes suggested it, but that in the last analysis it was up to the exhibitor to decide.

"Then do you deny (Allied president Ruben) Shor's testimony that he had raised his price for 'Guys and Dolls' he wouldn't have gotten the picture," Humphrey asked.

"I do deny it," Reagan replied. He said the point the statement wasn't so was that the film played at many theatres without advanced prices.

Sees Rental Charges Justified

The Loew's official said that there was "the feeling in our industry that if a picture comes along that the customer wants to see badly, the exhibitor is justified in charging more for it."

"That's the old theory of taking all that the market will bear," Humphrey observed.

"I don't know what you call it," Reagan replied. "It is charging more for one picture than another because the public wants to see one picture more than another."
Distributors Defend Trade Practices

(Continued from page 1)
Chairman Humphreys (D., Minn.) and Senator Schoeppel (R., Kans.). Referring to the remarks of these two Senators, Mr. Schimel said that the subcommittee's testimony had unsettled some of the ideas the subcommittee had been given by the exhibitor witnesses.

Top Officials Heard

Testifying today were Adolph Schmid, vice-president and general counsel of Allied Columbia, and Yoakel Y. Freeman, vice-president of Paramount Pictures; Charles Reagan, vice-president and general sales manager of Loew's; Abe Montague, vice-president and general sales manager of Columbia, and Arnold Picker, vice-president of United Artists.

Statements were submitted for the subcommittee record by Benjamin Kalmanovics, vice-president and general sales manager of Warner Brothers; William J. Heimann, UA, vice-president, and Walter E. Branson, RKO Teleradio Pictures vice-president.

Continues This Afternoon

The subcommittee did not finish hearing the exhibitor witnesses. It hopes to wind up its hearings this afternoon with testimony from Paramount vice-president and general counsel Louis Phillips, 20th Century-Fox vice-president William C. Gehring, and Universal Pictures vice-president and general manager Charles J. Feldman.

The hearing room was jammed with officials from the film companies, with a score of leaders of Allied States Association, and with a few representatives of the Theatre Owners of America.

Opening the hearings, Humphreys noted that there was little disagreement in the industry as to the plight of the exhibitors, but considerable disagreement as to the reason and solutions.

Blame TV, Drive-ins

Schimel and Montague both said that they felt the exhibitors' plight was largely due to television and drive-in competition. Schimel said he felt the small theatre owner in many instances was "going the way of the small haberdasher before the competition of the department store, and of the small grocery store in the face of competition from the supermarket.

Humphreys conceded that this was part of a trend and a real problem.

Humphreys and Schoeppel were obviously impressed by the details supplied by many of the distributor witnesses. They testified that distributor profits and to refute exhibitor affidavits on alleged distributor 'excesses' in particular situations. Schoeppel said he didn't want to know what justification the earlier witnesses had for "submitting affidavits contrary to these facts," and Humphreys said that while he didn't want to judge which side was telling the truth, he did feel that the subcommittee was entitled to have the "true facts."

May Have to Check

Humphreys said he didn't want to tie the subcommittee staff up checking the truth of the statements of the various witnesses. But there were too many contradictions in the record, that's exactly what we'll have to do. We'll have to proceed to different veins and probe people in under oath to get the facts.

He asked the exhibitors whose earlier testimony was contradicted by the distributor witnesses to submit statements promptly to the subcommittee answering the new testimony.

Allied general counsel Abram F. Myers, in the audience, rose and said that he was responsible for testing the distributor dealing with statements and affidavits of Allied officials.

Upholds Schimel View

Schimel also sided with Schimel's testimony that film rentals are not a proper subject for arbitration. He said the matter is "an earlier to the TOA. I still say that those fundamentals on which we determined were at that time fair and equitable, unless you want to follow through with complete regulation of the industry."

Schimel told the subcommittee that TOA's last-minute insistence on arbitrating film rentals was part of a "trade. He said TOA had all along understood that rentals were not to be arbitrated, and that TOA leaders had negotiated with the distributors on the basis and the TOA convention had endorsed the arbitration plan that resulted from these negotiations.

What Happened in Between

"What happened in between the convention and the January, 1956, TOA stand for arbitration of film rentals, Schimel said, was that "some TOA leaders became interested in going into production on favored terms. They then had this pact—you go along with us on film rentals and we go along with you on production; both sides circulated affidavits to the contrary, and we all agreed that the subcommittee's testimony was not as it had been delivered today but would be along momentarily.

D-J Report to SBC

Due This Week

From THE DAILY Boston
WASHINGTON, May 21.—The Justice Department's report to the Senate Small Business Subcommittee will be delivered "on July 6th," subcommittee officials said. The department has been asked to submit a report in writing on its current activities in the film industry and on exhibitor conditions in that industry. The report was due today; officials said it hadn't been delivered today but would be along momentarily.

Alleged

(Continued from page 1)
the meetings until they are concluded late Wednesday.

A score of Allied leaders were turned out to sit in on the Senate Small Business Subcommittee hearing and to take part in the Allied Film and board meetings. The TOA delegation present at the hearings at Ebell's meeting of the Committee of Her- levy, George Kerastas and Albo Picston.

charges by Allied Counsel A. Myers, Columbia's increased profits since mid-1953 came not from new rentals or confiscation of the Al- lied Tax and from the release of several unusually successful films—"S- lone," "From Here to Eternity," "Caine Mutiny," "On the Waterfront," and from the release of various blockbusters overseas. "This committee has a right to demand from those who seek its intervention greater responsibility and a closer heretofore to the facts," he asserted.

Output Maintained, He Says

Columbia has not curtailed its out- put, Montague said, but has main- tained an even output of 35 to show a year for the last 10 years. In an interview, he said, he can't make clear what's wrong with someone claiming to limit output in order to make more money, "particularly when quality to which to achieve a greater responsibility and a closer heretofore to the facts.""art.

Branson Files Statement

Walter E. Branson, vice-president of RKO Teleradio Pictures, filed statement with the committee declaring tank that RKO has always been a "tremendous conscientious problem of small exhibitors. He said this proven by the fact that only a "just and fair" statement was made again RKO in the meeting and overcome all the "al- laneous and competition with all other ent- tertainment media." Montague said I would "counsel with all my wife against any attempt to force patterners to make more pictures."

Reagan’s Statement

"Because M-G-M's exhibitor custom- ers have a right to see it," Charles A. Reagan, vice-president and general sales manager of Loew's, mailed to more than 7,000 exhibitors throughout the United States, the complete text of the statement is made to the subcommittee of the Senate Small Business Committee—Washington.
Phillips Hits Allied Leaders
As SSBC's Hearings End

Sen. Humphrey Says He Has Misgivings About the Wisdom of Permitting Circuits To Go Into Production; See July Report

By J. A. OTTEN

WASHINGTON, May 22.—The Senate Small Business Subcommittee wound up its public hearings on film industry trade practices today, with a slashing attack on the leaders of Allied States Association by Louis Phillips, vice-president and general counsel of Paramount Pictures.

He termed Allied president Rubin Shor “a confused liar,” who had made extrahumid profits from a Cincinnati drive-in and who was “ruthless” with respect to his smaller competitors. He called Allied general counsel Abram F. Myers “diabolical” and a man who “murdered arbitration” to keep his own job going. He had similar words for Trueman Rembusch, Julius Gordon and other Allied leaders.

The hearings produced these other highlights:
A statement by subcommittee chairman

(Continued on page 9)

Allied, TOA 'Stand Pat'

From THE DAILY Bureau

WASHINGTON, May 22.—The position of the two major exhibitor organizations on arbitration and film production by divorced circuits is unchanged following a meeting last night, according to Herman Levy, general counsel of the Theatre Owners of America.

Levy and several other TOA officials sat in at a meeting of the Emergency Defense Committee of Allied States Association last night. Levy said today that “there’s been no change in our position. It’s just what is was on exhibitor’s day at the committee.” He referred to the earlier Senate Small Business subcommittee hearings, when officials of Allied and TOA testified.

At that time, TOA and Allied reaffirmed their January pact to oppose
(Continued on page 10)
Propose Name Change For RKO Industries
RKO Theatres which at its stockholders meeting on May 8 changed its name to RKO Industries Corp. proposes to again change its name to List Industries Corp. in order to avoid confusion between its new name and that of RKO Telecadio Pictures.
A special meeting of RKO Industries stockholders has been called for May 31 by Albert A. List, president, to vote on the new name change. In the notice to stockholders, List states that the company's theatres will continue to be known as RKO Theatres, even though the new corporate name change is authorized.

UA's 'Trapeze' Ads To Cost $140,000
United Artists will spotlight regional engagements of Hectar-Lancaster's CinemaScope production of 'Trapeze,' $140,000 worth of close double-truck and full-page ads in 66 newspapers in 23 key cities, it was announced yesterday by Roger H. Lewis, UA's national director of advertising, publicity and exploitation.

The intensive UA newspaper campaign, a major element of the $2,000,000 promotion for the film, is independent of a heavy schedule of co-op inserts set for the run of each regional engagement.
The initial ads will appear in tomorrow's papers and most inserts will run until the last week of June to back almost 400 playdates set for the July 4th holiday week.

Boston Premiere For 'Catered Affair'
The world premiere of M-G-M's 'The Catered Affair' will be held on May 30 at Loew's State and Orpheum Theatres in Boston. Combining the services of the Motion Picture News, M-G-M's independent and field press representatives, Loew's Theatres is working out a campaign to herald the first public showing. One of the ideas planned is special screening for all taxi drivers in the hub city. Ernest Borghione, who portrays the father of Debbie Reynolds, plays the part of a taxi driver in the picture. Betta Davis plays the role of his wife.

'Brides' Big in Japan
M-G-M's CinemaScope production of "Seven Brides for Seven Brothers" is Loew's International's top musical grosser in Japan. The figure is close to 90 million yen thus far, according to Seymour R. Mayer, Far East supervisor, who said that "Guys and Dolls" may top that figure in Japan by 10 million yen.

Tax Collections Off In First '56 Quarter
From THE DAILY Bureau
WASHINGTON, May 22.—General admissions tax collections in the first quarter of 1956 were slightly below the 1955 period and sharply down from the last quarter of 1955, the Internal Revenue Service reported.
It put collections in the first three months of this year at $22,176,000 compared with $22,908,000 in the first three months of 1955 and $31,286,000 in the last three months of 1955, the immediately preceding quarter. The Service said collections for the Bluestone, the insurer to the industry, amounted to $43,031,000.

General admission tax collections include taxes on tickets to legitimate theatres, concerts, sports events and other spectacles, in addition to motion picture theatres. They've become much less a barometer of motion picture theatre box-office trends since lower-priced tickets were exempted from the admission tax.

UA Sets Saturation 'Intrigue' Openings
Sheldon Reynolds' production of "Foreign Intrigue" will have a saturation opening in New York in 11 key situations in the U.S. and Alaska. William J. Heinenman, United Artists vice-president, announced the mass playdates are being backed by area press advertising and radio and television spots, plus a personal appearance tour in 20 of the cities by Reynolds.

Engel Heads Producers
HOLLYWOOD, May 22.—The membership of the Screen Guild Producers Guild reelected as president of the organization for the coming year.

Also elected were Walter Mirisch, first vice-president; Lou Edelman, second vice-president; Julian Bluestone, treasurer; Frank McCarthy, secretary; Jerry Bressler, treasurer; Robert Arthur, assistant treasurer, and Hall Bartlett, second assistant treasurer.

Ray Horowitz, 69
Meyer Horowitz, 69, father of Murray Horowitz, of the editorial staff of Motion Picture Daily, died at the weekend. Burial was at Mount Moriah Cemetery, N. J. Also surviving is the widow, Sarah.

Much' Crosses Much
Paramount's production of "The Man Who Knew Too Much" grossed a big $64,000 during its first-run engagement at the Paramount Theatre on 14th Street. It was the 3rd largest figure in Japan by 10 million yen.

Gehring, Starr, Levy Slated for Address At Ala.-Ga. Meeting
SPECIAL TO THE DAILY
ATLANTA, May 22.—W. C. Gehring, 20th Century-Fox vice-president and Allied Theatre Owners of America president, and Herman Levy, TOA counsel, will be speakers at the annual convention of Alabama Theatre Association and MPTOO of Georgia at the Dinkler Plaza Hotel here, Sunday through Tuesday.
Starr is said to have contacted several distributors to inquire what they plan to do for the relief of the small exhibitor, and will report the results of his survey to the convention.

Film Clinics Scheduled
Features of the convention will include film clinics and individual consultation services for exhibitors with unique problems or even small exhibitors with particular problems not covered otherwise on the convention program.
Also there will be convention sessions on product prospects, conventions, advertising, general theater equipment and financing, with a special "Gold Medal in Your Convention Stand feature."

R. M. Kennedy, Alabama association president, and J. H. Thompson, president of the Georgia organization will preside at the general convention sessions. A full program of entertainment has been prepared for delegates.

Premiere 'Eagles' At Fayetteville, N.C.
FAYETTEVILLE, N. C., May 22.—With high Army officers in attendance, Allied Artists' "Scrambled Eagles" had its world premiere night at the Carolina Theatre.
Lt. Gen. Thomas F. Hickey, Maj. Generals Paul D. Adams and Thomas L. Sherburne and Col. George Forrest, the defense officials present at the military ceremony, were among the official guests present at the initial showing of the film that stars Tom Tryon, Jan Merlin, Alvy Moore and Martin Milner.

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Martin Quigley, President; Martin Quigley, Jr., Vice-President; John J. Sullivan, Vice-President and Treasurer; Raymond Leal, Secretary.

MOTION PICTURE DAILY, May 23, 1956

PERSONAL MENTION
ARTHUR B. KRIM, president of United Artists, has arrived in Europe from New York.

EDWARD L. HTYMAN, vice-president of American Broadcasting-Paramount Pictures, is in Boston today from New York.

HERMAN KASS, Universal Pictures Eastern exploitation manager, will return to New York today from Cleveland and Pittsburgh.


MILTON R. RACKEL, president of Universal Pictures, has returned to New York from the coast.

E. S. GREG, president of Westrex Corp., left New York yesterday for London.

BERNARD JACO, president of Jacon Film Distributors, has left New York for Boston.

CY LANGLOIS, Jr., president of Langlais Films, has returned to New York from the coast.

FAY VAN HESS, of Bermuda Films, will leave here today for Bermuda via B.O.A.C.

HERBERT J. YATES, president of Republic Pictures, has arrived in New York from Hollywood.

SAM HARRIS, of the State Theatre, Hartford, has left there with Mrs. Harris for Europe.

WILLIAM C. SNEIDER, president of Rembrandt Films, has returned here from Europe.

SIR CAROL REED has arrived in Los Angeles from Chicago and New York.

20th-Fox to Expand 'D-Day' Promotion
Expanded co-operative newspaper, television and radio advertising fully two weeks in advance of playdates on "D-Day, The Sixth of June" forms a key segment of 20th Century-Fox's national program pre-selling the film which is set to open during the Decoration Day holiday period.
The campaign will receive strong impetus starting two Sundays before the opening via large newspaper ads. Simultaneous with the appearance of all will be the start of concentrated TV and radio drives.

Wednesday, May 23, 1956
It is not too early to predict it will be the year's HIGH!

Just previewed – already famous!

M-G-M presents in VISTAVISION

BING CROSBY * GRACE KELLY * FRANK SINATRA

"HIGH SOCIETY"

Co-Starring

CELESTE HOLM * JOHN LUND
LOUIS CALHERN * SIDNEY BLACKMER
LOUIS ARMSTRONG And His Band

Screen Play by JOHN PATRICK • Based on a Play by Philip Barry • Music & Lyrics by COLE PORTER
Music Supervised & Adapted by JOHNNY GREEN and SAUL CHAPLIN
Color by TECHNICOLOR • Directed by CHARLES WALTERS
A SOL C. SIEGEL PRODUCTION

(available in Perspecta Stereophonic or 1-Channel Sound)

Again, it's M-G-M, THE HOTTEST COMPANY!
Promotions (Continued from page 1) Minneapolis and Oklahoma City territories. His headquarters will be in Dallas.

Hatton Taylor, formerly Boston branch manager, has been transferred to East-Central district manager, with supervision over the Cleveland, Cin-

Review:
The Great Locomotive Chase

Photographed in CinemaScope and in color by Technicolor amidst the lush, green rolling hills of Georgia, Walt Disney’s production of “The Great Locomotive Chase,” is an absorbing, dramatic account of a group of thrilling incident taken from the pages of our Civil War history. The picture, which recounts the adventures of a mission of 22 Union spies who stole a Confederate train, is heavy with excitement, intrigue and suspense which should hold the interest and appeal of audiences in all types of theatre situations. It might be mentioned here that the mission of these 22 Union spies was the subject matter of another film, "The Great Locomotive Chase" which was produced in 1927 as a silent comedy by United Artists starring Buster Keaton.

Disney’s production is certain to appeal to the younger element, the fans of Fess Parker, who won acclaim for his portrayal on television, and in a subsequent film, as Davy Crockett. Parker portrays the leader of the Union secret agents and his drawing power is a distinct asset to this picture. Sharing the top marquee billing is Jeffrey Hunter, another young, energetic performer, who is cast as the Confederate train conductor, and who gives chase to Parker and his men, and keeps so close that the raiders never have a real opportunity to carry out their dangerous mission effectively.

To give the picture authenticity, Disney moved a vintage railroad across the continent to the scene of the historic action. He employed the lively and experienced musical hand of composer Paul Smith to set the pace. The suspenseful screenplay was written by Lawrence Edward Watkin, Walton Parker, the executive producer, and Francis D. Lyon directed.

The story commences with the presentation of the First Confederate Medal of Honor to the survivors of the Union raid and then flashes back to that morning of April 12, 1862, when the 22 Union spies stole a train from under the noses of 4,000 Confederate troops. The mission of the raiders was to cripple the South’s vital military transportation system at a time when Confederate forces were staggering under heavy Union pressure. Parker, in carrying out his mission, ropes up train tracks, cuts telegraphic wires, and keeps the train from firing to burn a bridge. It is all to no avail as Hunter holds inextricably to his heels. The raiders are eventually caught, but some of them escape after a fierce shoot-out with prison guards. Waiting death, Parker and Fuller shake hands when it is pointed out that each fought for what they believed in and that they fought for their beliefs in their own dedicated way.

Ably supporting the principals in this exploitable picture are Jeff York, Eden Pescattolo, Morgan Gowan, John Lupton, Kenneth Tobey, Claude Jarman, Jr., and Harry Carey, Jr.

Running time: 85 minutes. General classification. For release in June.

Delay House Action

(Continued from page 1) voting on the excise report was Friday, and that it might not meet until next week. When it does finally meet the committee has quite a few other subcommittee recommendations to dispose of before it reaches the recommendation dealing with admissions tax relief. This means that even if the committee does meet Friday, it won’t reach the admissions tax recommendation then.

The continued delays in the committee’s voting on the report, along with the lengthy drafting job ahead of the committee lawyers, is making it increasingly unlikely that the comprehensive excise tax change bill will become law this session. Even if the committee lawyers did meet and get a report out this week it would be virtually certain that time is running out on the legislation before the end of the regular session. This means that the committee should be kept informed of any developments concerning the future of the comprehensive excise tax changes bill.

Bellin Elected

(Continued from page 1) which has 27 exchanges in the United States and three in Canada, will be continued by Bellin, a veteran of the industry for 30 years and a close associate of Savini for over two decades. During the past years Bellin has been directing the world wide operation of the organization.

N. E. Savini, a brother of the late Savini, is a newly elected vice-presi-
dent. Anthony Tarello, former con-
troller and office manager for over 15 years, was elected secretary-treasurer.

Mervin H. Riesman will continue to act as general counsel for the company.

Para’s Canadian Meeting Tomorrow

TORONTO, May 22—Paramount’s Canadian division on Thursday will open its national meeting at the Royal York Hotel here. The meet-
ing will continue for three days, with the company production and releasing plans for the remainder of 1956 to be the principal topics.

George Welther, Paramount world-
wide sales head, will be the main speaker at the gathering, which will be under the chairmanship of Gordon Lightstone, general manager of the Canadian division.

Censor Data (Continued from page 1) on 1954 business, and was the first industry-wide survey since 1949.

The Bureau will release in another few weeks preliminary figures on a similar survey of production, distribution, and advertising in the United States. Still later in the year, the Bureau will release detailed and final figures for each of these groups.

The survey said that in 1954 there were 18,561 theatrical productions and drive-in-type in the U.S., with receipts of $1,415,763,000, a payroll of $280,885,000, and 158,569 paid workers. This compared with 18,631 theatrical productions and drive-in receipts of $1,614,282,000, a payroll of $302,511,000 and 187,631 paid workers.

Concession Figures Included

The Bureau, however, included in the receipts total not only amounts paid for admissions but also Federal, state or local liquor taxes and sales of candy, popcorn and other concession items, where these sales are made by the theatre. It does not include conces-
sion income—neither the total nor the share which each when sales are made by a concessionaire.

The Bureau also cautioned that in compar-
ing 1954 and 1948 figures, some allowance must be made for the drop in the Federal admissions taxes between those two dates.

The number of regular motion picture theatres in 1954 was put by the Bureau at 14,761 with Federal receipts of $1,186,711,000, payroll of $245,485,000, and paid employment of 138,503 workers. This contrasts with a 1948 total of 17,689 theatres with receipts of $1,566,890,000, a payroll of $394,672,000, and paid employment of 181,322 workers.

Drive-in Growth Phenomenal

The growth in the drive-in industry was shown by the figures in this field. The Bureau said there were 3,799 drive-ins in 1948 with receipts of $229,052,000, payroll of $42,380,000, and paid employment of 20,066 workers. In 1948, by contrast, there were only 937 drive-ins with receipts of $46,925,000, payroll of $8,569,000 and paid employment of 5,713 workers.

The number of drive-ins increased in every major geographic area of the U.S., the Bureau figures showed. At the same time, the number of regular theatres dropped in every single area.

AA Income

(Continued from page 1) the period of the previous year.

Brodly stated that the tax reserve for the current 39-week period was in the amount of $201,000 as compared with the tax reserve of $224,000 for the corresponding period of the previous year. After providing for the income tax reserve, the net profit in the 1956 period amounted to $17,380 as compared with $44,868 for the same period in the previous year.

The figures for the 1955 period included $224,500 in first quarter dividends and $20,000 of interest income from sale of old negatives, whereas no income of this nature was received in the 1956 period.

Hatton Taylor Sol Sachs

Cincinnati, Detroit and Indianapolis terri-

ories. His headquarters will be in Cleveland.

Otto Ebert, formerly branch manager in Dallas, has been advanced to the more important Boston territory as branch manager, succeeding Taylor.

Lloyd Krause, formerly branch manager in Cincinnati, has been promoted to branch manager of the larger Detroit territory, succeeding Ebert.

Lee J. Heldningsfeld has been promoted from salesman in Cincinnati to branch manager, succeeding Krause.

Travis D. Walton has been promoted from sales manager in Dallas to branch manager in the same territory, succeeding Sachs.

The remaining two districts in the East remain unchanged. These are the Eastern district under R. J. Folkard, consisting of Philadelphia, Pittsburgh, Washington, Boston and New Haven, and the Southeastern district, supervised by Dave Prince, consisting of Atlanta, Charlotte, Jacksonville and New Orleans.

Lester Dinoff
FOR THAT CERTAIN FEELING ABOUT A CERTAIN WONDERFUL PICTURE... LIFT THIS PAGE!
Promotions

(Continued from page 1)
Memphis and Oklahoma City territories. His headquarters will be in Dallas.

Hatton Taylor, formerly Boston branch manager, has been transferred to East-Central district manager, with supervision over the Cleveland, Cincinnati, Detroit and Indianapolis territories. His headquarters will be in Cleveland.

Otto Ebert, formerly branch manager in Detroit, has been transferred to the more important Boston territory as branch manager, succeeding Taylor.

Lloyd Krause, formerly branch manager in Cincinnati, has been promoted to branch manager of the larger Detroit territory, succeeding Ebert.

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The continued delays in the committee's voting on the report, along with the lengthy drafting job ahead of the committee lawyers, is making it increasingly unlikely that the comprehensive excise tax change bill will become law this year. This would mean that even if the industry does succeed in getting a provision added to the bill reducing the admissions tax, it might have to try to get the committee also to vote admissions tax relief as a separate bill, to be moved through Congress independent of the comprehensive technical changes bill.

REVIEW:

The Great Locomotive Chase

Walt Disney—Buena Vista—CinemaScope

Photographed in CinemaScope and in color by Technicolor amidst the lush, green rolling hills of Georgia, Walt Disney's production of "The Great Locomotive Chase," who also produced the dramatic account of a spy-thrilling incident taken from the pages of our Civil War history, this picture, which recounts the adventurous mission of a party of 22 Union spies who stole a Confederate train, is heavy with excitement, intrigue and suspense which should hold the interest and appeal of audiences in all types of theatre situations. It might be mentioned here that the mission of these 22 Union spies was the subject matter of another film, "The General" which was produced in 1927 as a silent comedy by United Artists starring Buster Keaton.

Disney's production is certain to appeal to the younger element, the fans of Fess Parker, who won acclaim for his portrayal on television, and in a subsequent film, as Davy Crockett. Parker portrays the leader of the Union secret agents and his drawing power is a distinct asset to this picture. Sharing the top marquee billing is Jeffrey Hunter, another young, energetic performer, who is cast as the Confederate train conductor who gives chase to Parker and his men, and keeps so close that the raiders never have a real opportunity to carry out their dangerous mission effectively.

To give the picture authenticity, Disney moved a vintage railroad across the continent to the scene of the historic action. He employed the lively and experienced musical hand of composer Paul Smith to set the pace. The suspenseful screenplay was written by Lawrence Edward Hawthorne.

The story commences with the presentation of the first Congressional Medal of Honor to the survivors of the Union raid and then flashes back to that morning of April 12, 1862, when the 22 Union spies steal a train from under the noses of 4,000 Confederate troops. The mission of the raiders was to cripple the South's vital military transport system at a time when Confederate forces were staggering under heavy Union pressure. Parker, in carrying out his mission, rips up train tracks, cuts telegraph wires, sets up cross-tie barriers and burns a bridge. It is all to no avail as Hunter holds inexcusably to his heels. The raiders are eventually caught, but some of them escape after a fierce slugfest with prison guards. Awaiting death, Parker and Fuller shake hands when it is pointed out that each fought for what they believed in and that they fought for their beliefs in their own dedicated way.

Ably supporting the principals in this exploitable picture are Jeff York, Edward Firestone, John Lupton, Kenneth Tobey, Claude Jarman, Jr., and Harry Carey, Jr.

Running time: 85 minutes. General classification. For release in June.

Bellin Elected

(Continued from page 1)
Bellin, a veteran of the industry for 30 years and a close associate of Savini for over two decades, is directing the Royal York Hotel here. The meeting will be of three days, with the company's production and reissue plans for the remainder of 1956 to be the principal topics.

George Weltner, Paramount worldwide sales head, will be the main speaker at the gathering, which will be under the chairmanship of Gordon Lightstone, general manager of the Canadian division.

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Censor Data

(Continued from page 1)
1945 business was, and was the first industry-wide survey since 1949.

The Bureau will release in another few weeks preliminary figures on a survey of production, distribution, and screening tests. It will also release detailed and final figures for each of these groups.

The survey said that in 1945 there were 18,500 theatres of all kinds, and drive-in type in the U.S., with receipts of $1,415,763,000, a payroll of $290,885,000, and 135,569 paid workers. This exceeded 18,651 theatres in 1948, with total receipts of $1,614,282,000, a payroll of $302,511,000 and 187,631 paid workers.

Concession Figures Included

The Bureau includes in the receipts total not only amounts paid for admissions but also Federal, state or local excise taxes and sales of candy, popcorn and other concession items which when these sales are made by the theatre. It does not include concession income—neither the total nor the individual amounts. When these sales are made by a concessionaire. The Bureau also cautioned that in comparing 1954 and 1948 figures, some allowances must be made for the drop in the Federal admissions taxes between those two dates.

The number of regular motion picture theatres in 1954 was put by the Bureau at 14,791, with total receipts of $1,180,711,000, payroll of $248,485,000, and paid employment of 158,505 workers. This contrasts with a low point of 17,685 theatres with receipts of $1,566,890,000, a payroll of $294,873,000, and paid employment of 181,322 workers.

Drive-in Growth Phenomenal

The growth in the drive-in industry was shown by the figures in this field. The Bureau said there were 3,796 drive-ins in 1954, with total receipts of $229,052,000, payroll of $42,380,000, and paid employment of 20,066 workers. In 1945, by contrast, there were only 1,490 drive-ins, with receipts of $416,838,000 of receipts, payroll of $8,569,000 and paid employment of 5,713 workers.

The number of drive-ins increased in every major geographic area of the U.S., the Bureau figures showed. At the same time, the number of regular theatre dropped in every single area.

AA Income

(Continued from page 1)
A spending period of the previous year.

Brodley stated that the tax reserve for the current 39-week period was in the amount of $201,000 as compared with the tax reserve of $254,000 for the corresponding period of the previous year. After providing for the income tax reserve, the net profit in the 1954 period amounted to $178,980 as compared with $440,886 for the same period in the previous year.

The figures for the 1955 period included $219,000 of income from sale of old negatives, whereas no income of this nature was received in the 1956 period.
FOR THAT CERTAIN FEELING ABOUT A CERTAIN WONDERFUL PICTURE... LIFT THIS PAGE!
SO APPEALING...
SO HILARIOUS...
IT'S CERTAIN TO OUT-PROFIT "THE SEVEN LITTLE FOYS"

The story of a self-made failure ... and the girl who turned him into a man in spite of himself!

Tryeing that Seven Little Foyts has an Irish play— pre-teen to the wildest blue Indians of them all.

The girl that almost got away goes back where she belongs— in Ben's arms.

A dog ... in big as a horse— big as a heart— in the streets of New.

BOB HOPE · EVA MARIE SAINT
GEORGE SANDERS
"THAT CERTAIN FEELING"

PEARL BAILEY
NORMA JEAN DORATHEA "PILLY" DENMARK
MELVIN FRANK
NORMAN PANAMA · NORMAN PANAMA
A. LEON LEONARD AND RUDOLPH ALTMAN
COLOR FROM TECHNICOLOR

PRESOLD
with full page national magazine ads— sales with intensive top program, coast-to-coast TV, etc...
PUT IT ON YOUR CALENDAR! MAKE IT A MUST!

FRIDAY
JUNE 1

Starts the Nationwide Theatre
Trade Screenings of "That Certain Feeling"

THEATRE SCREENINGS IN ALL PARAMOUNT BRANCH CITIES

Check your Paramount manager for theatre and screening time. All exhibitors are invited—and invited to bring along their families to this great family picture. Paramount wants you to have that certain feeling that you’re about to play one of the top grossing comedies ever!
Claims 5,500 Exhibitors Pay Low, Flat Rentals

Phillips Says Arbitration Was Murdered

Solution of Problems Must Come From Local Level, Feldman Tells Committee

Phillips and Feldman, like distributors, witnesses yesterday, emphasized that it is competition from drive-ins and television, changes in population and other factors that are bringing problems for small exhibitors. Gehring said the development of new film techniques was an attempt to win back theatre audiences rather than force out small theatres.

Record to Be Kept Open

At the conclusion of the hearings, Humphrey, who was obviously disturbed today and yesterday at distributor allegations that earlier exhibitor compromises led to the subcommittee, said the subcommittee record would be kept open two weeks for further comments to be filed by anyone who wanted to attempt to clear up contradictions.

Humphrey said he hoped the subcommittee would have a report completed and approved by mid-July. One of the documents still to be filed with the subcommittee is a report from the Justice Department on the way it is enforcing the anti-trust laws in the film industry. That still had not been supplied late tonight, but was due "any moment."

The hearings didn't get under way until two and three quarter hours late, due to the fact that Humphrey was tied up on the Senate floor. When he arrived, he apologized and, stressing many engagements he had to meet, urged the three remaining distributor officials to complete their testimony in 35 minutes.

Phillips Testimony Impressive

Phillips said he felt this was unfair to his company, and finally perused Humphrey to let him proceed. His testimony captivated the Senator, and he stayed on the stand 40 minutes. At one point, Humphrey broke in and said he was "very glad now that I didn't deny myself the opportunity to hear this testimony."

Phillips brought up Shor when Humphrey said he always felt that the distributor and exhibitor should work together to build audiences, and that he couldn't understand the apparent conflict. "I'm glad you made that point, Senator," Phillips said. Then rising dramatically, he said, "Is Ruben Shor here?" And when there was no answer, he added, "I'm sorry he's not here."

"He came here," he told Humphrey, "and made the most false statements I ever heard. It is an insult to the senators to ask them to swallow that stuff."

Says Profit Was 375%

Phillips then cited information Paramount had obtained during an anti-trust suit by auditing the books of Shor's twin drive-in in Cincinnati. The audit showed, Phillips said, that 'the president of Allied, who should have been an example of virtue and integrity for all the country' had made a profit of 375 percent a year on his investment in the drive-in, "even after taking the most outlandish deductions." Phillips said that if Shor hadn't charged off cars, travel expenses and other items that shouldn't have been charged off, the profit would have been 600 percent. "That shows why we can't get together," he said. "I think we're in the wrong business, Senator."

"I know I am," Humphrey replied laughingly. "Shor could not be reached for comment.

Claims Shor Wouldn't Buy

Humphrey then asked if Phillips remembered what Shor had complained about. "Oh, I'm so glad you mentioned that," Phillips replied. "He complained about a shortage of product. To this we said we would accept the distributors, he refused to buy films from us. Such was his shortage that he doesn't need to buy from us."

Citing Shor's testimony that he cut his price on Paramount's "We're No Angels" as an experiment to see if he could build attendance, Phillips said Shor was a "confounded liar. He didn't cut his price to attract patrons, but to show us what he could do to us."

Points to 'Trust' Suits

"In an ordinary business," he continued, "you tell a fellow like that where to go. But in the motion picture industry you don't dare tell him you don't want to do business with him because he'll file an anti-trust suit and tell the most fantastic lies about you, you ever heard."

Phillips noted Gormon's testimony that if Paramount couldn't get $50 or more for a film, it put the film on the shelf. He said this was a completely false charge, and introduced evidence showing that on Paramount's most recent top 15 films, some 5,500 exhibitors in the country paid between $12.50 and $50 for a one, two or three day engagement. The exhibit showed, he said, that Gordon's own theatres had 135 engagements on these films with a rental of less than $50.

What More Can We Do?

"What more can we do for them?" Phillips asked. "Perhaps the government can subsidize them. But what more can we do? We think we may be subsidizing them in part already." He noted that many of the smaller theatres get films for less than it costs Paramount to service them.

"That is a very well-prepared exhibit," Humphrey called "diabolical" when he charged that Paramount made "Strategic Air Command" with taxpayers' money and was nonetheless keeping the film from being seen by millions of boys in service and their parents. He said Paramount had actually put on a tremendous selling campaign for the film, and had been widely complimented by the government for producing it.

"It sometimes becomes a little difficult for a member of Congress to reconcile all these differences," Humphrey noted wistfully at this point. "Sometimes it's all right to have these problems aired publicly. But the committee wishes that many of these problems be ironed out by the participants. It would be helpful in many of these matters if you good people would settle these problems outside the doors."

Charges Ulterior Motive

"We have tried," Phillips replied. "You have heard Mr. Schimmel tell of the great doublecross when we tried on arbitration. Some people in the industry would rather keep the kettle boiling, because if we settled down, they wouldn't have a job."

"We didn't murder arbitration, Myers murdered it. Allied murdered it." Phillips added he was very upset now by the leading of the Exhibitors Owners of America were apparently going along with Allied on this point, At another point, Phillips noted (Continued on page 10)

Cites Data on Shor's Trust Action Audit

Fox May Liquidate CinemaScope Products

From THE DAILY Bureau

WASHINGTON, May 22—Twentieth Century-Fox is contemplating liquidating its screen production business, CinemaScope Products, Inc. Vice-president William G. Gehring told the Senate Small Business subcommittee that when Fox found other manufacturers weren't ready to produce new-type screen for CinemaScope films, Fox invested about $600,000 in developing, manufacturing and selling that screen.

However, he added, "now that other manufacturers are meeting the demand for appropriate screens, Fox is contemplating the liquidation of its screen business."

Sees 450 VV Prints for 'War, 'Commandments'

From THE DAILY Bureau

WASHINGTON, May 22.—VistaVision color prints for Paramount's "War and Peace" and "The Ten Commandments" may well be in excess of the 450 mark, it was disclosed here by Louis Phillips, vice-president and general counsel, who told the Senate Small Business subcommittee today that from sound economics, a distributor is obliged to make normally from 250 to 450 prints.

MOTION PICTURE DAILY

Wednesday, May 23, 1956
Says Paramount Spent $6,500,000 for Ads
From THE DAILY BUREAU
WASHINGTON, May 22.—Paramount Pictures spent about $6,500,000 in advertising and publicity for its product during 1955 in order to properly bring them to the public in every city, village and hamlet of the nation, vice-president and general counsel Louis Phillips told the Senate Small Business subcommittee today.

Pa. Censor
(Continued from page 1)

Credit to Industry Trio
The Pennsylvania film industry is giving credit for the favorable legislative record to its smoothly functioning trio which represented it at the capital and which consisted of James P. Clark, head of National Film Service of Philadelphia; William Goldman, well known Philadelphia theater operator, and Manning Elgett of the Motion Picture Association of America's New York office. All three spent weeks on the scene here on behalf of the state industry.

Pennsylvania’s old censorship statute was invalidated by the Supreme Court decision but efforts to re-establish state control, which resulted in the introduction of House Bill 675 in the session of the legislature just ended. It was this measure on which no action was taken prior to adjournment.

Saturation Bookings Mapped for ‘Mohawk’
Two hundred and twenty-seven theatres in the Cincinnati, Cleveland and Indianapolis area will participate, starting today, in a regional saturation opening of Edward L. Alperson’s “Mohawk,” in color, a 20th Century-Fox release.

The midwest launching of the adventure drama starring Scott Brady, Rita Gam and Neville Brand follows a successful introduction of the film recently in the Mohawk Valley region of New York State and a number of cities in New England.

Rexray Productions Formed by Nick Ray
HOLLYWOOD, May 22.—Producer-director Nick Ray announced the formation of Rexray Productions to produce features independently outside his non-exclusive contract with Fox, with his business manager, Rex Cole, and attorney Lawrence Bedelson as associates.

SSBC Hearing
(Continued from page 9)

Calls Charge ‘Amazing’
Gehring told the subcommittee that he wanted to refuse the “amazing” charges made by one exhibitor to the effect that the improved film projection and exhibition techniques of recent years were part of an effort to harm small theatres. He said the new projection and exhibition techniques had been developed to win people back into the theatres after television had made huge inroads on theatre attendance, and that actually the new techniques had helped keep the industry alive.

The Fox official denied there was any “battle of the millimeters” and said that so far no national distributor has distributed anything other than a 35 mm. print.

After reviewing at length the different film projection and sound systems, Gehring said the different processes developed by the various companies were not an attempt to squeeze out any exhibitor but rather were “the result of professional differences of opinion and the desire of the companies continually to improve upon the motion pictures which have been produced in the past.”

‘Spent Wisely,’ He Says
The producers spent large amounts of money developing these new processes and making films with which Gehring said, “We believe,” he added, “that the money was spent wisely in an effort to achieve our common aim of increased theatre attendance.”

Gehring said the producers have done all they could to help each exhibitor take advantage of the new developments. He declared any exhibitor now can show most new-type films with 35 mm. projection equipment, and sound system now in his theatre, and the anamorphic lens at $450 a pair.

Center Page Spread Plugs AA’s ‘Crime’
Allied Artists’ New York newspaper ad campaign for the world premiere engagement of “Crime In The Streets,” which starts today at the Victoria Theatre, is climax by a two-page ad utilizing the entire center spread of this morning’s “Daily Mirror,” space normally devoted to news photos. The ad closely simulates the regular “Mirror” format, with stills and captions incorporating theatre and policy copy. The “Mirror” center spread has been devoted to film advertising only once before, for “The Conqueror.”

Phillips Explains Deal For ‘Commandments’
From THE DAILY BUREAU
WASHINGTON, May 22.—Paramount vice-president Louis Phillips said his company if necessary, would take over the theatre for showing the film. However, he added, “if we can make the proper deal, we will try to lease theatres.”

He declared the company has no doubt about its legal right to do this under the consent decree, but that “we will ask permission” just to be on the safe side.

Phillips said he has no idea how long it might be before the film would be ready for general release.

WGA and Networks Resume Talks Thurs.
HOLLYWOOD, May 22.—Negotiations will be resumed Thursday between Writers Guild of America and the television networks for a satisfactory film-TV agreement in the hope of avoiding the scheduled June 4 strike on the part of the writers.

Both sides are flying representatives from New York to sit with the officials at the meeting.

Ruegg, Freund Included
Fred Ruegg, of CBS labor relations, and Richard Freund of NBC will join the local Writers Guild counterparts here, which will include Oscar Turner of NBC, Eugene Purvee of CBS and Cliff Anderson of ABC at the conclave.

Although the writers have won some points, there are two which the networks have refused to grant, namely, non-exclusivity and separable rights for certain writers. It is claimed that these “key” points hold weaks the fabric of the minimum basic agreement if they are not secured.

Grad Urges Greater Exhibition of Shorts
More extensive use of the short subject is a slogan for the motion picture exhibitor in the competitive battle with other forms of entertainment, according to a Columbia subject sales manager Maurice Grad, who made the message to the company’s domestic sales staff.

Grad said yesterday that a number of theatres are playing fewer shorts than last year and that patron reaction to such a reduction is a belief that less entertainment is being provided by the theatre.

But Grad means to less entertain-
ment than before must eventually result in a diminishing desire to at tend the theatre,” writes Grad, adding the opinion that “such reductions in operating expense become false economy.”
Ship fast
UNITED offers 300-mph DC-6A Cargoliner service coast to coast!
UNITED alone has radar-equipped DC-6A Cargoliners for smoother flight, more dependability!
UNITED alone links major markets in the East, Midwest, all the Pacific Coast!

Ship sure
UNITED'S DC-6As have greater tie-down strength than any other cargo plane!
UNITED'S DC-6A Motorized Tug Bar moves heaviest pieces with extra care!
UNITED'S pre-loaded mobile pallets help protect cargo, speed handling!

Ship United
UNITED'S Telemeter Airbill means faster pick-up at terminal points!
UNITED offers reserved Air Freight space on all equipment!
UNITED'S centralized payload control guarantees space dependability!

Examples of United's Low Air Freight rates—per 100 lbs.*

<table>
<thead>
<tr>
<th>Route</th>
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<td>SAN FRANCISCO to BOSTON</td>
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</tbody>
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*These are the rates for most commodities. They are often lower for larger shipments. Rates shown are for information only, are subject to change, and do not include the 3% federal tax on domestic shipments.

For service or information, call the nearest United Air Lines Representative. Write for free Air Freight booklet, Cargo Sales Division, Dept. N-5, United Air Lines, 5959 S. Cicero Ave., Chicago 38.
Pete's done it again!

"The Satevepost series on Marilyn (by Pete Martin) is one of Pete's best..."  
WALTER WINCHELL  
New York Daily Mirror

"Time had 33 men on its Monroe story. In spite of which SEP's Pete Martin was not outnumbered..."  
MIKE CONNOLLY  
Hollywood Reporter

"The just completed SEPost series on Marilyn Monroe by quill man Pete Martin was a quiller-diller..."  
HERB STEIN  
New York Morning Telegraph

"Martin's factual, straightforward reporting makes Marilyn a more interesting girl in print than she has been heretofore."  
WALTER HAAS  
Motion Picture Daily

Pardon our glow over these black and white samples of the reaction we're getting everywhere to our own Pete Martin's latest triumph—the Marilyn Monroe monograph—a glowing addition to Pete's reportorial galaxy that's included Cagney, Crosby, Merman and Hope.

You'll also excuse us, please, if we say we're not too surprised. For this is a kind of reporting rare to Hollywood—an honest, behind-the-makeup examination of the facts that's fair to both the readers and the read-about...that's designed for reader interest rather than a byliner's glory. This kind of reporting is a Post specialty.

Line for line—and word for word—the Post is devoting more space to the fascinating world of show business than any other big circulation magazine...and it's making the Post's vast and loyal audience more and more movie-minded.

America reads the Post
Board Meet Ends
Allied to Start
Own Campaign
For Tax Relief
For 'No Particular Bill';
Will Press House Group

By J. A. OTTEN
WASHINGTON, May 23.—The board of directors of Allied States Association has decided Allied should launch immediately its own drive for admissions tax relief.

The board urged Allied members to contact the House Ways and Means Committee in support of relief, but not to support any particular bill. The board agreed that while chances for success this year are "uncertain," they are still better than they were a little while ago, and that in any event tax relief next year is certain.

The board carefully avoided any link with the tax relief campaign of the Council of Motion Picture Organizations. COMPO is backing a bill of Rep. King (D., Calif.), which

$500,000 Is Pledged
At Luncheon Here for
United Jewish Appeal

More than 500 leaders of the motion picture and amusement industry pledged more than $500,000 to the 1956 drive of the United Jewish Appeal of Greater New York at a Hotel Park Lane luncheon here yesterday, which honored Adolph Schimmel, general counsel, secretary and vice-president of Universal Pictures.

The luncheon was presided over by Leon Goldberg, vice-president of the

Industry Ad Officials
Hold Second Meeting

In another exchange of ideas advanced for the purpose of bolstering box office, advertising-publicity directors of the major companies met for the second time here last night at the Harvard Club, While

Allied Hits Slur on Shor

From THE DAILY Bureau
WASHINGTON, May 23.—Allied States Association today condemned distributor attorneys Adolph Schimmel and Louis Phillips for "intemperate and scandalous attacks on exhibitors" in testimony before the Senate Small Business Subcommittee.

Allied's board, in a resolution approved at its meeting here, said it particularly resented Phillips' attacks on Allied president Ruben Shor. Phillips yesterday called Shor

(Continued on page 6)

'United Artists Week' Is Scheduled July 1-7

United Artists Week, a booking drive aimed at placing a UA release in every theatre in the United States and Canada, has been scheduled for July 1-7 by William J. Heineman, vice-president in charge of distribution.

(Continued on page 6)

Sees No Major Market Change

'Dip' Atmosphere Nothing New, Only Needs Tonic of Few Hits: Siegel

A few box-office hits once again will lift the industry from its present "dip," and stimulate enthusiasm in all phases of the business, it was forecast here yesterday by Sol C. Siegel, veteran producer who has just completed "High Society" for Loew's release.

The independent producer, saying that he has been around for a long time, explained that he has seen business dips in the past, only to have such phases supplanted by good business, when the public is offered two or three box-office hits in a season. Such hits, he went on, usually usher in another round of motion picture theatre-going by the public.

Siegel, addressing a trade press conference, said he did not think the competitive factor of TV or other current factors in today's market have so altered the situation that the current business decline cannot be overcome. The proof of that, he agreed, is that "if you have a good picture today, you can get more at the box-office than any time in the history of

(Continued on page 6)

Cantor, Fitzgerald & Co.

Coast Banking Group Options Rep. Control

Deal Calls for Yates to Sell All of His Shares As Well as Those of Associates

From THE DAILY Bureau
HOLLYWOOD, May 23.—The investment banking concern of Cantor, Fitzgerald & Co., Inc., has acquired a 60-day option to purchase the working control of Republic Pictures, according to an announcement here today by B. Gerald Cantor, partner in the firm, who said that a minimum of 650,000 and a maximum of 800,000 shares of stock will be purchased by the company at $12.50 per share under the option terms.

Cantor, a New York and Chicago business executive, who has been here for the past six years, said in the announcement that the option "calls for Herbert J. Yates, president and board chairman of Republic Pictures, to sell

(Continued on page 8)

Circuit Executives
Buy Schenck Stock
Interest in UATC

A total of 95,000 shares of United Artists Theatres Circuit stock was purchased from Joseph M. Schenck, founder of the circuit, by a group mainly composed of George P. Skouras, UATC president; E. H. Rowley, executive vice-president; Joseph Seigal

(Continued on page 6)

Fox to Streamline
Contract Sales Dept.

Twenty-First Century-Fox is "tightening its economic belt" by contemplating the streamlining of its home office contract sales department, it was reported here yesterday.

The report said that Clarence Hill,

(Continued on page 6)
PERSONAL MENTION

ALEX HARRISON, 20th Century Fox's general sales manager, will leave here on Tuesday for the Coast.

Eric Johnston, president of the Motion Picture Association of America, addressed the Cleveland Council on World Affairs in that city last night on American aid to the Far East.

Harry F. Shaw, Loew's Poli-New England Theatres division manager in New Haven, will return here with Mrs. Shaw over the weekend from a Caribbean cruise.

Kay Sullivan, secretary to Joseph H. Moskowitz, 20th Century-Fox vice-president, has returned to New York from Oklahoma City.

Peter G. Perakos, president of Perakos' Theatres Associates, New Britain, Conn., has returned here from Alexandria, Va.

W. C. Gehrise, 20th Century-Fox vice-president, has returned to New York from Washington.

Mori Kushen, United Artists exploitation manager, is in Boston today from New York.

Army Assn. and Fox Plan 'Day' Campaign

One of the largest programs of national cooperation by a military organization was pledged yesterday by the National Fourth (Ivy) Division Assn. in conjunction with the launching of 20th Century-Fox's "D-Day, the Sixth of June." A tribute to the men who landed on the Normandy beachhead on D-Day will mark festivities at the premiere of the Fox production on Tuesday at the Roxy Theatre. Military leaders as well as civic and community figures will attend the initial showing of the Cinemascope adaptation of Lionel Shaprio's novel. The National Ivy Division yesterday told company officials and exhibitors that they would receive their full support and active participation from association branches in Massachusetts, California, Ohio, Pennsylvania, Wisconsin, Iowa and other states. Other veterans' groups are expected to participate in the initial showings at various cities.

Hunch Bet Wins Cash and Friends

Special to THE DAILY

PORTLAND, Ore., May 23.--Hollywood visitors made an unusually favorable impression here recently, one that is likely to be remembered for some time to come.

An ORA reception group headed by Sam Wiesenfeld found it too warm for comfort in their hotel here one night and decided to visit the Portland Meadows Race Track. They made hunch bet on an 80 to 1 shot and collected $1,000.

The next day several local charitable organizations received cash gifts in the mall with a note saying only, "I like Portland. A Friend."

Film 'Fireman' Praised

A. J. Farmer of the Portland Chamber of Commerce, who learned that Wiesenfeld was the donor, commented: "It's a credit to the motion picture folk in general when one of their company is showing fine charity in a charitable way, as did this one."

Set Rogers Hospital Visit and Meeting

The annual meeting of the board of directors of the Will Rogers Memorial Hospital and their annual visit to the Saranic Lake, N. Y., institution for the care or tubercular members of the industry and members of their families, has been scheduled for June 21-23. Abe Montagu, president of the hospital, announced yesterday.

As in the past, the group of approximately 100, including special guests and press representatives, will be the guests of Herman Robbins and sons Allan, Burton and Norman, at their Edgewater Motel at nearby Schuon Lake, N. Y., following the hospital visit. The annual meeting of the hospital board will take place at the Edgewater Motel on June 23. The party will return to New York on June 24.

MPEA Still Mulls Japanese Code Link

The Motion Picture Export Association of America will consider further the feasibility of affiliating itself with EIREN, the Japanese Production Code administration, in discussions here and in Japan within the next few weeks, it was reported yesterday.

The board of directors of the MPEA, at its weekly meeting, agreed to discuss the EIREN affiliation further in order that they might reach a conclusion.

The board also discussed the Philippine labor negotiations.

Altec Spreads Stereo Story in Midwest

Special to THE DAILY

DETROIT, May 23.—The Altec Caravan, selling Midwestern theatre-goers on the advantages of the best stereo system, arrives here today after covering 4,000 miles since its departure from New York early this month.

As Ennis, Altec Service Corp. advertising-publicity director, said that the story of stereophonic sound and its contributions to enjoyment of the theatre, will be told as a result of the company's missionary work in feature stores and pictures to be published in the Minneapolis Star and Des Moines Times-Herald. The story also will be told to the Detroit newspapers while the Caravan is here, as well as to exhibitors and many of their patrons.

The Altec Caravan previously visited Southern states on an identical mission, and may be routed to other areas later.

Back Read Expulsion From AFM Local 47

Adopting substantially all of the recommendations of Reference Arthur J. Goldberg, the executive board of the American Federation of Musicians yesterday ordered the expulsion from the union of Cecil F. Read and 10 followers who sought to seize control of the Federation's second largest local.

At the same time President James C. Petrillo granted the request of Local 47 to return to normal, following the expulsion order pending the determination of appeals to the Federation's annual convention, commencing June 11 in Atlantic City.

Would Be Out for One Year

The disciplinary actions of the board, if sustained by the Convention, would deprive Vice-President Read of Local 47 of membership in the union for one year and deny him any chance of reinstatement for two years after reinstatement. His return to union membership after twelve months would be contingent upon his conduct during the period of suspension.

Army Cites Sarnoff For Aid to Reserve

WASHINGTON, May 23.—Brig. Gen. David Sarnoff, RCA board chairman, was today given the Army's medal for exceptional civilian service. He received the medal for his "untiring" work in promoting the new reserve training program.

The presentation was made by Secretary Wilson who told the audience that the Secretary had read the citation.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Stein, News Editor; Herbet V. Feeld, Advertising Manager; Gus H. Faust, Production Manager; Hollywood Bureau, Yucca-Yucca Building, Samuel D. Berts, Manager; William R. Weaver, Editor, Telephone Hollywood 2-7149 Chicago Bureau, 127 South LaSalle Street, E.ton F. Carr, Advertising Representative, Telephone Chicago 1-949; New York Bureau, 4 Golden Square, Hope Williams, Manager; Peter Burnup, Editor; New York, 1275 Sixth Avenue, Rockefeller Center, Baltimore: Quigley Publishing Company, Inc., 1275 Sixth Avenue, Rockefeller Center, New York 20, Telephone Clinton 7-3100. Cable address: "Quigleyco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Ley, Vice-President; Leo A. Brandy, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theaters and Better Refreshment Merchandising, each published 15 times a year a section of Motion Picture Herald; Television Today, published once a week as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $4 in the Americas and $12 foreign; single copies, 50

MMPTA, ITOA Aid In Fund Campaign

The Metropolitan Motion Picture Theatres Association and the Independent Theatre Owners Association are both contributing to the Greater New York Fund which can readily be called a $10,000,000 fund-raising campaign through June 30.

A two-minute trailer for the Fund has been produced by Transfilm in cooperation with Bud McCauley's Projection Enterprises, and is now being distributed to New York theatres by National Screen Service in English and Spanish versions.

De Rochemont Enters 16mm. Distribution

Louis de Rochemont Associates, producers and distributors of theatrical feature films, has entered the 16mm. distribution field, it was announced by Ben Rice, president and general manager. The organization has formed the Louis de Rochemont Associate Film Library.

The first three films in the Library's catalog are still being released artistically. They are this year's Academy Award-winning feature documentaries, "Helen Keller in Her Story" and "Sucksdorf's Ganges Festival," prize-winner, "The Great Adventure," and the Edinburgh Festival Award two reel color film, "Suez."

Von Herberg Joins MCA-TV in N.W.

PORTLAND, Ore., May 23—Joh Von Herberg, known in Portland for his association in the Jensen-Vo Herberg theatre operating organization, has been made head of Pacific Northwest MCA TV, Ltd., worked wide film syndication division. He will direct that company's activities in Portland, Seattle, Salt Lake City and Denver.

'Trapeze' Chicago Premiere June 4

Hecht and Lancaster's "Trapeze" will have its "gala" Midwest premiere at the Forum Theatre in Chicago on June 14.

The Chicago opening will be the third for the UA release, following the world premiere in Los Angeles May 20 and the New York bow at the Capitol on June 4.

"Cargo" to Jacon

"Forbidden Cargo," recently acquired by Fine Arts Films, Inc. will be distributed throughout the United States by Jacon Film Distributors (J.F.D.).
On Amusement Enterprises

Canada Predicts Increased Spending for Construction

By M. L. SCHWARTZ

OTTAWA, May 23.—Canadian Government reports that a nationwide survey reveals now that the value of construction work for theatres, arenas, amusement and recreational buildings in 1956 will mount to an estimated $20,630,000 in sharp contrast to $15,950,000 in 1955, $17,521,000 in 1954 and $14,939,000 in 1953, marking one of the biggest increases in such spending in recent years and emphasizing the expected boom in amusement business in tune with the general prosperity and more leisure time for Canadians.

It is considered highly significant, too, that the big jump in such spending will be for new structures since $19,159,000 will go for new construction in 1956 as compared with $15,950,000 in 1954, while repair work will rise only to $1,491,000 in 1956 from $1,413,000 in 1955 and even lower than the $2,392,000 in 1954.

Affected by Several Factors

The extent to which the planned construction program will be realized this year will depend upon a number of factors, including the availability of building materials, particularly steel and cement, both in short supply at the moment, as well as funds for investment and skilled manpower. Of course, the money supply situation in Canada is now becoming rather tight and theatre as well as other amusement plans may be affected somewhat by the present credit squeeze.

Nevertheless, some areas report that picture theatre attendance is better than anticipated earlier in 1956, despite TV and, given good pictures, may prove surprisingly good this year. Similarly, other amusement fields are doing better. This may encourage construction activity in these fields above earlier intentions.

On the Road

With the approach of warm weather, there are some two dozen theatre road companies on the move, the following being in the area:

**RKO Signs Kanter**

HOLLYWOOD, May 23.— RKO has signed Hal Kanter to a multiple picture directing deal. His first will be the direction of the George C. Scott starrer, "I Married a Woman." Kanter is producer and head writer of the Covel TV show.

**Ontario Census Report Has Optimistic Note**

OTTAWA, May 23.—The annual report of Ontario's chief censor, E. J. Silverthorne, indicates that television and bingo have affected adversely attendances, but, at the same time, it contains a belief that TV and theatres can co-exist, even hinting that many theatres may reopen shortly and some new theatres show up in expanded region of Ontario.

However, for the past year, film business declined sharply and employment declined.

In addition, approximately 75 per cent of all feature films released were received without censoring.

**Production Up; 39 Pictures in Work**

HOLLYWOOD, May 23.—A slight increase in production last week pushed the total number of pictures in work up to 39. Seven new pictures were started and four others were completed.

**Rites Tomorrow for Bowen, N.Y. Censor**

ALBANY, May 23.—Funeral services will be held here on Friday for Dr. Ward C. Bowen, 64, twice acting director of the Motion Picture Division, State Education Department, who died suddenly Tuesday night. Dr. Bowen's first service as acting chief censor was in 1946-49; the second was following Dr. Hugh M. Flick's promotion to executive assistant to the education commissioner. Last September, Bowen was acting director when "The Man With the Golden Arm" was released.

**Gleason Goes 'Live' On CBS-TV in Fall**

The Jackie Gleason television program, which has been on film during the 1955-56 programming season, will "go live" commencing on Sept. 29, Hubbell Robinson, jr., executive vice-president of the Columbia Broadcasting System's TV network announced.

Robinson revealed that sponsors of the one-hour Gleason TV show would be Old Gold and Bulova watches. He said that Gleason's present sponsor, Buick, would "kick the road" on Sept. 22, when the last filmed show of "The Honeymoons" would be televised.

**Ontario Rejected 302 Ads**

An estimated 302 advertising displays emphasizing sex and violence were rejected last year by the Ontario Censor Board at Ottawa, it has been disclosed in the unit's report. Sixty-two displays were originally rejected but, after revision, were distributed following official approval by the censor board.

**Broadcasts from Drive-in**

Tex Pavel, radio cowboy personality on WKNB-TV in Hartford, is currently broadcasting his nightly radio show from the drive-in in Meadows Drive-In, Hartford. The program, the first to be presented from a metropolitan drive-in theatre in the city in many years, is aired from 8 to 8:30 P.M.

**Buys Honolulu Stations**

The purchase of stations KULA and KULA-TV, Honolulu, and Consolidated Television and Radio Broadcasters, Inc., has been approved by the board of directors of the Crowley-Collier Publishing Co. The firm currently owns radio and TV stations in Minneapolis, Indianapolis, Grand Rapids and Flint, Michigan.

**Sunday Services at Drive-in**

An organ will be purchased for Sunday morning services at the Rochester, N. Y., Empire Drive-in, which are scheduled to start on June 3. Children's choirs from neighboring churches will participate in the Sunday services. The Rev. George E. Up is arranging the program, while the Rev. Harold W. Estes is in charge of the music.

**Compo Ad Placed in Congressional Record**

Counsel of Motion Picture Organizations' latest "Editor & Publisher" advertisement has been inserted in the Congressional Record by Sen. William Langer of North Dakota.

Word of this action was sent yesterday by Senator Langer to Robert J. O'Donnell, national tax campaign chairman, who sent reprints of the advertisement on May 18 to all members of both houses of Congress.

"I agree with you 100 per cent," wrote Senator Langer, "as, in my opinion, the theatre admissions tax, the cabaret tax, and many of the other excise taxes were enacted solely as an emergency wartime measure and most certainly were never intended to be a permanent yoke around the necks of our people."
The villain still pursues her!

Nothing beats the old-time "meller-dramer" for sheer excitement—unless it's a modern thriller done for today's wide-screen. Black-and-white or color, it captures its audiences, young and old, brings them back for more—show after show.

Costs are great for these films... but so are the

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

Midwest Division
137 North Wabash Ave., Chicago 2, Illinois
rewards. To make such films, producers use technics which the Eastman Technical Service for Motion Picture Film has been happy to help the industry develop.

Motion Picture Film Department
EASTMAN KODAK COMPANY, Rochester 4, N.Y.
Branches at strategic centers. Inquiries invited.

West Coast Division
6706 Santa Monica Blvd., Hollywood 38, Calif.
The telefilms, featuring stars who pinch-hit on "Loretta Young Show" during her recent illness will replace "Mama," which fades from the CBS scene Friday, July 27, with a new half-hour show, "The West Point Story," moving to that spot with General Foods sponsoring. . . . Maestro Michael Zarin, whose music was broadcast from the Waldorf-Astoria Peacock Alley in the "Peter Pan" spot on NBC, will bring his talents to the exclusive Montauk Manor at Montauk Point June 20 with several network wires a week. . . . Lovely Jackie Loughery, female lead opposite Edgar Buchanan in the "Judge Roy Bean" teleseries produced by Russell Hayden for Quintet Productions, in Gotham for a week of vacationing and a look-see of the Broadway shows. The series of 39 completed episodes with 26 additional to be filmed at the Jerry Fairbanks Studios in Hollywood, are nationally distributed, along with "The French Napoleon," and "Look for Me West," to general as well as emote in her next film. She's currently taking vocal coaching from Eddie Miller, Broadway's famous "minstrel" vaude and TV headliner.

Thar's gold in them thar p.a. tours and Julius La Rosa is quite satisfied that this axiom is well-founded. Singing to SRO crowds at the Baker Hotel in Dallas, La Rosa heads for Philadelphia, Washington and New York for three in Chicago week of June 20. . . . Cinekod Engineering Co. exhibition booth at the recent S.M.P.T.E. convention in New York was such a hit that proxy George Kadosch has been invited to bring his "samples and personality" to the West Coast conclave, slated for mid-October in Hollywood. . . . Looks like Bill Nimmo's manager, Charlie Cooper, has a new star on his hands. Jerry Loran, whose thrilling trilling on Dennis James' "AB Chance of a Lifetime" recently has two nets dangling offers. . . . After three years with Dave Alber's backery, Mike Merrick has resigned to become a junior partner in Bud Brandt's public relations (yoo-hoo, Dave) office. . . . Fordel Films, producers and distributors of commercial, industrial motion pictures and special brochures, and adverting films and with studios and offices in the Bronx, have made amazing strides in the past decade under the supervision of prexy Clifford Potts with the able assistance of veep Gordon Hessler and gen. sales mgr. Richard Kent.

Bill Stern will play himself in a new series of semi-documentary telefilms on college sports written and produced by Thor Brooks and Malvin Wal. The program, which has an all-star billing of famous college coaches, athletes and actual sport thrills. . . . Not only is Ralph Edwards a talented emcee and genial host, but he's also NBConsistent. During the past five years Ralph has launched TVna NBC networks five packages, "This Is Your Life," "Truth or Consequences," "Place the Face," "Funny Boners," "The Ralph Edwards (who? Show)" and starring Monday, June 4 (12:00 noon EDT) his sixth property, "It Could Be You," will embark on a new half-hour Monday thru Friday course, to be produced by Steve Hatos, directed by Stuart Phelps with Ralph's brother Paul, executive producer. Sponsors will include Welch Grape Juice, Raleigh 21s and Brillo. For two hours Tuesday, real belly-laughs, interrupting the hush-hush big deals being hatched by Toasts Shoors diners, emanated from a table near the bar, at which sat the clever price-fighter Billy Graham, producer Jerry Layton, Jackie Gleason, Jack Lescoule, Jack Philbin and Jack Hurdle (all that Jack and no bullets Dutchy) and special broadcast funny stories about the "cauliflower" industry if Gleason can repeat some of them (in character) on his new, live series next September, no comic will even be near him in ratings.

Bernard H. Baum, prexy of the Effanbee Doll Co., is planning an extensive national TV and newspaper campaign to plug its Dydee Doll line. In TV spots to air for four successive weeks in New York, Philadelphia, Los Angeles and Chicago thru the Monroe Greenthal Co. . . . When M-G-M Record's A & R chief Harry Meyerson heard songwriter Art Berman whistling his new song on Joe Franklin's ABC-TV program, he signed him forthwith to whittle the theme for a forthcoming RKO western. It'll also be released as an M-G-M special, June 1.

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Fox Dep't

(Continued from page 1)

20th-Fox, supervisor of branch operations, had recently conducted an examination of the contract sales department's functions and found that this department "had been duplicating work being done in branches."

At present, it was pointed out, there are some 40 persons involved in 20th-Fox's contract sales operation. It was stated that this department had been thoroughly considered by high-level distribution executives of the company and even by the 20th-Fox executive committee, at its last meeting. The report indicated that the top 20th-Fox executives had put the matter over "for a few more weeks for further consideration."

Industry Ad Officials

(Continued from page 1)

it was reported that no conclusions were reached, the group divided into various projects that would attract the public to the theaters.

Attending the meeting were Sid Blumenstock, Rodney Bush, Charles Cohen, Martin Davis, Steve Edwards, Gil Golden, Harry Golob, Abe Goodman, Paul Lazarus, Roger Lewis, Al Tamarin, Jerry Pickman, St Seadler, Charles Simonelli, Jeff Livingston, Phil Gerard, Al Stern and Ken Clark.
Allied Will Conduct Own Tax Relief Campaign

EDC Criticizes Selling Plans of Paramount

(Continued from page 1)

WB Video Pact Stirs Warning On Clearance

Highlights of the Allied and EDC Meetings

Ruben Shor, president of Allied States Association, has listed the following as the highlights of the views expressed, and decisions reached, at the meetings of the Allied board and the Emergency Defense Committee, which came to a close yesterday in Washington.

1. An EDC report attacking Paramount for its current sales policies and promising to carry on a major campaign to "educate" exhibitors regarding "War and Peace." 

2. A warning to all exhibitors renting pictures headed for later television showing to make sure that they're getting adequate clearance over the TV showing.

3. Agreement that the major producers should not be permitted to own theatres, or that by making illegal agreements going into Warner Brothers if he severs all his theatre-owning connections.

4. A board recommendation that any unit finding evidence that distributors are retaliating against exhibitors who filed affidavits with the Senate Small Business Subcommittee refer this evidence to general counsel Abram F. Myers for presentation to the Senate.

5. A directive to Shor to appoint an Allied committee to cooperate with the Society of Motion Picture and Television Engineers on efforts to standardize equipment.

6. The receipt of bids from Indianapolis and St. Louis to play host to the drive-in convention in February, 1958.

Allied does not needlessly wish to commit itself now to less than it might be able to secure later.

Allied president Ruben Shor said that there had been no attempt at the board meeting to get Allied to enroll in the COMPO tax relief campaign. He and Myers emphasized that they were not getting involved in the COMPO fight. This is an Allied drive.

Letter from Skouras Received

Shor said he had received a letter from 20th Century-Fox president Spyros P. Skouras, asking for his views on the types of films the producers should give more attention to. He said he read this to the meeting, there was a lot of discussion, and the consensus was the producers had "already" cited on spectacular and popular pictures, that they weren't making enough family type pictures. "This is different," said Ruben Shor, and other members of the board.

Shor said that he was agreed each member of the board would be given a copy of Skouras' letter, would give the matter "immediate thought and study" and then would forward their views to Shor for compiling and forwarding to Skouras. Myers said the board felt the producers were concentrating too much on spectacular films and problem-type pictures, key to the big downtown theatres and to the foreign markets.

Dislikes Films from TV

Shor said the board also felt that "it wasn't a healthy thing for business" to have films made from television shows with the same cast, script, writers, and directors. He cited "Marty" and "Patterns" as examples, and said that theatre owners would recall seeing the same thing on television that they would feel cheated at having to pay to see the same thing they had earlier seen free.

The Emergency Defense Committee report said the "most threatening development since the flood of 50 per cent pictures" which led to the formation of EDC in 1954 was Paramount's current sales policy. The EDC described this as involving special engagements for all films other than "run of the mill," increased rentals on the lesser-quality films, and discontinuation of the previous practice of adjusting terms on the basis of box office performance.

Points to Phillips Statement

EDC said Paramount general counsel Louis Phillips had clearly indicated that Paramount planned special treatment for "War and Peace" and "The Ten Commandments." Accordingly, it said, EDC had decided that "in its future efforts to inform exhibitors concerning the policies and practices of the film companies it would devote its efforts to a single company, or a single policy or a single picture. Also that where a particular picture was concerned, the educational campaign would be initiated before the picture was offered for license and hence before the exhibitors could make imprudent deals without adequate information."

EDC's next efforts, the report said, would be to discuss a company, policy, and picture "all in one package" by discussing Paramount's handling of "War and Peace." EDC promised this "educational campaign" would get under way in a few weeks, as soon as Paramount's exact terms for the film become known and as soon as Allied leaders have finished the job of filing statements with the Senate subcommittee responding to distributor testimony.

Urges EDC Organization

Allied units which have not yet organized local EDC committees were urged to do so at once, in order to be ready for the move when the big campaign started.

The Allied board considered Warner's deal to sell old films to Dominant Films, for rental both to theatres and TV stations; the board noted that Dominant had announced it would license the films to television a year after their first theatre showing.

The board said many theatres would not get the films until many months after their first theatre showing, and thus would actually have very short clearance before the possible first television showing. It warned its members of this fact, and urged that all contracts for these or other films to be later shown on TV have clauses giving the theatre owner adequate clearance over the first local television showing.

"Clearance" Clarified

"Our point is," Myers stated, "that what might be reasonable clearance between two theatres, both charging admission prices, would not be enough clearance between a theatre and a television station showing the film free.

Shor said that "if people once get the idea that there's only a short wait before they see a film free on television, we're really in a mess.

With respect to the sale of control of Warner Brothers to the Sembene group, the board approved a telegram previously sent to the Justice Department by Shor and Myers. That telegram said the entry of Fabian into production was not what Allied had in mind when it joined the Theatre Owners of America in urging Justice to permit production by the divorced circuits. At the same time, the telegram said, there could be no legal objection to the deal provided Fabian completely, and in good faith, dissolved his theatre holdings.
National Pre-Selling

GREGORY PECK, star of "The Man in the Gray Flannel Suit" and "Moby Dick," appeared on the full-color front cover of the May 20 issue of "Parade," under the same title he has several times given to this publication in the past. This pre-sell is the first installment of a well-researched personality story on this very popular male star. A Los Angeles theater manager is quoted as saying, "Peck's name on our marquee is her best box-office insurance we have."

* * *

Lazar Wechsler, producer of "Heidi," "The Search" and "The Last Chance," is profiled in the May 26 issue of "The Saturday Evening Post." Dean Jennings was sent to Zurich, Switzerland, by the "Post's" editors to interview Wechsler at his studio.

When William Wyler, eminent Hollywood director, visited Wechsler's studio, which is a bleak and drafty building, he exclaimed, "My heavens, this isn't a studio! It's a bathtub." However, Wyler's pictures have won 25 international awards, including four Hollywood Oscars.

* * *

Interest-compelling photos which dominate the pages of a pictorial and text story on "Bhowani Junction" appear in the May 21 issue of "Life." One of these photos shows a train wreck, another a riot at a railroad station in India, where this M-G-M film was made. Other stills of Ava Gardner, Stewart Granger and Bill Travers in both exciting and romantic situations round out this story on the film that opens at Radio City Music Hall today.

* * *

A striking ad in color on "Away All Boats" appears in the June issue of "Reader's Digest."

Samuel Goldwyn wrote an article for the same issue based on the advice he received from a neighbor when he was nine years old. The advice: "Remember, Sam, a man's most precious possession is his courage. No matter how black things seem, if you have courage, darkness can be overcome."

* * *

"The Man Who Knew Too Much" gets considerable assistance from the "Movie Review" appearing in the May 29 issue of "Look." This story reports the reviewer is Alfred Hitchcock's personal favorite among all the suspense thrillers he has filmed since his career began 30 years ago. Many stills taken on the production sets illustrate the review, which starts on a full page and continues on a spread.

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Kim Novak, star of "The Eddy Duchin Story," was selected by the editors of Variety as the guest writer for an article titled "Picture Album of Beautiful Women," which appears in the June issue. An attractive full-color page photo of Kim in evening clothes is used and

Dips (continued from page 1)

the motion picture industry in the United States.

As mentioned, the current atmosphere in Hollywood, Siegel said that he has never known such attention to get showmanship qualities in motion pictures as today. He pointed to his own endeavors in this respect, citing the success of "High Society" being produced by Grace Kelly, Bing Crosby and Frank Sinatra, as the principals. In addition, the hiring of Cole Porter to do the music and John Patrick to do the screenplay for "High Society," he added.

Howard Dietz, Loew's vice-president in charge of advertising, publicity and advertising, in whose offices the press conference was held, stressed the importance of the Siegel deal. He said when an independent producer of Siegel's stature ties up with the resources of a major studio such as M-G-M, it spells something which is unobtainable on TV.

Pact Calls for Four Films

Siegel said he dealt with M-G-M calls for the production of four films over a two- or two-and-a-half year period. M-G-M, he went on, will not pay the major financing for "High Society." His next one will be "Les Girls," starring Gene Kelly, Leslie Caron and Mitzi Gaynor, as well as a fourth personality, as yet unsigned, Siegel said. George Cukor will direct, he added.

Danny Kaye will star in another Siegel production, the tentative title of which is "Morny Andrew," the producer stated.

Craven Is Nominated For FCC Post

WASHINGTON, May 23—President Eisenhower has nominated T. J. Craven, a Washington engineer, to be a member of the Federal Communications Commission.

Craven, a Democrat, would succeed Commissioner Edward M. Webster, whose term will expire June 30. The new appointee, nominated for a seven-year term, served as an FCC member from 1937 to 1944. Since 1944, he has been an engineer for the firm of Craven, Lohnes and Culver in this city.

* * *

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Not Only the Money Attracts Stars: Siegel

There are other factors besides money which attract talent, according to independent producer Sol C. Siegel, who corralled Grace Kelly, Frank Sinatra and Bing Crosby for "High Society," tentatively slated to be released in August.

He said if the stars and their agents are preoccupied with the money, they will not pass it up in order to get a percentage of the picture. A good picture to them is an insurance on their popularity, he added. Siegel acknowledged that Crosby got a percentage deal for "High Society," but a reasonable one, he added.

$500,000 (continued from page 1)

United Artists, who is chairman of the UJA motion picture and amusement division campaign.

Schimel was honored for his devoted service to UJA, especially his outstanding efforts as chairman of the industry during the current UJA drives, and was presented with a hand-made, silver-bound Bible by Barney Balaban, president of Paramount Pictures.

Dr. Gruber a Speaker

Dr. Ruth Gruber, journalist and special correspondent for the New York "Herald Tribune," was guest speaker.

Seated on the luncheon dias were Goldberg, Balaban, Schimel, Dr. Gruber, Robert Benjamin, Rabbi Birstein, Jack Cohn, Ned E. Depinet, "Lep" Friedman, William J. German, Irving Greenfield, Malcolm Kingsberg, Milton Roman, Herman Robbins and Samuel Rosen.

Atlanta Gives $90,000 For Cerebral Palsy

ATLANTA, May 23—Contributions in excess of $60,000 were received here Saturday in the Variety Club's sixth annual Old Newspaper Boys' Day campaign for the Cerebral Palsy School clinic here.

The largest sum contributed to date, the more than $90,000 will swell the six-year total to $380,000. Chief barber Harold Spears of Atlanta's Variety Tent anticipated that collected proceeds will equal last year's $380,000 total and believed the figure might be reached this week after all returns are in.

A special edition of the Atlanta "Journal-Constitution" went on sale last week and businessmen of all ages walked the streets selling the paper, all proceeds going to cerebral palsy.

Drop Drive-In Plan

CHICAGO, May 23—Plans for the construction of an outdoor theatre in the immediate vicinity of O'Hare Airport have been abandoned, since the City agreed to purchase 850 acres of adjoining land, which includes the 40-acre theatre site.

Coast Group

(continued from page 1)

to the investment company all shares of as well as stock owned by members of this association.

Republic Pictures has 2,004,1 shares of common stock issued and outstanding at the end of the period. 2,750,000 shares are at a par value of $1 each. The company has $400,000 of capital stock outstanding in the company's treasury, of Oct. 29, 1955.

Holding Approximately One-Third Yates' holdings, and those of 11 associates, are said to be approximately one-third of the outstanding stock of various theaters. Can you do it? He did not disclose whether his option agreement to assume control of Republic would carry over Republic subsidiaries, or if Republic would be consolidated.

It was assumed that the agreement would embrace all Republic holdings. Cogin, who indicated that the option had been obtained here by Republic Monday, prior to Yates' departure for London, was not present at the press conference.

The board of directors of Republic Pictures was in session here at all afternoon yesterday and efforts to reach president and board chairman Herbert J. Yates for a statement on the company's reported forthcoming sale to Cantor, Fitzgerald & Co., Inc., Hollywood, were unsuccessful. According to a Republic official, Yates will hold a press conference on Monday to clear the air.

New York, declined to specify the purpose for which his firm had acquired the option agreement. Cogin, FitzGerald & Co. has many important motion picture executive and clients of the company. Cantor, a member of the board of directors of American Color Corp., Butter Brothers and Dallas Transit Co., and is reported to have an interest in the Repro-Electrotype Corp., of Cincinnati, in Smith-Corona.

Follows Many Reports

The announcement came on a week when the stock market was following here following the recent layoffs some studio personnel. The layoff were attributed to a cessation of production at the Republic studios to cover the large number of completed feature pictures, 15 in all, not yet released for domestic theatre consumption.

Most of the Republican personnel were given 90-day lay-off notices, effective last week, then this week. It was said that some of the Republic home office personnel in New York also were affected.

'Came' Boxess to $5,200

Allied Artists' production of "Came in the Streets" chalked up an opening day of $8,296 yesterday in its bow at the Victoria Theatre here, according to the company. Police had to call out laid-off yesterday afternoon to prevent a crowd of 500 of Scal Minors of the film, appeared in the theatre lobby. The theatre was forced to stop selling tickets for 15 minutes before the police restored order.
DITORIAL

Aftermath of the SBC Hearings

By Sherwin Kane

WITH the wind-up this week in Washington of the Senate Small Business subcommittee hearings on motion picture industry problems, several conclusions are mediately permissible. Foremost is that the 1956 hearings have accomplished no more for one who brought them about than all the hearings before the same body in 1953.

Now that some steam has been charged, those participants may in a mood soon to turn their energies and talents into more reeling channels, some of which may provide relief for the thousands of hard-pressed exhibitors still are hopefully searching it.

Among the worthwhile endeavors, deserving of the attention of the will and brains in the industry, such matters as the development of business improvement programs for the benefit of the box office, the determined aid of all to the COMPO campaign for further federal admissions tax relief as the campaign reaches its crucial stage, and certainly a new attempt stined upon in sincerity and good will to inaugurate at least a trial of industry arbitration.

The benefits of box office stimulation and tax relief are self-evident, the benefits to be attained by arrangement of complaints are best to those with valid grievances and no tribunal before which to place them.

Here is much that can be done in the industry, and within the industry. The farther afield we go the chance is there of achieving something worthwhile.

French Plan Promotion Program

Will Bolster U.S. Distribution With 12 Films of Top Calibre: Maternati

By LESTER DINOFF

The French motion picture industry will launch a program in the U.S. market whereby its top acting, directorial and production talents will attain much broader recognition by American audiences, according to Joseph Maternati, head of the French Film Office, in New York.

Maternati, who recently returned here from the Cannes Film Festival, also disclosed that “at least 12 French motion pictures will be released in the U.S. during the next 12 months, a majority of them by United Motion Picture Organization.”

The French film executive, speaking mainly through his assistant Don (Continued on page 2)

Tushinsky Pacts for 30 Foreign Pictures

From THE DAILY Bureau

HOLLYWOOD, May 24.—Contracts have been signed for 30 foreign films to be made within the next 12 months, the Foreign Sales Corporation announced today by Joseph and Irving Tushinsky, (Continued on page 6)

REVIEW:

TRAPEZE

United Artists—CinemaScope

Skilled performances make this a picture of which show business will approve as being completely satisfying, authentic and professional. The public will like it because it rings true as a story of circus life and loves, hates and passion, risks and rewards. “Trapeze” is certain to be cited for Academy Awards; it will stand as one of the best pictures of the year. If Sir Carol Reed had not been knighted previously, he would deserve the honor for results he has obtained with talent and material in this fine production.

Directorial credit is due because of the outstanding performances of three stars, and the fine atmospheric quality of the circus, which is completely convincing. Burt Lancaster has never had a finer role, and Tony Curtis qualifies as an aerial performer on the flying trapeze, which even old timers of the big top will applaud. There’s little or no faking—even when Tony does the deadly “triple” somersault, with Lancaster as his “catcher” in midair—the most difficult trick in circus lore. The whole

(Continued on page 6)

MPA Group

Explores Five Methods to Aid U.S. Industry

Mulls Market Analysis, Ad and Press Campaign

Projects involving market analysis, industry advertising campaigns and improving relations with the press are among those being explored by the advertising-publicity committee of the Motion Picture Association of America.

The committee, now subdivided into subcommittees to explore various projects, will meet again on June 7 here.

At Wednesday’s meeting of advertising and publicity directors, it reportedly was agreed to divide up the work of the committee into three general categories, with separate subcommittees assigned to each category. The subcommittees were charged with reporting back to the full committee with recommendations in two weeks.

The over-all intent of the committee’s work is aimed at increasing attendance in U. S. motion picture theatres, at getting back “the stay-at” (Continued on page 6)

Rep. Option Details May Be Disclosed

By Cantor in N.Y.

The role which Cantor, Fitzgerald & Co. will hold in Republic Pictures if and when the Los Angeles banking house exercises its 60-day option on the purchase of Herbert J. Yates’ stock may be outlined here next week by Gerald Cantor, president of Cantor, Fitzgerald.

Cantor was reported yesterday to have a tentative meeting scheduled with Yates in New York and that a press conference would be held if Cantor comes here. The broker was (Continued on page 2)
PERSONAL MENTION

J. JOHN WAYNE and Ward Bond have returned to Hollywood following a personal appearance tour for C. V. Whitney’s “The Searchers.”

HARRY MICHAELSON,formerly president of DeMille Pathé, became a grandfather with the birth of a girl to Mrs. Howard Michaelson, his daughter-in-law.

CECIL B. DeMille became a great-grandparent yesterday with the birth of a son in Santa Monica, Calif., to Mrs. Peter Calvin, whose husband is a DeMille grandson.

LILA BRANDIS, secretary to Ed Layenberg, of the United Artists sales department, has announced her engagement to Alfred J. Part of New York.

CLIFFORD E. ALMY, head of Warner Brothers' interests in the Philippines, has arrived in Hollywood from Manila.

LOUIS LORER, general manager of the United Artists foreign department, has returned to New York from Central and South America.

SARAH CHURCHILL returned to London from New York yesterday via B.O.A.C.

ARTHUR NACHSON, general sales manager of Distributors Corp. of America, is in Pittsburgh from New York.

H. HOWARD STECKLING, M-G-M studio publicity head, has returned to Hollywood from New York.

A. EDWARD SUTHERLAND, director, left here yesterday for London via B.O.A.C.

SOL C. STEGEL will leave for the Coast today from New York.

Kirk Douglas Voted Year’s ‘Screen Dad’

Kirk Douglas, star of M-G-M's “Lust for Life,” has been named Screen Father of the Year by the National Father's Day Committee, the award being bestowed upon the actor “who is well known as a dedicated and loving father in his home.”

Maternati

(Continued from page 1)

LaBadie, said that his organization here is providing information about the motion picture industry in France “to everyone. We are working very close with distributors of French product in promotion.” Maternati said that his office and the distributors of French films are confessing frequently here in efforts to build a formula under which the French Film Office can aid in the distribution of films. The purpose of the French Film Office said that he is also exploring the dubbing situation for French product and “this is not being overlooked as a means of promotion.”

Tells of Cannes Talks

Maternati pointed out that while in Cannes, French industry people, among them being Jacques Fland, Roland Cavagni and Andrey Butenkov, had met with a number of U. S. independent distributors, Walter Rese, Ilia Loperti, Charles Davis and Ed Harrison. He said that there were also conferences with representatives of the Motion Picture Export Association in Cannes and that the talks with both parties concerned ways and means of exhibiting French films in the American market.

Notaro Named Coast Zone Mgr. for SW

Harry M. Kahane, vice-president and general manager of Stanley Warner Theatres, announced yesterday the appointment of Pat R. Notaro as West Coast zone manager. He succeeds Ben H. Wallerstein, deceased.

Notaro began his theatre career in the Warner theatre organization as an usher in the Warner Theatre, Pittsburgh, rising to chief usher, treasurer and assistant general manager with an interlude in the armed services. He managed theatres in Pittsburgh, Sharon, Elmira, Philadelphia and Havana, Cuba, and the Newark (N. J.) zoned.

In 1952 he left Stanley Warner to become vice-president and general manager of the Roth Circuit in Washington. In February 1956 he went to the Coast as district manager and assistant to Ben Wallerstein.

Republic

(Continued from page 1)

In Chicago yesterday and was slated to go to Dallas from there and then return to the Coast, but a switch in plans was reported yesterday.

The Season for Canton Fitzgerald's on option on Yates' stock have not been disclosed, but it is believed in industry circles that the investment house is acting for another group. Paine, Webber will make an approximately $2,000,000 of Republic deuterences. A name closely linked with the deal is Hans Dittisheim, an associate of Garland and active in the operations of Warner Brothers.

Some Sources Skeptical

Some Wall Street sources yesterday were not overly optimistic that Canton, Fitzgerald would exercise its option on the Yates shares. The option calls for purchase of a minimum of 650,000 shares, and a maximum of 500,000 shares from Yates and associates at $12.50 per share. The Yates' holdings represent effective working control of Republic Pictures.

Financial sources from Wall Street said a belief yesterday that the Republic shares would not convey ownership of Consolidated Film Laboratory, a division of Republic, to the purchasers of the Yates stock, because the laboratory company has no outstanding stock. However, its control would remain with Republic.

Yates could not be reached for comment.

'King and I' Debut For Benefit of PAL

The world premiere of "The King and I," 20th Century-Fox's second production in CinemaScope 55, will be a benefit performance for the Police Athletic League, announced by Spyros P. Skouras, president. The Darryl F. Zanuck presentation is scheduled to debut in New York at the Roxy Theatre on June 28. Records for the film are being released.

"The King and I" will go to PAL, which is on the front line in combating juvenile delinquency, with James B. Nolan, Deputy Police Commission as its director, and Alyosyn J. Mella, Deputy Commissioner in Charge of Juvenile Aid, as its president.

Television, radio, newsmen and a battery of still cameramen will cover the Roxy premiere.

Guy Kibbee Dead

Guy Kibbee, veteran film and stage actor, died yesterday at the Percy Williams Home of the Actors Fund at East Islip, L. I. Services were held at 9:30 A.M. tomorrow at St. Malachy’s Church Actor’s Chapel.

Yates Confirms What Board Knows

Film circles here yesterday repeated with relish the following account of Wednesday's meeting of the Republic Pictures board of directors, presided over by H. J. Yates, company chairman.

As the meeting continued and the afternoon wore away, directors' curiosity grew and grew as the meeting was made by Yates of the option to purchase his controlling interest in the company which he had granted to Cantor, Fitzgerald & Co., Coast investment firm. Some had thought the meeting had been called to inform them of the details, since both the trade and the financial district were rife with rumors of what had taken place.

"You'll Learn of it Tomorrow"

But the meeting drew to its close with no mention whatever of the option. Only after it was announced did Yates, according to the account of the incident being told in the trade, mention the option conversationally. Everyone, it was said, was permitted time to absorb the remarks to confirmation of the reports of the option, explaining “You’ll learn of it tomorrow, anyhow.”

Some of the directors reached for comment admitted they had no inside information as a result of the Wednesday board meeting.

MMPTA Pledges Hospital Collection

The board of directors of the Metropolitan Motion Picture Theatre Association, as is meeting here yesterday, unanimously approved the audience collection drive for the Will Rogers Memorial Hospital Fund, beginning this July on 6 in over 230 member-theatres.

AMPP Diplomat Host

HOLLYWOOD, May 24.—The Association of Motion Picture Producers will honor Henry de Torre, minister to United States, tomorrow at a luncheon to be given at the Paramount studio with all AMPP companies represented.

NEW YORK THEATRES

RADIO CITY MUSIC HALL. Rockefeller Center

AVA GARDNER, STANLEY GRANGER in Cimarron and Celie

An H-6-3 Film Picture and SPECTACULAR STAGE PRESENTATION

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kage, Editor; Raymond Levy, Executive Publisher; A1 Stern, News Editor; Hichert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yorina-Visco Sunday Fund; T. Alonzo Adams, Manager; William R. Weaver, Editor, Edward O.a., President; James G. Wyler, Vice-President; Edwin A. Butler, Assistant General Manager; C. W. Abbe, United Press Correspondent; Office, 346 West 57th Street, New York 19, New York 19, Telephone Circle 0-1500. Subscription price $6 per year.

The nation's most trusted source for breaking entertainment news, commentary, and analysis.

Friday, May 25, 1956
Remittance Formula For Earnings to U.S. Is Changed by Japan

Special to THE DAILY
TOKYO, May 16 (By Air Mail)—Japan will import 164 movies in 1956, but will adopt a new formula for remittances of earnings to America and European countries, the government has announced.

America, designated as a "global area," will be allowed, 122 while European countries designated as "non-dollar areas," will be allowed 42. In addition, 8 films, two more than 1955, will be allowed as bonuses for bringing in "superior" films and TV will be allowed to Japanese companies whose export films have made money abroad.

Fixed Ratio Provided

Remittances in the case of films contracted for under a commission system will be determined by applying the "fixed ratio" based on the distribution proceeds collected each month. If the earning ratio of the foreign firm is 60%, the remittance rate is 25%. If it is entirely on a fixed trade, the remittance rate will be 22%. This ratio may be altered at any time by the government.

In case of films contracted for a fixed price, the necessary foreign exchange to be remitted will be allocated simultaneously with approval for import. A ceiling, however, cannot be applied in this case. A remittance of $9,000,000 allocated for all such films in general and contracts exceeding the limit will not be approved.

Hughes in L.A. Today

For Olympic Parleys

LOS ANGELES, May 24—The subject of newsreel coverage of the November Olympic Games in Melbourne, Australia, is expected to be introduced at a press conference here today by William K. Hughes, Olympic committee chairman, from Melbourne.

To date, Hughes and the committee have maintained the view of domestic newsreel agencies, particularly those furnishing film to TV stations, which have asked that they no longer be permitted to film the games by themselves and thus avoid the paying of film rights to the committee. Hughes will leave for Washington on Sunday and will continue to New York later next week, when he will meet with representatives of the agencies furnishing TV news film. Attending the meeting will be delegates from CBS, NBC, INS-Telenews and United Press to intimate news.

Producer Jerry Winters Says

India Eyes U.S. As Market For Its Film Productions

BY JACK EDEN

The possibility of American distribution of Indian film product, which has yet to receive the impetus suggested three years ago when a reciprocal agreement between India and the U. S. was signed, was raised here yesterday by producer Jerry Winters, who declared that Indian films could be marketable here provided they were tuned to the box-office demand.

Stopping in India for two weeks and on his way around-the-world tour, Winters said that India, recognized as being the second largest film production country in the world, might well provide domestic distributors with a new brand of product that could sell as well as those from France, Italy and Britain. He emphasized the recognition given to Indian films, particularly those directed by Raj Kapoor, who owns the R. K. Studios at Bombay.

Kapoor Versatile

Kapoor's industrial achievements have been many, Winters added, and his ability to direct, star in the film and even write the screenplay or produce films, particularly those directed by Raj Kapoor, who owns the R. K. Studios at Bombay.

With regard to possible distribution of Indian product here, Winters said a reciprocal agreement was signed between India and the U. S. in 1953 but that it has only been a one-way response—distribution of U. S. product in India.

Winters declared that U. S. films, released there with subtitles, have a large following and that this fact has led to an increase of American films there. Indian sports distribution of U. S. product, he added, because the India government permits American studios to take out as much as 75% of the gross. While there has been practically no screening of Indian films in the U. S., Winters noted that the Indian productions have been most welcome in France and particularly in those areas which border on India. Likewise, Russian films have been imported in Bombay and Calcutta, but not to the degree that U. S. productions are distributed.

It was Winters' belief that the lack of Indian films here might prove to be an exploitation factor if and when the product were imported.

Says Following Is Large

"Kapoor product stands out as the most eligible of those in the Indian market that can be purchased profitably. It is then shipped by air to the U. S. box office," he added. "He is well educated, considers himself a Westerner, speaks English fluently with an Oxford accent and has many of the manners seen on the screen in the era of Charlie Chaplin. He has a tremendous following in India and this could be turned around here if it were handled in the opposite direction and to the U. S. if exhibitors would recognize his talents and appeal."

Jack Warner Cited As 'Man of Year'

HOLLYWOOD, May 24—Jack L. Warner received the "Man of the Year in Trade World" award of the Los Angeles Chamber of Commerce here today at the organization's annual World Trade Luncheon.

Presented with a bronze plaque, Warner was cited for his contributions to world trade and international understanding through motion pictures. The award highlighted his chamber's annual trade week celebration. Walter Williams, Undersecretary of Commerce, was the principal speaker and described America's policy in furthering the cause of world trade.

Republic Dividend

A regular dividend of 25 cents per share on preferred stock, payable July 2 to stockholders of record on June 11 was declared yesterday by the board of directors of Republic Pictures Corp.

Realignment of the Ad Staff of Loew's Theatres

The realignment of the responsibilities of the staff of Loew's Theatres house office advertising-publicity department has been announced by Joseph R. Vogel, president, James Shannon has been named assistant to Ernie Eunancy, Loew's ad head. Ted Arrow will supervise promotional activities for Loew's Theatres in New York, including contacts with the metropolitan daily and weekly papers and other radio stations handled by the late Carl Fishman. Ross Grant will be in charge of all publicity and advertising for Loew's Theatres outside of the Greater New York area.

Paula Gould, Capitol Theatre p.a., will handle publicity for Loew's New York theatres and the Metropolitian, Brooklyn. Ann Bontempo will continue as radio-TV contact as also executing special assignments. Robert Zanger will handle special promotions for the N. Y. neighborhood theatres.

Frenchmen's View

Urges Nations To Make Own History Films

By HENRY KAHN

PARIS, May 18 (By Air Mail)—Production rights to stories of great national historical subjects should be vested in producers of the nation concerned, which photographers, to a meeting here of 60 film directors from some 30 countries advocated.

For instance, only United States interests should film the life of Abraham Lincoln, and only French interests the life of Joan of Arc.

While the idea was accepted in principle, no decision was reached concerning the handling of subjects which are international, such as the English author Charles Dickens' story of the French Revolution, "A Tale of Two Cities."

Wants Purchased Stories Used

The meeting also heard complaints that U. S. producers sometimes bought film rights to certain European authors' works, and then made no use of them. Meanwhile, producers in other countries who wanted to make films about such works were unable to do so.

On the directors the whole showed no liking for co-production. They voiced their opposition to censorship and favored international exchange of production ideas and visits to each other's production centers.

Among those present were Preston Sturges, Otto Preminger, King Vidor, Rene Clair, Roberto Rosselini and Vittorio de Sica.

'Trapeze' Contest Offered to Showmen

A total of $5,000 in U. S. Savings Bonds will be awarded to theatre managers staging the best promotion campaigns of the "Miss Exquisite Form" contest in conjunction with the showing of the Hecht-Lancaster production of "Trapeze."

The Exquisite Form Bra Co. is sponsoring the contest with United Artists, which is releasing the Cinemacercope film.

The film's world premiere is scheduled for Tuesday in Los Angeles, while a June 4 date has been set for its initial showing in New York at the Capitol Theatre.

S.E.G. to Meet Sunday

HOLLYWOOD, May 24—The Screen Extras Guild will hold its annual membership meeting Sunday night at the Congress Theatre, with SEG president Richard H. Gordon delivering a complete report on negotiations with the Association of Motion Picture Producers and the Alliance of Television Film Producers for a new contract.
He's the fighter-priest who leads a double life!

He's in there after a prize worth fighting for!

Paramount presents

PAUL DOUGLAS • JOHN DEREK

THE LEAT

ERNEST TRUEX

with

DIC K Y VERA • NORMAN RETCHIN • ALL
Ask your Paramount branch manager to screen for you this truly terrific attraction that the whole family will love! Keep your eye on the business at its World Premiere Engagement at New York's Globe Theatre. You'll be glad you had the foresight to grab yourself an early summer date!

*He's the Saturday night boxer with the Sunday punch!*

A picture to be remembered... about a guy you'll never forget!

**JODY LAWRENCE • CESAR ROMERO**

HER SAINT

Story and Screenplay by

RICHARD SHANNON

Norman Retchin and Alvin Genzer
Tushinsky

(Continued from page 1)

their return from a six-week trip to Europe, where they instituted arrangements for the new Superscope-235 anamorphic printing process.

Tushinsky established branch representation in all the major Continental capitals, and arranged with Technicolor, Ltd., London, to serve as laboratory for all Superscope color printing for European producers.

Sales Heads Meet Today

Methods of streamlining distribution will be discussed here today at a meeting of the sales managers committee of the Motion Picture Association of America.

The group also will consider the advisability of hiring an outside business management consultant firm to make an over-all analysis of the industry's distribution organization.

THERE ARE FLYING SAUCERS IN YOUR FUTURE FROM COLUMBIA. backed by sensational newspaper, radio and TV campaign!

REVIEW:

The Proud Ones

20th Century-Fox—CinemaScope

This glass “A” western joins the ranks of important ones like “High Noon” and “Shane”, and has a stature to encourage theatre-going habit. A get-behind-it campaign is bound to pay off at the box office for exhibitors everywhere.

Robert Ryan tops every role he’s ever had, dominating most of the footage with an ardent portrayal of a righteous, “trigger-minded” marshal. Jeffrey Hunter is likewise afforded the opportunity to satisfy customers with a sensitive interpretation of a youth determined to avenge the alleged cold-blooded murder of his father.

In addition to Ryan and Hunter, and Virginia Mayo, co-starred as Ryan’s sweetheart, the film can boast of top-drawer character performances by Robert Middleton, Walter Brennan and Arthur O’Connell.

Producer Robert Jacks can be proud of the quality of his production. Lucien Ballard’s sharp focus CinemaScope photography is evident throughout, while Robert Webb’s direction of the Edmund North-Joseph Patracco screenplay is exciting throughout.

The screenplay, based on a novel by Verne Athanass, establishes Robert Ryan as a peace-loving marshal, whose small frontier Kansas town gets a taste of boom town excitement on the arrival of the first herd of cattle from Texas.

Ryan is faced with two problems—getting rid of John Middleton, a former enemy of his from another Kansas town, who establishes a dishonest gambling beachhead in booming community; and convincing Jeffrey Hunter that his father was a gambling henchman for Middleton, armed at the time he was forced to kill him.

Ryan solves both after much gunplay and exposes Middleton’s unruly aims and responsibility for the murders to the town’s councilmen. Hunter, who joined Ryan as a deputy, becomes marshal after proving his ability with a gun in doing away with Middleton.

Running time, 94 minutes. General classification. Release in May.

SAMUEL D. BERNs

Trapeze

(CONTINUED FROM PAGE 1)

story is of the young American acrobat, and the old circus aerialist, now broken in a fall, and how they meet and finally do the trick again, as a climax of mixed emotions, love tangles, circus psychology and thrilled live audience.

Gina Lollobrigida in the past has been aimed at the “little art theatre,” and in films that were frankly “sensational”—here she wins major honors in a film that is clearly defined for purely American audiences, in any theatre, large or small. She speaks with a slight accent, which only adds to her visible assets and her ability as an actress. In moments of temper, she uses a torrent of Italian, but it only increases the illusion of perfection in her acting. Signorina Lollobrigida may thank Sir Carol, the Messrs. Hecht-Lancaster, and Susan Productions, Inc., whoever they may be, for her first and best chance in the world market.

The rest of the cast is perfection itself, throughout, from the highest to the lowest brackets. Circus folks all over the world will recognize their fellows, in familiar settings. By putting the story in a Parisian setting, the producers have given an added note of authenticity.

No better argument could be found for production abroad than this treatment of “Trapeze”—with even John Ringling North as a character in the cast, and mention of “the Garden” merely something held over as a denouement and a sequel to the dramatic action of the story. Fine color, fine photography, fine backgrounds of old Paris, the typical French circus with its familiarity and flavor—all these combine with great skills, great talents, great production value, to create a picture that will delight audiences as it will the true “show folks” of the circus, around the world. Circus stars speak of themselves as “performers”—this is truly a “performance” of the highest calibre, with dramatic quality to wring your heart.

Perhaps this is the best picture of the year. It rings true, in circus talk and legend, and in accordance with the strict codes of hack-stage, the lot and on tour with the traveling shows.


WALTER BROOKS

MPA Group

(Continued from page 1)

homes,” the women, and the children weaned on television.

In the press relations project, on recommendation was to undertake visits of motion picture critics and editors to Hollywood, where the studio would gain insight into product or problems and become more familiar with the industry, it was stated. Many film executives often have expressed their dissatisfaction with the press coverage of Hollywood developments, it was pointed out, comparing the press coverage devoted to motion pictures in many newspapers to that given to television.

Separate Group Formed

On the broad problem of marking research, members at the meeting said they had expressed a desire for some basic information which could guide them in advertising campaign. A separate subcommittee will investigate the possibility, the desirability and the costs of launching industry-advertising campaigns, perhaps on the scale of the "Movietime, U.S.A." campaign.

Each subcommittee was said to consist of a chairman and one or two members. The broad general categories of the remaining two projects could not be ascertained.

Clarification Likely

One advertising-publicity executive, in commenting on the work of the group, said that the committee may not come up with the definitive answers to problems, but that the committee’s work should be helpful in clarifying some of the problems.

Atlas Holders Okay

Merger with RKO

Stockholders of Atlas Corp., yesterday approved a merger with RKO Pictures Corp. and four other companies and approved conversion of Atlas common into four shares of the new common as part of the plan.

Floyd B. Odum, who presided at the meeting, said stockholders of the other four companies involved approved the merger yesterday. These are Airfefts, Inc., Albuquerque Associated Oil Co., San Diego Corp., and Wasatch Corp.

RKO stockholders meet tomorrow to vote on the proposal and it was stated at the Atlas meeting that there are sufficient proxies to exceed the necessary two-thirds majority to effect the merger.

Atlas stockholders re-elected the present directors and also enlarged the board, effective on the date of the merger, May 31. David C. Baird of Baird & Co., member of the N.Y. Stock Exchange; Sid Weck of Richardson, Texas oil producer, and Robert L. Stears, former president of the University of Colorado, will become directors.
sues Warning
ays 'Hysteria' n Industry

Theatrical Films n Sound Foundation

There is no reason for the current "hysteria" in the motion picture business, according to a top executive of major film company, who took note of the charged atmosphere in the industry today. Asking not to be identified, the executive maintained that the motion picture business remains a profitable one and will continue to be so if all segments of the industry keep their feet on the ground. It is a time to retain profits (Continued on page 11)

KO-Atlas

The new joint venture of RKO Pictures and Universal-International, called KO-Atlas, was launched this week. The merger of RKO Pictures and Universal-International will create a new company that will be able to compete with the major studios in the film industry.

USIA Fund Boosted; Cinerama Plan Is Out

From THE DAILY Bureau

WASHINGTON, May 27 — The United States Information Agency will operate on a greatly expanded budget during the coming year, but will not be allowed to put into effect its proposed "Cinerama" project. This became clear on Friday as the House Appropriations Committee voted to cut the funding for the project.

Wolfson Reports on Tour

By LESTER DINOFF

Product—quantity and quality—is the only answer to exhibition's concern over the declining box office. Mitchell Wolfson, co-owner of Wometco Theatres, declared here at the weekend upon his return from a two-month world tour.

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Wolfson, a past president of Theatre Owners of America, asserted that "more quality product with universal appeal would increase attendance and the box office take in the foreign as well as domestic market."

The motion picture business "in the many countries which I visited with my family on this trip is terrific," Wolfson said, adding that the morale of industry people, Universal-International, to name one company, "is very high."

NBC Hits Film Syndicators

From THE DAILY Bureau

WASHINGTON, May 27 — A charge that a group of film syndicators is steamrolling an attack against network television, which might turn back the pages of TV progress some 40 years or more was hurled by the National Broadcasting Co. in a 40-page report to the Senate Interstate and Foreign Commerce Committee. In response to a request by Sens.

Cantor Group Will Start Audit of Rep. Books and Records

Further discussions concerning the acquisition by Cantor, Fitzgerald & Co., of the working control of Republic Pictures will take place in Hollywood this week between B. Gerald Cantor, president of the bank's investment group, and Republic president and board chairman Herbert J. Yates, it was reported. According to a representative of

NATIONAL CABLE TELEVISION ORGANIZATION

The National Cable Television Organization has been established to represent the interests of local cable television operators throughout the United States. The organization is comprised of owners and managers of local cable television systems.
N.J. Allied Opens Annual Convention At Kiamesha Lake

Sponsored to THE DAILY
KIAMESHA LAKE, N. Y., May 27. — The decline of theatre business plus ways and means to bolster trade will be thoroughly discussed at the 57th annual convention of the Allied Theatre Owners of New Jersey which got underway at the Concord Hotel here today.

The agenda of the three-day meet- ing is highlighted by such reports and discussions as the Senate Small Business sub-committee hearings, the national Allied board of directors' needs for the Eastern Committee hearings, and plans to expand the use of kiddle shows in New Jersey exhibition.

The ATONJ membership, in its business meetings, also will elect officers for the coming year, and hear reports by its committees. Committee reports are to be included in the use of film clips on television, the results of the ATONJ questionnaire on theatre operations, plus the survey of the New Jersey clearance situation.

The schedule of events at the ATONJ meeting will start this evening with the president's cocktail party and to be followed tomorrow with the association's golf tournament and business meeting. On Tuesday, a closed meeting is scheduled in which officers will be elected, followed by a general forum.

Military and Society To Guest at 'D' Bow

Top-ranking military officers and war correspondents will join tomorrow night with celebrities of the entertainment and social world in welcoming "D-Day, the Sixth of June" in a gala performance at the Roxy Theatre here. Dana Wynter, one of the stars of the 20th-Century-Fox CinemaScope production will be among those present.

The arrival of guests at the theatre will be covered by still and newsreel photographers. Two correspondents interviewed for the Armed Forces Radio Service, which will broadcast highlights to Europe, Asia and the Near East.


Jack Schachtel, since last February a member of Allied Artists' cooperative advertising staff, has been named business manager of the company's home office advertising department, Martin S. Davis, AA Eastern ad-pub director, announced.

Schachtel's duties will include supervision of national budget control as well as cooperative ad expenditures.

Senate Unit to FTC: Watch TV 'Bait' Ads

WASHINGTON, May 27. — The Senate Appropriations Committee has kept a closer eye on "bait advertising" on radio and television.

This is the type of ad where bargains are offered to lure customers into stores and then efforts are made to sell them other, more expensive merchandise.

The committee voted to give the FTC $5,500,000, the contention $100,000 more than the House had voted $900,000 more than the agency had had this year. It said some of the extra money should be used to monitor bait advertising more closely.

Pesce Asst. Director Of State Film Unit

ALBANY, May 27. — The new position of assistant director of the motion pictur- e division of the State Educa- tion Department has been taken by Louis M. Pesce, for five years a re- viewer. His appointment, effective on June 7, is the result of a recent competitive test within the licensing division.

The post, created to promote ad- ministrative efficiency, followed abolition of two jobs, head reviewer and supervising inspector. The acting director of the division, Helen K. Kellogg, had been assistant di- rector, although not on a permanent basis.

Pesce, who served with the armed forces during World War II, starts at $6,800 annually. The maximum, in five years, is $8,370.

Another appointment effective June 7 is that of John Bartnick as picture inspector in the Syracuse area.

Whitney to Be Hosts At 'Searchers' Party

C. V. Whitney, president of C. V. Whitney, Inc., whose first production, "The Searchers," will open here Wednesday at the RKO Paramount, the Mr. and Mrs. Whitney, will be hosts that night at a special theatre party at the 7:15 Cinerama performance to a large group of celebrities headed by Mayor Robert A. Wagner, Bette Davis, Arthur Godfrey, Thomas A. Watson, Sr., Doris Duke and Mr. and Mrs. Vincent Astor.

Host Hepburn, Ferrer

Paramount Pictures will be host at a cocktail party at the Hotel Pierre here tomorrow for Audrey Hepburn and Mel Ferrer, who recently finished work on "War and Peace" and a major company. Miss Hepburn is en route from Hollywood to Paris to complete work in "Funny Face."

AA Has 17-Film Backlog, Marking All-Time Record

From THE DAILY Bureau

Hollywood, May 27. — Marking an all-time backlog high for the compa- ny, Allied Artists has 17 films awaiting production, according to its pres- ident, William M. Pesce, who said three other films currently available before the cameras. Included in the backlog is William Wyler's "Friend Persuasion."


Todtnau Names Setto British Films Head

Hollywood, May 27. — M. Setton, formerly president of Mayflower Pictures Corp., has been named executive in charge of British productions for the Todtnau Film Corp.

Setton, also a former director of the legal department of the J. Arthur Rank Organization, will supervise "The Nylon Web," first of six Todi films to be released by Columbia. The production goes before the cam-eras this summer.

Mrs. W. H. Kane Dead

Funeral services will be held at Grange, Ill., today for Mrs. W. H. Kane, mother of Sherwin Kane, editor of Motion Picture Daily, who died Monday at the home of her lengthly films. She was 84 years old.

PERSONAL MENTION

GEORGE WELTNER, Paramount worldwide sales head, and Jerry Pickman, advertising-publicity vice-president, returned to New York over the weekend from Toronto.

ARTHUR L. MAYER, promotion consul- tant to Paramount on "War and Peace," will leave New York today for Indianapolis, St. Louis and Kansas City.

ARTHUR SILVERSTONE, 20th-Century-Fox assistant general sales manager, is convalescing at home following treatment at Mt. Sinai Hospital.

WALTER BRANSON, RKO Radio vice-president in charge of worldwide distribution, will return to New York today from London.

DOUGLAS GRANVILLE, Universal-International home office representative in Great Britain, has left here for London via B.O.A.C.

SAM GALANTY, Columbia Pictures Mid-East division manager in Wash- ington, will leave here today for Cleveland and Pittsburgh.

SAM KATZMAN, producer; Fred F. Sears, director, and Williaro C. Sheldes, his assistant, will arrive here today from the West Coast.

WILLIAM PIZOR, distributor, and his son, Irwin, left New York on Friday aboard the "United States" for Europe.

Col. Signs Block As Story Advisor

Bertram Block, who recently re- signed as eastern editor of story editor of 20th-Century-Fox, will become associated in 1950. Block will work with the Columbia Pictures eastern story department, it was announced over the weekend by Harry Cohn, Columbia president.

Block is currently collaborating with his wife, Edythe Latham, on the writing of a play, as well as on production plans for her other theatrical enterprises. His association with the Columbia story department will be on an advisory and consultative basis.

Nat Blank, 61

CHICAGO, Ill., May 27. — Nat Blank, district manager for Indiana-Illinois Theatres here, died of a heart attack. He was 61 years of age. He is survived by his wife and five children.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Ston, News Editor; Herbert V. Povinelli, Advertising Manager; Gas H. Faust, Production Manager; William R. Pesce, Western Vice Builder's, Telephone Hollywood 7-449; Chicago Bureau, 120 South LaSalle Street, Urban Farley, Advertising Representative, Telephone Financial 6-3074, Washington, J. A. Otten, National Press Club, Washington, D. C. European Bureau, Saage and Bollinger, 17 Rue de Quillot, Paris, France, Professor; Thomas William Quigley, President; William V. Quigley, Jr., Vice-President; Don J. Sullivan, Vice-President and Treasurer. Printed at Washington. Published every weekday, except Saturdays, Sundays and holidays, by Quigley Picture Company Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone 7-H. Cable address: "Quigley, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Thomas, J. Sullivan, Vice-President and Treasurer. Entered as second-class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies,
Your Richest

to MORE THAN YOUR EYES HAVE EVER SEEN, we now add MORE THAN YOUR HEART HAS EVER KNOWN!
EXPERIENCE!

In The Complete Grandeur Of

CinemaScope 55

from 20th CENTURY-FOX starring

DEBORAH KERR YUL BRYNNER

with

RITA MORENO • MARTIN BENSON • REX THOMPSON

Produced by

Directed by

Screenplay by

CHARLES BRACKETT • WALTER LANG • ERNEST LEHMAN

Music by

Book and Lyrics by

Choreography by

RICHARD RODGERS and OSCAR HAMMERSTEIN II • JEROME ROBBINS

From their musical play based on "Anna And The King Of Siam" by Margaret Landon
Nation-wide favorite...

UNITED DC-7
NONSTOPS TO CALIFORNIA!

Four DC-7 nonstops daily—world’s fastest airliners—to Los Angeles and San Francisco. More nonstops to California than any other airline! Topnotch luxury service all the way with delicious meals, buffet snacks and a choice of cocktails, and a smart club lounge. Your luggage is delivered extra-fast on arrival, too...another United DC-7 exclusive. Try it on your next trip.

"The New Yorker" To San Francisco—
leave 9 a.m. or 1 p.m.

"The Hollywood" To Los Angeles—
leave 12 noon or 12:30 a.m.

Contact your nearest United ticket office or call an authorized travel agent.
Spotlighting the News

More on the Game of Musical Chairs

» Television programming can be like a game of musical chairs—there are just so many spots into which just so many programs can be slipped. Some are bound to be left over. The following are resumes of reports received in the course of last week on ABC, CBS and NBC. They are subject to change.

ABC-TV: A new Thursday evening, full length motion picture series, The Hour of the Grey Owl, will have its premiere June 21, 8-9 P.M., EDT, with "The Lady Vanishes," previously scheduled but never shown on the same network's Afternoon Film Festival (and reportedly withdrawn because of the poor condition of its soundtrack). Bold Journey, a nine-life travel series of "adventure-comedy-some people who felt the lure of far away places" and conveniently recorded their travels on film. Raiston-Purina is sponsor of the half-hour series to have its premiere July 16, 7:30 P.M., EDT. In October, Ford Theatre moves to ABC from NBC, and will be seen Wednesdays 9:30-10 P.M. Sponsorwise, the Lamp Division and the Housewives and Radio Receivers Division of General Electric have signed to write programs for the alternate weeks during the 1956-57 season when the "Cheyenne" segments are presented.

CBS-TV: Jackie Gleason returns to the air in a live, full-hour series starting Saturday, September 29, with Old Gold cigarettes and Bulova Watch Company, as the sponsor, footing the $10,000,000 bill for the season. The format will be similar to that which made him famous: monologue, music, sketches and the June Taylor dancers carrying on the heritage of Busby Berkeley. See It Now, seen now on an irregular basis, will be seen next fall at 5 P.M. on the first Sunday every month, starting October 7. Shows will be 60 minutes long, with occasional 90-minute productions. Quaker Oats has signed to sponsor the network's two-hour coverage of the Tournament of Roses Parade January 1.

NBC-TV: A new, live, half-hour comedy series, Stanley, starring Buddy Hackett and produced by Max Liebman, will be seen three Sunday nights out of four 8:30-9 P.M., starting September 24; Pall Mall and Helene Curtis will sponsor. Sid Caesar will be taking his Hour to Saturday night, 9 to 10 P.M., beginning in the Fall. Ray Gaskill will star in a half-hour film series, Johnny Came Lately, to be seen three Friday nights out of four and sponsored by P. Lorillard. The fourth Friday will be dominated by the new series of spectacles, produced on a rotating basis by Worthington Miner, Max Liebman and Fred Coe.

P.S.: Ed Sullivan of CBS-TV plans to celebrate the eighth anniversary of his Sunday night show June 24 with an especially strong lineup of talent including Kate Smith and Teresa Brewer. What makes the item interesting is that June 24 has been the date mentioned for the premiere of NBC-TV's new Steve Allen Show, designed by that network as the show to knock off Ed Sullivan. Business with the rating bureaus will be picking up.

Week in Washington

» The week in Washington was highlighted by the Supreme Court's decision, announced Monday, which upheld the right of the Federal Communications Commission to limit the number of radio and television stations that can be owned and operated by one person or company. A seven to two decision overturned a contrary ruling of the Court of Appeals for the District of Columbia. Storer Broadcasting Company, which initiated the action, had applied for a sixth TV station in Miami. The case now goes back to the Appeals Court for consideration of other objections to terms of multiple ownership rules not covered in the Supreme Court's decision. For one thing, Storer objects to the FCC idea that ownership of even one per cent of the stock constitutes ownership of a station. Meanwhile, at the FCC, it was announced that starting July 2 the Commission will permit construction of "translator" TV stations to rebroadcast signals from metropolitan areas to isolated areas. This may well bring, at long last, a thorough re-evaluation of the entire community antenna situation.

Back to Chicago

» Chicago, described in a famous madrigal of the twenties as a "toddling town," and in the early days of television the birthplace of many of today's stars and formats, may once again become the site of influential TV creation. NBC-TV, which in April converted its Chicago outlet, WNBQ, to color, announced last week that it was inaugurating a campaign for the development of new children's programs and that the experimental laboratory will be Chicago. Dr. Frances Horwich, whose award-winning Ding Dong School came out of Chicago, will be in charge of the campaign in her capacity as supervisor of children's programs for NBC.

Writers May Walk

» Members of the Writers Guild of America, East and West, have voted to strike against the major networks by next Monday unless a satisfactory working agreement on film television has been reached by then. The guild is insisting that it get the same protection for network TV film writers as granted them in contracts made with movie producers and the Alliance of Television Film Producers.

In Our View

The current sports world excitement engendered by the recent retirement of Rocky Marciano, world's heavyweight champion, and the so-called elimination bouts now starting to find a successor, are indicative of a rather unique function served by television which could well do with a mite of industry exploiting.

As it develops, with the preliminary bouts now and then, the elimination fights which will follow in normal succession, since the promoters are hardly likely to overlook such a handsome opportunity, these contests will come to be practically a continued, series type of television program. With suspend inherent in every fight, with the end result manifestly unknown, the TV audience will be drawn continually to its collective television set as each program comes up. It should never be forgotten that the sports fans in this country are legion, that they take their sports most seriously, and that TV has become the prime provider of sporting exhibition, aside from actual attendance at the events.

In this instance, as in such series of events as the baseball World's Series, playoff contests in other sports and like situations, television is in the unique and happy situation of being able to re-cement the allegiance of existing viewers, and of capturing new ones. It is an aspect of the over-all television picture for which extra attention might well find handsome dividends accruing to the television industry as a whole.

The sporting events of this character might well be considered in the same light as the "leader" item used in store merchandising to draw customers into the retail establishment. It is an important way to increase the audience, and hence the potential, of the medium.

—Charles S. Aaronson
The success last week of two sharply divergent dramas, one live and one film, quite nicely illustrated the respective areas of drama best suited to live treatment and to film treatment. The first was NBC-TV's Goodear production Sunday night of John Secondari's "In the Days of Our Youth." Directed by Sidney Lumet, this was an intensely subjective tale of a wartime romance between a young soldier, leaving for the army, and an "older" Army nurse whose experience was no protection against some of the ravages of love. Practically without plot, it's climax was in an emotion. On film this might have been self-conscious folderol. But live, as it was, Kim Stanley and Roddy McDowell made it an unique, moving and exciting experience.

The film drama, on the other hand, was pure, romantic make-believe, about as subjective as Dick Tracy. It was Warner Brothers' (ABC-TV, Tuesday night) "Deadly Riddle," an adaptation of a Canterbury Tale chock full of plots and twists involving a villainous knight in King Arthur's court. It was a handsome story, written with a good deal of humor and acted with appropriate pomp and style, the sort of elaborate production that would be practically impossible to reproduce live.

Adlai Stevenson and Estes Kefauver met in debate (ABC-TV, Monday night) and, as the eggheads would say, it came off not with a bang but with a whimper. Our President should have been more diligent since one very shortly will be supporting the other. An interparty debate would be something else again. A good deal more pace and tempo were contained in another of the week's special events, Max Liebman's Maurice Chevalier hour on NBC Sunday night. M. Chevalier was in fine form while Langhorne Stanley Holloway gave him hilarious support. Elsewhere and in greater detail:


With two thoroughly professional stars in the leading roles, Sir James Barrie's earlier success, "The Old Lady Shows Her Medals," came across with a surprising amount of charm last week. Sir James was never one to let his characters motivate events if he could wring another tear or two out of having them behave in an arbitrary manner which, in light of today's emphasis on psychiatry, suggests all sorts of deep personality problems. Playwright Robert Anderson, who adapted the Barrie original and who like Sir James has created some emotionally complex characters, kept his teleplay purely Barrie, including the good, bad and embarrassingly wrong in the title role. Grace Fields was a subdued delight, and Jackie Cooper, with a surprisingly consistent Scotch brogue, was a spirited co-star. It seems the fashion these days to include a participant-narrator in more and more TV dramas, and Jerome Kilty handled this role with style suggesting Mr. Barrie himself. Unlike Sunner Locke Elliott's man (see accompanying Playwrights '56 review), Mr. Anderson's narrator simply fits in the scene and then let them run their course. The narrator device, however, is usually the lazy author's way out of complex plotting and ought to be avoided. Nine times out of 10 he is a bore. Norman Felton directed for the Theatre Guild.

SHOWER OF STARS, CBS-TV, 1 Hour, 9:30 P.M., EDT, Thursday, May 10, 1956. Live, from New York. In compatible color. For Chrysler Corp.

The stature of Jack Benny as a comedian with a versatile touch is increased another notch with his performance in this show, where he is aided and abetted most successfully by the dance duo of Marge and Gower Champion, the latter having supplied the choreography. Benny was master of ceremonies in his most enterprising venture, which has a chief, engaging skit with young Leonard Ross of Stock Exchange fame, and did two comedy dance routines with the Champion, one in a children's dance studio and in Spain. The Spanish cabinet setting which were hilariously funny and enormously clever, one featuring the talented youngster, Babette Bain in song and dance. The credit list of Ralph Levy, producer-director; John F. Meyers, associate producer, and the others involved, all rate bows for a highly entertaining show in every particular. Benny at his best.


Veteran TV producer-director Fred Coe chose as his first "personally directed" offering of a play this one, in a script in some time Sumner Locke Elliott's "Keyhole," an account of a murder trial that rocked England in 1889. The production would have been fine were it not for one of those self-conscious and totally superfluous dramatic devices which Mr. Coe usually has the tableaux to date, in device, in this case, came in the person of E. G. Marshall, who acted as modern narrator-participant in the trial. He allowed the lift (the TV audience, to the principals in the course of the trial, and generally turned the drama into a sort of You Are There exposition. Mr. Marshall delivered his redundant little editorials with a desperate archness that suggested a denatured variation of Walter Huston's Sarah Siddons. In all other respects the production was first rate, including the fluid staging which permitted scenes leading up to the trial to be acted out in the course of being cut. The best was excellent, particularly Leo Grant as the lady accused of spicing her husband's beef extract with arsenic.

SHAKESPEARE ON TV, WCBS-TV, 3/4 Hour, 3:45 P.M., EDT, Sunday, May 20, 1956. Film. Starring.

Shakespeare on TV genially shows how to take Shakespeare without-fears. Dr. Frank Baxter, winner of a 1956 George Foster Peabody award, continues his informative, witty and academically little essays in this third summer series of the WCBS Public Affairs Department. They are triumphs of content over form, of extemporaneous thought over prepared agenda. Dr. Baxter, like all good professors, departs frequently from his text, which I, in fact, make the show fun as well as interesting. Last week, speaking on "Shakespeare as a Dramatist," he covered a lot over the topic, of course, allows for wandering and came up with some especially lively opinions on the cult of realism in our theatre of today. Dr. Baxter is presented straight on the lecture platform, with occasional cuts to closeups of props and the backs of his students' heads. If this is educational television, it's not bad at all as low pressure en-

SCHOOL FOR SOLONS

No, this isn't an actress preparing to go on stage. It's a candidate (Elsheba Field, 1st Assembly District, New York County) getting done up for a TV lesson at the Political Candidate School run by WABC-TV for those who want to make the most of the middle in the coming election.

HOLLYWOOD

HOLLYWOOD: That man Le Durocher, former manager of the New York Giants, has signed a two-year contract here with NBC, it is announced by A. McAlvity, vice-president in charge of the NBC-TV network. The new agreement calls for extension of Mr. Durocher's duties as an NBC executive, which began last September. His field has been talent relations.

MOTION PICTURE DAILY

Entertainment. Dr. Baxter drops a bomb of controversy, but the most of us could be better versed in the basic features of Shakespeare before we can argue esthetically. The films are kinda scope recordings of the live series originally over KNXT, Los Angeles.

SEE IT NOW: "Report from Africa Part II," CBS-TV, 1 Hour, 10 P.M., EDT, Thursday, May 17, 1956. Filed Live.

The splendidly high rating, in this opinion, attained seven weeks ago by this program in "Report from Africa Part I," is maintained in this, the second and concluding portion of this and the same general subject. Following the same successful and penetrating technique as in the first, E. Murrow and Fred S. Friendly, to team of astute producers, this time cover the African countries of Algeria, Libya, Ethiopia, Egypt, the Sudan and a couple of U.S. Air Force bases. Particularly important, and significant, was the timely discussion of the powder-keg situation in Algeria and interviews with a French commanding general and the mayor of Algiers gave added importance to the material. The reportorial alignments are in the hands of a producer-director, Alex Kendri and Blair Clark. Murrow has demonstrated before this, man, times, that he is one of the ablest commentator in the whole area of television. This third part presentation, of intense new value in the world today, proves once more the accuracy of the designation as applied to him.

M. LOCKE

MITCHELL J. HAMBLING, sales executive for Flying A Productions, has closed on a new $6,000,000 deal with the Continental Banking Company and the Continental Banking Company on the "Anne Oak" television series, which they have negotiated with Walt Disney for the past two years. The new deal, which takes in 144 markets, will run through 1959. Existing contracts still run seven months.

SPOTLIGHT (Continued)

The sales staff of Television Programs of America, Inc. (TPA) has been expanded with the creation of a sixth sales division, it is announced by MICHAEL M. SILLERMAN, executive vice-president. The new division, the central, will be managed by WALT PLANT, who has been promoted from the western, in which he had been an account executive.

HANK SYLVERN, well known television personality, has been elected to membership on the board of governors of the Television Academy of Arts and Sciences in New York.

JOHN BURRELL, well-known art director, has been named art director of CBS-TV's Scenery Design Department. He was at one time in charge of the art direction for England's famed Old Vic Company, and previously had been BBC drama director.

GEORGE DUNNING, well known animated film artist, joins UPA New York this week, it is announced by DON MCMICROM, vice-president and manager of UPA's east coast studio.

RONALD C. BECK has joined the WCBS-TV staff as assistant sales promotion manager. It is announced by ROBERT G. PATT, the station's director of advertising and sales promotion. Mr. Beck moves to his new position from the CBS-TV network program promotion department.

LEE STONE has joined CBS-TV Film Sales, Inc., as an account executive in the Chicago office, WILBUR S. EDWARDS, general sales manager, has announced. Mr. Stone comes to CBS from the Schram Advertising Agency in Chicago.

The appointment of CHARLES CADLEY as assistant traffic manager for CBS-TV, effective immediately, was announced by LAWRENCE B. GUMBINER, CBS-TV traffic manager.

Two new appointments at station WBKB, ABC-owned Chicago station, have been announced by STERLING C. QUINLAN, vice-president in charge of WBKB. MATTHEW E. VIERACKER was named general manager of WBKB and MANUEL FINGERHUT was named to succeed Mr. Vieracke as comptroller. Both assume their posts June 1.

ALAN EWALD has been named administrator of represented stations on the NBC Spot Sales staff, it is announced by JOHN H. REBER, director of NBC Spot Sales. Mr. Ewald was formerly Radio-TV research supervisor for NBC spot sales.

PRODUCERS. These include separation of rights to writers working on a week-to-week or term basis, and exclusivity to per-script writers.

UPA Rotation Plan

A four-year rotation plan for sending selected training units to its new studio in London, at three to six-month intervals, was announced last week by UPA Pictures from headquarters in New York and Burbank. The plan gets under way within about four weeks, said Stephen Bosustow, president, with key persons from both studios considered for selection. The plan is designed to make sure that within five years the company's London operation "will be staffed virtually in its entirety by UPA-trained artists, writers, directors, animators and animation cameramen" completely versed in the UPA techniques.

Mass Creation

Screen Gems reports no less than 60 writers currently at work on 10 series for the 1956-57 season. The Columbia Pictures subsidiary adds modestly that this is not only a record for it "but it is the largest number of writers ever to work at the same time for one company in the history of television." The Ford Theatre series is using the largest single batch, with 13 writers working on the coming series.

Vital Statistics

The number of TV receivers shipped to dealers during March increased over the February level but remained somewhat below the February number shipped. In March 1955, the Radio-Electronics-Television Manufacturers Association reported last week. TV sets shipped to dealers in March totaled 549,220, compared with 529,226 in February and 680,097 in March last year.

Ampli-Vision Deal

Ampli-Vision, a division of the International Telemeter Corporation which, in turn, is a subsidiary of Paramount Pictures, announces that it has obtained exclusive distribution in the United States of a complete line of coaxial cables manufactured by the Telegraph Construction & Maintenance Company, Ltd., of Great Britain. This is called diversification.

Audio-Visual Date

No less than eight organizations have announced plans to hold individual conventions during the period of the National Audio-Visual convention at the Hotel Sherman, Chicago, July 20-25, according to Alan Twyman, association president.

Ida Lupino story in "Beneath the Surface" on Bristol-Myers Four Star Playhouse, Thursday, May 31 over CBS-TV. Appearing with her are Christopher Dark, Craig Stevens and Joe Waring. The teleplay was written by Elliott West and directed by Richard Kinon.

Barry Sullivan and Anna Maria Alberghetti co-star in the Ford Star Jubilee CBS-TV musical presentation of "A Bell for Adano" Saturday, June 2. James Howell, a newcomer, will make his TV debut in a supporting role.

Jack Benny has left for England where he will do four special programs on film for broadcast on his regular Jack Benny program next Fall. His first guest will be Maurice Chevalier. In addition to his own shows, Mr. Benny will appear on a British Broadcasting Corp. television program.

Paul Douglas and Alexis Smith star in the 20th Century-Fox four production of "Man's Boarding House" Wednesday, June 13, on CBS-TV. Others in the cast are Mark Damon and Elene Janssen. Sam Marx produces and Jules Bricken directs.


The Theatrical Show Makers

The Charles Farrell Show, a new filmed situation comedy series, in which Charles Farrell, veteran film star, will play himself, will be the summer replacement for "I Love Lucy," beginning Monday, July 2 on CBS-TV. Charles Winninger, Richard Deacon and Kathryn Card are featured. The series, to run 12 weeks, will be produced by Hal Roach, Jr.

The true story of Major Tom Housie and the part he played in the Normandy fighting in 1944 will be depicted in "The Major of St. Lo," Tuesday, June 5, on ABC-TV. Peter Graces stars in the Da Ponte Cavallede Theatre presentation, and in supporting roles are Nick Dennis, Robert Cossen, Ed Kemmer, Morris Ankrum and Frank Gerstle. Others in the cast are Stuart Whitman, John Stephenson and Paul Sorensen. Lee Foster directs.

Bill Phipps, Larry Dobkin and Carolyn Jones appear in "Doubled in Danger" on Turning Point, new dramatic series set to start the week of June 4. Bruce Bennett, Barton MaLane and Tom Drake will follow the week of June 11 with "The Man Nobody Wanted."
The Eddy Duchin Story

(Continued from page 1)

who plays the part of Duchin's second wife, and Mickey Maga, who plays Duchin's son at an early age.

More, it has fine performances by Rex Thompson, as the Duchin boy at an older age; James Whitmore as Duchin's agent, and Shepperd Strudwick, as a member of Miss Oelrichs' family. It is lavishly produced by Jerry Wald in CinemaScope and color by Technicolor. The screenplay by Samuel Taylor, based on a story by Leo Katcher, moves evenly and has no serious flaw. George Sidney directed, getting the best from a fine cast and an outstanding script. It leaves nothing to disturb the illusion that they are the artist and his son whom they portray. Carmen Cavallaro did the piano recordings. Morris Stoloff supervised and conducted the liberal musical sequences which feature songs of the late 1920s through the World War II period. The titles are too numerous to list but none of them has been forgotten, and all are as tuneful as they were new.

Much of the story is told in the setting of the old Central Park Casino of Gotham's Mayor Jimmy Walker era, where Duchin got his start in the musical world and where he met Miss Oelrichs. Except for a World War II sequence when Duchin served in the Navy, and a brief period thereafter when his band toured the country, the action takes place in New York.

Following the death of Duchin's first wife, the musician loses interest in their son, making no effort to see him during the war or after until virtually forced by Whitmore to do so. When their meeting occurs, Duchin discovers that the boy's love has been won by Miss Shaw, who works as an English girl for the Duchin Oelrichs family, and that he himself must earn his own place in the boy's heart.

Eventually he succeeds, largely through the lad's inherited love of music and his admiration of his father's success in the musical world. By then, Duchin has learned from his doctors that he has incurred a fatal illness and has only a year to live. A romance ripens between himself and Miss Shaw. He makes known his illness to both the girl and his son and after a marriage the three are brought together in what obviously will be a happy though brief union.

Exhibitors have much to work with in this memorable drama from real life and their efforts will be liberally augmented by the producer-distributor's elaborate promotional campaign. It is a quality offering, one which any theatre may be proud to play, and one which, when the receipts are counted, will be right up there at the top. It may well prove to be an important factor in re-winning the dissatisfaction and distrust that has been the bane of too many theatres this year.


SHERWIN KANE

The Eddy Duchin Story

(Continued from page 1)

MOTION PICTURE DAILY

Monday, May 28, 1956

Syndication

(Continued from page 1)

for Magnuson, committee chairman, that it comment on the testimony given earlier by Richard A. Moore of Station KTIV, NBC sharply criticized the "wide variety of promoters and financial traders" who are gambling with the TV network industry with hopes of "peacocking a mountain of profit from their molehill of contribution to the broadcasting art."

Enlarging on its criticism that such activities will "successionary" to the TV network industry, NBC commented, "The wealth of fine entertainment, educational and cultural programs would be replaced by a continuing flow of stale and stereotyped film product" and added that the basic losers would be the public and TV industry.

Clearance Fees Attacked

Moore's earlier testimony before the committee was largely concerned with program clearance agreements between networks and stations. In attacking this, he campaigned for their elimination by government regulations and argued further that the network operations were suppressing the production of film for TV.

In NBC's view, clearance fees attack and attributed his testimony to an organized campaign backed by a group of film syndicators. It also charged that "Moore serves as treasurer for four companies that are TV film syndicators, of which one (Screen Gems) is owned by Columbia Pictures. The fifth company cited in the report, RKO Telecolor Pictures, is partly owned by the RKO motion picture organization.

Newly-Formed ATFD Replies

To NBC Blast at Syndicats

NBC's charge that a group of film syndicators is steamrolling an attack against network television brought a reply late Friday from the newly-founded Association of Television Film Distributors, stating that the NBC charge "fails to answer any of the problems of local, regional and national advertisers, as well as those of independent film producers."

The reply to NBC was issued under the signature of four leading TV film producers: Screen Gems, Television Programs of America, Ziv TV Programs and Official Films, and was made coincidental with the announcement of the formation of the TV distributors' council.

Say It Would Be 'Suicide'

"These four companies, attacked by the NBC statement," ATFD pointed out, "are now responsible for a total of 17 regularly scheduled, sponsored network film programs. To suggest, as NBC has, that the film companies seek the destruction of television network structure is an absurdity tantamount to stating that the film companies wish to commit economic suicide."

"In attacking the quality of film programs, NBC is also criticizing its own program structure. NBC's present network schedule includes approximately 16 half hours of filmed shows each week, out of a total of 21 hours of peak evening viewing time. In addition, NBC through its wholly-owned subsidiary also distributes film shows among which is a substantial backlog of feature motion pictures."

"Certainly," ATFD concludes, "the men responsible for programming NBC's television network and acquiring film for its 29th Century Century subsidiary would not have approved these properties if they did not believe them to be quality programs."

"NBC's attack on the television film industry is not supported by public reaction to film programs. National Nielsen reports from November 1955 through March 1956 reveal that never less than seven of the top ten programs were produced on film."

"It is our sincere hope," the ATFD concludes, "that future discussions on this most important subject can be conducted on a more constructive plane, so that all segments of the television industry--stations, advertisers, advertising agencies, networks, independent producers and distributors--will be free to function more effectively in the public interest."

Fox Making 5 'Scope

Five CinemaScope and color productions are currently being filmed before the cameras of the 20th Century-Fox 20th Century-Fox and MGM. "Bus Stop," "The Last Wagon," "One in a Million," "The Best Things in Life Are Free" and "The Day the Century Ended" are in various stages of production.

MPA Meet

(Continued from page 1)

increasing theatre attendance. The concessions was reported to have been that the Toxicology Board would be more closely examined and should be investigated in conjunction with other projects to boost business.

It also was said that all projects should be examined in light of a proposed all-embracing survey, similar to the one contemplated by the MPAA advertising and publicity committee. The advisability of conducting such a survey will be considered by a subcommittee of the MPAA board of directors, which is expected to meet shortly. The sales managers appointed Abe Monello of Columbia and Richard Altschuler of Republic to meet with the company presidents, subcommittee, it was learned.

Eric Johnston Attends

Eric Johnston, president of MPAA, who attended Friday's meeting, was said to have pointed out some of the pitfalls as well as the advantages of the proposed credit plan.

Furthermore, problems of distribution, or consolidation of distribution facilities, were said not to have been discussed at Friday's meeting, according to one source. One sales manager termed the proposed "significant" in importance as compared to proposals to boost box office business.

Bigger USIA Fund

(Continued from page 1)

Senate approved a bill appropriating funds for the agency. Now both House and Senate have voted to increase the agency's appropriations substantially, but both have specifically vetoed the proposal to show Cinemara in foreign ports on a de-mothballed aircraft carrier.

The bill gives the agency $115,000,000 of the $135,000,000 it requested for the year starting July 1, while the House voted to give it $110,000,000. Since the agency has only an $87,300,630 budget this year, it is now certain of greatly expanded operations next year.

Just how much of the additional money will go to the film division is unclear. The agency has programmed $12,885,000 of the original $135,000,000 request for the motion picture division. This year the film division is operating on an appropriation of about $4,500,000.

The same Senate-approved bill that carries the funds for USIA also included $38,000,000 for the Justice Department's anti-trust division. The House had voted $4,265,000 for this unit, substantially above this year's appropriations of $3,464,000.

USIA Chief to Mexico

WASHINGTON, May 27.—Tunor B. Sheldon, chief of the Motion Picture Service of the United States Information Agency, will leave for Mexico Monday to confer with agency officials about stepping up the distribution of USIA films there.
Cantor Group

(Continued from page 1) The film company, Yates, which had planned to spend the weekend in New York, suddenly left for the Coast to meet Cantor, who also returned from an Eastern trip.

It was announced by the investment concern that actors will go to work on Republic's books and records early this week. According to Cantor, who made the announcement in Hollywood, there will be no further comments until the general examination is completed.

Common Totals 2,004,191 Shares

The Beverly Hills investment firm has acquired a 60-day option to purchase the working control of Republic Pictures, a minimum of 650,000 shares and a maximum of 800,000 shares of common stock at $12.50 per share under the option terms.

The option calls for Yates to sell all of his shares as well as stock owned by a member of his associates. Republic and Pinto Pictures, owners of 2,750,000 shares of common stock issued and outstanding, have agreed to sell 1,000,000 shares at a par value of 50 cents per share, exclusive of 800 shares of the company's treasury as of Oct. 29, 1955.

Yates' holdings as of Feb. 1, 1956, according to the recent Republic proxy statement, total 57,460 common shares. Members of Yates' family were the owners of record of about 10,000 shares and the owners of all the issued and outstanding stock of Tonrud, Inc., a Delaware corporation, which was the beneficial owner of 12,200 shares of preferred stock and 207,937 shares of common of Republic and 72,585 shares of stock of the Associated Motion Picture Industries, Inc., which had 187,926 shares issued and outstanding.

TV Interest Reported

It had been announced by an official of Cantor, Fitzgerald & Co., later that week that the investors of Yates' interests would operate the Republic studio for the production of theatrical and television films. It was also disclosed that although the investment company has the option, that fact does not imply that the firm will exercise it solely in its own behalf.

Starr Will Keynote Ala.-Ga. Convention

ATLANTA, May 27—Alfred Starr, past president of the Theatre Owners of America, will deliver the keynote address on the problems of the small exhibitor at Tuesday's afternoon session of the annual joint convention here of the Alabama Theatre Assn. and the Motion Picture Theatre Owners and Managers of the State of Georgia.

The convention opened today at the Dinkler Plaza Hotel and continues through Wednesday. Clinics are to be held during the morning and afternoon with particular emphasis on concessions, advertising, general theatre equipment and financing.

Martin Mullin of Nathan Yamin's, Arnold Van Leeuwen of Edward G. Lewis and Morris Simo of Boston and New Bedford are serving on a committee to arrange a birthday dinner May 30 at Lincoln Park honoring Mass. Senator John Kennedy. Bill Canning, director of public relations for Yamin's Theatres, is general chairman for the dinner.

J. J. Chisholm, manager of the Associated Screen News, Ltd., Toronto office, has submitted his resignation effective on June 1. A member of the Toronto branch of Variety Clubs International, he worked in Hollywood before joining ASN.

Lee Bergman, a field reporter for Columbia Pictures since 1955, has been transferred to the home office exploitation staff.

Isabel Moore has been appointed editor of "Photoplay" Magazine after serving as editor of fan magazines of the Sterling Group. Ann Higginbotham was advanced as editorial director of "Photoplay."

William J. Sweet, motion picture finishing area supervisor at DuPont's Parlin, N. J., photo products plant which has been transferred to the New York sales district as a motion picture technical representative, he succeeds Victor Salter who has been appointed trade and industrial products supervisor for the district.

George D. Parselle has been appointed manager of the Large Theatre at Largo, Fla., a unit of the Floyd Theatres. Steve Barber, former manager of the Largo, has leased the Ritz Theatre at Clearwater, Fla., and plans to reopen the 500-seat house after the installation of a CinemaScope screen and equipment.

UA Executives Off To "Trapeze" Bow

Three United Artists sales executives—William Hageman, James Velde and Al Fitter will attend the world premiere of "Trapeze" and Lancaster's "Trapeze" tomorrow in Los Angeles that will be staged to benefit the Variety Boys' Club of East Los Angeles.

The UA distribution chiefs will join UA distribution executives in attending the initial showing of the Columbia Pictures and Deluxe Color film. Coast officials participating in the festivities are to include Robert Blumoff, Leon Roth and Ralph Clark.

New York's Capitol Theatre plays host to the film's Eastern premiere on June 4.

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WILL REPRESENT A KILLING AT THE BOX-OFFICE!

Thriller which packs more excitement and suspense than many a more pretentious budgeted production!

— N.Y. POST

"Tense drama! Brilliantly done! Action crisp and fast! Succeeds excellently in building tremendous tension!"
— Hollywood Reporter

"Brisk melodrama! Murder, fights and tension run the length of this energetically told story!"
— World-Tel. & Sun

"Crime film moves fast! More than holds its own against pictures that boast far higher budgets! Writing plus cast and action rivet attention through 83 suspenseful minutes. Sustains an exciting mood. The actors play their parts in just the right key."
— Journal-American

"Engrossing! Things move at a lively clip!"
— N.Y. Times

"Tense crime melodrama! Generates enough excitement and tension to warrant praise!"
— Daily Mirror

"Tense and suspenseful! Hard-hitting and colorful performances! Script is tight and fast-paced!"
— Daily Variety

"Marie Windsor is flamboyantly brash and sexy!"
— World-Tel. & Sun

"Filled with suspense! Enough to keep the attention of the audience riveted to the screen!"
— Daily News

"Excellent portrait of a crime, unusually taut, keenly directed and acted! The climax comes with a slaughter that is real and jolting! Stanley Kubrick, who wrote the screenplay and directed the movie, is to be congratulated!"
— N.Y. Herald Tribune

Like No Other Picture Since "SCARFACE" and "LITTLE CAESAR"!

starring Sterling HAYDEN

co-starring COLEEN GRAY, VICE EDWARDS - with JAY C. FLIPPEN, MARIE WINDSOR, TED DeCORSIA

Based on the novel "Clean Break," by Lionel White - Screenplay by Stanley Kubrick - Produced by James B. Harris - Directed by Stanley Kubrick

Knock 'em dead at YOUR boxoffice...and book it NOW!
At Convention
Allied of N.J. Weighs Reply to Distributors
Will Discuss Rebuttal to SBC Hearings Today

By FLOYD STONE
KIAMESHA LAKE, N. Y., May 5—A resolution authorizing a written rebuttal to the distributor "attacks" on the leaders of Allied States association will be "thoroughly considered and discussed at tomorrow's closed meeting" of the membership of Allied Theatre Owners of New Jersey, holding its 37th annual convention at the Concord Hotel here. Sydney Stern, president of ATONJ, stated that a report on the testimony (Continued on page 6)

Cammack Retiring From RKO Radio

Special to THE DAILY
DALLAS, May 28—The retirement of Ben Y. Cammack from RKO Radio Pictures after an association of 4 years was announced here today. Cammack has been district manager for the RKO offices in Dallas, Oklahoma City and Memphis for the past 16 years. Prior to that he was assistant general manager for the foreign division. In that capacity, he visited branches throughout the (Continued on page 6)

Trapeze' in World Premiere Tonight
From THE DAILY BUREAUS
LOS ANGELES, May 28—Backed by a $2,000,000 all-media promotion, crowd and Lancaster's CineScope production of "Trapeze" will be unleashed tonight in a world premiere (Continued on page 9)

At London Press Parley
Westrex's Gregg Stresses Need for Standardization

By PETER BURNUP
LONDON, May 28—The need for standardization of various screen processes but not at the expense of halting imaginative experimentation was stressed here over the weekend by Eugene Gregg, president of Westrex.

Referring to the upsurge of new processes sparked by CinemaScope 35, Cinerama, VistaVision and others, the executive declared "it's time other sections of the industry bore their share of the cost of the immense experiments the studios have undertaken in behalf of the industry's expansion." He said he saw the stirring of thought among Hollywood engineers but questioned whether the exhibitors are appreciative or more, important, willing to bear their share of the cost involved.

"We have to maintain a nice balance between expediency and experiment," (Continued on page 6)

Fox to Revive British Production: Adler
From THE DAILY BUREAUS
LONDON, May 28. — Buddy Adler, executive producer of 20th Century-Fox, who leaves here tomorrow for Paris, indicated today that Fox plans to revive its British production organization with the appointment of a studio official here shortly. Adler, who will return to New York from Paris on Friday, indicated the position would be filled by an American.

New TV Distributors Association Reveals Purposes of Group

Purposes of the newly-formed Association of Television Film Distributors were announced here yesterday in a first statement by Harold Hackett, board chairman of Official Films; Ralph Cohn, vice-president and general manager of Screen Gems; Milton A. Gordon, president of Television Programs of America, (Continued on page 6)

20th-Fox to Receive Army Award Tonight

Dana Wynter, star of "D-Day, the Sixth of June," will accept a plaque from the 4th (Ivy) Division citing the 20th Century-Fox CinemaScope film as an outstanding screen achievement at tonight's premiere. (Continued on page 6)

As a Box-Office Stimulant
Cash Giveaway Plan Offered to Industry

Patrons Would Be Required to Identify Excerpts; Win Cash for Correct Answers

A nationwide cash giveaway project designed to stimulate the boxoffice and, at the same time, re-kindle public interest in motion pictures has been presented to every major company and to the Hollywood guilds. Although planned as a hooey on a national level, the campaign, if acceptable to the companies and the guilds, may be adapted locally or regionally.

To date, there has been some opposition expressed by the major companies and the guilds, but it is believed by the backers of the idea that the obstacles will be overcome. It is understood that the plan was conceived by Edward Hyman, vice-president of American Broadcasting-Paramount Theatres, who has been following out the opinions of leaders of distribution, production and the studio unions for approximately two months.

Some of the opposition is said to be based on the belief that the plan takes the form of a lottery, but this has been denied by the backers. In letters to the studio guilds, Hyman pointed out that the elements of a lottery (Continued on page 9)

RKO Signs Gregory For Five in 3 Years

From THE DAILY BUREAUS
HOLLYWOOD, May 28—Paul Gregory has been signed by RKO Radio to a pact calling for five major productions during the next three years, it has been announced by William Dozier, RKO vice-president in charge of production. Gregory, whose latest productions include "The Caine Mutiny Court Martial" and "Three for Tennessee," will occupy offices at the studio immediately. As his first large-scale production (Continued on page 9)
PERSONAL MENTION

CHARLES C. MOSKOWITZ, vice-president and treasurer of Loew’s, Inc., returned to New York yesterday from Miami.

SIMEY DENEAU, Paramount’s Western sales manager, left New York yesterday for Indianapolis, St. Louis and Kansas City.

WALTER BRANSON, RKO Radio vice-president in charge of worldwide distribution, has arrived in Paris from London.

J. A. McCarthey, Universal Pictures Southern and Canadian sales manager, will leave here today for Dallas.

ARTHUR L. MAYER, promotion consultant to Paramount on “War and Peace,” yesterday celebrated his 70th birthday.

MAURICE SILBERSTEIN, recently appointed liaison between M-G-M and independent producers, has returned to New York from the Coast.

JOHN HIGGINS, manager of the promotion department of “Saturday Evening Post,” has returned to New York from the Coast.

SHELTON ROSKIN, Columbia Pictures publicity writer, is the father of a girl born to Mrs. Roskin at Kew Gardens General Hospital here.

SOL SHAPERO, talent agent, has returned to New York from Los Angeles via B.O.A.C.

ALEX HARRISON, 30th Century-Fox general sales manager, will leave here today by plane for Los Angeles.

SAM GORELICK, district manager for RKO Radio in Chicago, has left there for Palm Beach, Fla.

NAT LEVY, RKO Radio Eastern sales manager, left here yesterday for Cleveland.

IRVING BRISKIN, production vice-president of Screen Gems, has arrived in New York from Hollywood.

GEORGE NICHOLS, of the M-G-M studio publicity department, has left here for the Coast.

No Paper Tomorrow

Motion Picture Daily will not be published tomorrow, May 30, a legal holiday for the observance of Memorial Day.

24 Pictures in Work
For M-G-M Release; 9 by Independents

From THE DAILY BUREAU

HOLLYWOOD, May 27—Twenty-four motion pictures, nine of them by independent producers or in co-production and co-distribution deals are in various stages of production at M-G-M, according to the studio’s latest feature production chart.

M-G-M itself has 15 films in preparation, production, editing and completed, but not released stages.

Six in Production

Currently in preparation is “Father’s Little League.” In production are “The Barretts of Wimpole Street,” “The Opposite Sex,” “The Power and the Prize,” “Raintree County,” “Tea and Sympathy,” and “The Seashouse of the August Moon.” M-G-M is also editing three films: “High Society,” “Somebody Up There Likes Me” and “Somewhere I’ll Find Him.”

Completed by the company are “Bhowani Junction,” “The Catered Affair,” “The Fastest Gun Alive,” “Invitation to the Dance” and “Lust for Life.”

The nine films for which the film company is responsible under co-production deals or just distribution arrangements are: “Bonjour Tristesse,” “King Kelly,” “The Little Hut,” “The Sunset Kids,” “Fate,” “The Privileged Persuasion,” “The Living Idol,” “The Iron Petticoat,” “A Man Is Ten Feet Tall.”

‘Searchers’ Scoring
In Initial Days

Record grosses have been reported by theatres throughout the nation following similar premieres in Chicago, Buffalo and Detroit of C. V. Whitney’s production of “The Searchers.” Warner Bros. announced.

Typical of the grosses to date were those at the Allen in Cleveland with $18,073 for five days and a preview; the Bijou in Philadelphia with $35,014 for five days and preview; the Paramount in Denver with $14,876 for three days (Friday through Sunday); the Strand in Seattle with $40,000 for three days (Friday through Sunday); the Orpheum in Seattle with $5,122 for three days (Friday through Sunday) and the Granada at South Bend, Ind., with $8,770 for a one-week run that ended Saturday night. The film has been held over for a second week at the Granada.

Msgr. Masterson Mass

A three anniversary Mass for the late Very Reverend Monsignor Patrick J. Masterson, former executive secretary of the National Legion of Decency, will be offered in the Lady Chapel of St. Patrick’s Cathedral on June 7 at 9 A.M.

‘I’ll Cry’ Stars Cited
At Festival in Ireland

CORK, Ireland, May 28—Susan Hayward, Jo Van Fleet and Richard Conte received collectively an award for their acting in “I’ll Cry Tomorrow” at the International Film Festival, which opened here today. The film was the only American production among the winners.


Platt to Coordinate
TOA Convention

Abbe Platt, district manager for Balaban & Katz’s theatres in Chicago, has been appointed convention coordinator for the Theatre Owners of America annual meeting at the New York City Coliseum here Sept. 19-25, it was announced yesterday by the national exhibition association.

The 1950 TOA convention will be held in conjunction with the annual meetings and trade show of Theatre Equipment and Supply Manufacturers Association, the Exhibitors and Concessions and Popcorn Association.

The planning committee of TOA, which has been formulating plans and mulling ideas for the annual conclave, reported that 65 per cent of the booth space has already been sold. Lester Grand, CPA’s exhibit chairman, announced that individual rooms that each have 60 feet of floor space will be sold by July 15, due to the speed at which exhibit applications are being received.

New UK-U.S. Setup
For Co-Production

Independent producer-director Peter Lorre has planned to set up initial stages in the first of a series of co-productions between London and New York film groups. The first subject will be “The Old Lady and the Thieves” and the making in England is due to get under way in August.

Curran, a producer-director in England between 1946 and 1953, has been operating in a like capacity in New York and Canada for the past three years, also acting in an associate producer berth on a number of CBS television projects.

Sidney Is Re-elected
President of SDG

HOLLYWOOD, May 28—The Screen Directors Guild has re-elected Sidney Lev in his position of president for the sixth term. Also elected were Rouben Mamoulian, first vice-president; George Stevens, second vice-president; C. Potter, secretary; and Lesley Selander, treasurer.

Annual Conclave of
Ga-Ala. Exhibitors
Draws 600 Delegates

Special to THE DAILY

ATLANTA, May 28—Approximately 500 exhibitors from Georgia and Alabama, as well as some from other states, registered today for the annual joint convention of Georgia Theatre Owners Association and Alabama Theatre Owners Association.

Panel discussions occupied the afternoon. During the day delegations were the guests of the Nehi Corporation and General Service Bureau of Atlanta at social functions. Stanley Wanner was the host at a showing of “This Is Cinemar” at the Roxy Theatre.

Nine Speakers Scheduled

Speakers were Herman Levy, general counsel of TOA; William Gelb, vice-president of 20th Century Fox; Roy Martin, Jr., Marti Theatres; Mack Jackson, Alexander City, Ala.; A. B. Padgett, panel chair man; R. B. Willy, Dick Kennedy, Tommy Thompson and Mayor William Hartsfeld.

The sessions will continue through tomorrow.

Post Golf Prizes

The foursome winners in the first annual industry golf tournament being sponsored by the Cinema Lodge of B’nai Brith at the Vernon Hill Country Club, Tuscaloosa, N. Y., on June 14, will receive prizes posted by William J. German, Inc., and the foursome-runners up will receive prizes posted by National Scene Service; it was announced by tournament chairman Martin Levine.

NEW YORK THEATRES

RADIO MUSIC HALL—Rockefeller Center

“HOWANI JUNCTION”

starring Ava Gardner, Stewart Granger

in CinemaScope and Color

as M-G-M Picture

and SPECTACULAR STAGE PRESENTATION

Sideshow of the East!

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For your Screenings

for your Screenings

MOVIEBAR thirteen times a year a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fane. 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 copies, 10c.
Letters to the Editor

DEAR SIR:
I want to take this opportunity of telling you what a superb job of reporting was done by your Mr. J. A. Otten, who reported my testimony before the Senate Small Business Committee on Thursday, May 22, and which appeared in your Motion Picture Daily issue of May 23.
I was supposed to have testified on Monday, but I could not be reached on that day and it was held over until Tuesday. In the meantime my prepared statement was distributed and most publications used that and reported upon that basis, as though I had actually testified on Monday, so that the report did not reflect what my testimony actually was orally.
Your Motion Picture Daily, however, reported my actual testimony as given orally. The oral testimony, as given by me, did not follow the text of my printed statement, though it covered much of the same ground.
You and the members of your organization are entitled to high praise, indeed, for this splendid job.

Sincerely yours,

LOUIS PHILLIPS

Vice-President & General Counsel
Paramount Pictures Corp.

Canada to Join in Para. Welnier Drive

TOBONTO, May 28.—Paramount’s Canadian division will join the U. S. divisions in “Paramount’s Salute to George Welnier” sales drive, July 1-Dec. 31. Gordon Lightstone, the company’s Canadian general manager, announced at the national sales meeting here.

New York Group Attends

The Canadian sales conference at the Royal York Hotel was attended by an executive group from New York headed by Mr. Welnier, president of Paramount Film Distributing Corp. and worldwide sales head. The home office delegation included Charles Bossargent, superintendent of worldwide sales for Cecil B. DeMille’s production of “The Ten Commandments” and Ponti-DeLaurentis’ “War and Peace.” Jerry Pickman, Paramount adm. director; Oscar Morgan, short subjects sales chief, and Maxwell Hamilton, coordinator of the worldwide promotion plans of Paramount for “The Ten Commandments.”

Lightstone, who chaired the meeting, predicted that the Paramount product lineup this year would act as a catalyst to the motion picture market and to the industry as a whole.

3 Started, 8 Finish; 35 Pictures in Work

HOLLYWOOD, May 28.—The production chart showed a slight decrease last week. Three new pictures were started and eight others were completed, for a total of 35 pictures in work.

Started were: “The King and Queen”; “Russ-Feld Prod. color”; “Dance, With Me, Henry”; Bob Goldstein, and “Mark of the Apache,” Bel-Alr Prod. (United Artists).


Four British Circuits Raise Admission Prices Due to Increased Operating Costs

LONDON, May 28.—Four major circuits—Associated British Cinemas, Circuits Management Ass’n., Essoldo and Granada Theatres—have announced an increase in seat prices for certain theatres effective on June 25 due to increased operating costs and the government’s decision against the reduction of the entertainment tax.

“The increases range from sixpence on one-shilling seats to fourpence on three-shilling-and-two-penny seats. The circuits reported that the entertainment tax is taking 31.5 per cent of the theatre gross receipts that amounted to 33,425,000 pounds in 1955. However, the industry is still hopeful that some relief later will come with the passing of the finance bill.

To Start Initial Film In Cinemacircle Soon

Production of the first Cinemacircle feature, a musical, is expected to start late next month or early July at a Bronx theatre that has been leased by the producers.

Under an agreement between Louis deRochemont and National Theatres, deRochemont will produce five films, including the initial Cinemacircle feature, and one each year thereafter until 1961, all of which will be distributed by National. DeRochemont will produce the musical, while Bill Colgan’s “Two Tickets to Paradise” will be directed. A spokesman for deRochemont reported that the Mount Eden Theatre in the Bronx, leased earlier this year, is in the process of being renovated to accommodate the Cinemacircle cameras and equipment. Production will start as soon as the theatre is finished, and he said this would be from three to four weeks, it was pointed out.

National Theatres will produce 16 films in the new process over a five- and-a-half-year period, with preemptive rights to its own theatres.

Ask More Hearings On Flint Stations

WASHINGTON, May 28.—The U. S. Court of Appeals has ordered new Federal Communications Commission hearings on a contest for a Flint, Mich., television channel.

The court decision represented a victory for W. S. Butterfield Theatres, one of two firms that lost out in the original FCC decision to give the channel to WJR, the Goodwill Station. The two losers took the FCC’s decision to court, arguing that the FCC had ignored changes in WJR’s plans after it received the original construction permit. A two-to-one court decision agreed, and sent the matter back to the FCC for further hearings.

Joel McCrea to Tour

A key tour city by Joel McCrea will launch the national release next month of Allied Artists' "The First Texan," Walter Mirisch production, co-starring McCrea.

The film will have its world premiere on June 13, at the Majestic Theatre, Houston, first stop on the McCrea itinerary.

...News Roundup

Theatre Schedules Reduced

Cleveland exchanges have received word of playing-time reductions to weekends only at the Grand Theatre in Cleveland, and the Lyric at Fairport Harbor. The Grove in Columbus and the Pastime at Coshocton will be closed for the summer.

Council Plans Anniversary

The Better Films Council of Milwaukee County will observe its 25th anniversary with an anniversary luncheon and meeting on June 4 at the Milwaukee Athletic Club. Arthur H. DeBra, community relations director of the Motion Picture Association of America, will be the principal speaker.

New Filmack Catalog

The Filmack Trailer Co. of Chicago is issuing a drive-in catalog that will serve as a special July 4 edition. It contains ideas for spending the holiday at the drive-in theatre.

Milwaukee Theatre Opens

The Coronet, Milwaukee’s newest prestige theatre, opened last week with a preview opening for the benefit of the Florentine Opera of Milwaukee. "Madame Butterfly" is the current screen attraction.

Conn. Theatre Cuts Shows

Sal Adorno Sr., general manager of M & E Theatres in Hartford, has cancelled Monday through Thursday performances at the Capitol Theatre in Middletown, Conn., for the summer months.

Perakos Circuit Cuts Admission Scales

HARTFORD, May 28.—Perakos Theatre Association circuit is becoming increasingly cognizant of admission scales beneficial for subsequent-run theatres.

Sperro Perakos, general manager of the regional circuit, has reduced adult admissions at the Arcade Theatre, Springfield, Mass., from 60 to 50 cents for evenings, Sundays and holidays. Move is advertised as part of new summer policy. Theatre charges 30 cents to 1 P.M., and 40 cents to 5 P.M.

The circuit’s Arch St. Theatre, New Britain, Conn., is advertising: “You save 40 per cent in theatre admissions by waiting a few days and seeing two big features at our bargain rates.” Price scale: Matinees, 40 cents; evenings, 50 cents.
Directed by ALFRED HITCHCOCK
Screenplay by JOHN MICHAEL HAYES
Based on a Story by Charles Bennett and D. B. Wyndham-Lewis
COLOR BY TECHNICOLOR
The nation's new boxoffice champion "takes over No. 1 position with whopping trade!" reports Variety's coast-to-coast survey. And Variety headlines it the leader in key city after key city: "Socko-St. Louis!" "Boffo-Philadelphia!" "Huge-Boston!" "Whopping-Chicago!" "Stand-out-Buffalo!" "Great-Pittsburgh!" And "A Smash at the New York Paramount where it's in for long run!"
TV Group
(Continued from page 1)

and John L. Siso, president of Ziv TV.

The statement read:
"ATFD has come into being as part of the natural growth and mut-
ularity of the television film industry. Joint problems will best be solved,
we believe, by a strong, cohesive group. It is our plan to engage, as presi-
dentially responsible men and representatives of our growth.

ATFD will also serve to promote, inter-
ationally, the common interests of our industry and to further the
use of TV film, not only at home, but in the growing foreign market, where
American television film is used as "the ambassador on an in-
creasing scale.

Hopes to Serve Widesly
"We also believe that ATFD will serve
well in our relations with the rest of the terrestrial distribution and
emergent and capitate, as a group, on even a larger scale with such other
trade organizations as the National Association of Radio and Television
Broadcasters, the Association of Na-
tional Advertisers and the American
Association of Advertising Agencies,

as well as furnishing vitality needed
information about TV film to the
public, networks, television stations
and local and regional advertisers
throughout the country.

Moore Defends Testimony Before Senate Committee
LOS ANGELES, May 28.—Richard A.
Moore, president of KTTV, today
replied to the statement by NBC filed
with the Senate Interstate and For-
egnere Commerce Committee and which
charged that a group of film syndica-
tors is steamrolling an attack against
network television. To defend the
KTTV testimony before the Senate
committee, Moore wrote:
"Under the present networking sys-
tem, independent stations KTTV are
being deprived of fair competitive
opportunity to obtain programs. That
is why we accepted the invitation of
the FCC network study committee and
the Senate Interstate and Foreign
Commerce Committee to inform them
of how present network policies are
affecting independent stations like ours.

"Welcome's NBC Statement
"Apart from the attacks on KTTV's
motives, we welcome NBC's reply to
our testimony. The issues are serious
for the entire industry, for the public,
and for the regulatory agencies of the
government. Vigorous and open de-
bate will help to clarify these issues
and is bound to lead to a constructive
solution."
THIS IS BURT LANCASTER as “MIKE” in TRAPEZE

HECHT and LANCASTER present
BURT LANCASTER    TONY CURTIS
GINA LOLLOBRIGIDA
in TRAPEZE

also starring KATY JURADO • THOMAS GOMEZ
with JOHN PULEO • MINOR WATSON

Directed by CAROL REED
Produced by JAMES HILL • Screenplay by JAMES R. WILSON
Adaptation by LIAM O'BRIEN
A SUSAN PRODUCTIONS Inc. Picture

CinemaScope
COLOR by DE LUXE

READY IN JULY...
TONITE
World Premiere-Los Angeles

THE WONDER SHOW OF THE WORLD

HECHT AND LANCASTER present

TRAPEZE

Fox-Wilshire Theatre    8:30 PM
Benefit Variety Boys Club of Los Angeles

Ed Sullivan will film
the star-studded event for the

JUNE 3rd CBS PROGRAM OF

THE ED SULLIVAN SHOW

In Person!

BURT LANCASTER • TONY CURTIS

Gala New York Premiere
Capitol Theatre—June 4
Giveaways

(Caution page from page 1) Giveaways are “considerate—nice and dance,” but that the proposed project would substitute skill for chance. The giveaway plan would work like this:

Several one-minute film clips would be flashed on a theatre’s screen preceding the last feature on a slow night of the week, possibly on Wednesdays. These excerpts would be identified from which they were taken; in fact, the task of identification would be left to the skill of the patrons. Each patron would be supplied with a guessing card as he enters the lobby. Upon seeing the excerpts from the pictures—all or most of which had been shown previously at the theatre—the patrons would attempt to identify the pictures by titles in the consecutive order shown. Those guessing all correctly, and in order, would split a jackpot prize, which would be put up by the theatre. The correct answers would be announced on the following Wednesday night and checks mailed out at that time.

Cites Two Advantages

The plan, according to Hyman, has two very decided advantages. First, from the standpoint of box-office, the individual exhibitor would particularly feel the effect, Hyman told the guilds. Second, if the plan is introduced on a national scale, Hyman said he believes that the resulting increased attendance would have a marked effect by also increasing the number of habitual thearctheaters all over the country. If this happens, he said, not only the small operation, but the entire industry will reap rewards.

Hyman said that “almost everyone in the industry” sees the possibilities of such a promotion, but that some believe the task of clearing with every actor, director, producer and writer connected with each picture is insurmountable. Hyman does not agree. In a letter to Samuel Engel, head of the Screen Producers Guild, Hyman wrote that this roadblock would be removed when the parties directly concerned were advised of what it affords to their benefit. The general contention of the talent group is that they will accrue no direct benefits. But Hyman contended that they would benefit both directly and indirectly.

Claims Wide Benefits

Indirectly, he said, the whole industry would benefit through increased habitual attendance, renewed interest and greater box-office. Directly, he pointed out, the theatre owners would be happy to run concurrent contests in which the audience is permitted to decide upon that picture of the group that they wish to see brought back. This, he told the guilds, would give the picture further opportunity for additional revenue—royalties.

It is reported that National Screen Service has agreed to improvise and distribute old trailers to use as exceptions.

Referring to the success of Bank Night some years ago, Hyman said he believed "renewed interest" in the theatre can be triggered "by offering the public a time-proven incentive—cold cash."

REVIEW:

Secret of Treasure Mountain

Valerie French, Raymound Burr, William Prince and Lance Fuller are starred in this Columbia film of western adventure that should please most theatre patrons.

Performances are average but the cast nevertheless helps to boost the appeal of the adventure film which describes a man’s lust for gold and how this determination eventually results in death for some and a chance of heart for others. Romance is treated realistically but it does not overpower the story and screenplay by David Lang.

Produced by Wallace MacDonald and directed by Seymour Friedman, the film tells of an ancient Indian legend, as preached by the Apaches, of a gold treasure buried deep in a secluded desert mountain. Burr, a renegade, and Prince, a wayfarer, meet while outroaming a posse and subsequently run into Miss French, cast as the daughter of a British subject who has moved to the U. S. because of poor health. There, the secret of the mountain and the gold is told to them by Miss French and her father, Reginald Sheffield.

Using the piecemeal clues found in the mountain area, the group sets out to find the fortune but jealousy and the lust for money beset their quest. Miss French, Sheffield and Prince are united in the mission because they lack the greedy principles as displayed by Burr and a Mexican companion who is later murdered. Eventually, the treasure is barred to the conscientious group (Prince, Miss French and Sheffield) by the name who, sent there by his tribe to guard the fortune, plans their murders. But, in the fadeout, the three overpower the Apache and leave the mountain cave in time to see the treasure forever sealed by an explosion.

"The Secret of Treasure Mountain" provides a twist to the adventure film category in that the fortune is never recovered.

Running time, 68 minutes. General classification. For June release.

RKO Signs Gregory

(Continued from page 1) "The Naked and the Dead," based on Norman Mailer’s novel of warfare in the South Pacific. A production budget of from 10 to 12 million dollars has been earmarked for the Gregory pictures, the company has announced.

Serpe to Represent Italian TV Here

Radio-Televisione Italiano, the government controlled radio and television network in Italy, has named Ralph Serpe as its exclusive representative in the United States. Serpe will handle the purchasing of Italian film for BTI, his assistant, Tony Ford, formerly of Music Corp. of America, will be concerned with the sale of Italian motion pictures to United States television outlets.

"Trappeze" Premiere

(Continued from page 1) at the Fox Wilshire Theatre here. The proceeds will benefit the Variety Boys’ Club of Los Angeles.

A sell-out audience of almost 3,000, including Hollywood stars, industry leaders, government officials and civic notables, will attend the "red-carpeted" bow of the United Artists release, which will be photographed by TV cameras for national broadcast on the Ed Sullivan show over the CBS network on Sunday.

The "Trappeze" premiere will be reported around the globe via coverage by a 60-man press corps and the recording unit of the Voice of America, which will beam the lobby ceremonies and celebrity interviews to 19 countries in Europe and the Far East.

U-I’s Exploitation Crew Completes Tour

Plans for the expansion of the feature and pictorial servicing of key-city newspapers and the promotion of its summer releases, "Away All Boats" and "Toy Tiger," have been mapped by field exploitation representatives of Universal-International who are to make this service a regular activity in the company’s exploitation program.

Representatives Jack Mallock, Ben Hill, Mike Vogel, Julian Bowes, Bucky Harris and Ben Katz toured 45 cities where they met with motion picture and Sunday newspaper editors in an attempt to increase the selling of features, pictures and Hollywood news.

Tax Sessions

(Continued from page 1) before next week, committee officials said.

The continued delay in congress meetings on the excise tax bill makes more and more uncertain the chances of enacting the bill this year.

All Briefs Now Filed

In Schine Trust Suit

BUFFALO, May 28—Briefs have been filed in the government’s 18-year-old anti-trust case against the Schine theatre circuit and the matter now awaits the decision of Federal Judge Harold P. Burke.

The law firm of Bachele, Tucker & Moore, representing the Schine interests, has filed its briefs. The government’s third brief, and apparently the last, was filed in March.
About man's most desperate need...and woman's!

"In the dark...when I feel his heart pounding against mine, is it love? Or frenzy? Or terror? Each day he grows more dangerous...but how can I send him away? I've been so lonely...so terribly lonely..."

Joan Crawford in her most unusual and dramatic role!

AUTUMN LEAVES

KEEP YOUR EYES ON THE UNUSUAL ADS FOR JOAN CRAWFORD'S MOST UNUSUAL AND DRAMATIC PICTURE!

KEEP YOUR EYES ON EXCITING NEW STAR CLIFF ROBERTSON!

Columbia's "AUTUMN LEAVES" WILL TURN TO GOLD...at your box-office!

Nat "King" Cole sings the song that has pre-sold the title via more than 6,000,000 records.
Ira T. Fuchs, a former top executive of 20th Century-Fox, has told the stockholders that the company will not endorse the company's plan to move its headquarters to Los Angeles. The stockholders, who were meeting in New York, were told that the company's headquarters will remain in New York for the foreseeable future. The decision was made after a detailed analysis of the financial and strategic implications of the move. The company's leadership believes that New York is still the best location for its headquarters, given its strong presence in the entertainment industry and its close ties to the capital markets.
**Weekly Rental Rates and Services Available**

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**Contact Information:**

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**Southern Regional Office**
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**Canadian Office**
- 300 Bay Street, Suite 1500, Toronto, Ont.

**All other areas**
- Use the above regional offices or contact the nearest branch office.

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**PERSONAL MENTION**

Burt R. Robins, National Screen Service vice-president in charge of sales, will return to New York on Monday from Memphis.

William A. Scully, former Universal Pictures vice-president and general sales manager, has returned to his Florida home following a week in New York.

F. E. Johnston, production manager for Figgio, Inc., and Alan Katz, public relations consultant, have left New York for Saigon, French Indo-China.

Leo Pilott, 20th Century-Fox special events manager, and Mrs. Pilott have returned to New York following a honeymoon cruise to Nassau.

S. S. Schwartz, president of RKO Theatres, and Mrs. Schwartz will leave here tomorrow aboard the "Liberte" for Europe.

William B. Zollner, head of M-G-M short subject sales, will arrive in Oklahoma City today from Dallas.

Harry F. Shaw, division manager for Loew's Poli-New England Theatres, has returned to Hartford with Mrs. Shaw from a Caribbean cruise.

Jack Goldberg, M-G-M manager in Albany, N.Y., has returned there from Atlantic City.

Norman Whitman, Albany branch manager for Universal Pictures, has arrived here from the state of New York.

John Ireland will leave here today for London via B.O.A.C.

**Mrs. Wister Heads Charlotte Wompias**

CHARLOTTE, May 30.—Mrs. Voila Wister is the new president of the Charlotte Wompi Club. She succeeds Mrs. Myrtle Parker. Also elected by the club were Miss Nancy Wilson, first vice-president; Mrs. Billie Harris, second vice-president; Mrs. Margie Thomas, corresponding secretary; Mrs. Vera Ledbetter, corresponding secretary, and Mrs. Mildred Warren, treasurer. Elected to the board were Mrs. Ver- dah Looper, Mrs. Rosalind Hutton, Mrs. Margaret Raines and Mrs. Alice Chappell.

Officers will be installed at the installation banquet at the Hotel Charlotte on June 25.

**Quigley, Jr., Writing 'Roxy's' Biography**

Martin Quigley, Jr., editor of "Motion Picture Herald," has received an assignment from Dr. Robert Livingston Schuyler, editor of the Dictionary of American Biography, to prepare a biographical article on the late Samuel Lionel Rothafel, who was best known as "Roxy." The article on "Roxy" will appear in the new supplement of the Dictionary of American Biography devoted to prominent Americans who died between 1936 and 1940. Friends and associates of "Roxy" are invited to write to Mr. Quigley giving recollections of the famous showman which have not yet appeared in print.

**Annual Detroit Tent Golf Party June 25**

DETROIT, May 30.—Tempo No. 5 is holding its annual golf party on Monday, June 25. As in previous years, it will be staged at the Tam O'Shanter Country Club, Orchard Lake Road, in Orchard Lake. All exchanges will close.

Heads of the trapping of this famous annual event will again be in evidence, with added attractions. The door prizes will number more than 100, with an average value of $50 each. Top prize is a 1956 hard top Buick.

Milton Zimmerman is chairman of the golf party committee; Jack Zde, secretary of the permanent committee; and Jack Haynes and Tom Byerly are co-chairmen of the ticket committee.

**'Hell and Back' Wins Servicemen Honors**

FRANKFURT, Germany, May 30.—"To Hell and Back" and "Bridges of Toko-Ri" walked off with top honors among GIs and airmen stationed in the European theatre, according to a joint poll of the armed forces' service publications, "Army Times" and "Air Force Times."

The list of 18 Army pictures scored 100,000 G.I. tickets for the period from January, 1955, through February, 1956 included five military pictures—"To Hell and Back," "Bridges of Toko-Ri," "Strategic Air Command," "Battle Cry," and "Long Gray Line." "To Hell and Back," starring Audie Murphy, Congressional Medal of Honor winner, topped them all, with 197,000 tickets sold.

**TV Hearings Postponed**

WASHINGTON, May 30.—The Senate Commerce Committee has postponed one day, from June 11 to June 12, the resumption of its television hearings. The heads of the three leading networks will be heard, starting then.

**'Feeling' Previews Starting Tomorrow**

Exhibitors and film buyers, film critics, editors and other opinion leaders will see the all parts of the U. S. tomorrow, Monday and Tuesday will attend special nationwide previews of "That Certain Feeling" in selected theatres as guests of Paramount and B. H. "Roxy," Fifty Hope has sent telegrams to the showmen and press representatives who will attend, asking them to advertise the picture in their newspapers like the picture following the previews. Additionally, the comedians will address the nationwide preview audiences briefly prior to the start of the film over-the-theater loudspeakers via a special recording he has made in Hollywood.

Three Screenings Tomorrow

Tomorrow's screenings will be held at the State Theatre, Minneapolis; Paramount, Portland, Ore., and Paramount, Scottsbluff, Neb.

The majority of the special previews will be held on Monday, with these situations selected: Palace, Albany; Garden Hills, Atlanta; Metropolis, Boston; Paramount, Charlotte: Florida, Jacksonville; Paramount, New Haven, Imperial, New Orleans, and Loew's, Cleveland.

Also, Michelin Theatre, Detroit; Club, Philadelphia, Penn.; Pittsburg; Keith's, Washington; United Artists, Chicago; Des Moines, Des Moines; Keith, Indianapolis; Towne, McClellan, Memphis; Majestic, Dallas; Paramount, Kansas City; Strand, Memphis; Harber, Oklahoma; Palace, Missouri; St. Louis; Hollywood Paramount, Los Angeles; Donahav, Denver; Center, Salt Lake City, and St. Francis, San Francisco.

In New York on Tuesday

On Tuesday, the special previews will be held at the Paramount, New York, and Keith's, Cincinnati.

**Tribute to Invaders At 'D-Day' Premiere**

A tribute to the men of the D-Day invasion of World War II highlighted the world premiere of 20th Century-Fox's "D-Day the Sixth of June" Tuesday evening at the Roxy Theatre in New York.

Lt. Gen. Thomas W. Herrin, commanding general of the First Army, and General Willis D. Crittenberger and other military leaders, Pentagon officials and civic leaders joined with Dana Wynter, star of the film, to present the National 4th (Ivy) Division, one of the first units to storm the Normandy beachhead, as co-host at the premiere.


**Argentina Imports From United States Dropped in 1955**

WASHINGTON, May 30.—A number of U. S. films released Argentina last year slumped sharply this year, according to independent reports.

Film chief Nathan D. Golden that during 1955, 335 feature from all countries were released attracting admissions with $60. Although the entire drop, Golds, pointed out, was accounted for by drop in the number of U. S. films released, which fell from 293 in 1954.

In other words, while the total number of films leased by all countries was dropped by 53, the number of U. S. films released fell by 38.

**N.E. Regal Pictures To Dissolve Today**

BOSTON, May 30.—Regal Pict Corp. of New England is to be dissolved tomorrow and the two execs, Edward Ruff, president, and Irving Farber, treasurer, have announced that they will each set up his own independent distributing company. On Frid Ruff will open new offices for the distribute of independent films, to be called Edward Ruff Film Associates, while Irving Farber is remaining the present office, where his New company will be known as Royal Pictures Corp. of New England, also announcing plans for the distribution of independent project.

Another independent film distri tion corporation, Embassy Pictures Corp., has moved to new in quarters. Joseph E. Levine, presi dent, has purchased a two-story, building.

**W. Coast of Mexico To Get New Circuit**

MEXICO CITY, May 30—Ten theatres are to be built in towns on the 1,500-mile route the Pacific Coast from Tepic, cap of Nayarit State, and north and to Nogales on the Arizona border. 

Operadora de Teatros, a Mex theatre circuit, disclosed that the are being chosen now and that an agreement will be entered Modern equipment is to be install in every theatre, the circuit added.
At NATKE Edinburgh Convention
British Unions Move for Aid to U.K. Production

By PETER BURNUP

LONDON, May 28. (By Air Mail)—A four-point program proclaimed essential to the future of British film production is incorporated in a resolution to be offered to the annual conference of the National Association of Theatrical and Kinematograph Employees, heard by Sir Tony O'Brien.

Proposed by NATKE representatives from British Lion and the government-owned Shepperton Studio, the resolution calls for:

A drastic reduction in Entertainment Tax paid on all cinema seats;

B A high percentage of this saving to go to film production;

C The continuation of the National Film Finance Corporation with a larger sum available to British producers;

D High-level talks with American and other interests with a view to a more equitable showing of British films abroad.

Although Sir Tom, as general secretary of the union, can have no official hand in the drafting of the resolutions presented to the conference, it is generally accepted that the references in the resolution to the participation of American-financed films in early houses and to the "more equitable showing of British films abroad" have his benisons. He has been talking of some responsibility on the part of Americans for some time.

Richard Walsh Attending
Richard F. Walsh, head of the American IATSE, is attending the conference as a fraternal delegate at O'Brien's invitation. Eric Johnston, MPAA president, due here next month, will undoubtedly be primarily concerned—although from different angles—with developments which threaten to stifle American and American film relations; one, the growing number of American pictures here, and the other, that old allegation that American interests wishfully object to openings of British pictures in the U. S.

Walsh has gone through a considerable ritual of receptions since his arrival in England, and senior members of the London Variety crew entertained him to lunch and on the same day O'Brien's NATKE executive gave a dinner in his honor. The next day MPA's London office gave a cocktail party attended by practically all the industry's leaders here. O'Brien took him to Blackpool for the opening day of CEA's convention there and thereafter to Edinburgh for the NATKE gathering.

Union Merger Seen Near
It is learned here with authority that a preliminary behind-the-scenes moves have taken place for the amalgamation here of the currently warring unions catering for film industry employees on the lines of IATSE.

W. Va., Not N.Y. Hyman Advocates Give-Aways

The authorship of a current plan before major companies and Hollywood guilds, designed to improve the theater attendance through nationwide cash giveaways for identification of screened film clips, was inadvertently attributed by "Motion Picture Daily" on Tuesday to Edward L. Hyman, vice-president of American Broad-casting-Paramount Theatres. The Edward Hyman so conceived the plan is head of a West Virginia theatre circuit.

AB-PT's Hyman said that various of Paramount's theatres engaged in cash-giveaway contests prior to World War II with results which discourage the circuit from participating in similar projects again.

$35,000 to Charity Via 'Trapeze' Bow

LOS ANGELES, May 90. — The Variety Boy's Club benefited to the extent of $35,000 at the world premiere of United Artists' "Trapeze," held Tuesday at the Fox Wilshire Theatre. At a significant indication thereof was the $35,000 in a trust account at the Variety Club Bank.

The world premiere here will be followed by similar-type regional bow in the Capitol Theatre in New York on Monday and at the United Artists Theatre in Chicago on June 14.

A saturation booking of almost 400 prime dates will be inaugurated during the July Fourth holiday week.

Olympic Coverage
Showdown Friday

A showdown on the matter of coverage of the November Olympic Games in Melbourne, Australia, by a number of news services to furnish news film to TV stations has been scheduled for tomorrow, when William Kent Hughes, of Melbourne, Olympic-Cinema executive, will meet with agency officials.

Representatives of CBS, NBC, INS-Telenews and United Press-Movietone News will attend the session at the Australian News Bureau to present their case for filming of the fall event. To date, the issue has been deadlocked and reviews of John Hyman, member of the committee that the film agencies pay for rights and that they not be permitted to film the games simply because "they consider themselves to be on a par with still photographers and the press."

Four-Point Plan Offered

The network and newsreel companies have maintained they have a right to cover the games on a par with the press and pointedly told Hughes, through a spokesman in Australia that, under no circumstances, would they pay for film rights. They have offered a four-point plan under which they would definitely pay for rights in connection with the games.

In contrast, Hughes has planned to cover the games and market the negatives on a worldwide basis, with a principle of "first come, first served."

Meanwhile, theatrical newsreel agencies have disclosed that they are fairly assured of obtaining Olympic games coverage no matter what the outcome of tomorrow's meeting might be.
BURSTING ON THE BOMB!

THE PRODUCERS OF "I'LL CRY TOMORROW" HAVE STRUCK ANOTHER GOLD-MINE!

True-life stories make powerful movies. This is the story of an amazing guy, his "Blackboard Jungle" youth, his up-hill fight for a place in the sun — and the beautiful love of a tenement girl that gave him a reason to live.
EVERY PREVIEW ADDS TO ITS WORD-OF-MOUTH FAME!

M-G-M presents the true-life story

"SOMEBODY UP THERE LIKES ME"

Starring

PAUL NEWMAN • PIER ANGELI

with

EVERETT SLOANE • EILEEN HECKART • SAL MINEO

Screen Play by ERNEST LEHMAN

Based on the Autobiography of ROCKY GRAZIANO • Written with ROWLAND BARBER

Directed by ROBERT WISE • Produced by CHARLES SCHNEE

(Available in Perspecta Stereophonic or 1-Channel Sound)

FROM M-G-M, THE HOTTEST COMPANY!
**Showmanship**

(Continued from page 1)

promotion and showmanship clinic President Sydney Stern pointed out that the M-G-M clinicians had been in evidence that the same efforts can be made advantageously on an inclusive scale.

The association went on record favoring all-inclusive arbitration, charging film rentals, but that if the latter, then at least there should be an allowance for the arbitration sales policies.

**Want Decreees Policed**

Members said that more vogies in policing the decrees was neccessary, especially in New Jersey, where, it said, violations are frequent. This indicated that the Department Justice apparently looks the other way in regard to violations.

**Fox Stockholders**

(Continued from page 1)

any of the objections filed by the stockholders’ attorneys, who, at Tuesday’s hearing, represented more than 1,500 shareholders.

Maurice Hellman, Abraham Marowitz and Barry Golomb, lawyers for 20th-Fox stockholders, asked Justi Aurelio to adjourn the hearing “for reasonable amount of time so the stockholders could examine all the pleadings, the stenographic minuts and the proof adduced concerning the fairness and reasonableness of the proposed settlement,” and the request of the court-appointed referee Golomb, who said that he represents six stockholders, among them the Gersh brothers, told the court that referee’s report in the Zanuck settlement “was unavailable to the stockholders” and that the 20th-Fox notice of the hearing and filings were inadequate.

**Jurist to Study Testimony**

Justice Aurelio, after hearing a three attorneys for the stockholders and lawyer Milton Faulcon, who represented the defendants, said that he will study all affidavits and objections, if any, to the settlement filed June 6 and June 11 and decide whether a hearing or ruling necessary.

**Comic Section Ads Plug ‘Toy Tiger’**

“Toy Tiger,” Universal-International’s newest color comedy, which booked over its world premiere at the Fulton Theatre in Pittsburgh Wednesday launching a series of pre-release terrestrial saturation openings during early part of June, is being backed by a series of territorial comic sections, newspaper ads listing all the theaters in the particular territory participating in the territorial launching.

**Slate Stage Shows For Rocky Mt. Area**

DENVER, May 30. — Frank H. Nickelson, Jr., president of Fox Inter-Mountain Theatres, has added a concert and legitimate stage show booking department.

Paul Anglim, who has headed the foreign and art film department, will have charge of the new activities. The first to be booked under this plan will be "The Boy Friend," which will appear at the Denver for five nights and two matinees, beginning June 19.

**The Proud and Proflane**

(Continued from page 1)

on this far-flung isle, Deborah Kerr, arriving from Stateside for Red Cross duty, is the widow of Lt. Howard Ashley, killed in action on Guadalcanal. Other fine performances are by Dewey Martin as Eddie—a friend of Kate’s from Brooklyn—and William Redfield, as the chaplain who arouses the antagonism of Colonel Black for his tendency toward “softness” with the fighting men.

When Deborah Kerr arrives, blonde and beautiful, the predatory colonel immediately sets his sights for her, as a personal conquest. She resists, but he isn’t that kind of a fighting man. So she falls in love with the man whom she detests. There is a remarkable sequence of scenes in which the dialogue, without missing a syllable, moves from scene to scene by dissolves, showing the couple in active discussion of their affair, over many days of courtship and conversation, even to the final shot of Deborah telling Thelma of the consequences. Such progressive action has seldom, if ever, been presented in a continued scene, and George Seaton is to be commended for the fine personal direction which shows so vividly in all of this powerful story. The affair grows to a climax, then情況—possibly, one of his wounded men, returning, dictates a letter which Deborah writes for him, in which he conveys regards to the colonel—and his wife! Which is the first that Deborah has known that he is married.

For obvious reasons, this results in a bitter meeting, her attempt at suicide, his violent handling of the situation and her loss of the child. Consumed with bitterness, she wants to leave but stays on at Kate’s request and is transferred to Guadalcanal, on duty near the military cemetery where her husband lies. She avoids going to his grave, but finally decides to find it and is guided by a mental patient who talks about his buddies who are buried here. The unbalanced boy pours out the story of Lt. Ashley and “his selfish wife” back home—a shocking story for Deborah’s ears—and an awakening. She returns to find the colonel’s detachment in emergency treatment with many wounded, and the colonel among them. In the meantime, the colonel’s ailing wife has died in a Washington hospital.

He has a brain injury, so all he can repeat, over and over again, are the words, “Forgive me!”. The chaplain says that God, for his sins, is making him write the words on the blackboard 500 times. Deborah decides that she can wait until he comes out of shock to tell him her prayer is granted, so far as she is concerned. It’s a proper ending for a bitter tale. But there are many compensating moments for the grim tragedy, and the view behind the scenes of the activities of the American Red Cross can do much for our country’s future. Thelma Ritter provides most of the comedy, some of the tragedy and one of the best examples of her career as an accomplished actress.

Running time, 111 minutes. Adult classification. For June release.

WALTER BROOKS

**More ‘Buck Nights’ In Conn. Drive-ins**

HARTFORD, May 30.—Importance of “Buck Nights”—evenings on which cars are admitted for 51, regardless of number of passengers—is noted in Connecticut outdoor theatre midweek operations. Numerous drive-in theatres are running “Buck Night” policies one evening a week. And the trend seems upward.

The Brandt Portland (Conn.) Drive-In has shifted “Buck Night” from Tuesday to Thursday, with “Early Bird” policy stressing main feature showing first, now on Tuesday.

The Croton (Conn.) Drive-In, operated by Henry F. Rowan and associates, has launched “Buck Night” Tuesdays and Thursdays, and is advertising: “Come one, come all! Bring Grandma, Grandpa, even your Mother-in-law!”

**RESERVE JUNE 14th FOR A GREAT DAY OF FUN AT THE—**

**FILM INDUSTRY GOLF TOURNAMENT**

N.J. Allied Reelects Dollinger and Stern Chairman, President

Special to THE DAILY

KIAMESHA LAKE, N. Y., May 30.—Allied Theatre Owners of New Jersey, at its 57th annual convention at the Concord Hotel here yesterday elected Irving Dollinger and Sydney Stern as board chairman and president, respectively.

Dollinger was again named as the ATONJ’s representative to the board of directors of Allied States Association, the national exhibition group of which New Jersey Allied is an affiliated unit.

Other officers of the ATONJ who were elected were Louis Gold, John Harvan and Howard Herman, vice-presidents; Richard Turlinash, secretary, and A. Louis Martin, treasurer.

The board of directors of ATONJ for the coming year include Bud Sheer, William Infald, Henry Brown, John Fioravanti, Herb Lubin, Maurice Spewalk, Jacob Unger, Wilfred Smith, Peter Adam and Sam Engelman.

**Dr. Sukano Guest Of The Industry Today**

HOLLYWOOD, May 30.—Eric Johnston, president of the Motion Picture Association of America, will be the official host Thursday night to Dr. Sukano, president of Indonesia, who will be the guest of the film industry throughout his one-day stay here.

On Thursday morning Dr. Sukano and party will tour the M-G-M studio, motoring from there to Disneyland, where the Indonesian President and his small son will visit that institution and be guests at lunch with Walt Disney.

Roy Rogers’ ranch in Chatsworth also will be visited by the party.

On Thursday evening Dr. Sukano will be the honored guest at a banquet in the Beverly Hills Hotel.

**New Mexico Theatre**

MEXICO CITY, May 30.—There are now 138 active theatres here, the heart of Mexico, population 4,005,175, with the opening of the swanky secondary first run Cine Tacopan, seating 3,800.

Carlos Novoa, ex-director general of the Bank of Mexico, made his debut as exhibitor with this theatre.
MOTION PICTURE DAILY

TOA for Any Plan to Aid B.O.

(Continued from page 1)

ture Theatre Owners and Operators of Georgia.

Speaking at the exhibition meeting at the Travel Plaza Hotel in Atlanta, Levy declared that TOA "is pleased that a very important step is being taken by the distributors." Their advertising and publicity heads met last week and decided to explore these fields:

Approves National Tour

"The company heads, accompanied by their advertising and publicity heads, tour the nation in a massive effort to make the public see that this countrywide motion picture pictures, and to attempt to in the void that pervades the industry;"

"That a symposium on motion pictures and on the motion picture industry, be staged in Hollywood, under the representation of the entire industry, to which symposium motion pictures from all over the country would be invited and would be given an opportunity to make their points, and then, to send their impressions, etc., back home for their readers. For one, have always felt that no one is adequately equipped to judge pictures, and what goes into making them, unless he has been exposed to the workings and to the problems of a studio;"

Further, he said, a business management organization be engaged to conduct a market analysis in an effort to increase the operational efficiency of the industry;

Calls for Advertising

"That there be direct advertising of an institutional nature—encouraging the public to get out of the house on the premise that once they do get out, then, at least, the motion picture theatres will have an equal chance to get a piece of their amusement dollar. The theatre cannot compete with the living room rocking chair."

"That new merchandising ideas be evolved to the end of boosting attendance."

The TOA general counsel told the southern theatre owners convention that all of these are "laudable projects. They represent a greater step forward and a great service to the industry, and, we, of TOA, hope they will all come to fruition as they represent sound thinking. They are the tip of an iceberg, just the beginning of doing something about the brutal beating the box office is taking."

Decrees Internal Strife

Levy pointed out that exhibition also is concerned with "defending ourselves against intra-mural attack and that we have no strength nor initiative left to try and fight a progressive and the failing box office."

He said that the industry has just seen itself and its internecine strife and warfare paraded before the Senate Subcommittee on Antitrust since 1935.

"It is a pity that the low ebb of distributor-exhibitor relations had to be given the national spotlight."

The exhibition attorney, continuing


Newsreels Plan for Political Conventions

Representatives of the major newsreel companies are currently canvassing Washington with publicity committees of the Democratic and Republican parties to complete details and arrangements for the covering of the respective conventions in Chicago and San Francisco this summer.

In most cases, newsreel staffs at Chicago and San Francisco will be bolstered by cameramen from the New York, Washington and Los Angeles offices so that full coverage may be given to the political meetings. Fans also call for the using of a re-"sale" at the conventions that will permit all newsreel to tie on to one microphone.

No difficulties have been forecast by Walton C. Angell of Warner Bros. and Tom McAd of Universal-International. Both aid the Washington meetings would solve the problems of coverage and sour both parties of equal newsreel exporting.

UK Film to DCA

"Private's Progress," a Boultong brothers' British comedy, has been acquired by Distributors Corp. of America for release in the United States.

THE full-color cover on the May 28 issue of "Life" has a scene from "The King and I" spotlighting Deborah Kerr and Yul Brynner.

Six pages in the same issue have color photos made on the production sets of this new picture. A full page is devoted to a picture of one of the kings. He is having trouble with his hoop. It's a most question whether her heart is in the right place.

Another page has scenes from the ballet "The Small House of Uncle Thomas," a Siamese version of "Uncle Tom's Cabin," which is actually the plea of the character Tuptim for freedom of Legore, who was made a slave. She runs into rice-paper rain, is saved when Buddha turns a silken river into rice.

"The Man Who Knew Too Much" has been selected as the Silver Cup Awarded winner for June by "Redbook."

The readers of "Collier's" June 8 issue will be impressed by the high jinks performed by Frank Sinatra and Bing Crosby and reproduced on a large colorful spread in this issue. Sinatra and Crosby appear in "High Society" with Grace Kelly. The story gives the impression the picture is bright, sparkling, the sort of good humor. The readers attention is called to this story by a photo of Sinatra and Crosby on the front cover, which also mentions "High Society."

An eye-arresting, two-page, color spread in brilliant colors on "The King and I" appears in the June issue of McCall's. The throne room, which fills the largest indoor set used, with walls papered in gold leaf, is one of the photos used in the story. Another is the garden set which is used for a moonlight setting for two of the show's most beautiful serenades, "Hello, Young Lovers" and "We Kiss in a Shadow."

"The Searchers" is reviewed in the June 13 issue of "Look." An attractive two-color layout is used for this new Warner Bros. picture. It was produced by G. V. Whitney, who aims to create an "American Series" of motion pictures to tell the history of the United States. "The Searchers" was directed by John Ford and stars John Wayne.

The color cover of "This Week"s June 3 issue is devoted to Marisa Pavan, star of "The Man in the Gray Flannel Suit" and "The Rose Tattoo." Louis Bors has created an interesting layout for this issue titled "Playback for Lovers." It depicts how Miss Pavan and Gregory Peck perfected some important scenes in "The Man in the Gray Flannel Suit."

WALTER HAAS
Proudly
COLUMBIA PICTURES
announces
the commencement of shooting
in the British West Indies of
THE WARWICK PRODUCTION
STARRING
RITA HAYWORTH • ROBERT MITCHUM • JACK LEMMON
in
FIRE DOWN BELOW

Screen Play by IRWIN SHAW • Directed by ROBERT PARRISH
Produced by IRVING ALLEN and ALBERT R. BROCCOLI

CinemaScope
Color by
TECHNICOLOR
Any of the many times you need to know

"Who", "What", "Where", "When"—

here's the only way to

Find the Facts Fast...

(1) Open the book instantly at the section you need—
(the ALMANAC is organized in 15 thumb-indexed sections)

(2) Find the page number in seconds—
(in the 1957 edition the first page of each section will list the section contents in large, clear type—needing only a quick glance.)

NO hunting—NO frustrating fumbling—NO time-wasting—
the ALMANAC is designed for constant, practical use!

Order either volume—or both...

The 1956 ALMANAC was a sellout early in the year because there is no other reference book that serves so well. No other volume provides a real "Who's Who" of the industry (over 11,000 biographies in that section)—and no other is organized in 15 thumb-indexed sections.

The 1957 edition will contain hundreds of changes to bring it up to date—to serve you faithfully and frequently for another 12 months. To make sure of YOUR copy, reserve now.

QUIGLEY PUBLICATIONS
1270 Sixth Ave., New York 20, N. Y.

Please reserve for me a copy of the 1957 edition of

☐ MOTION PICTURE ALMANAC ($5)
☐ TELEVISION ALMANAC ($5)
☐ COMPANION SET OF THE TWO ALMANACS ($8.50)

☐ Payment herewith
☐ Bill me when shipped

Date of this reservation

Name

Address
Thrillarama

Continued from page 1

Reports

Newest Application

Patti being the curb early. With the (9:00 expedite. Mar-
weeks.
Thrilarama Reynolds delivery ion roloff with the number self-limitation lease.

MPEAA Ratifies

Continued from page 1

Israel, but MPEAA members put a self-limitation on the number of these productions, 280. The board
the figure of 280 was the highest number of films imported into Israel during recent years and that,
MPEAA was seeking only to curb further exporting of product.

Included in the contract is the re-
nance of $3,000 annually and $175,000 out-of-pocket expenses that are over and above the remittances.

Other topics discussed at the Wednesday meeting were permits in Japan, Korean negotiations in the
Philippines and salary increases in Egypt.

Exhibitors Complain

Of Over-Long Films

Pictures with over-long running
time are harming the exhibition
business in all parts of the country, according exhibitors here and in the field.

"There isn’t a motion picture which can’t be improved by more editing," said a prominent East Coast exhibitor.

"We are not in the spaghetti business," he said, adding that "length has nothing to do with quality or value of a film.

Films which run over 110 minutes are causing difficulties for theatremen, a West Coast theatre circuit official said. He added that long-running films could be easily improved by editing because some of the current product offered to exhibition "is generally very weak at the box office.

Besides, he said, long running films add too much overtime to the operating costs of a theatre.

Television--Radio

with Pinky Herman

A NEW teleseries, filmed in color and based on the Ten Command-
ments, will go before the cameras soon for the 1956-57 season.

The project will be under the supervision of Jess Oppenheimer, who
joined NBC last month after seven years as producer of the entire "I Love Lucy" CB Series. 

ASCAP may well be proud of its new premier, Paul Cunningham, who is the subject of a libel address made by
Senator William Langer of North Dakota which has been inserted into the Congressional Record. The speech praised Paul’s constant efforts
on behalf of the American songwriter and ended with, and we quote:
"My sincere belief that under the administration of Paul Cunningham, ASCAP will take further steps to foster and safeguard the talents of creators of musical works, while continuing to render important public services to the Nation."

Unquote: Take a well-deserved bow, Paul.

Last Wednesnite Paul Whiteman’s return to NBC and Pops’ 50th anniversary in the music world, was celebrated with a party at Gilmore’s.
The room was jam-packed with several hundred showfolk, many of whom graciously “went on.” A young man named
Johnny Andrews, who recently was brought back to Gotham from Cleveland, where he zoomed into
the proceedings and the handsome stringer turned in a sensational char. Our personal congrats to Pops, Johnny and NBC.

Lawson Zerbe, who started in radio as a child star and who’s been heard on such topppers as “Gangbusters,” “Counter-
spy,” “Treasury Agent,” among others, celebrates his 25th anniversary on the nets.

Newest TV rendezvous in the Catskills is the Waldemere at Livingston Manor. Each room is named after a TV star.

. . . . Patti Gallagher, w.k. TV actress who recently appeared in a “Four Star Playhouse” drama with Dick Powell, is visiting here.

The West Coast Service Studios, located on W. 57th st. in New York, with productions of Video Pictures telefilms and several filmed commer-

The Jack Benny Show, will revive???? vaudeville CBSunday, June

Television Today

Published every Monday in conjunction with Motion Picture Daily

Concise and to the Point

The significant developments in television and their meaning

Edited for Executives

Television Today

Right at the start of the week—through an interpretive new style of journalism — this concise report and analysis of the significant news and events keeps you posted quickly and easily.

208 Booths

Continued from page 1

West Germany and two from Japan, have taken booth space with nine other manufacturers from Europe and Asia, who will exhibit if financial ar-
rangements can be made with their governments to permit the export of a sufficient number of dollars to make the trip possible. Indications are that several of these will be able to be present in September.

Nineteen other booths have been sold to six additional manufacturers in the PCA section of the Interna-
tional Trade Show.

Participating in the trade show are Theatre Equipment and Supply Manu-
facturers Association, Popcorn & Concessions Association, the Theatre Equipment Dealers Association and the Theatre Owners of America.

Rep. Retrenchment

Continued from page 1

he affected was Steve Edwards, dir-

Efforts to reach Richard Altshuler, Republire vice-president and world wide sales head, and Edwards, for comment were to no avail. A Repub-
spokesman, when asked for a list of the company’s district sales man-
gagers, replied that no list was avail-


THE SEARCHERS IS THE ALL-OUT OUTDOOR SMASH TO OUT-PERFORM 'EM ALL FIRST DATE HOTTER THAN 'HONDO'- MIGHTIER THAN 'HIGH AND MIGHTY' THE STORY TREMENDOUS- THE CAMPAIGN TREMENDOUS- AND THE INDUSTRY HAS A TREMENDOUS BOX-OFFICE ATTRACTION AGAIN

WARNER BROS. PRESENT THE C.V.WHITNEY PICTURE STARRING

JOHN WAYNE in "THE SEARCHERS"

JEFFREY HUNTER · VERA MILES · WARD BOND · NATALIE WOOD

SCREEN PLAY BY FRANK S. NUGENT · EXECUTIVE PRODUCER MERIAN C. COOPER · ASSOCIATE PRODUCER PATRICK FORD

DIRECTED BY JOHN FORD · PRESENTED BY WARNER BROS.
Tourist Season On
Holiday Helped
Broadway B.0.
On Wednesday

substantial Takes Also
reported Across Nation

The start of the tourist season and
the fact that Memorial Day came in
week rather than on a long
end week boosted theatre attendance
being Broadway on Wednesday, with
the Searchers," "Bloward June-
D-Day," the Sixth of June,"
"He Man Who Knew Too
reported doing the outstanding
business.

Box-office business elsewhere in the
section picked up measurably, as well
the neighborhood circuit houses in
York. The RKO circuit reported
day business in the neighborhoods
being "very good" and above the
ures for the same period last year,
aging $150,000 on Tuesday and
day with "The Conquerors,"
long. Broadway, the highest gross
was $28,000 at Radio City
(Continued on page 5)

freeman, Others at
White House Parley

From THE DAILY Bureau
WASHINGTON, May 31. - Para-
ent studio head T. Frank Freeman,
for George Murphy and CBS presi-
Frank Stanton are among 34
ominate Americans invited by Pres-
Eisenhower to a White House
in advance aimed at promoting world
nderstanding.

The conference will be held on
12, and is designed to develop
(Continued on page 5)

new's Board Sets
feeling on TV Sale

The board of directors of Loew's,
c, will meet here on Monday to
other consider "at least 10 pro-
for the company's pre-1948
$50,000-$700 M-G-M feature motion
ires and 900 short subjects, it
reported yesterday.

Loew's directors, who met
ly two weeks ago, are said to be
(Continued on page 5)

RKO Circuit 'Holders
Vote Name Change
Of Parent Company

Stockholders of RKO Industries
Corp., at a special meeting held
here yesterday, presided over by Sol
Schwartz, executive vice-president
and president of RKO Thea-
tres Corp., a subsidiary company,
approved a board of di-
ectors' pro-
posal to change
the name of the
organization to
List Industries
Corp.

Schwartz, in
announcing the
title change to
List Industries
Corp., of which president Albert A.
List owns 47 per cent of the out-
standing stock, 4,195,442 shares,
said that the circuit of 83 theatres, RKO
Theatres, and Gera Corp., are the
two principal subsidiaries.

The veteran exhibitor said that
the title change had been brought about
due to confusion and similarity of the
RKO name with other companies
since the divorce. "When I
think about it, I got a tear in my
eye," Schwartz said sentimentally.

Stockholders approved the name
change to List Industries Corp. by a
(Continued on page 6)

Resume Excise Tax
Talks Wednesday

WASHINGTON, May 31. - The
House Ways and Means Committee
will meet Wednesday to resume vot-
ing on excise tax changes. It's likely
the committee will not reach the
question of further admission tax re-
lied the first day, however.

Exhibitors Overseas,
As Here, Appreciate
Good Films: Perlberg

From THE DAILY Bureau
HOLLYWOOD, May 31. - Exhibi-
tors overseas, like their fellows in the
U. S., want and appreciate quality
films, according to Perlberg, producer,
now on a promotional tour of Europe
for "The Proud and Profane," pointed
out in a letter to Paramount execu-
tives here.

Perlberg, who is now half-way
trough his tour, told of the exhibi-
tion situation in several major cities,
including London, Paris and Madrid.
"We'll continue to hold the over-
sea market," said Perlberg, "if we
concentrate on quality in story, pro-
duction and cast. We'll lose it if
European releases are allowed to be-
comes mediocre." He said that
"Carousel" and "The Swan" are
(Continued on page 5)

Ask Amendment of Regulations

ATFD Tells FCC of Discrimination in
Present TV Broadcasting Practices

From THE DAILY Bureau
WASHINGTON, May 31. - The Federal Communications Commission
was requested today by executives of four major television film distributors, mem-
ers of the newly formed Association of Television Film Distributors, Inc.,
to amend its chain broadcasting rules
and regulations so that all "creative
program sources can have a fair op-
portunity to contribute to the
medium."

The ATFD, which consists of Of-
official Films, Screen Gems, Tele-
vision Productions of America, and Ziv Tele-
vision Programs, in a detailed analysis
of current broadcasting practices,
presented to the FCC that the pres-
cent rules result in discrimination
against the public, regional and local
advertisers, smaller national advertis-
ers, local television stations, and in-
dependent film producers.

"The public is the biggest loser," execu-
tives for ATFD in effect stated
before the network study committee
of the FCC, of which Dean Roscoe
Barrow is the chairman. The people
are denied knowledge of thousands
of good services offered to them by
the smaller, independent business or-
ganizations of the U.S., which are
frozen out of peak viewing time,
(Continued on page 5)

Long Term Deal
NBC Buys 50% Of Figaro, Inc.,
For TV Outlet

Other 50% Is Retained
By Joseph Mankiewicz

The National Broadcasting
Company has purchased 50 per cent
ownership of Figaro, Inc., independent
motion picture production company
of which Joseph L. Man-
kie wicz is president.
Mankiewicz retains the other 50
percent ownership.

Announce-
ment of the Figaro signing
was made yesterday by Robert
W. Sarnoff, president of NBC. He
said the long term agreement, which
(Continued on page 6)

Hall of Fame Ballots
Go Out Next Week

The five major performers of the
1910-1920 era by choice of trade pa-
per critics, reporters, editors and
publishers will be announced and in-
ducted into the Hollywood Hall of
Fame at a Cavalcade of Film
Clas- sics festival to be held June 23 at
Westhampton, L. I.

Earl Blackwell, president of
(Continued on page 5)

'War' Premiere Date
Not Set, Picker Says

No definite opening date has been
set for the world premiere of Par-
mount's "War and Peace" at the
Capitol Theatre in New York, it was
disclosed yesterday by Eugene Picker
of Loew's Theatres, who denied a re-
port that the film would premiere
here Aug. 23 at a benefit perform-
ace.

It will be the next attraction at the
Capitol to follow 'Trapeze', which
opens on Monday," he said.

OL. 79, NO. 106
NEW YORK, U. S. A., FRIDAY, JUNE 1, 1956
TEN CENTS
Strangely enough, after a well documented history of twenty-six years, a question was recently raised in certain quarters as to the authorship of the Production Code. The question, which was heatedly argued in certain amusement industry publications and elsewhere, was hinged to the publication in Variety of a sketchily written collection of autobiographical notes by the late Rev. Daniel A. Lord, S.J., of St. Louis. Father Lord’s notes seemed to imply that he—and not Martin Quigley—was the “author of the Production Code.”

A definitive, informed and responsible letter on the subject by Rev. Wilfrid Parsons, S.J., professor at Georgetown University, was published in the May 26th issue of “America,” a publication of which he was formerly the editor-in-chief.

The Parsons letter, which makes clear the essential facts, states in part as follows:

“Perhaps as one who was in on the initiation and making of the Motion Picture Code from the first, I may be able to shed some light . . . Mr. Quigley certainly ‘initiated’ both the idea of the Code and the Code itself. My first introduction to it came in Chicago, where Mr. Quigley was living at the time, at a luncheon with him and Joseph I. Breen, a mutual friend of both of us. There Mr. Quigley stressed the need of a good code to take the place of Will H. Hays’ jejune and ill-informed set of rules and volunteered to write one. This was before Father Lord knew of the project, since the matter was classified.

“In due time Mr. Quigley sent me a skeleton of the Code . . . it was the work of Mr. Quigley alone, as was the idea of a code.”

Father Parsons then correctly recites that Mr. Quigley enlisted the aid of Father Lord as “technical” advisor in preparation of the final draft of the Code, an undertaking for which Father Lord was eminently qualified on account of a long time interest in the subject matter. Some years previously he had been invited to Hollywood by Cecill B. DeMille as technical advisor on “The Kings of Kings,” and had spent considerable time in the study of production.

Martin Quigley, Jr.

Top Goldwyn Award To Exchange Student

HOLLYWOOD, May 31.—Miss Lee Hwa Yu, a Chinese exchange student from Formosa, studying journalism at UCLA, yesterday was awarded the 1956 Samuel Goldwyn creative writing award of $1,000 for her short story, “The Sorrow at the End of the Yangtze River.”

The cash award and a plaque were presented to the student during a campus ceremony by UCLA chancellor for Raymond Allen. Samuel Goldwyn established the award two years ago. Judging the contest were playwright Moss Hart, F. Hugh Herbert, national chairman of the Writers Guild of America; George Seaton, president of the Academy of Motion Picture Arts and Sciences, and professor Kenneth Macgowan of UCLA.

Mrs. H. J. Wingart, 85

Mrs. H. J. Wingart, mother of Earl Wingart, 20th Century-Fox merchandising manager, passed away Tuesday in Wellesley, Mass., at the age of 85. Funeral will be held today.

Ned Jaakobs to Start First Film in Oct.

An October shooting date has been tentatively scheduled by Ned Jaakobs, theatrical producer, who will make his first venture into the motion picture field, engaged in production on the life of Cantor Rosenberg.

Signe Hasso will be signed for the female lead role and Jaakobs expects to name the male star soon after his return from the U.S. later this month. Jaakobs left for Europe yesterday to interview screen players for supporting roles in Holland and Britain.

Straus Will Direct ‘King’ Benefit Show

Jack Strauss, president of R. H. Macy & Co., has accepted the position of chairman of the premiere of benefit performance of “The King and I” for the Police Athletic League.

The PAL’s fight against juvenile delinquency will be aided when the 20th Century-Fox production, has its premiere June 28 at the Roxy Theatre here.

Papal Decoration To Martin Quigley

Cardinal Spellman has presented Martin Quigley, the papal decoration “Pro Ecclesia et Pontifice” which has been awarded by His Holiness Pope Pius XII.

His Eminence announced that the decoration was awarded in recognition of “Mr. Quigley’s outstanding efforts in Catholic action and his long-time devotion to the highest ideals of American life and living.” Quigley has previously received other papal recognitions including that of the Knighthood of St. Gregory the Great.

Report ‘Searchers’ Strong Nationally

C. V. Whitney’s production of “The Searchers” opened in key cities over the nation on Memorial Day to gross receipts that equaled or exceeded John Wayne’s prior top grossing role for Paramount Bros.

Theaters reported the new production out-distanced “The High and the Mighty,” in which Wayne starred. Hollywood’s Pantages Theatre set new plus engagements which opened on Wednesday.

New York’s Criterion Theatre where a gross of $110,110 was reported; Hollywood’s Pantages Theatre for $6,265; the Paramount in Downtown Los Angeles for a $7,825 gross; the Wilten in Beverly Hills for a gross of $5,669; and the Paramount in San Francisco where the film opened on Tuesday and grossed $13,723 for Tuesday and Wednesday.

A Warner Bros. release, “The Searchers,” also grossed $7,660 at the Metropolitan in Boston, $4,116 at the Orpheum in Minneapolis, $4,948 at the Orpheum in St. Paul, $3,900 at Cincinnati’s Albee, $4,128 at the Palace in Chicago, $5,833 at the Strand in Hartford, $4,064 at Albany’s Strand, $4,158 at the Majestic in Providence, and a combined gross of $3,908 for the Warner and Merriit Theatres at Bridgeport, Conn.

‘Affair to Victoria

“The Affair,” with a cast headed by Bette Davis, Ernest Borgnine, Debbie Reynolds, Barry Fitzgerald and Rod Taylor, will open at the Victoria Theatre here on June 14.
AT LAST!

THE BIG MOVIE SENSATION

BIG, BIG PROMOTION
COAST-TO-COAST

Ask the man
from COLUMBIA
about the
BIG BALLYHOO PLANS
for FLYING SAUCERS

COLUMBIA's
FLYING SAUCERS
GET AWAY!

THERE ARE
FLYING SAUCERS

The BIGGEST
FLYING SAUCERS
are coming...

backed by giant
satellite

Earth vs.
THE FLYING SAUCERS

...THAT AMERICA'S TOP SHOWMEN HAVE BEEN WAITING FOR...

...from Columbia!
GIANT $265,000 PROMOTIONAL BUDGE
FOR THE TIMELIEST MOVIE SENSATION OF OUR TIM

SATURATION KEY-CITY TV COVERAGE!
Shock-filled Scene Clips!
Twenty-three Different Kinds of Action Scenes!
Thrill-loaded Trailers!
Star Interviews! Contests!
Special Trailers!
Loads of 3-minute, 2-minute and 20-second Spots!
PLUS overwhelming radio campaign!

TERRIFIC TIMING!
Timed to hit when the kids are out of school!

HEADLINE-HOT!
Theatre newsreel tie-ins, feature story stunts—the works!

SENSATIONAL NEWSPAPER ADS!
POSTERS!
ACCESSORIES!

NO WONDER THE TOP SHOWMEN ON EARTH ARE GETTING READY FOR...

EARTH vs. THE FLYING SAUCERS

from Columbia!

starring
Hugh MARLOWE • Joan TAYLOR • Donald CURTIS

Screen Play by GEORGE WORTHING YATES and RAYMOND T. MARCUS
Screen Story by CURT SIODMAK • Technical Effects Created by RAY HARRYHAUSEN
Produced by CHARLES H. SCHNEER • Executive Producer: SAM KATZMAN
Directed by FRED F. SEARS
Holiday Aids Nation's B.O.

(Continued from page 1)

Music Hall, where M-G-M's "Bhowni Junction" closed its first week. Russell Downing, managing director, reported Wednesday's grosses were "good" and above the figures for Memorial Day of 1955.

"Searchers" Scores Heavily

The largest increase was reported at the Criterion, where "The Searchers" ended its first week on Wednesday, grossing $1,110 in contrast to $1,000 for the holiday in 1955, when "Far Horizons" ended its second week. Business on an over-all basis was reported as "very good."

At the Roxy, grosses for "D-Day, the Sixth of June," which is in its first week, totaled $11,000, as contrasted to the $7,000 reported in 1955, when "Sokker of Fortune" ended its first week.

Robert Shapiro, managing director at the Paramount, said the Memorial Day grosses were up 15 per cent as compared to those for last year, when it reported "The Man Who Knew Too Much" as doing a "very good" $7,300 on Wednesday, as contrasted to the receipts for "Strategic Air Command," which was in its sixth week last year at the theatre.

State and Capitol Pleased

"25 Paces to Baker Street" grossed $9,200 at the State and was reported as "better" than receipts for the holiday last year. The Capitol reported a Wednesday gross of $4,800 for "The Revolt of Monte Stover," which is in its third week. In both cases, the theatres said grosses were "good" and compared favorably with Memorial Day figures of 1955.

"The Animal World" grossed a "very good" $2,522 at the Little Carnegie Theatre. Others reporting "very good" business included the Warner, currently showing "Seven Wonders of the World," the Rivoli, which is playing "Oklahoma," and the Normandie, where "Lovers and Lollipops" is the attraction.

Box-office business at the Palace, now showing "The Hole and the Brave," was "very good," and the Astor, with "The Harder They Fall," said holiday business was "fairly good."

Some Exceptions Noted

The Mayfair, with "The Killing," said business was "below" the grosses for the same holiday last year. On Wednesday, the film grossed $1,000. Other reports of "fair" business came from the Victoria, showing "Crime in the Streets," and the Globe, where "Forbidden Planet" is the current attraction.

Conn. Grosses Heavy as Holiday Patrons Turn Out

HARTFORD, May 31.—Memorial Day business throughout the state was encouraging, and even brisk, with "The Searchers" and "The Man Who Knew Too Much" chalking up sizable business.

Exhibitors attributed the steadily increasing business through the afternoon and evening to poor weather. That, along with the rural areas and at shore resorts—reported only fair revenue.

H-L's "Trapeze" Sets House Record at L.A. Premiere

Hecht and Lancaster's Cinema-Scope production, "Trapeze" grossed $7,630 on Wednesday at its world premiere engagement at the Fox Wilshire Theatre in Los Angeles.

An all-time house record, the film also turned in the greatest first-day business ever done by a United Artists release in Los Angeles.

Ruth Toubman Heads WOMPI if N.O.

NEW ORLEANS, May 31.—Ruth Toubman of the Southeastern Theatre Equipment Co. of Louisiana as president elected the slate of officers elected by the Women of the Motion Picture Industry of New Orleans.

Miss Toubman succeeds Mrs. Gene Barnett of the Joy Theatre as president. Other officers named at the meeting were: Mrs. Marie Berglund of the MPA, first vice-president; Mrs. Ann Balencia of Paramount Film District 2 Corp., second vice-president; Helen Bela of Paramount Gulf Theatres, recording secretary; Mrs. Anna Opliphant of Richards Center, corresponding secretary; Mrs. Imelda Geisinger of Richards Center, treasurer; and, board of directors, Mrs. Corrine Boucher, Mrs. Anna Sinopoli, Tonl Bolhafier, Shirley Fole and Mrs. Judith Hamner.

Officers will be installed at a meeting June 16 in the Jung Hotel.

Hall of Fame

(Continued from page 1)

Celebrity Service, has undertaken the project of inaugurating a Hall of Fame in Hollywood and another in New York for the theatre and allied arts, and disclosed that the June 23 event is the first step in achieving the twin goals.

Accordingly, Blackwell added, a number of events will be scheduled later in order to raise funds for the projects, particularly a national campaign that is tentatively set for late September. Working on the Hollywood committee are Mary Pickford, Cecil B. DeMille, Charles Bracken, William Manchester and Irenne Dunn, while Jean Hersholt, Helen Mencken, Helen Hayes and Daniel Blum are directing the New York drive.

Blackwell added that some 25 names of male and female stars of the 1910-1920 era will appear on the ballots, which are to be mailed next week to the trade. The film classic will be held at the Bath and Tennis Club at Westhampton from June 21 to June 23.

PEOPLE

Marvin Schlaifer has been named to the newly created post of sales service director at National Telefilm Associates, Inc. He will serve NTA clients as well as coordinate information in the firm's sales division.

Edward Willette has been appointed sales manager by the Animatronics Corporation of Rochelle. He joined the firm last year and recently returned from a three-month trip to the Coast and Midwest where he discussed future sales.

Daniel Coll, former chief accountant of the Propeller Division of the Curtiss-Wright Corp., has joined the DuMont Laboratories as manager of Government Accounting Coordination. Before his employment at the aviation firm, Coll was assistant controller at the MGM Records Division of Loew's Inc.

Earl V. (Pete) Jones, manager of the Foreman Brothers Theatres in Salem, Ore., since May, 1955, is leaving the motion picture business to open a restaurant in Portland. Lloyd Wirtz, who opened the circuit's initial drive-in theatre in North Salem some years ago, will succeed Jones.

Jerry Juroe has resigned his Paramount studio publicity post as head of the radio-television department to join Arthur P. Jacobs Co. as account executive in charge of those fields.

White House Parley

(Continued from page 1)

programs for "better people-to-people contacts" as a means of building world goodwill. Leaders in the field of industry, labor, agriculture, education, science, publishing and entertainment are among the 34 persons invited to attend the White House session.

Legion Puts 2 in 'A' And 5 in Class 'B'

Two films have been placed in Class A and five others were categorized in Class B, according to the latest ratings by the Legion of Decency. The Allied Artists' release of "The First Texan" was classified in Class A, Section One as morally objectionable for general patronage. Rated in Class A, Section Two was "The Proud and Profane," listed as Class B, morally objectionable in part for all, were Columbia's "My Seven Little Sins," Allied Artists' "Nightmare," and "Thunderstorm," "The Slave," which is being released by the Theatrical and Video Corp., and a DCA release, "Please Murder Me."
Canada's Thomson to Head Scotch TV Unit

From THE DAILY Bureua

LONDON, May 31. — Scotland's first commercial TV station will be operated by Canada's Roy Thomson, the publisher of the National Television Authority announced.

Thomson, who is chairman of Scottish Television, Ltd., owns five radio and two TV stations in Canada, as well as the weekly Thomson papers in Canada, Florida and Great Britain.

RKO 'Holdings

(Continued from page 1)

vote of 2,197,178 to 463, the minority stockholders' group being headed by John J. Gilbert. The minority stockholders' group "champion" asked that the special meeting be adjourned, as the company did not solicit proxies. The shareholders in attendance, 2,297,641 shares being present in person or by proxy, voted down the Gilbert motion. Schwartz explained that the company did not send out proxy statements for the meeting due to the high cost of printing notices, etc.

The corporation also announced that the board of directors had been increased from 10 to 13 and that the three new directors were: William J. Durocher, vice-president of General Instrument Corp., and president of its U. S. F.-Aspinook's division; Vera G. List, the wife of Albert A. List, and Anthony Scala, vice-president of General Instrument, and vice-president of its Chatham Electronics division.

$90,000 Advance Ad Drive for 'Trapeze'

A $90,000 advance promotion, said to be the costliest ever mounted by United Artists to back a single opening, is spotlighting the New York premiere of J. L. Ranier and Lancaster's CinemaScope production of 'Trapeze,' at the Capitol Theatre on Monday, UA announced.

The record-setting, all-media campaign, prepared under the supervision of Roger H. Lewis, UA's national director of advertising, publicity and exploitation, entails 57,000 lines of big-space newspaper ads, round-the-town billboard advertising, a three-round TV campaign at 2,200 outlets, and spectacular street and sky ballyhoo.

A TV salute to 'Trapeze' will alert millions in the New York-metropolitan area to the Capitol opening via broadcast on the Ed Sullivan Show on Sunday, June 3, of films of the Los Angeles world premiere. Stars Burt Lancaster and Tony Curtis will appear "live" in the program to plug the New York bow.


REVIEWS:

The Leather Saint

Paramount—VistaVision

AUDIENCES will have a good time as they relax and laugh over this Paramount film in VistaVision which tells of a minister's efforts to obtain the favor of the Church. The plot involves the reconstruction of a polio bathing pool. Its theme is simple and its message is that even a minister—in this case John Derek—is a "regular fellow."

The theme of a minister who earns cash via the boxing ring to buy polio equipment should stir the audience and the box office. Derek shares marquee honors with Paul Douglas, Cesar Romero, Jody Lawrance, Ernest Truex and Richard Shannon. Norman Retchin produced, Alvin Ganzer directed and both wrote the screenplay.

Derek is the hero as the somewhat rash clergyman who, once a boxer, returns to the game to obtain funds for his project. Of course, no one outside of his gymnastic friend (Shannon) knows of his church position. Naturally, Derek's first few bouts are sensational, but he loses his manager, Douglas, immediately puts his eyes toward the lucrative future awaiting both of them. Derek's elderly pastor (Truex) knows nothing of the fights but only that the money received each Sunday comes from a gentleman in "the leather business." All goes well until Derek meets Miss Lawrance, cast as a luscious, and he attempts to cure her of the liquor habit. The love angle is submersed in the humor but she, nevertheless, pursues him.

Following Derek home from a Saturday night bout, Miss Lawrance sees him change into the garb of a cleric at a bus terminal but decides not to throw caution to the wind and reveal her true identity; in fact, she is happy for him. Later, she tells Douglas and they both decide to go along with Derek. Romero, a fight promoter, attempts to buy Derek's contract and Miss Lawrance and Douglas argue until the price reaches $10,000. After the deal is closed, they reveal the identity of Derek as a minister. The finale, which sees Romero happy about the whole deal (because he gets Miss Lawrance back) and the children looking at the new polio-treatment pool, is calculated to please the audience.

Running time, 86 minutes. General classification. For June release.

JACK EDEN

Foreign Intrigue

Raymonds—United Artists

THE POPULARITY of the television program "Foreign Intrigue" should assure the success of this United Artists release which develops the angle of foreign melodrama and suspense to a point where it excells the TV dramatizations, and, a taut production of Sheldon Reynolds, who produced, directed and wrote the story. Robert Mitchum, Genevieve Page, Ingrid Tulean and has Frederick O'Brady, Eugene Decker and John Padovano as supporting members of the cast.

Suspense, quite naturally, is the core. While there are several themes interwoven into the production, interest is glued to Mitchum as the happy-go-lucky American press agent and the chicanery of the supporting stars as they race to find out what secrets Mitchum might be hiding.

The story concerns the death of a wealthy resident on the French Riviera and the discovery of the body by Mitchum who works as his press agent. Mitchum's ability to get to the dying man before his last breath eventually leads him into all sorts of trouble—something which he heartily likes but never seems to completely conquer. The mad race of foreign intrigue commences after the funeral when Mitchum is besieged with questions as to whether or not the dying man told him anything before he passed away. Mitchum knows that nothing was said but he has a hard time convincing the "sudden friends" that this is true. Mitchum, who soon finds himself the center of a European hunt. Eventually, he learns the reason for the chase—that the dead man was blackmailing traitors of several nations and these traitors believed Mitchum had learned their identity. However, in the finale Mitchum leaves to keep a rendezvous with one of the traitors, but he knows that intelligence men will be following to protect him in case something goes wrong.

In Eastman Colors, "Foreign Intrigue" has potentialities of being a top favorite at the box office.

Running time, 100 minutes. General classification. For immediate release.

J. E.

NBC-Figaro

(Continued from page 1)

contemplates the release of Figaro and Mankiewicz into television development and production, provide for:

1) Figaro's furnishing the consulting service of Mankiewicz, who will advise others on Figaro's staff to NBC, including selection of program material, talent and other elements, and critical analysis of recommendations to programming and production techniques.

2) The granting to NBC of a further position in connection with the telecasting of any motion picture produced by Figaro.

Made 'Barefoot Contessa'

Figaro, which produced "The Barefoot Contessa," starring Ava Gardner and Humphrey Bogart, recently completed an arrangement with United Artists, whereby it is contemplated that Figaro will make nine pictures, five of which will be written, directed and produced by Mankiewicz, and the other four release during the next four years.

"Mankiewicz's unique talents in the motion picture field now will be brought to television screens under his new association with NBC," Sar noff added.

"This agreement," Sar noff concluded, "is another forward movement for NBC's policy of presenting the very best in increasing quality, the best from all fields of entertainment as network television fare."

Two Features in Preparation

Two Figaro feature length pictures are now in the active preparatory stages and are planned for distribution by United Artists. These are "The Quiet American," an adaptation of Graham Greene's novel, which will be written and directed by Mankiewicz, and "Blood in Saigon," based on a novel by Richard Karr, "Kraft Television Theatre" this past February. The film version will be produced by Felix Jackson and directed by George Roy Hill in Hollywood starting the end of July.

The election of its board of directors also was announced by Figaro. Members are Mankiewicz, chairman of the board; Stanislaus Lantz, RCA vice-president and NBC vice-president; Bert Allenberg, executive vice-president of the William Morris Agency; Alan Livingston, president of Kagan Corp., who personally owns NBC subsidiary; Abraham L. Bienstock, New York attorney; Earl Retig, vice-president in charge of NBC-TV Network Services; Robert Lazarus, the president of the Coca-Cola Broadcasting Co.; and James E. Dennis, director of talent and program contract administration for NBC.

Mankiewicz President

New officers of Figaro, Inc., are Mankiewicz, president; Sacks, executive vice-president; Lantz, vice-president; Retig, treasurer; and Richard Reiss, of Bienstock's law firm, secretary.
ASK THE HAPPY EXHIBITORS WHO HAVE JUST PLAYED IT!

Proud of the NAME that was known to every rip and rake on the river!

WALTER WANGER presents

TAP ROOTS
COLOR BY TECHNICOLOR!

...and opening soon at:
Paramount, New Haven
Mayfair, Baltimore
Missouri, St. Louis
Lafayette, Buffalo
Loew's State, Boston

SUSAN HAYWARD
VAN HEFLIN

with BORIS KARLOFF • JULIE LONDON
WHITFIELD CONNOR • WARD BOND • RICHARD LONG

Directed by GEORGE MARSHALL • Screenplay by ALAN LeMAY
Additional Dialogue by LIONEL WIGGAM • Produced by WALTER WANGER PICTURES, INC. • A GEORGE MARSHALL PRODUCTION
A UNIVERSAL-INTERNATIONAL RE-RELEASE

Double-feature situations! Play Tap Roots with Kansas Raiders...
A proven, potent boxoffice combination!
Deny Friction Report
On Mexican Dubbing
For Pictures and TV

Special to THE DAILY
MEXICO CITY, May 31.—All picture and TV film dubbing are being done here without conflict or any kind of friction, it was announced at the headquarters of the National Actors Assn. (ANDA), in the wake of rumors that player and employer trouble had developed which was harming this operation, highly lucrative for the Mexicans concerned, to the extent that much time was being lost.

ANDA executives, among them Victor Junto, internal secretary, is acting as secretary general while that officer, Congressman Rodolfo Landa is in France, branded the reports false. They declared that “all is quiet on the dubbing front in local studios; our people are doing well.”

Clasa to Suspend

The picture and video trades believe that a possible foundation of the rumors is the fact that the Government-administered Clasa studio here, Mexico’s pioneer modern plant, is not taking on any more work because it is scheduled to suspend soon for six months of renovations and the Government is appointing a committee to decide just what kind of pictures and allied works must be done in the rejuvenated Clasa. Considerable dubbing is being done at Clasa. ANDA brings in John T. Loder, Co-op president, while the latter was vacationing in Florida. The service complained of breach of oral contract in amount of $500,000, plus $32,000 representing alleged unpaid balance of his 1955 salary.

The court sustained Co-op’s contention that the Michigan corporation was not engaged in business in Florida, and hence did not come within the jurisdiction of the court.

Dismiss Sharkey’s
Mich. Co-op Action

DETROIT, May 31.—The suit brought by James F. Sharkey for $532,000 against Co-operative Theatres of Michigan has been dismissed in the Federal Court in Miami.

Sharkey, formerly head buyer for the George, said to the News, Fred Day, Loder, Co-op president, while the latter was vacationing in Florida. The service complained of breach of oral contract in amount of $500,000, plus $32,000 representing alleged unpaid balance of his 1955 salary.

The court sustained Co-op’s contention that the Michigan corporation was not engaged in business in Florida, and hence did not come within the jurisdiction of the court.

Gina, Husband Form
Lollic Productions

The formation of Lollic Productions and plans for the filming of Alphonse Daudet’s classic novel, “Sappho,” have been announced by Gina Lollio-brigida and her husband, Dr. Milko Skofic.

After the filming of “Notre Dame of Paris” is completed, Miss Lollio-brigida said she will star in the film. Not much has been heard to date about the release of Lollic Productions’ films in the U. S.

Asides & Interludes
—by Al Steen

THE mouth of May has come and gone and so—with apologies to NBC’s John McCaffery—what kind of a month was it?

Well, it was a month in which the distributors had their fittings with the SSCB. SSCB, that stands for Schimmel, Shor, Berger and Confusion. It was a month in which Paramount’s Lou Phillips allegedly called a spade a spade; and a few exhibitors were looking for the spade so that they could bury the hatchet—right in Lou’s head.

It was a month in which there were rumors, and rumors of rumors, that the hold-out companies were going to sell their backlogs to television. And some exhibitors were hoping that television might sell its backlogs to the theatres. Then they could advertise a program as “Never before seen on a theatre screen.”

It was a month in which Robert Svelter in the New York “Daily News” said that he knew of a drive-in theatre exclusively for truck drivers. It shows nothing but trailers. And he told of a neighborhood house’s twin bill: “Miracle in the Rain” and “Thunderstorm.” It never rains but it pours.

It was a month in which the brothers Warner announced that they had sold out a group headed by Serge Semenenko. And the brothers, referring to the company that they had raised, reluctantly added a theme song, “Yes, Serge, That’s My Baby.” But we refuse to print anything so corny as saying that they all went out and bought blue Sergei suits.

It was a month in which the Variety Clubs International held its annual convention in New York. And, because of the overflow at the Waldorf Astoria, one Western banker went looking for Whittaker Chambers, thinking it was an apartment hotel.

It was a month in which the industry complained of business slacks at the box office. And so exhibitors told their cashiers that they had to wear skirts from now on. No more slacks. (For further explanation of alleged joke—see for Catalogue J).

It was a month in which 20th Century-Fox made its first TV film deal. It was denied that Gillette would be the sponsor every time a station showed “The Razor’s Edge.”

It was a month in which Herb Yates gave a 60-day option to a Coast banking house for the working control of Republic Pictures. But that doesn’t necessarily mean that Yates will retire. Before the 60 days are up, he’s likely to own the banking house.

Well, what kind of a month will June be? It will be a month in which — — — . Aw, somebody stole our crystal ball.

Reek Heads MPAA
Newsreel Committee

Edmund Reek, vice-president and producer of Fox Movietone News, has been named chairman of MPAA’s newsreel committee for the ensuing year. The appointment was announced yesterday, following a special meeting of the committee.

Reek succeeds Walton Ament, vice-president of Warner Pathé News, who headed the newsreel company for the past year.


Phil Isley Opens
Dallas Drive-in

DALLAS, May 31.—The Kiest Blvd. Drive-In Theatre in the Oak Cliff section of Dallas, holding claims to having the largest drive-in screen in the city, opened here with music, entertainment and fireworks.

According to Jack and Al Phil Isley, the drive-in features a screen of spun glass, plastic and rubber with an area of 110 by 65 square feet. David P. Yelis designed the screen. Some 1,000 cars may be accommodated at the outdoor house which has projection equipment for the use of CinemaScope, VistaVision, CinemaScope 55 and other screen processes.

In the THEATRE EQUIPMENT and Refreshment WORLD . . . .

PLAYGROUND equipment of scaled down design for drive-in installation has been announced by P. Sculptures, a division of Great Playthings, Inc., New York. The line includes equipment in the shape of nature forms, free-form sculpture arches, caves, tunnels, etc. It is constructed variously of reinforced concrete, cast stone, fiberglass, and steal. Complete descriptions with illustrations are contained in a new brochure which can be secured from the company.

Gruman’s Chinese theatre in Hollywood—home of many a world premiere—has installed a bureau急需 设计的电影设备。这是一个Bodee，有粉刷的表面，63英尺宽，由25英尺高的屏幕。屏幕是“无缝”的，有付空心，根据Bodee的声明，他声明了主席的官员。Charles A. Smyle has been appointed Gruman’s former post of vice-president.

Cole Products Corp., Chicago which makes both "Goo Goo" and "Hot Spa" automatic cup drink dispensers will have a new general office and warehouse building by the end of the year. It will be in Highland Park, Ill., a northshore suburb of Chicago. Richard Cole, vice-president, reports the company will move its Chicago office, presently on Lake Shore Drive, into the new one-story brick structure.

New promotional material to boost sales of Pepsi-Cola at theatre snack stands has been developed by that company. It consists of a package of six displays for the back bar—each built around a holiday theme. To date three displays have been completed—one for Easter, Decoration Day and Independence Day. It will use PebSCO, the new one-story brick structure.

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NEW
VICRA-LITE
LENTICULAR SCREEN
"the screen of optical precision"

offering the first great improvement in maximum light distribution & reflection—yet priced lower than ordinary “half-there” screens!

features:
- amazingly low cost
- maximum reflection
- greatest distribution
- no disturbing seams

What’s a “half-there” screen? It’s a screen that deprives half your patrons of the brightness and original clarity of the fine new films you’re showing. Now, with L. E. Carpenter’s just developed screen—employing all of the important scientific findings of Lenticulation—you’re assured of top light distribution and reflection. That adds up to more satisfied patrons—more box office sales—MORE PROFITS FOR YOU!

Get the complete facts now, today! Contact your local theatre supply dealer for prices, or write, wire or phone us for our factual booklet.

L. E. CARPENTER & COMPANY
VICRA-LITE SCREEN DIVISION • Empire State Building, New York 1, N.Y. • LO 4-0080 • Plant: Wharton, N.J.
ED HYMAN
Vice President of United Paramount Theatres

LOVES
Columbia's
"THE EDDY DUCHIN STORY!"

HAVE JUST SEEN "THE EDDY DUCHIN STORY" AND AM THRILLED WITH THIS PICTURE WHICH, IN MY OPINION, HAS EVERYTHING. YOU WILL RECALL THAT UPON SEEING "PICNIC" WE PREDICTED THAT IT WOULD BE A WORTHY BOX OFFICE SUCCESSOR TO "FROM HERE TO ETERNITY" AND SUBSEQUENT EVENTS PROVED THIS TO BE TRUE. WE SHOULD NOW LIKE TO PROPHESIZE THAT "THE EDDY DUCHIN STORY" WILL BE ONE OF THE OUTSTANDING PICTURES NOT ONLY OF 1956 BUT OF ANY YEAR AND BOX-OFFICE WISE, WE FEEL IT WILL BE COMPARABLE TO BOTH "PICNIC" AND "FROM HERE TO ETERNITY". BEST REGARDS EDWARD L. HYMAN

TYRONE POWER
KIM NOVAK
THE EDDY DUCHIN STORY

CO-STARRING
REX THOMPSON • JAMES WHITMORE • SHEPPERD STRUDWICK • VICTORIA SHAW
WITH
CO-PRODUCED BY JERRY WALD
ASSOCIATE PRODUCER JONIE TAPS • A COLUMBIA PICTURE
CINEMASCOPE makeup by
TECHNICOLOR
COLOR BY
On 2 Proposals
Sales Chiefs
Tee Off B.O.
‘Hypo’ Project

Subcommittee Convenes To Further Objectives

The sales managers committee of the Motion Picture Association of America, which has been investigating ways and means to boost the discount box office, held its program at a meeting at the Harvard Club here at the weekend when its subcommittee reported on two proposals under consideration and discussed a number of other matters.

The sub-committee, which is composed of Richard Altschuler, Republic pictures sales head; A. Montague of Columbia, and Charles Reagan, Loew’s, Inc., distribution vice-president, reported on the “credit card” proposal and on the business management consultant proposal.

Other means of revitalizing the discount box office, reported under consideration and discussed by the sales managers (Continued on page 4)

WB 6-Mo. Net
At $1,863,768

Warner Bros. Pictures, Inc., and subsidiary companies report for the six months ending Feb. 25 a net profit of $1,863,768, after a provision of $1,650,000 for Federal income taxes and after a provision of $200,000 for contingent liabilities, but before a special credit of $5,000,000, representing a reversal of reserve for contingency (Continued on page 4)

‘Trapeze’ Will Bow
At Capitol Tonight

One of the largest turnouts of film industry leaders in recent years is expected to witness the New York premiere tonight of Hecht and Laugher’s Cinemascope production of “Trapeze” at the Capitol Theatre.

An estimated 48 distribution and exhibitors officials will join leaders of the sale for the screening (Continued on page 4)

Columbia Pictures
40-Week Net Profit
Reported $1,855,000

Columbia Pictures net profit for the 40-week period ended March 31 was $1,855,000, or $1.57 per share, as compared to the comparable 39-week period ended March 26, 1955, of $3,655,000, or $3.25 per share, it was announced by Harry Cohn, president.

The net profit before income taxes was $3,314,000, as compared to the 1955 total of $5,950,000. Estimated federal, state and personal income taxes for the 40-week period totaled $1,450,000, as compared to $2,335,000. The earnings per share of common stock, after preferred stock dividends for both the current year and the prior year, are based on the 1,067,327 shares which were outstanding on March 31, 1956.

 Walsh Returns for AFL-CIO Meetin D.C.

From THE DAILY Bureau
WASHINGTON, June 3—Richard F. Walsh, president of the LATSE, arrived here today following a visit to England and Scotland at the invitation of Sir Tom O’Brien, head of the National Association of Theatrical & Kiné Employees.

Walsh will attend the dedication of the Academy’s Board
To Meet Tomorrow

From THE DAILY Bureau
HOLLYWOOD, June 3—The board of governors of the Academy of Motion Picture Arts and Sciences will hold its first regular meeting Tuesday for the election of officers

REVIEW:
That Certain Feeling
Paramount—VistaVision

HOLLYWOOD, JUNE 3
Here’s everything a box office needs—anybody’s box office. Here’s Bob Hope in a comedy big enough and good enough for his talent. Here’s a story full of the kind of comedy that made Bob Hope great and vice versa. It is also a story full of that rare element called heart which has figured in the fame and fortunes of every great comedy in screen history. It is a tremendous 103 minutes of entertainment sure to send satisfied customers out into the world intent upon sending friends, relatives and strangers into the theatre to share their satisfaction.

Bob Hope has excellent cast company in the picture. Directly opposite him in the billing are Eva Marie Saint, George Sanders and, immedi-
Realignment at Republic

(Continued from page 1)

division manager, who will be transferred to the home office, and by his present assistant, Stephen Doney.

Also leaving Republic, as reported by Motion Picture Daily last week, is Steve Edwards, director of advertising, and publicity for the past 15 years.

Unconfirmed reports at the weekend were that Francis Bateman, West Coast division manager, will also leave the company. When questioned on Friday concerning reported changes, Altschuler refused to comment, saying that an official announcement would be made today.

Office Personnel Reduced

Reports of the executive changes were accompanied by other reports of impending curtailment of the field sales organization. One unconfirmed report was that the Republic studios would be leased principally to television production. Republic, concentrating on a limited number of higher budget productions which it might distribute through another company, Republic suspended production recently. While there was no confirmation for the report, it was recalled that a suggestion of this kind had been made publicly by Yates last year. Yates also has told company stockholders repeatedly that the laboratory operations are more profitable than the production-distribution organizations. Widespread cuts in office personnel here and at the studio also have been made in recent weeks.

Cantor Deal Seen Prime Factor

The changes, however, are believed to be directly linked to the 60-day option recently obtained by B. G. Cantor, president of Cantor Fitzgerald & Co., to purchase the Yates stockholders of Republic. Further action on the option is said to be awaiting the outcome of an examination of Republic's books by auditors for C. G. Yates.

In all, about 30 people have been let out. The advertising-publicity department is reduced to a half-dozen people, Bruckstein said, and the publicity manager, among those who have remained.

Edwards plans to vacation at Lake George for two months before seeking a new connection, probably in the independent production field.

Report Due June 29

Anent Olympic TV

Notification that the Australian Olympic Committee will report June 29 whether or not agencies furnishing news film for television stations will be permitted to film the November games at Melbourne without "charges" was given yesterday at a meeting in New York between film officials and William K. Hughes, Olympic committee chairman.

Network Representatives Present

Delegates of CBS, NBC, INS-Teletex, and United Press-Movietone News attended the meeting that was highlighted by Hughes' announcement of the final decision due June 29.

Discussed at length during the hour-long session were methods of shifting the filming of the games and what assistance could be given to the committee by the agencies that they would abide by tv news standards. The four agencies termed the meeting "hopeful" as contrasted with previous sessions in Melbourne that were reported as "deadlocked."

Academy Board

(Continued from page 1)

the board being that the incumbent president, George Seaton, will be re-elected for a second term.

It could not be learned at the weekend whether or not the board would recommend the choice of the Academy nominations telecast or shift the Academy Awards telecast away from commercial sponsorship.

Cantor in N.Y.

(Continued from page 1)

and specialists in corporate analysis

The West Coast investment buying concern, which is headed by Cantor, who arrived in New York on the weekend, recently acquired a 60-day option to purchase the world control of Republic from Herbert Yates. Under the option agreement, Cantor, Fitzgerald & Co. would purchase a minimum of 650,000 shares and a maximum of 800,000 shares at $15.50 per share from Yates and associates.

Has Been Silent on Deal

Cantor, who has denied himself the press since his announcement of the option purchase, disclosed in Los Angeles at the weekend that the principal object of his trip is to meet with representatives of his auditing firm.

Briskin Forms Unit

(Continued from page 1)

operation on July 1, will produce an extensive number of tv series over seven-year period for Screen Gem the Columbia tv subsidiary. Briskin, who was studio manager at Columbia, will join with the corporation's executive officers in supervising Screen Gem production.

Only 8 1/2 hours! Fly UNITED DC-7s nonstop to LOS ANGELES! "the Continentals"— two flights daily!

UNITED AIR LINES
TAKE ADVANTAGE OF Columbia's HUGE $265,000 ADVERTISING-PUBLICITY BUDGET FOR THE "TIMELIEST SHOW OF THE YEAR!"

EVEN MORE POSSIBILITIES THAN "IT CAME FROM BENEATH THE SEA!"

SENSATIONAL TV, RADIO, NEWSPAPER, POSTER AND ACCESSORIES PROGRAM!

TREMENDOUS BALLY TIE-UPS!

ALL THE TOP SHOWMEN HAVE BEEN MAKING PLANS FOR IT!

EARTH vs. THE FLYING SAUCERS

Starring:
Hugh MARLOWE • Joan TAYLOR with Donald CURTIS • Screen Play by GEORGE WORTHING YATES and RAYMOND T. MARCUS
Screen Story by CURT SIODMAK • Technical Effects Created by RAY HARRYHAUSEN • Produced by CHARLES H. SCHNEER
Executive Producer: SAM KATZMAN • Directed by FRED F. SEARS
Sales Chiefs
(Continued from page 1)
on Friday, were said to be one where a symposium on motion pictures be conducted and staged in Hollywood, that the company presidents and advertising sales heads tour the nation to send all about motion pictures, institute a direct advertising campaign of an institutional nature, and that merchandising ideas to boost attendance at the point of sales be attempted.

Committee Made Suggestions
Some of these proposals, it was reported, were advanced by the advertising and publicity directors committee, which has also been meeting to find ways and means of boosting the box office.

Among those in attendance at Friday's sales managers' meeting were Allsburger, Montague, Reagan, Ken Clark and Taylor Mills of the MPAA, William C. Gehring, 20th Century-Fox, and Jules Chapman of United Artists.

Elect David Baird to ABC Vending Board
The ABC Vending Corp. has increased its board to eight members with the election of David C. Baird as a director. Charles O'Reilly, chairman, also announced on Friday that Baird has been elected to the new office of chairman of the finance committee. Baird, partner in the New York Stock Exchange firm of Baird & Co., is also on the boards of the Marine Midland Trust Co., Atlas Corp., Stanley Warner Corp., Interstate Bakeries Corp. and Ekco Products Co. He also is associated with Boston banker Serge Semenenko in the purchase of the Warner Brothers stock.

Simonelli Resigns From Ad-Pub Group
Charles Simonelli, Eastern advertising and promotion officer for Universal Pictures, has resigned from the advertising and publicity directors committee of the Motion Picture Association of America, according to committee chairman Jerome Pickman, vice-president of Paramount Distribution Corp.

Pickman confirmed reports here at the AMPAS that Simonelli had tendered his resignation from the committee and not that of the film company. Jeff Livingston and Phil Gerald, advertising and publicity managers for Universal, respectively, will still represent the company in advertising-publicity directors' meetings and affairs.

REVIEWS:
Earth Vs. Flying Saucers
Columbia

This Columbia film starring Hugh Marlowe, Joan Taylor, Donald Curtis and Morris Ankrum is a sure bet to provide the double-barrel shotgun effect for exhibitors and, for a while, the invaders (who practically level Washington) are driven away. The film creates the war scene in a vivid but as the invaders, downed by the disintegration gun, lose their power and crazily wreck the capital buildings. However, fadeout is somewhat stereotyped as Marlowe and Miss Taylor find some time for romance and leave the audience wondering if and when the invaders will make another attack on earth and attempt to take control of our world.

Fred Sears directed and Charles Schneer produced the George Yates and Raymond Marcus screenplay and the Cy. Stodnak story, suggested by the book "Flying Saucers From Outer Space" by Major Donald Keyhoe. Sam Katzman was executive producer. Running time, 83 minutes. General classification. For July release.

Jack EDEN

That Certain Feeling (Continued from page 1)

lightly below the title but on top of every minute she's on the screen, Pearl Bailey. Equally indispensable to the flow of the story is eight-year-old Jerry Mathers, who, with the help of his dog and the kid who plays the redneck, does a fine job in his role. Early in the film, the kids are seen in a movie theater, watching a Western and laughing. Then they meet the man who is to become their father, and later, they are seen going through the deserts of Arizona, looking for gold. Throughout the film, the children are shown interacting in a realistic manner, as children do, and their relationship with the lead character is believable.

The film is well directed by Robert Altman, who uses a minimal amount of dialogue and allows the actors to carry the story. The performances are strong, particularly those of the children, who are able to convey their emotions through their actions rather than words.

Overall, "That Certain Feeling" is a well-crafted film that captures the spirit of the period and offers a glimpse into the lives of children growing up during this time. It is recommended for audiences of all ages who enjoy a good story well told.
Spotlighting the News

eastern Seatbelts
It's going to be a bumpy ride through Washington in the next few weeks. In comparison with Frank Stanton's blast at Senator John Bricker ("King Canute"), this week's name-calling was a good deal more subtle, less imagi- 

various political polls and the background of surveys made during the pre-convention and campaign periods.

GUILD PROGRESS
The Securities and Exchange Commission last week cleared for listing on the American Stock Exchange the common stock of Guild Films (traded over the counter since October, 1954), thereby adding another chapter in a success story which began, officially, June 11, 1952, the day the company was organized. The original investment in the company totaled $28,000 in cash and $15,000 in loans. As listed on its application to the American Stock Exchange, Guild's assets were $85,581.292 as of February 29, 1956. The company has no funded debt. A total of 1,000,000 shares of common—the only class of stock—is listed for trading. If the past is any sort of measuring stick, the future seems full of growth possibilities.

NARTB Code Board
In Washington tomorrow and Wednesday the Television Code Review Board of the National Association of Radio and Television Broadcasters will be meeting to discuss, among the various topics, amendments to the Code, a review of the possible affiliation of TV film producers and distributors with the TV Code and a study of violations of the NARTB Code by subscribers. The latter, whose ad-

vertising practices may have been at variance with provisions of the Code, have been asked to supply information regarding their current advertising policies. These responses will be studied in the course of the meetings. Featured speaker at the board's luncheon meeting tomorrow will be George C. McConnaughy, chairman of the Federal Communications Commission.

Color Sessions
Color orientation sessions, which began in March for WNBQ clients, now are available to all agencies and their clients, Floyd E. Beason, WNBQ sales manager has announced. The expansion of the sessions will make the WNBQ color facilities available to all agencies and their clients to conduct camera and lighting tests on products, packaging, trademarks and other visual aids used in staging and presenting live commercials.

In Our View

national Shoe Company. The first, Saturday morning, August 25, will originate from the St. Louis Zoo. The formats for the next two shows, October 6 and December 8, will be announced later. ABC also confirmed this week the report that the Pabst Brewing Company and the Mennen Company have signed again to continue their co-spon-

sorship of ABC-TV's popular Wednesday Night Fights in the 1956-57 season.

CBS-TV Comedy Lineup
With the announcement that S. C. Johnson & Son and the Pet Milk Company has signed to co-sponsor, again, the Red Skelton Show for 1956-57, CBS-TV has its new comedy lineup about as firm as anything can be in a world of rapid change. Disappearing from the network are the veteran Our Miss Brooks, and Jackie Gleason's The Honeymooners and It's Always Jan, one-season wonders. Mr. Gleason, of course, will be back in his bigger than life-size, one-hour live format. CBS-TV's New York flagship station, WCBS-TV, announced for its own part during the week that it has purchased 78 quarter-hour Patti Page Shows from Screen Gems. Effective July 7, they will replace the existing Frankie Laine Show.

ABC Spectaculars
The American Broadcasting Company, which will be entering the field of spectaculars for the first time next season, is doing it in a big way. They now are an- nouncing spectaculars for the small fry, specifically, three 90-

minute Red Goose Kiddie Spectaculars sponsored by the Inter-

THE move toward better programming, from the standpoint of the presentation on television of programs more desirable for the family audience which for the most part forms the basis of all TV viewing, currently takes on new impetus, as reported elsewhere in these columns today.

Tomorrow and the next day, at the headquarters in Washington of the National Association of Radio and Television Broadcasters, will be held a meeting of the Television Code Review Board of that body. G. Richard Shafto of WIS-TV, Columbia, S. C, is chairman of that board. Violation of Code recommendations by Code Subscribers will be the chief facet of the planned discussions. At the same time the board plans to review the possible affiliation of TV film producers and distributors with the Television Code, probably offering the producers and distributors opportunity to subscribe to the Code on an associate basis. Code adherence is now confined to operating television stations and networks. Any move designed ultimately to bring all elements of the television industry into cohesive adherence to a single set of standards aimed at improving the output of television is a move all to the good, and merits the greatest encouragement.

A lively, intelligent interest in TV programming on the part of responsible groups, in the direction of suggestion and assistance, can be beneficial, and should be so viewed by the industry.

—Charles S. Aaronson
Passing in Review

NBC-TV’s PRODUCERS’ SHOWCASE last Monday night gave at least one televiewer the distinct impression that Max Lieberman had spread his color from Saturday to Monday, which is not to deprecate Mr. Lieberman’s efforts in TV opera. It’s just that “Bloomer Girl,” with a book that might well be described as sub-Broadway, was not the sort of thing with which Producers’ Showcase has traditionally occupied. Producer Alex Segal must have been bewitched by the Harold Arlen song, was one of his loves, and by his attractive cast. Everything else was humbug, not excluding Agnes DeMille’s Civil War ballet which, in another show, might not have looked like a parody of all pretensions “integrated” dance patterns which have been the fare since “Gigi”.

Two of television’s (CBS-TV’s) top comedians were in fine form during the week, meaning that they both were a lap or two ahead of their material. Jackie Gleason Saturday night (May 26), while helping Art Carney to a promotion in his sewer, gave further indication—if any was needed—that he is a very legitimate comic actor—a sort of Brooklyn Raimu—who one day should do better things. Tuesday night Phil Silvers managed to make a lengthy sketch about holding up Fort Knox an item of joy. Real-life television ranged wide, from a discussion of Budge Murphy on WICA-TV’s Open Mind (Saturday, May 26) to an engrossing account of the continuing antics of someone still with no thoughts at all about Budge Murphy, the Open Mind might have been interesting. Otherwise . . . Pud, Ginger and Sonny Fox visited the garment district Sunday on CBS-TV’s Let’s Take a Trip, and it was a surprising amount of fun. So were the bickering of Leonard Hall and Paul Butler, by way of celebrating the 25th anniversary of the American Forum, NBC-TV, Sunday afternoon.

With exceptions (see below), the dramas of the week left a good deal to be desired, with Wednesday night an especially dreary time for anyone who longed to get his kicks at home. NBC-TV’s Kraft Theatre displayed one of those shows about a boy and his merry doings. One cannot help to know that he really is a somebody when everybody comes to see him off at the bus depot, about as inarticulate as inarticulate drama can go. The succeeding hour on CBS-TV was occupied by the 26th-Fox production of “The Empty Room,” an empty play comedy, and the problems of some drab, upper middle class English types. Elsewhere, and in greater detail:


An odd little drama, which must certainly have appealed peculiarly in script form, turned out to be perhaps the low point of the entire season as well one of the top original television comedies of the year. “Who,” written by Robert Wallace, was an unusually funny, slightly fantastic slice of life, the story of a day in the life of a fairly average man, with the twist being that he is seen principally as others see him. The “whole” (Mr. of the title) was hilariously portrayed by Tom Poston, with six other actors alternately showing up as Poston in guises ranging from godlike to sloblike and just plain nasty. There was little actual story to Mr. Wallace’s script, but it packed a lot of true humor in its observations of life, whether it had to do with replying to a child’s toy, a visit to the dentist’s chair. John Hodiak gave the show a carefully conceived production, always honest but light as a feather, and had a cast that was near perfection. This included Frances Sternhagen as Mrs. Who; Frank Schofield, Robert Carroll and William Darrid, as three of the six alter egos, and Ben Yafee as the ever-smiling dentist, a very funny performance that might be considered libelous by the American Dental Association. It should be noted that the form, anyway — was a true television comedy, sort of elaborate black-out skit with heart, too thin perhaps for the stage or theatre screen and too big for legitimate revue.


This semi-documentary, with the focus on a typical high school in the New York area, particularly on its teachers, television once again achieved a high level of objectivity, interest and performance. Tuesday, on Armstrong, significantly indicated the kind of problems faced each day by the members of a high school faculty. It was a wholly sympathetic, understanding understanding of the problem, which took on added value in these days of educational problems. Especially outstanding was the work of Harry Townes, as the popular, successful teacher torn between his love of teaching and an opportunity to earn considerably more money selling insurance. Also excellent were Larry Gates as the responsible, understated principal whose difficulties are many, trying to do the best for his school and students on a limited budget; and Dorothy Malone as a teacher who cannot maintain discipline in a classroom and thus proves herself inadequate as a teacher too, but with a strong desire to continue. John Cameron Swayze offers intelligent, brief narration.

ANTARCTICA’S THIRD WORLD (Part II), NBC-TV, 1 Hour, 9:30 P.M., EDT, Monday, May 27, 1956. Film. NBC’s second installment of its coverage of the current Antarctic expedition was fully as satisfying as the first, though the footages were perhaps not as good as those included. Bill Hartigan’s camera work is amazingly good considering the conditions under which he had to work, but the supplementary Grearation might have been more informative on a general level, surprising since most TV commentary coverage is barely enough. The purpose of the entire series is to avoid being forgotten in the midst of all the specific visual effects. The death of two Navy men in the line of duty seemed to be more news to the public when they are not equated against the larger aims of Operation Deep-freeze. Reuven Frank produced under the supervision of Joseph O. Meyers, manager of NBC News.

Who’s What

Last week’s changes:

ROBERT R. NELSON, who Thursday rejoined WARD-TV of Johnstown, Pa., as general manager-v.p., previously, he’d been with the station from 1946 to 1955, as general manager. The intervening time he’s been state manager, New Frontier TV, Wilmington.

ROBERT H. BALEY, who has been appointed to the newly-created post of general manager-administrative director, was announced by WILLIAM M. PHIL, director of sports for CBS TV sports head.

FRANK BROWNE has been named southern sales supervisor for Screen Gems Inc. previous, he was sales manager of the Screen Gems sales staff.

SANDY SANFORD and JOE RONNEN have been added to the sales staff, it has been announced by ROBERT H. BALEY, director of sales of Screen Gems Inc., television subsidiary of Columbia Pictures Corp.

FORD THEATRE: “Sheila,” NBC-TV, 1 Hour, 9:30 P.M., Thursday, May 24, 1956. Film. Once again, in this good play the Ford Theatre series, is proved the essential fact that good performances are a prime requisite. It’s the work of Irene Dunne, who was able assistance from Philip Ober, Elinor Donahue and Stephen Griffith which brings this television play to a high level. Miss Dunne in the role of a girl’s school widow. She has a happy rapport with her daughter, and is moved in the direction of a new romance when the daughter of this wicked feminine parental situation, tends to slip off into a romantic problem. Her own daughter drawn into the situation, is to be dependent on her honesty in relations with her mother, and loyalty to her friend. There a tense period of stress until circumstances are resolved.

Television Today

Monday, June 4, 1956

Motion Picture Daily

FOR SALE

Television Film Series

Fifty-two “do-it-yourself” subjects of lasting value. No product or brand name shown. Filmed on 35mm, usually 16m. Many uses. World rights included.

Box 64

Motion Picture Daily

1720 Sixth Ave., New York 20
**The Show-Makers**

Combat Sergeant, a new ABC-adventure series, makes its debut Friday, June 29. Michael Conrad and Cliff Clark are also in the cast.

Mark Roberts and Georgann Shun star in the concluding entry on "Date With Life," which is four weeks, Mondays through days, June 29-25 over ABC-TV. Appearing are Henry Lunn, Sally Stannin Lowe, Lois Wilson & Laurence Webber. Eugene r.r. is executive producer, Wally abnett produces and Lela lit directs.

The new Kaiser Aluminum Hour is on the air July 3 under the auspices of a producers company with Arthur Warner Miller in charge of producer-directors, Franklin Hamner, Fielder Cook and George H. Hill. The hour will be seen on ABC-TV every other Tuesday.

Joseph Cotten will be host-narrator of On Trial, a new half-hour TV series based on famous authentic court trials to be on NBC-TV Friday evenings three weeks out of four, beginning September. On Trial is produced by Collier Young. Supervising writers are Larry Marcus and n Munkiewicz.

"The Boarding House," adapted from James Joyce's "The Dubliners," will be presented on the United States Steel Hour Wednesday, June 6 on CBS-TV. The production stars Evelyn Arden and features Jerome Kilty, Liz Daniels and Felix Munso. The hour is a Theatre Guild production.

Ferley Granger and Phyllis Kirk star in "Feastless Eve," on CBS-TV Thursday, June 7. Jay C. Flippen is also in the cast. Written by Frances and Richard Lockridge, it was adapted for "Climax!" by Elod Ainsid. Edgar Peterson is producer and Russell Stoneham directs. Host is Bill Lundigan.

A musical version of Elmer Rice's play, "The Grand Tour," will be colorcast on NBC Saturday, June 9. "Holiday," on Max Liebsman Presents, stars Dorothy Moroney, Keith Andes, and Kitty Carlisle. The program will be seen by Mr. Liebsman's final NBC color Spectacular of the 1955-56 season.

Two adventure series, Superman and Wild Bill Hickock, bow on WABC-TV, Channel 7, effective June 5 and 7 respectively, under the sponsorship of the Kellogg Company. George Reeves stars in Superman and guy Madison as Wild Bill Hickock.

Ten original half-hour dramas are to be featured in a new series starring on the ABC-TV network Tuesday, July 3, from 9:30-10 P.M., EDT, sponsored by the Appliance & Television Receiver Division of the General Electric Company. Ranging from mystery to comedy, from drama to musical, the series will include as stars Yvonne Rainer, Scott Forbes, Zachary Scott, James Mason, Ben Blue, Arthur Trellick, Arnold Stang, Joe Brown and Claude Dauphin.

James Craig stars in the drama, "Cubs of the Bear," on Twilight Theatre Monday, June 11 on ABC-TV. David Saber and joy Larson appear as the boys and Richard Wessell as their father.

Jerry Shue and Mel Ferber have been signed, respectively, to produce and direct "Victor Borge's Comedy in Music," the special, full-hour, one-man show on CBS-TV Thursday, June 14.

**COMMERCIALS ON THEスポット**

Continued activity in production of new commercial spots, to frequent advertising appeal for a variety of products, includes:

**ACADEMY PICTURES**
- ldent Hair Tonic (BBD & O)
- vania Bulbs (J. Walter Thompson)
- Paper Products (J. Walter Thompson)
- neral Electric Skillets (Y & R)
- household Finance Corp. (Needham, Louis & Brophy)

**ANIMATED PROD.**
- (Franklin Bruce)
- eak Cars (Kudner Agency)
- Tarotyon Cigarettes (Bukette)
- on Lipstick (Norman Craig & Kemmerle)

**GEORGE BLAKE ENT.**
- ovelot Cars (Campbell Ewald)
- Celluloid Cigarettes (BBD & O)
- urrent (Edwin Mogul)
- ocky Strike Cigarettes (BBD & O)

**AT CALHOUN STUDIOS**
- Erso Gas & Oil (McCann-Erickson)
- nger Clothes
- Amburn's Coffee (Anderson & Cuirca)
- Raleigh Clothes (Direct)

**At DYNAMIC FILMS**
- Chas. Antell Products (Direct)
- Electric Flener (Television Advt. Assoc.)
- mccid Cleaner (Television Advt. Assoc.)

**At TRANSFILM**
- t Robert Hall Clothes (Frank Sawelon)
- Ted Beaud (Fitzgerald Adv. Ag.)
- Wonder Bread (Tedd Bates)
- Cudahy Sausages (Kue-Van Pitscher-Duralap)

**At UNITED WORLD FILMS**
- lorbro Cigarettes (Leo Bursett)
- ux Liquid (J. Walter Thompson)
- darn Electric Products (BBD & O)
- Palmstead Beer (Dancer, Fitzgerald, Sample)
- Onoco Gas (Benton & Bowles)
- eigate Toilet Products (Leuen & Newell)
- DeSoto Cars (BBD & O)
- Kellogg's Breakfast Foods (Leo Bursett)
- Pabst Beer (Leo Bursett)

**Sentry Toothpaste (BBD & O)**

**At UPA PROD.**
- ills Beer (Y & R)
- Chrysler Cars (McConnell-Erickson)
- Seatle Ice Cream (N. W. Ayer)
- Seabrook Frozen Foods (N. W. Ayer)

**At UNITED WORLD FILMS**
- lmarboro Cigarettes (Leo Bursett)
- Lux Liquid (J. Walter Thompson)
- orner Electric Products (BBD & O)
- almstead Beer (Dancer, Fitzgerald, Sample)
- Onaco Gas (Benton & Bowles)
- eigate Toilet Products (Leuen & Newell)
- DeSoto Cars (BBD & O)
- Kellogg's Breakfast Foods (Leo Bursett)
- Pabst Beer (Leo Bursett)

**FCC Studies Effect of "Translator" On Community Antenna Systems**

WASHINGTON: The Federal Communications Commission realizes that its recent action authorizing the construction of "translator" television stations to bring TV programs to small isolated communities threatens the established community antenna systems. Translators would be relatively inexpensive, low-powered equipment designed to receive the signals of existing television stations and retransmit them locally. The community antenna systems generally pipe in programs over common carriers from originating stations and then send them via wired hookups. In its decision authorizing the translator stations beginning July 1, the FCC noted that some of the parties to the proceedings had urged that the Commission consider the effect translators would have on established community antenna systems. Specifically, the FCC said, these parties expressed the fear that the translators would run the community antenna systems out of business, and some suggested a breather period of several years during which existing community antenna systems would be protected from the competition of new translators.

The Commission said it recognized that community antenna systems had served an important function in providing TV to isolated communities. However, it said, these systems do not provide a broadcast service to the public at large but rather to a limited number of subscribers who must pay a fee.

"The Commission is obligated under the Communications Act to provide a fair and equitable distribution of television service," the FCC added. "We would not be warranted in withholding the authorization of translators, designed to provide television to isolated communities, merely because they would compete with community antennas providing service to some people at a fee."

**Television Today**

**IN THE "KIND" OF MOVIE LAB**

For COMPLETE FILM PROCESSING
20th CENTURY-FOX presents

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in

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CINEMASCOPE®
Hear Reports
Johnston Sets
Meet With MPA
Board Today

Association Head Plans
License Talks in Europe

The board of directors of the Motion Picture Association of America will meet today to hear a report by PAA president Eric Johnston on his forthcoming trip to Europe and to hear progress reports from its various committees, it was reported here yesterday.

There also is the possibility of committee presidents discussing the sponsorship of next year's telecasting of the Academy of Motion Picture Arts and Sciences' "Oscar" presentations.

Today, it was reported early last week, was scheduled to meet with

(Continued on page 4)

NTA Attacks NBC
For Statements on
Network Telecasting

Strong objections to the inference of the National Broadcasting Co. that film programming is "undesirable, original, unexciting and unimportant insofar as network broadcasting is concerned" were made yesterday as the television network by National Film Associates, Inc.

In a prepared statement, Ely A. Sandhu, president of NTA, strongly criticized the "statement of facts" submitted by Robert Sarnoff, president of NBC, to a Senate Committee to Interstate and Foreign Commerce.

(Continued on page 4)

Circus Note on 'Bway
As 'Trapeze' Opens

An estimated 4,800 persons, including many national and international guests, attended last night's opening of Hcht and Lancaster's "Trapeze" at the Capitol Theatre here. Burt Lancaster, who stars in the film with Lisa Lollobrigida and Tony Curtis, was a guest, as were a very large group of key industry executives.

The festive proceedings were highjinks. (Continued on page 4)

Illinois TOA Unit
Asks 'High Level'
B.O. Booster Parley

Special to THE DAILY
SPRINGFIELD, Ill., June 4—The board of directors of the United Theatre Owners of Illinois passed a resolution at its annual meeting calling for a nationwide high-level conference of production and exhibition in order to solve the problem of the decline in theatre attendance and to discuss the production of pictures more suitable for American consumption.

The UTOI, an affiliate of Theatre Owners of America, also elected Ralph Lawler as president, succeeding retiring president George Kerastos, who was voted chairman of the board. Other officers elected were Russell Lamb, vice-president; Gene Russell, secretary-treasurer, and Eddie Zorn, honorary board chairman.

Name Arnold Jacobs
Dominant Sales Chief

Arnold Jacobs, formerly vice-president of Union Films, will join Dominant Pictures Corp., as general sales manager. Norman Katz, Dominant's vice-president in charge of distribution, announced that Jacobs will assume his new post next Monday.

In keeping with Dominant's recent entry in the national distribution field, Katz reported that the company has already resulted in exchanges being set up in several key Western areas. Offices have been established in Los Angeles, San Francisco, Denver, Seattle, Salt Lake City and Dallas.

Invites European Producers

Co-Production in Spain Stressed by
Gosch; Reveals New Company Plans

By JACK EDEN

The possibilities of worldwide distribution of European co-produced films were pointed up yesterday by producer Martin Gosch, who, as president of a production company in Madrid, Spain, has extended an invitation to European producers to enter into co-production agreements with his firm.

At a trade press conference, Gosch said that such co-produced films would have a better chance for international distribution, particularly in the U.S., where co-production films to date have been hampered by what he called "foreign characteristics." As such, he said, these foreign traits should work for the producer and not

Confirm Talks for
Sale of N.Y. Roxy

Reports of negotiations for the sale of the Roxy Theatre by National Theatres were confirmed yesterday, but the prospective buyer was not identified. However, there were strong hints that Rockefeller Center, Inc., may be the purchaser. The Rockefeller property now extends on 50th Street to the back wall of the Roxy and it is understood that the Rockefeller interests seek to extend their property through to Seventh Avenue.

'Dark Wave' Profits
To V.C. Foundation

The Variety Club Foundation to Combat Epilepsy, Inc., will receive all profits accruing from the theatrical distribution of "The Dark Wave," announced yesterday by Harold J. Klein, president of the Variety Club of New York. "The Dark Wave," the first motion picture on epilepsy to be made for theatrical dis-

(Continued on page 4)

20th-Fox to Start 10
In 'Scope in 2 Months

From THE DAILY Bureau
HOLLYWOOD, June 4.—Twentieth Century-Fox, within the next two months, will start production on 10 high-budget CinemaScope features, it was announced here today by Buddy Adler, executive producer, who returned to the studio at the weekend.

Asks Vigilance
Compo Warns
Of Tax Studies
In Nine States

The appointment of taxation study committees in nine states that will consider possible revisions in state revenue laws was disclosed yesterday by Robert W. Coyne, special counsel for the Council of Motion Picture Organizations, who said he has advised exhibitors and other industry representatives to familiarize themselves with the project and to guard against the possibility of seeking legislation that would be contrary to the interests of the industry. "Exhibitors and distribution regional representatives should be particularly alert," Coyne said, "to prevent the introduction of enabling acts permitting municipalities to impose local admission taxes where they do not already exist. They also should oppose suggestions for higher license

(Continued on page 4)

Loew's 'No Closer'
To TV Sale Deal;
Melniker to Board

Loew's, Inc., is "no closer" to making a television deal now than it was three weeks ago, Howard Dietz, vice-president in charge of advertising and publicity, and a director of the company, declared following a special meeting of the Loew's, Inc., board of directors yesterday.

Dietz stated that "no decision has been made." (Continued on page 4)

WGA and Webs Sign;
Strike Is Averted

From THE DAILY Bureau
HOLLYWOOD, June 4.—The threatened strike by the Writers Guild of America against the television networks was averted today with the signing of a new contract between the writers and the guild. By the terms of the pact, arrangements with the networks are now brought into line.

(Continued on page 2)
See Record Turnout For Golf Tournament

A record turnout from all branches of the entertainment industry is expected at the 19th annual golf tournament being sponsored by Cinema Lodge of B’nai B’rith at the Vernon Hills Country Club on June 14. It was reported yesterday by David Levy, manager of the Studio and co-chairman Harold Binzler and Marvin Kirsch, following a count of 400 entries.

Cinema president Robert K. Shapiro and past presidents Max Youngstein and Burton Robbins joined in urging participants to make early reservations. Entrants confirmed to date were William J. Heineinan, James Velde, Hugh Owen, Len Grunberg, Edward F. Laplan, Solomon Strauss, Morris Strauss, Stanley Kolbert, Emanuel Frish, Joe Malcolm, Charles Okum, Joseph Felder, Dr. Arthur Epstein, Harry Goldstone, George Hagen, Philip Flannick, Joseph Wohl, Joe Pughe, Joseph Sugar, Martin Kornblatt, Saul Gottleb, Herman Rips, Bernard Brooks, Norman and Alan Robbins and Irving Dollinger.

MPTV Wins N.D.

Contract Announcement

MINOT, N. D., June 4.—A district court judge has handed down a favorable decision for Motion Pictures of America, Inc., following litigation entered into by North Dakota Broadcasting Co., KSBJ-TV, which allegedly sought to break its contract for 25 Walter Wagner films which the tv distribution company was to supply.

KSBJ-TV, in its breach of contract suit, charged that MPTV was supplying poor prints and servicing the Judge ordered in favor of MPTV and threw out all counterclaims.

Buy List Shares

Five-year-old Viola Laura List visited the trading floor of the New York Stock Exchange with her parents yesterday and watched while an order to buy 100 shares of List Industries Corp. was executed on her behalf by her father, Albert A. List, chairman and president of List Industries. The company, formerly RKO Industries, made its debut in the Stock Exchange under the new name.

WGA, Webs Sign

(Continued from page 1)

with the contracts governing film studio guilds.

Accord was reached on the two prime issues: non-exclusivity of writers’ services and separation of rights. The latter clause provides that the network will not differentiate between writers assigned to a single series and those whose work calls for a series of films.

Funeral Rites Held For Jean Hershalt

HOLLYWOOD, June 4—Funeral services were held here today for actress Jean Hershalt, Dr. Christian of the radio and motion picture industry, who died Saturday after a year-long siege of cancer.

Hershalt for 20 years was president of the Motion Picture Relief Fund and for five years has been a member of the Academy of Motion Picture Arts and Sciences, being widely credited with having placed the latter organization on its solid footing which it enjoys today.

A Danish immigrant, Hershalt was recognized as a pioneer in the motion picture industry. She founded the Motion Picture Country Day Home and directed the home for 18 years. In 1906, he pioneered the short comedy in Danish films and appeared in his first American film in 1913. Among his better known films were "Abe's Irish Rose," "Greed," "Stella Dallas," "Grand Hotel" and "The Country Doctor."

Among the many honors bestowed upon Hershalt were a citation from his native country, two special film Oscars, honorary degrees from four American colleges and, last month, one of the biggest civic testimonial in Hollywood history.

'Searchers' Strong In Southern Dates

With holdovers the role in almost all of its 300 initial engagements, which started on Memorial Day, C. V. Whitman of the Warner Bros. searchlight office, who is in the South over the past weekend to grosses which are reported by Warner Brothers, distributors, to be exceptionally strong in favor of MPTV and threw out all counter claims.

Typical of the takes below the Mason-Dixon line are: the Fox Atlanta, $13,810 for three days; Alabama, Birmingham, $9,616, three days; Master Dallas, $13,170, four days; Plaza, El Paso, $9,338, three days; State, Galveston, $4,195, three days; Ft. Worth, $13,017, three days; Metropolis, St. Louis, $9,415, four days; Center, Little Rock, opened Sunday to a big $3,085; Miami, opened Saturday in three house days and for a two-day gross of $15,184, and Majestic, San Antonio, $18,395, five days.

New Firm Has Holt, Nichols, Grainger

HOLLYWOOD, June 4 — Dudley Nichols and Nat Holt have announced the formation of an independent producing company in which James R. Grainger will own an interest and supervise distribution and sales. "Out West" will be the first production. Release channel remains to be chosen.

Fox and NBC Radio

In Broadcast Tieup For 'The King and I'

Twentieth Century-Fox and NBC National Broadcasting Co. have entered into what is said to be the largest national film promotion ever. NBC and Loew's "The King and I," in Cinemascope and 77 mm. The announcement was made jointly by Charles Einfeld, vice-president of the film company, and Charles Ayer, vice-president in charge of the network.

Starting tomorrow evening and continuing over a six-week period, NBC will have stationed at least one work will be harnessed in the campaign backing the dramatic which will be released in July.

To initiate the drive, the Capitol Records sound track album of "The King and I" score will have its premiere tomorrow night on a special network show, between 9:30 and 10 P.M.

Multiple playings of the film's score is designed to gain attention for the film's joint world premiere, June 28, at the Roxy, New York, and Chicago, and Los Angeles, as well as other first engagements starting late in June and early July. NBC remote units will cover the twin openings.

The massive campaign will move into high gear the weekend of June 30, when NBC's "Monitor" show will feature a series of endorsement announcements by Deborah Kerr. Such "Monitor" personalities as Dave Carro, Clifton Clidmore, Bob and Ray, Ben Grauer, Herman Morgan and Leon Pearson will also deliver messages on the production.

U-I's Jack Langan Dies in Kansas City

KANSAS CITY, June 4.—Funeral services for Jack Langan, former branch manager of the Universal-International exchange here for 26 years, were held here last Friday at St. Luke's, where retired from the manager's post last year due to poor health, also worked for 15 years in the film industry at Denver.

FILL YOUR THIRD BLOCK

NEW YORK THEATRES

-RADIO CITY MUSIC HALL
-Foret Center
- "BHOWANI JUNCTION" starring
-Ava GARDNER, STEWART GRANGER in Cinemascope and Color
-and SPECTACULAR STAGE PRESENTATION

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MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Stein, News Editor; Herbert V. Feek, Advertising Manager, Gen H. Faust, Production Manager; Hollywood Bureau, Yvonne Residence, 631 West Broadway; William R. Weaver, Editor, Telephone Hollywood 2-1945 Location: 41-44 Golden Square, Home: William L. F. Faust, 410 Broadway, New York 14, N. Y. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 978 Seventh Avenue, Rockefeller Center, New York 19, N. Y. Subscriptions, $6 a year. Single copies, 50c. Second-class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under Act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.
Spectacular New York Opening for ‘Trapeze’

A SELL-OUT audience of 4800 packed the Capitol Theatre on Broadway last night for the big, long-ballyhoed premiere of Hecht and Lancaster’s “Trapeze,” which United Artists is backing with a huge $2,-000,000 promotion. Hollywood topliners on hand were headed by Burt Lancaster, who stars with Tony Curtis and Gina Lollobrigida in the multi-million dollar CinemaScope circus thriller.

Filmed and recorded highlights of the premiere are being carried to an audience of 90,000,000 on Dave Garroway’s NBC-TV show and 572 radio stations.

Geared for the greatest grosses in UA’s 37-year history, “Trapeze” will open in about 400 key situations during the July Fourth holiday week.

At the right, clowns and a ringmaster perform for the thousands of spectators crowding against the police lines along Broadway.

This was the scene as Times Square crowds converged on the Capitol Theatre to watch the arrival of celebrities. A huge turnout of film industry leaders attended the red-carpet opening.

Shown in the lobby (left to right), are: Joseph Sugar, UA New York branch manager; Max Chasens, of Hamid Theatres; James R. Velde, UA general sales manager, and Mori Krushen, UA exploitation head.

UA’s vice-president, Max E. Youngstein (left), greets James Hill (center), producer of “Trapeze,” and Harold Hecht, of Hecht and Lancaster. The visiting pair flew in from the Coast for the gala bow.

Burt Lancaster, star of “Trapeze,” is interviewed by Dave Garroway before the NBC-TV cameras. Coverage of the premiere is being carried by 77 television stations and 572 radio outlets.
Compo Warns

(Continued from page 1)

fees or other imposts which would be a financial burden to exhibitors and distributors. The chairman of the committee, addressed to the motion picture industry is suggested by magistrates and public hear- roughs of these committees, industry representatives, even the Federal Trade Commission, should ask for an opportunity to present testimony in opposition to such undue suggestions before the committee makes their reports.

Sees Lack of Organization

"Exhibitors in well organized states and localities need no prodding from COMPO. Organization in some states, however, is almost nil and in those areas local levies can be a great danger.

In summary of the tax studies now in progress, compiled by COMPO, follows:

ALABAMA—An interim legislative committee, now in its organizational stage, has been authorized "to make a complete and detailed study of all revenue laws of the state of Alabama, exclusive of laws providing revenue for counties, municipalities and public subdivisions of the state.

FLORIDA—The last session of the legislature authorized the formation of the Florida Citizens Tax Council to study possible revision of state and local taxes. No public hearings have been held and none are anticipated, according to Mr. Heus, until later this year.

IOWA—X. T. Prentis of Mount Ayr is chairman of a committee, created by a joint resolution of the last General Assembly to make a special study of Iowa taxes. It will make its report to the Governor by Sept. 1.

MICHIGAN—The last legislature passed a resolution "providing for a bi-partisan committee of the House of Representatives to study specific tax and revenue problems and to perform such other services as might properly come before the committee."

MINNESOTA—Gov. Orville L. Freeman has appointed a tax study committee composed of representatives of business, labor and agriculture to study the state's revenue laws. It began operations this spring and expects to submit its report this fall.

NORTH CAROLINA—A tax study commission, under the chairmanship of Brandon E. Hodges of Asheville is now functioning.

MISSISSIPPI—A legislative recess committee composed of six state representatives and five senators has been authorized "to make a detailed study of the existing tax structure of the state, including but not limited to existing revenue laws and ... to make recommendations to the Legislature."

OREGON—State Senator Rudie Wilhin, Jr., is chairman of a special legislative committee composed of five state senators and six members of the State House of representatives. The committee is authorized "to make a study and analysis of the tax structure of the state."

TEXAS—House concurrent resolution No. 120授权 a study of the Texas tax structure was passed by the last legislature.

Johnston Reports to Board Today

(Continued from page 1)

George Seaton, Academy president, in Hollywood to discuss this matter.

Johnston will leave on Monday for Spain to resume film negotiations with the Spanish Government. He will be accompanied on his two-to-three-week trip to Spain, England and Germany, to attend the Berlin Film Festival, by Kenneth Clark, MPAA vice-president.

Sales, Advertising Are Subjects

The company presidents, who, a number of weeks ago, appointed a committee to study all phases of the industry's self-regulation, will hear a report on how the study is going. Other committee reports which will be presented, it was said, to the MPAA directors include a report by sales manager's committee and one by the advertising-publicity directors' committee, both of which are studying various programs for bolstering and revitalizing the box office.

Johnston will meet MPAA vice-president Griffith Johnson, who left Washington yesterday for Spain, in connection with Johnston, along with MPEA Mediterranean manager Charles Baldwin, will lay the groundwork for the Spanish negotiations.

No Films in a Year

The MPAA has not sent any pictures to Spain for the past 12 months, in protest against a Spanish government proposal to import license fees and to require the MPAA to dis-tribute Spanish product. Attempts to end the deadlock have thus far proven fruitless, and Johnston will take a new attempt at settlement next week.

After several days in Spain, Johnston will go to London to lay the groundwork for the fall talks on revising the present agreement between the British and the U. S. and to attend to other industry matters. Following a week in London, he will return to Berlin for the Film Festival, and is expected to return to the U. S. around June 29.

To Meet Clark in London

Clark will meet Johnston in London and accompany him to Berlin and then remain in Europe for a visit of visiting MPAA offices in Paris, Rome and other cities.

Johnston is expected to meet later this week with MPAA vice-president Irving A. Maas, who will return from New York following a Far East trip on Thursday.

Great Britain—Art Theatre

(Continued from page 1)

The company's lease, held by the previous owner, included the right to show foreign films. In its brief tenure, the Art Theatre has screened such films as "The Great War," "Dead Men Tell No Tales," "Redskin," "Gay Paris," and "The Red Badge of Courage." The latter film, considered to be one of the best pictures ever made, was shown at the Art with a large Mentmore cast and a real horse in the performance of "War Horse." "Redskin," a picture of a west Indian's adventures, was shown at the Art in London for the first time.

MPEA to Pote Japanese Leader

Fusao Kobayashi, president of Toho Films of Japan and chairman of the board of EIREN, the Japanese Producers Association, will be guest of honor at a luncheon tendered him today by the Motion Picture Export Association at the President's Room of the Harvard Club here.

"Trapeze" Opens

(Continued from page 1)

NATIONAL THEATRE, New York, N. Y.

Saturday, May 31

D T. CLARK, President

"Trapeze" opens Saturday, May 31, with the help of an all-time star cast of Hollywood's most talked about performers. The cast includes: Jean Arthur, Fred Astaire, Frank Sinatra, Julie-Chan, and several other well-known actors.

"Trapeze" is directed by Alfred Hitchcock and produced by David Selznick. The film is based on the novel of the same name by J. W. Eakin.

Lippert Circuit Buys Westwood Art House

HOLLYWOOD, June 4—Robert L. Lippert Theatres, Inc., today announced the purchase of the UCLAN Theatre, Westwood, 850-seat art house, which will be refurbished, re-equipped and re-named the "American Theatre."

"American" is in line with Lippert expansion, which includes the La Habra Theatre, in La Habra, to be opened in August.

L. H. Brunninger Dead

KANSAS CITY, June 4—Services for Lawrence H. Brunninger, who tired last March as city manager of the Fox-Midwest Theatres in Topeka, Kan., were held here.

A theatre owner and manager in Topeka for more than 30 years, he started in the film industry at St. Joseph, Mo., shortly after World War I. A wife and son survive.

Dark Wave"

(Continued from page 1)

tributed, was photographed in D-Luxe color and produced in CinemaScope by 20th Century-Fox in cooperation with the Foundation.

Spyros P. Kouns, president of the 20th Century-Fox, in a message to the Foundation, wrote, in part, as follows: "The Dark Wave is our contribution to the important public education program of the Variety Club Foundation to Combat Epilepsy. It is my fervent hope that it will bring light where there has only been the darkness of misunderstanding."

Loew's "No Closer"

(Continued from page 1)

been reached on "at least 10 offers," which the company reportedly has for its feature and short subjects library—770 features and 900 shorts.

The next meeting of the Loew's board of directors is scheduled for June 21, its regular monthly meeting. In its recent meeting, the directors "reluctantly accepted" the resignation of J. Robert Rubin, retired Loew's vice-president and general counsel, as a director. The board elected Benjamin Melhufer, vice-president, to succeed Rubin.

New NSS Items

National Screen Service has created two new, full-color 40 x 60 posters a children's matinee display and a "Spook Show" display.

When You Are in a Rush for Special Trailers

Tax Will Be Disbursed If You Send An L.S. to

M.F.I.C.K.
Co-Production

(Continued from page 1) he said, the “Don Camillo” product might be received more favorably if English dubbing were used and thus make it marketable to all three areas. He said that company, Tanger Corp., would guarantee the cost of production and completion bond to the other European producers, and that agreement could include the mutual selection of its, story content, production and, oddly, English dubbing.

Later this week, the impact of the Astoria, the characters and the foreign situations and dub in the English other than have it work against you, each related. “After all, 75 films each said were “excellent.” He added that in English and we believe the extension if this in co-productions would considerably strengthen the films’ sale value.”

Now Making 39

At the same time, Gosch disclosed that his production company, headquartered at the Sevilla Studios in Hollywood, currently is filming a series of 39 half-hour tv films called “The Missions of the Americas” which stars Scott McKay. Some sixteen of his films have been completed since production started on Feb. 13. Negotiations are in progress with the ABC Film Syndicate for the handling of his films which Gosch said would be a three-year package deal with 39 films guaranteed annually.

Gosch used the term “we have to crawl before we can walk or run” to summarize the production development of his Madrid studio, which he said were “almost nil.” He termed the production of the 39 tv films to be “our passing out of the crawling stage” and added that the Tanger Corp., is developing to a point where it is ready to undertake feature-length films and, if agreeable, on a co-production basis. The initial feature will be a Spanish western called “The Kid,” a story of the legendary Spanish hero, who is expected to go before the cameras in Madrid early next spring.

Plans ‘The Red Mask’

In addition to the “Americana” series, Gosch said a second series, “The Red Mask,” an adventure series based upon the life of another Spanish legendary hero, will go into production this year and will be keyed to American tv audiences.

Cost-wise, Gosch said films produced in Madrid have resulted in a widespread saving as compared to possible production in Hollywood. Using four films as a basis for a contrast, he added that the Hollywood cost of each would approach $52,000 while the actual cost in Madrid was an estimated 50 per cent under the below-the-line differential.

Arnaz Plans Feature

HOLLYWOOD, June 4. — Desi Arnaz today announced his intention to produce a theatrical feature, “Lonesome Road,” based on the career of Gene Austin, crooner famous in twenties.

The Rawhide Years

Universal-International

As a melodrama with music, “The Rawhide Years” very well could be a sleeper in the true sense. It is solid bread-and-butter fare with Tony Curtis, Colleen Miller, Arthur Kennedy, William Demarest and William Gargan in the top roles.

The color by Technicolor does much to boost it from the ranks of the ordinary action bracket to a class position.

Curtis has a treaty role as a young rogue who has left a southern town to avoid being lynched by another wayfarer, Kennedy, and the pair get involved in adventures that run the gamut from river-pirating to getting messed up with the real criminals in the original murder case. It is Curtis’ intention to not only clear himself but to win the love of Miss Miller, now a featured singer in Peter Van Eyck’s gambling casino.

Needless to say, Curtis eventually accomplishes his mission in both categories but not before supplying enough action to more than satisfy the action fans. It is a rough-and-tumble, fast-moving, slam-bang piece of celluloid without a dull moment.

Based on a novel by Norman Fox and a screenplay by Earl Felton, the picture was produced by Stanley Kubrin and directed by Rudolph Mate, who took advantage of every opportunity to inject action with a sprinkling of hard core action. Curtis offers a couple of tuneful songs: namely, “The Gypsy With the Fire in His Shoes,” by Pinky Lee and Laurinda Almeida, and “Happy Go Lucky,” by Frederick Herbert and Arnold Hughes.

Running time, 85 minutes. General classification. For July release.

J. E.

A Kiss Before Dying

Crown—United Artists—CinemaScope

An intensely dramatic murder story, “A Kiss Before Dying” is heavy on suspense and is unfolded by a competent cast. Robert Wagner, Jeffrey Hunter, Virginia Leith and Joanne Woodward are top-billed, with Mary Astor and George Macready offering fine support.

The story isn’t exactly a pretty one. It’s about cold, premeditated murder by a cool, calculating killer. Wagner is the culprit and Miss Woodward is his first victim. She is his college sweetheart and when she tells him that she is expecting a baby, he realizes that if he marries her his father’s fabulous copper mine fortune is his. So, he must get rid of her. And he does, in such a way that he is not suspected inasmuch as nobody apparently knew that they were acquainted. Just a gentle push off of a tall building does the trick very nicely and he feels quite safe. But he hasn’t reckoned with the girl’s sister, Miss Leith, who also has been dating Wagner. She is not convinced that her sister committed suicide, as Wagner had made it appear, and she tells of her doubts to Hunter, a college professor. They embark on some detective work and, after some false clues, get on the right track and are able to pin the murder on Wagner, who makes another attempt at murder to wipe out Miss Leith. But the attempt fails and he, instead, meets a violent death.

The suspense is well sustained throughout and director Gerd Oswald has made the most of Lawrence Roman’s screenplay which was based on a novel by Ira Levin. Robert Jacks produced, shooting the picture in CinemaScope and color by DeLuxe.

Running time, 94 minutes. Adult classification. For June release.

J. E.

Mrs. Dichter Dies

Funeral services for Mrs. Zita Dichter, mother of Murray Dichter, director of Dichter Sound Studios, were held Sunday in Brooklyn. Dichter directed the sound production for “On the Waterfront” and for Columbia’s Eastern production staff.

Scholts Leaves Norpat

Bernard Scholts, for many years sales representative for the RCA Theatre Equipment Section, and more recently vice-president of Norpat Sales, Inc., New York, in charge of theatre circuits and dealer contacts, has resigned from the latter position.
Everywhere!

Lots of exhibitors even shellac‘em down on sidewalks and paste ‘em up on ceilings! They’re Boxoffice-Building, Patron-Pullers anywhere...so post ‘em EVERYWHERE!

Your nearest N.S.S. Branch has colorful 1, 3 and 6 Sheets to sell your shows!
Paramount Pictures earnings in the second quarter of 1956 could reach a record high despite recent adverse market trends, according to president Barney Balaban who yesterday told company stockholders that Paramount's present inventory of product in various stages of production and those ready for release has reached an all-time high of about $57,000,000.

Balaban, who marked his 20th year of service as Paramount's head, said that with a line-up of exception (Continued on page 3)

More Than 1,000 Theatres Pledge Hospital Collections

More than 1,000 theatres have signed pledges to make collections for the Will Rogers Hospital during the week of July 16. Included in this is strong representation from major circuits throughout the country.

Losc's, Stanley Warner, RKO Pictures, Wometco, Alpert, Selected Theate-}

res, Mid-States, Iowa-United, Chakeres, Strand Enterprises, Rodgers, Trincher, Brandt, Basil, Liggett-Florio, Carolina Amusement, General Theatres, Brock, Alperin, Eastern, Delf, Associated Theatres, Midway (Continued on page 6)

Four V-Ps for Reade Circuit

Special to THE DAILY

OAKHURST, N. J., June 3—In an executive reorganization completed here today, the Walter Reade circuit appointed four new vice-presidents and advanced another.

Edwin P. Page, heretofore the circuit's only vice-president, was named executive vice-president for Walter (Continued on page 2)

Don Boutyette Heads Coast Publicists, IA

From THE DAILY Bureau

HOLLYWOOD, June 5.—Don Boutyette, as president, headed the slate of officers elected here yesterday by Publicists Local 515, IATSE. Boutyette, who served as vice-president last year, succeeds Nat W. (Continued on page 2)
Three Major MPAA Plans

(Continued from page 1)

a credit plan, submitted by a six-man committee consisting of Richard Altschul, A. Montgomery, Arthur Loew, Jr., George Weltsner, Spyros Skouras and John J. O'Connor. It was proposed that a test city be selected, preferably in the Midwest and in a locality where there is a minimum supply of radio operation. Then the sales managers group of the committee would meet with exhibitors of the selected city to encourage the possibility of the project. If acceptable to them, a survey of the public would be undertaken at a cost estimated at between $8,000 and $12,000, and if the project is receptive, the group then would go back for further talks with the exhibitors.

Market Study Urged

MPAA president Eric Johnston made a strong pitch for a market analysis which would cover the entire field of cinema entertainment, delving into reasons why the public goes to the theatre and why it does not. This survey, it was said, would cost in the neighborhood of $100,000. No action was taken on the proposal inasmuch as company representatives had checked with higher authorities before their approval could be given. However, favorable reaction was in evidence and the prospects for the project appeared to be bright.

Coyne in Plea for Support

Robert Coyne, special counsel for COMPO, spoke at the meeting and urged the MPAA’s continued support of the organization. He asked for $150,000 from the member companies, predicting that the contributions by the companies in last year’s $12,000 campaign were not more than enough. The money would be subscribed and matched by distribution. Coyne said that most of the money was “eaten up” by four major magazines publishing campaigns, the audience awards, press relations, including the Editor & Publisher advertisements and research. Johnston outlined his pending trip to Europe and described what he hoped to accomplish in Britain and Spain.

One French, 2 Rank Films to Continental

Two J. Arthur Rank-Ealing Studios productions, “The Ship That Died of Love” and “The Love Lottery,” and a new French color film, “Canicule,” were announced by Walter Reade, Jr., chairman of the board, and Frank Kassel, president of Continental Distributing Corporation. The first three new films acquired by Reade during his recent month’s trip to Great Britain and the Continent. These represent only the first step in building up Continental’s 1936-37 program of European product, of which further details will be announced shortly, they said.

Degree to Oestreicher

Sylvan Oestreicher, New York tax counsel with whom Samuel Goldwyn organized for more than 30 years, will be awarded an honorary doctorate at the 110th commencement at Holy Cross College. The Rev. William A. Dougherty, S.J., president of the Worcester, Mass., school, will make the Doctor of Laws presentation on June 13.

‘Voice’ to Gold Medal

Gold Medal Productions has acquired the rights to “The Voice,” by Carmel Myers, it was disclosed yesterday by Martin Poll, company president. A series of adventures of girls who work at an “answering service,” the story revolves around the same girls playing in solving mysteries, closing business contracts and other comical events.

‘Oscar’ Plan

(Continued from page 1) on a basis which would assure unimpared operations, it was confirmed here yesterday.

Also discussed were Seaton’s projected 30-minute film and the telecasting of Academy Awards nominees and industry sponsorship of the Oscars presentations telecast.

No conclusive agreements were reached as a result of the conference, but it was stated that meetings would continue the discussions with the Association of M. P. Producers later.

Thrillarama

(Continued from page 1)

problems inherent in wide-scren photography. By the time the cameras were completed, Reynolds estimated each dual camera had cost over $50,000.

Noting the experiments conducted over a 2-month period, the Thrillarama president declared that static stability and moving camera scenes were made both indoors and outdoors at both of ananimate and inanimate objects filmed in both white and color in later films. Tests under all conditions preceded the full test sequence made in color at Lake Arrowhead where the camera were finally perfected, he said.

Premiere in Houston

Production in “Thrillarama Adventure,” which will have its premiere later in Houston, was started last Sept. 28 and was completed in May.

The production was filmed in Eastman negative and print Technicolor.

Reynolds emphasized that the process can be shown in conventional theatres, although it requires a special screen and repositioning projectors.

Common, Preferred Dividends by RCA

A quarterly dividend of 25 cents per share on the common stock of Radio Corp. of America, payable July 23 to holders of record on June 15, was announced by David Sarnoff, chairman of the board.

At the same time, a dividend of 87 cents per share was declared on the first preferred stock for the period July 1 to Sept. 30.
Suzan Ball Memorial Will Provide a Fund for Cancer Research

The Suzan Ball Memorial Fund for Cancer Research, to provide funds for research for persons suffering from cancer and leu-
kenia at the City of Hope, near Los Angeles, was announced yesterday at a press conference here. On hand were Miss Ball and her sister, Mrs. Rich-
ard Onslow, national co-chairmen of the drive, and Richard Long, husband of the late actress, whom a short film was made to back the drive.</p>

Para. Sees Record Quarter

(Continued from page 1)

ally promising releases, the company's domestic and foreign grosses for the 1956 calendar year "should at least equal those of the past two years."

In discussing the second quarter earnings, Balaban told the meeting that receipts of non-recurring profits realized during this period would be responsible for the new high. "As we go through this period of transition, present market factors will cause profits from operations for the second quarter to be lower than in the comparable period of 1955," he said, referring again to the receipts of non-recurring profits which should help the company establish a second quarter record.

The Paramount officer said that the company's earnings for 1955 showed the highest net profit and operating revenue since 1950 and that the 1955 operating revenue of $114,-
000,000 represented an increase of almost five per cent over that of 1954.

The United Shareholders of America, Inc., yesterday presented Barney Balaban, president of Paramount Pictures, with a citation in recognition of "his meritorious service in the field of management-shareholder relationships."

Balaban, commenting on Par-
amount's diversified interests in other fields, said that the company has invested $10,000,000 in International Telemeter, Chromatic color and television tube, Famous Players Canadian Corp., DuMont Labora-
tories and DuMont Broadcasting Corp. He also told stockholders that Paramount has spent $2,500,000 in the development of its 10-and-one-half acre Sunset property in Los An-
geles for the development of a tele-
vision film studio and site of KTLA, which should be in operation by Aug. 1.

The company president also told stockholders that the Chromatic color television process has been "encouraging" and that shortly the company will be able to offer a color tv set which can be sold to the public at a price "below $400 per set."

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One stockholder asked the company head about the production of more "Trapeze," Balaban said that "nothing would please us more than to produce five, 10 or 15 additional films annually and to invest an additional five to 10 million in production."

We should do so even if we could get back only our investment but the overhead costs are enormous. Therefore, we have quality instead of quantity," Balaban said that "our current inventory figure has reached an all-time high of about $57,000,000 and we anticipate that this figure will go higher. About 15 per cent of our present inventory consists of completed films not yet fully amortized. In any event we anticipate that there will be a 25 per cent net reduction in inventory during the next 18 months as important pictures are re-

SMPTE Will Discuss TV Lighting Methods at N.Y. Meet Today

The need for additional standardi-
zation of tv lighting techniques and terminology will be discussed today at a meeting of the tv studio lighting committee of the Society of Motion Picture and Television Engineers.

Two tv lighting surveys submitted at the society's recent semi-annual meeting by William H. R. Crocker of a Nashville, Tenn., tv station, and Gerald F. Rester of the Camden, N. J., RCA plant will be discussed. Herman M. Gurin of NBC, chairman of the committee, will direct the meeting, to be held at SMPTE head-
quarters.

Crown Back in N.Y. After European Trip

Alfred Crown, Allied Artists vice-

Suzan Ball Memorial Will Provide a Fund for Cancer Research

The Suzan Ball Memorial Fund for Cancer Research, to provide funds for research for persons suffering from cancer and leukemia at the City of Hope, near Los Angeles, was announced yesterday at a press conference here. On hand were Miss Ball and her sister, Mrs. Richard Onslow, national co-chairmen of the drive, and Richard Long, husband of the late actress, whom a short film was made to back the drive.

United Artists reported the gross was the highest ever recorded for any of its releases at the Capitol.

A gross of $15,200 was reported yesterday by the Capitol Theatre for the initial day's showing of United Artists' "Trapeze." United Artists reported the gross was the highest ever recorded for any of its releases at the Capitol.

Friendly comment from a stockholder draws smiles from Paramount Pictures officials presiding at the annual meeting in the home office yesterday. From left to right, above: Louis Phillips, vice-president and general counsel; Edwin L. Weid, board member; Barney Balaban, president, and Louis Novins, assistant to the president.
Not within memory have preview audiences been so demonstrative in their enjoyment of a picture. Get ready to welcome to your screen the hottest names in show business in a block-buster of box-office bounty.
"TRAPEZE," reports "Life" in the June 4 issue, "a movie with a circus background, goes out of its way to give the customers circus atmosphere—clowns, lion, bareback riders and cute white horses wearing pompons. But what it really offers the customers more than anything else are some of the most provocative and provocative physical specimens—Gina for the gents and Burt for the belles." Exciting photos of the film's two stars in circus aerial equipment are used to illustrate the review.

Two striking ads appear in the June 9 issue of "The Saturday Evening Post": a full-page color ad on "Bhoo- wed Kingdom" and a half-page ad on "While the City Sleeps."

A two-page spread in the June issue of "Woman's Home Companion" is devoted to depicting how the producers of the world's most realistic characters and evoke moods in motion pictures in release or soon to be ready for distribution. The films selected are: "Richard III," "*The King* and I," "Lust for Life" and "Alexander the Great."

Barbara Goldsmith, motion picture editor of the "Companion," has selected production photos from the films mentioned in this article and they are reproduced in vivid colors.

The location scenes of "Safari" were shot in the Man Ma country of central Africa. "Lock" has a pictorial story in the June 12 issue, made up of photos taken during the filming of the new Columbia picture. Janet Leigh, star of "Safari," is shown working with and making friends of the natives, one of which has a part in the picture. During filming she used a tent for which a stunt girl had been hired, because she found out the baby was expecting a baby.

Lloyd Shearer of "Parade" flew to Spain to interview Frank Sinatra, who is on location for Stanley Kramer's "The Pride and the Passion." The result is an article which will appear in the June 17 issue of "Parade.

Shearer has written an interesting story on Sinatra and illustrated it with a number of photos he made of Sin-atra, Cary Grant and Sophia Loren while they were enacting scenes for this new film. In addition, the cover of this issue is devoted to a full-color picture of Sinatra.

"Goodbye, My Lady," reports Ed Miller in the June issue of "Seventeen," is a wonderful movie. The story tells of a young man and his gnarled old Uncle (Walter Brennan) who live in a cabin in the Deep South swamp country, and of the strange odyssey that wanders into their remote world.

WALTER HAAS

THE NBC Giggle perennial "Your Hit Parade," will leave the air waves Saturday for a 13-week summer hiatus, and a new series of half-hour films made in England will sub. Titled "Adventures Theatre," and starring Paul Douglas as host, the suspense dramas will be co-sponsored by Warner-Lambert's Quick Home Permanents thru Kenyon & Eckhardt, and Lucky Strike cigarettes through B B D & O. . . . With the start of shooting next Monday of "The Country Husband," starring Frank Lovejoy and Felicia Farr, under James Neilson's megging, Screen Gems becomes the first to produce 90-minute telefilms. . . . Fred M. Thower, veep and general manager of WPX, has announced the purchase of 26 episodes of "Brave Eagle," a cowboy's "Indian series from CBS TV Film Sales, Inc. Slated for the fall, Keith Larsen, who starred in several Hollywood "Redskin" features, is the star of the new series which features a full-blooded Indian boy Kenia Nomkina, Kim Winona and Bert Wheeler. . . . Pharmaceuticals, Inc., through Edward Kletter Associates, has purchased a new tv giveaway program, "Twenty-One," packaged by Barry & Enright Productions emceed by Jack Barry. ABC and NBC both dickering with sponsor.

Guided by the affable and energetic Gene Levy, we looked over the new quarters of Camera Equipment Co. on West 43rd St, in New York and marvelled at the growth of the company which was founded about 30 years ago by Frank C. Zucker. Frank started his career as a cameraman back in 1915 at the Fort Lee Studios where he worked on several Clara Kim- ball Young features and in 1916 he shot "Rapsutin, the Mad Monk," for World Pictures and soon after- ward went to work for Paramount at the Astoria Studios where he stayed until World War 2 when the studios were taken over by the U. S. Army Signal Corps. . . . Don't look now but it appears that Erwin Wasey, who handles printed media for "Texaco," may soon also take the radio and tv chores from Kodner. . . . Val Irving and Jack E. Leonard are forming a tv packaging firm and their initial venture will be a half-hour situation comedy series, starring the comic Leonard in a vehicle created and written by David Swift.

Walt Framer will film a series of half-hour telefilms in Italy this summer titled "Confessions of a Scoundrel," based on a book of the same name by Guido Orlando, internationally known press agent. Larry Klee has been signed to write the scripts which will deal with light comedy with international flavor. . . . Edith Adams, singing star of the "Ernie Kovacs Show" will have the female lead in the musical "Lo and Behold," which opens next Monday at the New York Coliseum (first legit to play at the new elicer- cise) . . . The winners of the first annual Robert E. Sherwood Television Awards sponsored by the Fund for the Republic, will be named at a special luncheon to be held Friday, June 22, at the Ter- race Room of the Hotel Plaza. The judges for the 1955-56 contest include Kermit Bloomgarden, Dr. Buell G. Gallagher, Robert M. Purcell, Mrs. Eleanor Roosevelt, Gilbert Selles, Robert Taft, Jr., Harrison Tweed and Philip H. Willkie . . . First productions of the "Westinghouse CBSStudio One Summer Theatre," which will tue off Monday (10:00 P.M. EST) will be a dramatization of John Steinbeck's "The Flight," adapted by pro- ducer Robert Herridge, of the award-winning "Camera Three."

John Ericson, who was seen opposite Kathryn Grayson in a General Electric tv production last year, has been signed for the top role as a young heavyweight title contender in "No Skin Off Me," which was scripted by Apen Kandel and slated to go before the cameras in Holl- wood Monday under the direction of Herschel Daugherhy. . . . Another forward step in the movement to teach the public the "how and way to health," will be launched Sunday when WADI (10:00 P.M.), when a new series of telefilms, "Frontiers Health," produced at the Medical Center of the University of Michigan, will be skedded.

Wednesday, June 1, 19

National

Pre-Selling

Television--Radio

with Pinky Herman

Frank Zucker

Walt Framer

FOR SALE

Television Film Series

Fifty-two "do-it-yourself" subjects of lasting value. No product or brand name shown. Filmed on 35mm. For any uses. World rights included.

BOX 224
MOTION PICTURE DAILY
1270 Sixth Ave., New York 20
Indianapolis Will Be Credit Plan Test City

Indianapolis has been selected as the city in which a test will be made for the proposed admissions credit plan. A report of the Motion Picture Association’s sales managers committee will go to the Indiana capital shortly to confer with exhibitors on the project and set the stage for a survey of public reaction. The MPAA board has approved the proposal as outlined by a six-man committee.

Report Cantor Asks 30-Day Extension Of Republic Option

B. Gerald Cantor, partner in Cantor, Fitzgerald & Co., has asked Herbert J. Yates, president of Republic Pictures, for a 30-day extension on his backing investment group’s 60-day option to acquire the “working control of the film corporation” by Yates and his associates, it was reported reliably yesterday.

The West Coast investment group, (Continued on page 5)

Army Cites Studios For Public Service

WASHINGTON, June 6.—The Army has presented certificates of appreciation to the major studios for their work in giving the public a favorable view of army operations.

The awards were presented by Major General A. S. Meloy, chief of the Army’s Information and Education, (Continued on page 4)

Proposal for Separate Theatre-Tax Bill Finds Favor Among Some Legislators

WASHINGTON, June 6.—Several members of the House Ways and Means Committee have expressed doubt that the industry really should try to have an admission tax cut incorporated into the general excise tax revision bill. They argue that the general bill is not going to become law this year—that it will pass the House too late for Senate action this year. They think it might be better strategy for the industry to put its main effort into getting action on admissions tax relief as a separate bill.

Chief among the reasons for urging a separate bill is the fact that, since the present bill will not become law this year in any event, and since admissions tax cuts would be more popular with the public than some of the other tax cuts suggested, a separate measure in this category would have a better chance of getting the legislative nod.

See Action Delayed Many Weeks

House Group Defers Tax-Relief Bill Vote

Chairman Cooper Says Rate Changes Are Beyond Committee’s Jurisdiction

By J. A. OTTEN

WASHINGTON, June 6.—The House Ways and Means Committee today put off for some time any vote on further admissions tax relief.

Working its way through the dozens of recommendations for excise tax changes in the Fortran subcommittee report, the committee today finally reached the subcommittee’s suggestion that the full committee might want to consider reductions in the admissions and cabaret tax rates.

At that point, Chairman Cooper (D., Tenn.) noted that the resolution setting up the Fortran subcommittee had confined its jurisdiction to technical excise tax problems, and ruled that it would be out of order to discuss—in connection with the subcommittee’s report—any changes in rates.

Rep. Boggs (D., La.) then noted that the committee has been approving provisions to be incorporated into a general excise tax revision bill, and asked Cooper whether it would be in order to consider such changes.

TOA in Plea For Rebuttal

Theatre Owners of America has requested the Senate Small Business sub-committee, which has been investigating industry trade practices, for an opportunity to appear before the group again to refute “much of the distributors’ testimony made before the committee, which was reckless and intemperate,” Myron N. Blank, president of the exhibitor organization, disclosed yesterday.

Blank, in a telegram to Sen. Hubert (Continued on page 5)
In Nationwide ‘Look’ Poll
Films Preferred Viewing, Toll-TV Survey Reveals

According to a “Survey of U.S. Markets” conducted by “Look” Magazine, the television viewing public that would be willing to pay to see tv programs of their choice favor the showing of motion pictures that have not been available in theatres.

The popularity of films was evidenced in all four poll categories, those of “standard free tv” and toll payments of 25 cents, 50 cents and Federal Cine-fee. In each of the four, the second choice of 41,550,000 persons above 15 years of age. When a 25 cent fee is charged, the popularity of films dropped to fourth. The “Look” poll reported that films were fifth in consumer receptibility when a $1 fee is charged. An estimated 11,600,000 were queried in the last category for toll tv.

‘Boats’ Bows July 18
In ‘Navy Base’ Cities

Universal-International’s Vitas-Vision and Technicolor film production, “Away All Boats,” will have a simultaneous world premiere July 18 in a number of key cities in the nation along with a special program of support and installations where they are located, it was disclosed this week by the New York home office.

On Both Coasts and Gulf

Simultaneous openings are planned for Loew’s State in New York, at Keith’s Memorial in Boston, the Paramount in San Francisco, the Shubert, New York, Golden in Philadelphia, the Joy in New Orleans and the Spreckles in San Diego. The film, based on the novel by Kenneth Dodson, will open July 19 at the Loew’s Theatre at Norfolk and July 26 at the Music Hall in Seattle. It is also scheduled to premiere in Washington at Loew’s Palace and in Chicago about July 18.

‘Locomotive’ to Open Tomorrow in Atlanta

ATLANTA, June 6.—A parade, costume ball and other festivities have been planned for the two-day world premiere program of Walt Disney’s “The Great Locomotive Chase,” which will open here Friday at Loew’s Grand Theatre.

The Georgia Federation of Women’s Clubs and the Young Matrons’ Circle for Tallulah Falls School are sponsoring the program, with all proceeds going to the school.

Disney and the stars of the film, Foss Parker, Ernie Hunter and Jeffy Ford, will attend the festivities as well as civic, state and industrial leaders.

Hall of Fame Ballots Mailed to Critics

Some 700 ballots were forwarded yesterday to motion picture editors in the nation for the selection to the Hollywood Hall of Fame of the top five performers of the 1910-1920 era.

The Hall of Fame project in Hollywood and a similar one in New York for the theatre and allied arts has been undertaken by Earl Blackwell, president of Celebrity Service, who disclosed that the initial performers to be named at the Hollywood branch are to be announced on June 23 at a fund-raising Cavalcade of Film Classics Festival at Westhampton I.

The names of some 35 1910-1920 era performers appear on the ballots. Blackwell said. Elaborating on the Westhampton festival, he said that the event scheduled for June 21-23 will include the screening of “Film classics,” among them “Little Lord Fauntleroy,” “Male and Female,” “The Navy Last,” “Grand Hotel,” “Top Hat,” and others to be named at a later date. Screenings will be held twice daily, at 3 and 9 P.M., at the Westhampton Bath and Tennis Club.

‘Oklahoma’ Opening
In Southwest Tonight

TULSA, June 6—Shirley Jones and Gov. Raymond Gary of Oklahoma will be the honored guests at the South- west area’s premiere of Magna Theatre’s “Oklahoma!” in Todd-AD at the Magna Theatre here tonight.

The opening has been preceded by three days of local festivities.

Mass Jones arrived here yesterday from New York accompanied by Gael Sullivan of Magna Theatres’ home office, E. K. O’Shea, Magna vice-president, who also is here for the opening. “Oklahoma,” he revealed, is pointed out that the current festivities are a “curtain-raiser” to the statewide celebration commemorating the anniversary of Oklahoma’s admission to the union.

‘Nile’ to Palace

Columbia’s Zoltan Korda production, the Technicolor, CinemaScope “Storm Over the Nile,” will open at the RKO Palace Theatre here tomorrow.

Schedule Miss. TOA Convention June 17; Campbell Keynoter

JACKSONVILLE, June 6.—The 15th annual convention of the Mississippi Theatre Owners Association will be held June 17-19 at Edna Water, Miss.

Boyd Campbell, immediate past president, chairman of the program committee, will open the convention and deliver the opening address at the noon meeting, June 1. Registration will start the afternoon of June 17.

Heading the convention program are Theodore Solomon, Mississippi TOA president; treasurer John Williams and vice-presidents Ben Jaxon, Tom Garlow and Stan Taylor.

Arthur Hatch Electes Strong Electric Heed

The election of Arthur J. Hatch, president and a director of the Stron Electric Manufacturing Co., was announced by Hermann G. Place, chairman of General Precision Equipment Corp. Strong Electric is a GPE subsidiary.

Hatch succeeds Harry H. Strong who died recently. Strong was the inventor and developer of the automatic control for arc lamps.

Hatch joined the engineering staff of Strong Electric in 1935 and has been vice-president since 1947. He is a Fellow of the Society of Motion Picture and Television Engineers and chairman of the planning committee of the Theatre Equipment and Supply Manufacturers Association.

RKO Signs MacArthur

HOLLYWOOD, June 6.—RKO has signed James MacArthur to a multiple-picture acting deal.

The 17-year-old son of Hekt Hayes and the late Charles MacAr thur will work in “Strike A Blow,” his first picture assignment for RKO.

Decca Dividend

Directors of Decca Records, Inc. yesterday declared a regular quarterly dividend of 25 cents per share on the company’s capital stock, payable June 28 to stockholders of record June 18.

FOR SALE

Television Film Series

Fifty-two “do-it-yourself” subjects of lasting value. No product or brand name filmed. Filmed in 35mm. Have many uses. World rights included.
MOBY DICK COMING UP
REVIEWS:

The Killing
United Artists

While real top money stars are lacking to provide the come-on, there is more than enough of suspense to make this United Artists release a popular offering. The basic story has been done before but this up-to-date touch in the plotting of a $2,000,000 robbery more than compensates for the lack of fresher story material.

Based on the novel, "Clean Break," by Lionel White and written for the screen by Stanley Kubrick, "The Killing" emerges as one of those off-beat melodramas. Sterling Hayden is cast as the brains behind the robbery. He's convincing and even makes the viewer rather anxious to see him escape detection in the completion of the crime—but, naturally, he fails. Coleen Gray, as his sweetheart, and Jay C. Flippen, as the jovial friend with the money to back up the crime, are also headlined as well as Marie Windsor and Ted De Corsica. Hayden dominates the thriller, although the performances by the supporting players are commendable.

Story-wise, Hayden plans the heist of some $2,000,000 at a race track a few days after he's released from prison. The preparation is elaborate—hiring a gunman to finish off a horse in the last race to create confusion and the hiring of a wrestler to instigate a fight in the grandstand bar that will keep the racetrack cops busy for a while. Suspense naturally flows as the gang go about their systematic way of preparing for the theft. But it all goes for naught—as Flippen, De Corsica, Miss Windsor, his husband and her boy friend and the gunman hired to shoot a horse during the race—are killed. Hayden makes it to the airport, but is captured after the valise containing the loot falls to the ground and the money scatters over the plane's taxi area.

"The Killing" is adult fare. James B. Harris produced and Stanley Kubrick directed.

Running time, 83 minutes. Adult classification. For July release.

JACK EDEN

The Werewolf
Clover—Columbia

ANCIENT FOLKLORE sought to substantiate the existence of werewolves, and producer Sam Katzman goes the ancients one better. He delivers one. His werewolf is a newcomer by the name of Steven Ritch who romps through the picture spreading terror, suspense and panic. It’s good science-fiction stuff with enough entertainment ingredients to satisfy, especially those who go in for imaginative narrative.

After a minor auto crash, Ritch goes to the home of a couple of doctors who have been experimenting with a serum made from the mutant of a wolf. They inoculate the innocent Ritch with the serum and the poor fellow takes on the characteristics of the animal. He becomes aware of it later when he is attacked by a man who, in turn, is torn to ribbons by his intended victim. It is the belief of the police in the mountain village that the man was killed by an animal. But the doctors, who fear that their secret may be exposed, go in search of the “animal” with intentions of killing him before he can be captured. Then comes the big hunt, with the police, the man’s family and others combing the forests for the werewolf. Eventually he is caught and placed in a cell where the two doctors try to reach him. They are killed for their efforts, the werewolf escapes and the chase is on again. But he finally is brought down by a police bullet.

At least "The Werewolf" is different and has many amusing and suspenseful moments. Top cast are Don Megowan, Joyce Holden, Ellenore Tanin, Kim Charney, S. John Launer and George Lynn. Fred Sears directed.

Running time, 83 minutes. Adult classification. For July release.

J. E.

Friedman Joins A-P-A

Martin Friedman has been named special sales representative of Artists-Producers-Associates, Inc. He resigned his position at Paramount Pictures last month to accept the job.

New Theatre for R&B

The 5th Avenue Cinema has been acquired by Rugoff & Becker, New York circuit operators. The theatre will be devoted to presenting selective features and shorts.

Fox ‘Holders’

The basis of Golomb’s objections was that: “No adequate investigation has been conducted to determine whether or not the proposed settlement is to the interests of the corporation and its stockholders; the public policy of the State of New York, as it relates to minority stockholders’ derivative actions is violated by the settlement in two respects, i.e., either: (1) with regard to the policy in favor of the maintenance of such suits, where justified, and barring an unnecessary multiplicity of such suits or with regard to the policy against the most frivolous of such suits, including those brought for the primary purpose of obtaining legal fees; and other stockholders have been given no opportunity to investigate present evidence, or cross-examine witnesses.”

Golomb yesterday said that the objections filed don’t imply that the settlement is unfair. He said that under the manner in which the settlement was arranged, he was protected and that Abraham Greensberg, referee, is in a position to know whether the settlement is fair or unfair, due to the inadequate investigation.

Degree to Zanuck
By Nebraska U

LINCOLN, Neb., June 6—An honorary Doctor of Humanities degree will be awarded 20th Century-Fox producer Darryl F. Zanuck on Monday commencement exercises here at the University of Nebraska. The film executive, a native of Nebraska, will be the first such person from the entertainment world to receive the honor.

W. H. Stevenson, 61
MARYSVILLE, Tenn., June 6—W. H. (Steve) Stevenson, 61, manager of the Park Theatre for the past 21 years here, died of a heart attack.

Available—Publicity Assistant
Young—25 years—Prior experience ad-pub director major motion picture studio; knowledge of current magazines, news papers, radio/TV. Competent. Can succeed in contact—Needs assistance on these fields. Best references. Salary open. Box 66, MOTION PICTURE DAILY, 1270 Sixth Ave., N.Y. 20.
Humphrey, chairman of the sub-committee on Retailing, Distribution and Fair Trade Practices of the Select Committee on Small Business in Washington, copies of which were made available here, said that "exhibitors are shocked and disturbed" at distributor testimony "and the claim by TOA's counsel of temporarily withdrawing its approval of the proposed arbitration system as a baseless accusation is not true."

The TOA's president asked Sen. Humphrey for an opportunity for rebuttal. "If that is not proper nor possible, then we ask that the contents of this telegram be placed in the record," Blank said. Washington sources report that the sub-committee is not likely to accept any additional rebuttals or comments.

The wire additionally informed Sen. Humphrey that "it is well known to distribution that TOA's decision was because they wanted to seek a public and block distribution's attempt to obtain a whitewash before the committee through the last minute proffer of the proposed arbitration draft." Blank said that the decision to withdraw approval temporarily was the almost unanimous vote of TOA's board members and of the executive committee.

Blank said that the proposed system of arbitration "does not offer adequate scope of arbitrability" and TOA is willing now as it has always been to make its decisions "in a spirit of broadening that scope." He asked that the committee chairman refer to the record concerning an exchange of letters between Am. Lambert of 20th Century-Fox and himself concerning this.

"To this offer, distribution has been sufficiently silent," the TOA officer said. "We regret that because of distribution's stubborn and illogical refusal to sit around the conference table as men of good faith to attempt to work out industry problems, much of the committee's important time was wasted."

**Clear Way for WB**

(Continued from page 1)

libraries from television interests, to make their backlogs available.

Warner's had proposed selling to the public all rights to a pre-1948 film library for the sum of $21,000,000. The sale was to have included not only television rights, but also the rights to theatrical release and any other uses.

The Internal Revenue Service found, it was reported, that the Warner case came squarely within a ruling issued last year in another film library sale. In that precedent-setting case, the service had ruled that capital gains tax treatment should be allowed in a case where a company was selling all or renting the films, selling outright in an isolated transaction a quantity of fully depreciated films. The service at that time did not indicate what its stance would be in cases that did not meet this set of facts and apparently still hasn't crossed that bridge, finding instead that the Warner transaction does meet the set of facts laid down earlier. Short subjects, cartoons, silent features and 750 feature-length films are included in the sale.

**Skouras to Meet**

(Continued from page 1)

he would like the advertising-publicity committee to consider.

The full committee of the advertising directors committee will meet at 5 P.M. today at MPAA head quarters here to hear reports by four of its sub-committee chairmen on various proposals. Reports will be made by Si Selleker of M-G-M on advertising campaigns; Phil Gerard of Universal on the field tour by the company presidents; Rodney Bush of 20th-Fox on the industry symposium idea, and Paul Lazarus of Columbia on the all-embracing industry survey.

**TENT TALK**

**Variety Club News**

A set of matched luggage has been added to the prizes to be awarded by the Variety Club Foundation to Combat Epilepsy at the Variety Club's June 19 luncheon meeting at Toots Shor's Restaurant here. The first prize will be a 1956 Thunderbird, Ford sports car. It was announced that the person who sells the winning ticket will receive a $100 U. S. Government Savings Bond.

**DETROIT.-"A Salute to the members of 'The Pajama Game' Company" was held here by Tent No. 5 as a tribute to the legitimate play which has extended its run at the Shubert Theatre. For the event, the club utilized its own quarters in the Toller Hotel and the adjacent Sky Room, where the dancing took place.**

**CHARLOTTE.---Plans are now being shaped for a Christmas Card community sing to be sponsored jointly by Charlotte Tent No. 24 and the "Charlotte News." Under the present plan, it will be held in the new Charlotte Coliseum Dec. 14, with local radio stations to air several programs in connection with the event.**

**ALBANY.---Heart Fund chairman Harry Lunott accepted for the Variety Club's Camp Thacher checks totaling more than $1,100, presented by "Times-Union" managing editor Albert J. Beaufort. They represented the paper's donations from the recent centennial luncheon honoring William Randolph Hearst, Jr., and from a subscription campaign. The "Times-Union" has cooperated with Tent 9 on publicity and promotion for the summer camp since 1941.**
Illusion so perfect that it becomes reality. That is at once the motion picture’s problem and its tremendous hold on audiences. For, more than any other form of entertainment, it successfully takes people out of their homes and selves, lets them escape to refreshing romance and adventure.

All this calls for tremendous skills of direction and cinematography, infinite mastery of the technics of processing and projection.

To aid the industry in these areas, Kodak maintains the Eastman Technical Service for Motion Picture Film... provides Eastman Motion Picture Film for every purpose.

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

Divisions at strategic centers. Inquiries invited.
East Coast Division
342 Madison Avenue, New York 17, N. Y.
Midwest Division
130 East Randolph Drive, Chicago 1, Illinois
West Coast Division
6706 Santa Monica Blvd., Hollywood 38, Calif.
**MOTION PICTURE DAILY**

**OL. 79, NO. III**

NEW YORK, U. S. A., FRIDAY, JUNE 8, 1956

TEN CENTS

**Film Exports Aided**

**Tariff Gains**

**Won by U.S. at Geneva Meet**

Concessions from U.K., Chile, Norway, Sweden

By J. A. OTTEN

WASHINGTON, June 7.—Substantial concessions in tariffs on motion picture film exports to foreign countries were won by the United States at the recent Geneva tariff negotiations.

State Department officials said the U.S. won important concessions from the United Kingdom, Norway and Sweden. The U.S. negotiated earlier this year in Geneva with 21 other foreign nations.

According to the department, the United Kingdom agreed to remove present import duties on any film that will have further processing in the **(Continued on page 6)**

**N.J. Allied Plan**

**Well Received**

Allied Theatre Owners of New Jersey has sent out its letters to the distribution sales heads asking for cooperation and harmony with exhibitors and to set up an industry conference among the advertising and publicity heads of the companies, top theatre circuits and independent theatres to discuss ways and means of bolstering the box office.

The ATOJN letters were accompa-

**CEA Acts to Curb**

**Films on UK Video**

By PETER BURNUP

LONDON, June 4 (By Air Mail).—The Cinematograph Exhibitors Association annual convention at Blackpool initiated action which is expected to result in curbs being placed on the wholesale unloading of older films on the U.K. market. Exhibitors here are in a particularly strong bargaining position in that regard.

They have a firm agreement with

**Foreign Language Barrier**

**Broken by U.S. Theatres**

Thanks to a generally educational program spread over a period of years, the long-standing international language barrier that hampered foreign product at the box-office is slowly losing much of its polish and, quite uniquely, is furnishing the serious theatre-goer with a new brand of film entertainment.

In a report on the rising popularity of foreign product, "Motion Picture Herald" today disclosed that the box office boom has been evident at art theatres where patrons seek something different from normal Hollywood entertainment and are finding new interests. While art theatre exhibitors have found the unusual product to be quite feasible, the general exhibitor has shied away from foreign-language pictures for obvious commercial reasons.

However, in recent years and especially today, more and more theatres that never strayed from the Hol-

**(Continued on page 10)**

**Upholds FCC Policy**

**On TV Permits**

From THE DAILY Bureau

WASHINGTON, June 7.—The U.S. Court of Appeals here has upheld Federal Communications Commission procedures in granting VHF television station permits in communities also having UHF stations.

The court upheld FCC grants of

**(Continued on page 8)**

**Brody Pledges Allied Artists’ Support**

**To Any Project to Bolster Box-Office**

Allied Artists will be "too happy to meet with exhibitors, anyone, anywhere, to discuss anything which will help the motion picture industry," Steve Brody, president of AA, declared here yesterday, following his arrival from Hollywood for conferences with home office executives concerning the release of the company's completed product.

Brody, in reply to a question concerning exhibition's latest "call for an industry conference to discuss ways and means of boosting business," reiterated his company's position and reaffirmed his firm faith in the industry future.

The AA president said he expects to return to the West Coast by next Tuesday, Brody, while here, will confer with executives Moe Goldstein, Edward Morey, Alfred Crown, Norton V. Ritchey and Martin S. Davis on forthcoming product such as "The Friendly Persuasion," "The First Texan," "The Hunchback of Notre Dame," "Typee," and "Ariane."

**Complex Deal**

**Report Fabian Cleared for WB Presidency**

Basic Plan for Cutting Theatre Ties Said Set

All elements of the trade have been intrigued the past several days by reports circulating in top executive levels that S.I. Fabian, head of Studio Warner Bros., has succeeded in working out with his associates a plan for divestiture of his theatre interests which, when effected, would permit him to accept the presidency of Warner Bros. without objection from the Federal Department of Justice.

Efforts to reach Fabian and Serge

**(Continued on page 8)**

**New Rackmil, Daff, Muhl Pact**

New contracts to Milton B. Rackmil, president; Alfred E. Daff, executive vice-president; and Edward Muhl, vice-president in charge of production, to replace existing contracts, have been given by Universal Pictures.

Rackmil's new contract is for seven years and replaces a previous seven-

**(Continued on page 8)**

**Whitney Cites New Process Experiment**

By WILLIAM PAY

LONDON, June 7—Experiments in a new process which enables old black-and-white, silent films to be converted into modern form screen presentation and into color was described to newsmen here today by

**(Continued on page 8)**
Sir Tom O’Brien Tells NATKE:

British Films Are Seen at Fault
For Dearth of Bookings in U.S.

From THE DAILY Bureau

LONDON, June 4 (By Air Mail)—Members of the National Association of Theatrical and Kine Employees at annual conference in Edinburgh approved resolutions condemning the government’s economic policy and instructed their executive to seek a 40-hour week and a redistribution holiday for all members of the entertainment industry.

Speaking at the conference, Sir Tom, president, in his address to the union, welcomed the major circuits’ decision to increase seat prices and said the British industry is at fault if its films lack popularity in America.

Sir Tom also referred to the industry’s product shortage. “One false move on our part could easily close them up on the British cinema,” he said. “We have not the product, rightly or wrongly, to keep open our British cinemas by our own resources, however desirable that may be.

Wants of Provincialism

“When we talk about producing British films portraying the British way of life, we should all think of that ideal as commendable, but we must remember that cinemagoers in Europe, Asia, South America and the Far East are not much concerned in paying to see the British way of life.

“The United States had found the answer to satisfy the cinemagoers of their own nation and of many other countries. If the British industry has not succeeded, it is not use crying against any other country which has succeeded.”

“Many British film production companies complain that they do not get sufficient screening time in the U. S. Good films, wherever they are produced, have a ready market anywhere. I must confess that the British films themselves fall short and are to blame for the lack of enthusiasm among American cinemagoers for our own films,” Sir Tom concluded.

Debate U.K. Tax Bill
In House Next Week

LONDON, June 7—A debate on cinema taxation is likely to take place in the House of Commons next week. Two new clauses to the bill, calling for the abolition of tax on seats up to one shilling, one penny off the tax for all other seats, and a tax rebate for all halls taking less than £350 gross per week, have been put forward by Labour Party M.P.’s.

This has arisen as a result of the Chancellor of the Exchequer’s refusal to the industry any tax relief in his Budget last week.

Due in July

Begin Drafting SSBC Report
On Industry

From THE DAILY Bureau

WASHINGTON, June 7.—Staff members of the Senate Small Business committee have begun work on a proposed draft of the subcommittee’s report on film industry trade practices.

Senator Humphrey (D., Minn.) has said he wants to have the report cleared by mid-July.

The subcommittee’s hearings record has closed with the submission of three additional documents—a 28-page report from the Justice Department on its anti-trust activities in the film industry field; a 51-page statement by Allied States general counsel Abram F. Myers, aimed at rebutting distributor testimony, and an affidavit from Allied president Ruben Shor, replying to charges by Paramount Pictures vice-president and general counsel Louis Phillips.

Weekend Publication Expected

The Justice report will likely be made public over the week-end, with the Myers and Shor statements being made public early next week.

Subcommittee officials said they did not expect any other material to be filed with the subcommittee. They pointed out, however, that individuals and groups could always file any information later directly with the senators who are members of the subcommittee.

To Test RKO TV
Package in S.L.C.

KUTV, Salt Lake City, has been chosen as “the test situation” for the RKO “Movietime, U.S.A.” package which C & C Television Corp., is distributing.

Gene Cogden, advertising and public relations director for C & C TV, disclosed here that the initial TV exhibition of the RKO package will be bolstered by “Hollywood ballyhoo,” which includes appearances by stars, and promotional techniques.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
“BHOWANI JUNCTION”

Ava Gardner, Stewart Granger
in Cinemascope and Color

and SPECTACULAR STAGE PRESENTATION
THE GREATEST WESTERN EPIC OF THEM ALL!
THOSE PARDNERS, MARTIN & LEWIS
GREATEST MONEY-MAKING AT

DEAN SHOWS JERRY THE ROPES on how things are done out in the cactus country.

EVERYTHING POINTS TO TROUBLE for Jerry, a lone sheriff, in a pack of bad hombres.

WAGON WHEELS—WHO NEEDS 'EM? Jerry just belly-wops his way across the wide, open spaces.

COLOR BY TECHNICOLOR

DEAN MARTIN and JERRY LEWIS

LORI NELSON • JEFF MORRO

with JOHN BARAGREY • AGNES MOOREHEAD • Produced Screenplay by SIDNEY SHELDON • Screen Story by JERRY DAY Songs by SAMMY CAHN and JAM
LEWIS, IN THE ABSOLUTELY
ACTION THEY'VE EVER MADE!

NO SQUARES AT
THIS SQUARE DANCE
as everybody joins
in singing the hit,
"Buckskin Beauty."

DEAN ROUNDS UP
THE GALS and sings the
romantic number, "Me 'N'
You 'N' The Moon."

THE BOYS KILL 'EM WITH
GAGS in their singing-est,
funniest, money-est
picture ever!

VISTA VISION
MOTION PICTURE
HIGH-FIDELITY

PARDNERS

JACKIE LOUGHERY

PAUL JONES • Directed by NORMAN TAUROG
Based on a Story by MERVIN J. HOUSER • Choreography by NICK CASTLE
AN HEUSEN • A Paramount Release

ONE OF YOUR
BIG SUMMER
HITS—FROM
PARAMOUNT!
N. J. Allied Plan Pleases

(Continued from page 1)

Arthur Hull Hayes, president of the Columbia Broadcasting System's radio network, will receive an honorary degree of law degree from the University of Detroit on June 14.

Edward Ruff, former head of Regal Pictures of Boston, has established a new distribution firm, Edward Ruff Film Associates.

Robert F. Blake has been promoted to the post of director of exploitation in Hollywood for the CBS television press information department.

Levi S. Ginsburg of New Haven has been named branch manager for Screen Guild Productions of New England, replacing the late Albert Swerdlov in Boston.

Dick Graf, Universal branch manager in Chicago, is recuperating from an illness at his home there while Dave Gonda, Universal head booker at the Chicago branch, is in a hospital for observation.

Sylvester Pierce, manager of the Berea, O., Theatre has been elected to serve a two-year term as a member of the board of directors of the Berea chamber of commerce.

Leon Moore has been named resident manager of Lockwood & Gordon's East Hartford Family Drive-in at South Windsor, Conn.

Lou Brown, advertising and publicity manager for Loew's Poli-New England Theatres, has been elected vice-president of the New Haven, Conn., Advertising Club.

Douglas MacArthur has been named assistant manager of the Stanley Warner Garde Theatre, New London, Conn.

Verne Story to RKO

"Journey to the Center of the Earth," a novel by Jules Verne, will be one of the major productions next year by RKO, it is reported by the RKO home office. Stanley Rubin has been assigned as producer, while Eugene Lourie will design and direct the feature film that will be shot in color.

"Oklahoma!" Openings

Martin Sweeney, Jr., Magna Theatres home office executive, is in Dallas for conferences with Interstate circuit officials on openings of "Oklahoma!" in Todd-AO at the Tower, Dallas, on June 14, and Tower, Houston, June 22.
THE MARK HELLINGER ESTATE IS PROUD TO ANNOUNCE THAT D.C.A. WILL DISTRIBUTE—

2 OF Mark Hellinger's GREATEST!

MEN CAGED
ON THE INSIDE...
driven by the thought
of their women
on the loose!

BURT LANCENTER
IN
BRUTE FORCE

The Soul of a City
HER GLORY STRIPPED!
HER PASSIONS BARED!

NAKED CITY

starring
HOWARD DUFF
BARRY FITZGERALD
DOROTHY HART
DON TAYLOR

HUME CRONYN CHARLES BICKFORD
YVONNE ANN ANNA RAINES ANITA COLBY

NOW READY FOR BOOKING: Contact your nearest D.C.A. exchange
See Fabian Heading WB
(Continued from page 1)

CINCINNATI, June 7.—A $10,000 radio and TV promotional campaign was launched here today by Realart Pictures for four films that will open later this month. The films being plugged include "Day the World Ended" and "Phantom from 10,000 Leagues," which will open on June 13 at the RKO Capitol in Columbus and, in Dayton, the RKO Colonial. The same combination will open on June 20 at the Twin Drive-In at Cincinnati. Nearly 40 theaters in southern Ohio and Indiana, as well as a small tip of Indiana, will play the films simultaneously.

U’ Officials
(Continued from page 1)
year contract dated July 15, 1955. Daff’s new contract is for five years and replaces a current seven-year agreement dated Oct. 28, 1949. Muhl’s new contract also is for five years and replaces a current five-year agreement dated Aug. 28, 1950.

Uphold FCC Policy
(Continued from page 1)
VHF applicants in Madison, Wis., Evansville, Ind., and Corpus Christi, Tex. The grants were challenged by UHF stations in those areas. The FCC upheld FCC rulings that gave up VHF grants until it made a final decision on the general question of mixing VHF and UHF television stations in one area. When the FCC turned down their protests they went to court.

The court unanimously ruled that the FCC’s procedures had been legal and that the UHF operators had sought to intervene too late after the FCC had completed hearings on the VHF applications.

Whitney Cites
(Continued from page 1)
C. V. Whitney, head of the new production company which bears his name.

Outlining his production plans Whitney said that the class "Grass," is being made in the new project. The color "is in position to handle the work at any time, as it holds exclusive rights to the process. Whitney’s first six pictures will utilize the new method.

When we leave here for New York tomorrow.

RKO Starts Buildin
Contact Roster
HOLLYWOOD, June 7.—A list of tests with a view toward building a contract list of fresh personality will be inducted next week by RKO with Lois O’Brien and Nicole Maurice being the first to get the benefit. Extensive leasing in both black-and-white and color, the studio announced.

Miss O’Brien has sung the lead in national companies of "Okalahoma" and "Carousel" as well as in Broadway productions of "Best Foot Forward," "Wish You Were Here" and "Wonderful Town." Mlle. Maurice, recently featured in RKO’s "The Bold and the Brave," will be directed by John Furrow in a scene with Robert Ryan from "Notorious."

Boost Kids’ Prices
HARTFORD, June 7—Two new agreements with the Hartford Theatre Circuit’s Lyric and Shubert Theatres’ Rivoli—have joined the small urban trend towards higher children’s prices. The two houses have boosted younger’s admission from 25 to 30 cents.
Says Audiences Want 'New Angles'
Lang Tells 'Common-Sense' Plan
To Make Films Quicker, Cheaper

The use of simple, common-sense expedients enables him to reduce shooting time by several days and save money by the thousands of dollars, director Fritz Lang said at the RKO Radio home office yesterday. In the instance of 

U.K. Showmen Starve
In Midst of Plenty

Two Canada Dividends Set

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<td>DiGennaro</td>
<td>New York branch manager of IFE</td>
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<td>Levine</td>
<td>New York metropolitan branch manager of Union Film</td>
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<td>Paris</td>
<td>Paris June 7—Walter Branson, RKO's vice-president in charge of world-wide distribution, will arrive here tomorrow from European tour of RKO sales offices. While in Madrid, Branson held conferences with Rene Baja, RKO's manager for Spain, and discussed plans for the forthcoming film, &quot;The Pureless Knight,&quot; which RKO will shoot in Spain.</td>
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<td>Portland Mayor Opens Guild</td>
<td>The New Guild Theatre was officially opened by Mayor L. Peterson of Portland, Ore., invited by managing director Martin Foster and Nancy Welch, guild manager. The theatre reopened with &quot;Gaby.&quot;</td>
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<td>Houston House to McHaffie</td>
<td>The Avalon Theatre, Houston, has been leased from O. K. Theatres by H. M. McHaffie. It will be operated as an &quot;art&quot; house. McHaffie comes from Charleston, W. Va., where he operated a theatre specializing in foreign and art films.</td>
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<td>Travel Agencies Plug Film</td>
<td>Travel agencies in Houston earmarked display material in connection with the Southwestern premiere here of M-G-M's &quot;Bhowani Junction.&quot;</td>
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<td>Trade-Show 'Moby' June 25</td>
<td>John Huston's Moulin production of &quot;Moby Dick,&quot; in color by Technicolor, starring Gregory Peck, for Warner Brothers presentation, will be nationally trade screened Monday, June 25th.</td>
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Walsh Urges

(Continued from page 1)
production by the native companies. Walsh said the subject had been discussed at the NATKE convention, including production in England by U. S. companies and the problems this creates for LATSE. He indicated that he feels much of such production is justifiable and that he knows of nothing that can be done about it.

He reported the discussions were amicable but that nothing concrete resulted. Further talks will be held in the future.

Calls Medium International

Walsh pointed out that the industry is an international one and that it is unreasonable to try to tell a producer where his films should be made. Some films require foreign locales to add to their values, he reminded, and if an ultimatum were to be issued to producers against making films in certain countries, those countries would retaliate against American films and companies.

The same problem exists when films are made in one part of the United States instead of another, he said.

Acquires French Film

Jack Ellis, president of Ellis Films, has acquired, in association with George Chasamis, the French comedy, "Fruits of Summer," starring Edwige Feuillere, Henri Guisol, and Etchika Choureau.

(Continued from page 1)

Foreign Language Barrier Seen Broken

The Hollywood habit are utilizing product from other countries and in foreign tongues. The reasons for this slow revolution are not diverse or complex. It is a case of simple economics and, according to many of the distributors, television.

Without intending to disparage the latter medium, it is generally agreed that much of what is shown on television today, be it live or film, is considerably akin to much of what is shown on the big theatre screens today. As William Shelton, vice-president of Times Film Corp., said, "People don't want to see run-of-the-mill entertainment because of it (television). Therefore these specialized films are being more and more utilized."

Davis Wants Offbeat Films

Richard Davis, president of United Motion Picture Organization (UMPO), which is distributing the successful "Diabolique," believes that because of television, the public wants something exceptional in a theatre—something offbeat.

As a matter of fact, the public's willingness to accept the offbeat product today, whereas it was less than ten years ago, has been helped considerably by Hollywood itself. The film company, realizing it had to do something to offset the post-war slump, began to make many films that would have been censored in other years. "A Streetcar Named Desire," "The Gentleman's Agreement," "The African Queen," "Black Sheep" and more recently "Marty" and "The Rose Tattoo" have proved that picture audiences will attend, and will drop after films that do not fall into a pattern.

Foreign Product Seen a Necessity

The economics of the industry— that is, fewer and costlier pictures which has resulted in the exhibitors' cry of product shortage—is also forcing the exhibitor to book foreign films. British films, of course, should be more acceptable, but here, too, there have been complaints of a language barrier. This, too, is breaking down slowly and with the fairly successful arrival of dubbed films a few years ago and the birth of interest in foreign films currently, there appears to be a welcome and necessary relief to that old devil, product shortage.

Davis, who perhaps should be the most enthusiastic of the distributors, tones his joy by saying the subject matter of these films is "simple, direct, and universal." That is why American pictures, he believes, do so well in Europe, because their stories are so international in theme.

Sophistication Popular

Two other theories advanced for the rejuvenation of the foreign film are generally bad business at the box office and the increased sophistication of the public. While neither of these are believed to be as important as basic as the others, there is a certain degree of validity to them.

The former is a moot point as many exhibitors are not suffering from such a plague, but where it is in evidence, the booking of foreign films has, surprisingly, been helpful.

As for sophistication, undoubtedly has increased over the years, due, perhaps, to the increase in the maturity of Hollywood films and also to the increased educational advantages offered to so many of the young people today. And they, after all, are vitally important, now and tomorrow, to the industry. But as one distributor said, "The only sophistication needed is the ability to read English titles."

Harrison Lauds Quality

Edward Harrison, who has distributed such acclaimed films as "Gate of Hell" and "Umberto D," summed it up succinctly when he said that general theatres look out for pictures that make money. And exhibitors agree with that, "even if the dialogue is in Sanskrit," he said.

An exceptionally positive result of this new-found fertility of the foreign and/or offbeat film is the enthusiasm of the art theatre. All the distributors agree (and who doubt it now) that these theatres are growing numerically all the time. Some of the reasons advanced are that the fare they play cannot be gotten on television and the basic overhead is lower.

An interesting sidelight is the possible emergence of the major distributors as outlets for foreign films. Edward Kingsley, who heads Kingsley International Pictures, is also charge of Columbia's new specialty film department, whose first release is the German picture, "The Last Days." He describes it as an experimental project, but if it proves successful more doors will be open than ever before. There have been isolated cases before, including RKO's release of "Rashomon," and, of course, of many British films, but this appears to be the first concerted effort on the part of a major.

Four Examples Cited

Among the films that have had more than average success (and, in foreign films, unprecedented success) are "Anna," which, with its dubbing version, has had approximately 6,000 dates, according to its distributor, IFE; "I Wake Up Like a Woman" and "The Singing Nun," with its London circuit; "Gate of Hell," and of course "Diabolique," whose business has proved phenomenal.

Soon to be released by the various companies and, may not be familiar now but which may prove to be as good crowd-pleasers as their predecessors, according to the current trend, they include Lumbia's "Seven Samurai" and "11 Doctors"; Kingsley's "We Are A Murderers"; IFE's "The Con Man and Lost Continent"; Times' "Nana" and "Royal Flash"; and Continental's "The Snow Was Black and UMPO's, "The Light Across the Street" and Rene Chair's "Le Grand Manoeuvre."

Sees All Theatres Gaining

All this should be good news to exhibitors in art or general theatre and if only a few prove to be successful their shouts of " magnifique" "bravo," "ole" and "vander hat should help keep breaking down the concrete barrier, the "Herald" concluded.

$15,500 Reported for "Trapeze" 2nd Day

In the second day of its New York premiere engagement at the Capito Theatre, "Hedda and Lancaster's "Trapeze" topped the first-day return with a gross of $15,500, it was announced by United Artists. The receipts for both the first and second days highest ever rolled up by a UA release at the Capital. "Trapeze" also turned in a profit-setting first week of $65,700, at the Fox Wilshire Theatre in Los Angeles, the biggest total ever compiled by a UA release on the West Coast, the company reported.
**Motion Picture Daily Feature Reviews**

**The Black Sleep**  
**Bel-Air—United Artists**

EXCELLENT DIRECTION, an articulate, absorbing screenplay and impressive portrayals by Basil Rathbone, Akim Tamiroff and Herbert Rudley keep this chiller-diller out of the purely horror class as a welcome offer for preferred playing time.

John G. Higgins' screenplay dwells on a close examination of the mind and its governing powers of the human body, through the shadoy perimutations practiced by a prominent surgeon in England in the 1930's. Basil Rathbone, as the surgeon, conducts his experiments in a understated manner, at the expense of many lives whom he is able to secure as subjects through the aid of a special drug which he calls 'Black Sleep.'

With the aid of a gypsy tattoo artist, Akim Tamiroff, Rathbone saves Herbert Rudley from the gallow's for a crime which he himself had committed. Rudley, also a surgeon, now beholdekn Rathbone, as he is in the brain surgery experiments, until he discovers the deception on himself as part of Rathbone's selfish plan to find a method: removing a deep-seated brain tumor, which has kept his beautiful wife in a coma for many months.

In a fitting climax, Rathbone's manminded and disfigured victims escape from this secret dungeon in his huge castle and find revenge on their captors.

Among others who figure prominently in the cast are Lon Chaney, Jr., Victor Varley, Bela Lugosi, Patricia Blade, British actor as the female interest, ending up with Rudley, who saves her and becoming another of Rathbone's victims.

Begindal Le Borg's direction pays off with sincerity of performances and intriguing situations. Les Baxter's music also has the film with a suitable mood-provoking background; while Gordon Avil's low key camera work adds a classic and attractive quality to the Howard Koch produktion.

Audrey Schenck is the executive producer. Running time, 83 minutes. General classification. For release in June.

SAMUEL D. BERNES

**Shadow of Fear**  
**Roxbury—United Artists**

WITH MONA FREEMAN, Jean Kent and Maxwell Reed in the top roles. Shadow of Fear is a good suspense drama with mounting tension as the story progresses. Special honors should go to Miss Kent who, as menace, gives a standout performance. And Miss Freeman and Reed are excellent, too.

Produced by Charles Lewes and directed by Al Rogell from an adaptation of a novel by Hal Debrett, the story tells of Miss Freeman's suspicions that her parents did not meet deaths that appeared to have been normal to the police. Miss Freeman returns to her English home, now from an American college after the death of her father. Friction develops between her and her step-mother, Miss Kent, and Miss Freeman suspects her stepmother to Reed, a former school sweetheart. At first, he does not believe her story. As she continues her own sleuthing, she runs up against a stone wall at every turn. To the viewer, the stepmother appears to be completely innocent and her explanations appear to be logical.

However, Reed becomes convinced of the situation when he learns that Miss Freeman is to inherit her father's estate if she is still alive on her 21st birthday, a mere three weeks ahead. And, by bit by bit the evidence piles up until Miss Kent tries to kill her step-daughter in a hoppy sea. Miss Kent, at the conclusion, is exposed as the killer.

"Shadow of Fear" is exciting entertainment and shapes up for good box-office potential.

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

JACK EDEN

**Navy Wife**  
**Wanger—Allied Artists**

"Navy Wife" is a new and somewhat more negotiable title for the picture produced by Walter Wanger under the title, "Mother, Sir," of the book by Tats Blain which had a vague in the era when books by people in or near or related to the events and scenes and meanings of World War II were generally popular. Blain's book was about her experiences in Sasebo, Japan, in 1946, when she went there to join her husband, Commandant Blain, whose assignment it was to draft a code of laws for the local mayor. The book presented the experiences as amusing, illuminating in some ways, contrastive as concerns the differences between Japanese and American customs and standards, and without momentous significance. Wanger's picture undertakes to do with film what Mrs. Blain did with paper and ink, and this was not an easy task. In the first place, time itself, with its swift changes of conditions and attitudes, was against him. To recapture the mood and atmosphere of 1946 Japan was perhaps beyond the power of even the Wanger wizardry. Whatever the case, the picture measures deplorably short of the Wanger standard.

Joan Bennett portrays Mrs. Blain, and Gary Merrill is seen as her husband, with Shirley Yamaguchi, already familiar to American picture goers, heading up the Japanese side of the cast. Judy Nugent plays Debby Blain, aged 12, Maurice Manson is asving as a Navy captain and Carol Veazie is more as so as his wife.

Kay Lenard's screenplay takes Mrs. Blain and her daughter quickly to Sasebo, which has seen no American women for four years, and installs the Blain family in a dwelling oversupplied with Japanese servants. Mrs. Blain's attempts to teach the servants how to use modern house hold utilities, and the Japanese wives of the city how to convert their husbands to American standards of family life, provide the comedy which is the film's principal content. Her success in both departments is limited. Direction is by Edward L. Bernds.

Running time 83 minutes. General classification. For immediate release.

WILLIAM B. WEAVER

**Ghost Town**  
**Schenck-Koch—United Artists**

THE ASTUTE and show-wise team of Aubrey Schenck and Howard W. Koch gave "Ghost Town" some of the meticulous attention that reflected so well in previous offerings. This treatment elevates the otherwise hum-drum western to a notch or two above standard entertainment.

Admittedly, 75 minutes are not particularly lengthy for feature-side billing, but in what there is of it, "Ghost Town" has much to command attention. The main business at hand is to get action going, keep it going until the windup sequence, and that's what this Schenck-Koch opus does, and right well at that.

Prospectors John Smith and William "Bill" Phillips meet a stage, containing Gilman W. Rankin, John Doucette, Kent Taylor and Marian Carr (Phillips' fiancee), at a way station, and learn that Indian raiders had attacked said vehicle. Enroute to the next station, the party meets Sgt. Joel Ashley, and latter's young son, and learns that this location, too, has been wiped out by the rampaging Indians.

Still in hot pursuit of a safe spot, the group rides on to another town. Indians attack, killing stage driver Doucette and latter's guard. Into this setting come an elderly Indian chief, cast out by his tribe as a traitor because of his basic desire to make peace with the white men, and his adopted daughter, Serena Sande. Smith protects the newcomers from his vengeance-minded colleagues.

It doesn't take long from this point to find that someone in the party's been selling contraband guns to the Indians (it turns out to be, surprisingly enough, Kent Taylor). Ashley, it develops, was escaping from a court-martial, and he resolves to face up to the charges like a true trooper. Allen Miner's direction is about par for this type of attraction. Running time, 76 minutes. General classification.
A DARING MOTION PICTURE...
LAUNCHED WITH A DYNAMITE CAMPAIGN!

SATURATION DATING STARTS JUNE 13...
OVER 300 THEATRES BOOKED THROUGHOUT NEW ENGLAND...
PERSONAL APPEARANCE TOURS BY JEFFREY HUNTER AND VIRGINIA LEITH IN A SIX STATE SWING;
SUPER-SPACE AD CAMPAIGNS IN ALL KEY CITIES;
FULL COVERAGE TV AND RADIO SPOTS.

"A KISS BEFORE DYING" Color by De Luxe
CINEMASCOPE

ROBERT WAGNER - JEFFREY HUNTER - VIRGINIA LEITH - JOANNE WOODWARD
STARRING WITH MARY ASTOR, LAWRENCE BOWMAN, GEORGE DOUGLASS, ARTHUR O'CONNOR

PRODUCED BY GABRIEL ISSEL, REMAKE OF HERBERT LEONARD'S SERIES WITHOUT REMISS

THRU U.A.
'Decree Is Being Properly Enforced': Justice Dept.

Name Stodter SMPTE Secy.

The appointment of Charles S. Stodter, a senior research investigator with the Institute for Cooperative research at the University of Pennsylvania, as executive secretary of the Society of Motion Picture and Television Engineers, to succeed Boyce Nemec was announced yesterday by the organization.

Stodter will assume his duties at the New York offices of SMPTE early next month. Meanwhile, Nemec, who tendered his resignation last April, will leave Friday to open a management consulting service in New York.

Prior to joining the institute, the new executive secretary served in the Army for some 30 years, rising to the rank of colonel and serving as deputy chief of the Army's Pictorial

Name Stodter SMPTE Secy.

Tells SSBC Many Distribution Practices Complained of by Exhibitors Are Proper; Cites Gains Decree Gave Independents

By J. A. OTTEN

WASHINGTON, June 10.—The Justice Department told the Senate Small Business committee that the Paramount case consent decrees have successfully created "equality of opportunity" for independent exhibitors and for all distributors.

In a 25-page letter to the subcommittee investigating industry trade practices, the Department defended vigorously its record of enforcing the Paramount case decrees, and in so doing defended against exhibitor charges many current policies of the distributors and divorced circuits. For example, it defended special handling of top pictures, the licensing of specific films in specific instances, and recent theatre acquisitions by divorced circuits.

Like distributor officials who testified before the subcommittee, the Department placed much of the blame for current exhibitor difficulties on competition from television and drive-ins.

The Department pledged itself to do all it could to help the independent exhibitor, but warned that many distributor policies come within

30-Day Extension of Cantor's Rep. Option

HOLLYWOOD, June 10. — Cantor, Fitzgerald & Company's 60-day option to buy the operating control of Republic Pictures from Herbert J. Yates and his associates has been extended to Sept. 4, it was announced by the banking investment group.

The 30-day extension to the option agreement was attributed to the complexity of Republic's books and records. The announcement, which also revealed that George V. Delson, New York tax analyst, is making a study of Republic's tax situation, confirmed a Motion Picture Daily report of late last week.

Television Today

IN THIS ISSUE

From Hollywood a report that the National Audience Board has endorsed a set of standards for evaluating radio and TV programs — And in New York, Mel Gold blasts the NARTB on the handling of its Code.

Passing in Review—The week's highlights in shows.

Report on television in Great Britain.
Elect Franklin Head of New Mexico T.O.

ALBUQUERQUE, N. M., June 10. - Lloyd Franklin, as president, headed the slate of officers elected here at the annual three-day meeting of the New Mexico Theatre Association. Franklin, who served as vice-president last year, succeeds Mason C. Greer as president. Others named to the executive committee are: treasurer, Elmo Courtney; chairman of the board, Greer, and directors, Ed Tidwell, Courtney, Franklin, Greer, Louis Caspero, Tom Murphy, M. O. Rudolph, Jack Zellner, Russell Allen and Russell Hardwick.

Favors One National Organization

The association also went on record as favoring one national organization and for the amending of the bylaws to eliminate competitive bidding and adding franchises, with the sale of all quality product on a sliding scale.

Skouras Not to Talk On Subscription TV

With the closing of the file of hearings on toll TV, a spokesman for the Committee Against Toll TV closed the book on the next stage of its campaign. It is anticipated that the FCC which is handling the case is expected to be released its decision in the fall.

The Skouras family, related to the Hearst and Lancaster family and the State University of New York, has announced that it will build a television set on 250 stations.

Trapeze TV Drive Set on 250 Stations

A television campaign covering 250 stations in key exchange cities, and estimated to cost $100,000, will publicize regional engagements of Wochi and Lancaster’s “Trapeze” during the next 30 days, it has been announced by United Artists.

The entire scope of the TV campaign will be brought into play later this month to back the nearly 400 saturation Fourth of July holiday week openings of the film.

O’Neill to Head Unit Of Charity Campaign

Thomas F. O’Neill, chairman of the board and president of RKO-Teleroad Pictures, and chairman of the board of Mutual Broadcast Systems, has been appointed radio-television-film chairman of the United Community Campaigns of America, said to be the world’s largest fund-raising effort for voluntary health and welfare agencies.

USIA Budget Is Approved

WASHINGTON, June 10—The Senate Appropriations Committee has agreed to give the U.S. Information Agency $113,000,000 for its operations during the current fiscal year, compared with slightly under $5,400,000 this year.

Both House and Senate had agreed to the administration’s plan to use the U.S. Information Agency to replace two-thirds of the total budget.

MGM Names Zelic to Germany Post

The appointment of Gustave Nick as theatre superintendent of M-G-M’s Theatre in Germany has been disclosed for the National Screen Guild, 490 Park Ave. S., New York City.

Selig Regulation Unfurthurs Its Study

The self-regulation committee of the Motion Picture Association of America held a luncheon meeting here at the weekend to further its study of the industry self-regulation program.

The committee was reported having discussed the progress made thus far in its study and set June 20 and 21 for final study.
HECHT AND LANCASTER present

TRAPEZE

NEW YORK
(Capitol Theatre)

LOS ANGELES
(Fox-Wilshire Theatre)

LAUNCH THE
BIGGEST GROSSING
PICTURE IN
UA HISTORY!

NOW WATCH CHICAGO!
JUNE 14 — United Artists Theatre
Sees Europe Crisis
Ideas, Quality
Industry Need: DeLaurentis

By FLOYD STONE

There is a crisis in Europe, espe-
cially in Italy, as well as the United
States, and it needs ideas plus quality
to overcome it, Italian producer Dino
DeLaurentis told trade press writers
at a Paramount home office interview
on Friday.

The producer, along with Carlo
Ponti, of "War and Peace," said the
main afflication seemed to be indisci-
pline. He said in Europe, as here,
al sorts of "explanations" are given
for attendance decline.

"I feel it's merely a lack of new
ideas," he said.

Says Answer Here Is 'Gimmicks'

He added that in this country the
producers' answer to television had been
"gimmicks," of which he admitted
VistaVision was one. "These
were effective for a while but enter-
tainment values weren't sustained.
They're looking to think about devel-
oping a new kind of entertainment."

In Europe the crisis is greater be-
cause television arrived later and the
"gimmicks" already have been ex-
ploited, he said.

Make pictures of quality, avoid
quantity, tell the public why the pic-
ture was made, and what it means,
the Italian producer urged. And to
the exhibitors who say they need
more pictures, tell them:

Sees Value in Length

"A good picture should run five
times as long as a poor one."

He added he doesn't know specifi-
cally about the new Italian pro-
ducers' pool, but he did feel his
country has too many unqualified
producers.

"I say an organization like the Mo-
tion Picture Association should be set
up only for picture makers who know
how. I say, also, some persons
should go back to the trades they
were in before they decided to be-
come producers."

About reported denial by Dr. Gol-
frede Lombardo, Italian producers'
leader, that the industry there is in
a crisis, DeLaurentis retorted:

"Facts are facts."

He Thanks' Mike Todd

About Mike Todd's reported rem-
aarks to the effect that the current
"War and Peace" is a tragedy for the
next "War and Peace," DeLauren-
tis commented:

"I thank him for marvelous pub-
licity. He's done a great job for us."

He added he isn't interested in
selling his version to the Soviets. He
has had offers. His producing part-
nership with Ponti ends now.

Andrey Hepburn, he said, conclud-
ing the interview, was born to
Natasha. "Did she not exist, I would
have been forced to invent her."

Japan Status
(Continued from page 1)

films which they handle"—to a "youth
group" which classifies the product.
"The Japanese producers and other
importers of foreign product do this
strictly on a voluntary basis," Maas
said. He pointed out that, according
to the Japanese Constitution, censor-
ship in any form is prohibited.

Welcomes U.S. Cooperation
Commenting on the Japanese Pro-
duction Code Administration, EIREN,
Maas said that the industry there has
"a strong desire for the U.S. com-
panies to take an active part in
EIREN." He said that the MPEA
member companies feel that their
own mode of self-regulation is suf-
ficient for the Japanese market and
that further talks concerning this "de-
 sire" will be taking place in New
York and in Tokyo.

Maas said that the most severe
censorship in the Far East is in India.
He said that he and Eric Johnston,
MPEA president, had conferred with
representatives of the Indian govern-
ment concerning this censorship edict.

Wider Distribution
For 'Citizen Kane'

Because of the business of "Citizen
Kane" since it went into limited art
house re-release in March, RKO will
give the Orson Welles production
wider circulation but still carefully-
selected bookings, it has been an-
nounced by Walter Branson, RKO's
vice president.

In situations where "drawing power,
location or policy" are conducive to a
profitable engagement of "Citizen
Kane," theaters other than art houses
will be considered, the sales execu-
tive explained.

After its initial engagement of
nine weeks at the 55th Street Playhouse
in New York, Branson pointed out, "Cit-
izen Kane" ran for three weeks at
Chicago's Surf Theatre, the first re-
release ever booked there.

THE POINT IS ... Dino DeLaurentis explains what he means, and
Italian sales representative Ralph Serpe, left, interprets it to trade
and news writers at the Paramount home office interview Friday.

To Draft Tax Bill
(Continued from page 1)

a bill ready for the committee to
start going over again by the end of
this week or early next week.
Cooper had previously ruled that
his attempts to bring up admission
tax relief would be out of order in
connection with consideration of the
subcommittee report. Members hope
to bring the matter up at the proper
time when the committee is going
over a specific bill.

Meanwhile, Rep. Sadlak (R., Con-
n.) put in the Congressional Record an
editorial from the New York "Journal
American" urging repeal of the ad-
missions tax. Sadlak is a member of the
Ways and Means Committee.

Name Stodter
(Continued from page 1)

Service in Washington from 1945-49.
Before that, he was commanding of-
fer of the Pictorial Center at Long
Island City, N.Y. He holds a
Bachelor of Science and Master of
Science degrees in electrical engineer-
ing from Massachusetts Institute of
Technology.

Starlets Start Today
On "Saleslady" Tour

A trans-continental tour by four
RKO Radio starlets will start today
in San Francisco as a feature of the
exploitation campaign for "The
First Traveling Saleslady," the com-
pany's initial production under the
auspices of the new RKO management.

The 17 cities, in addition to San
Francisco, to be visited include
Kansas City, St. Louis, Dallas, New
Orleans, Cincinnati, Chicago, Mil-
waukee, Minneapolis, Detroit, Clevel-
dand, Pittsburgh, Atlanta, Washing-
ton, Philadelphia and New York.

Local sellers in each city will be
made with department stores and the
Jantzen Co., maker of swimsuits.

PEOPLE

Felix Jackson has moved into
New York offices at Figaro, Inc.,
independent producer. The company,
which he will produce "Good Charley
Faye," to be released by United Artists. Jackson's asst.
Fay West, has also moved the
office from CBS to Figaro, Inc.

Buddy Hackett of Leonia, N. 
has been elected to membership
in the American Society of Compos-
Authors and Publishers.

Jerome Kates has been added
the sales staff for George Blake
prises, produces TV comment
and industrial films.

Jack A. Simons, manager of
Stanley Warner Rialto and Pal
Theatres, Norwalk, Conn., has left
join a novelty firm in New York.

Curley Burns, booker for Colu-
bia Pictures' Atlanta branch, has be-
appointed a sales representative

Norman Levinson has been
pointed M-G-M press representa-
for Florida and Georgia with
quarters in Atlanta. He replaces
Wiener.

Norman Siegel has been named
West Coast editor of "Photoplay,"
replaces Mrs. Sylvia Wallace.

Mel Siegel, resident manager
Perakos Theatre Associates South-
Drive-In, Southington, Conn.,
resigned to go into another indus-

4 Pictures Start; 7
Finish; 32 in Work

HOLLYWOOD, June 4—Four
pictures started last week and seven
others reached the completion stage
for a total of 32 pictures now be-
the cameras.

Started were: "Anastasia," Cinema
Scope, De Luxe Color (20th Century
Fox); "Twelve Angry Men," Opta
Nova Prod.; "Spring Reunion
Bryna Prods., and "Drango," Earhn
Prods. (United Artists).

Completed were: "The She-Cre-
ator," Golden State Prod. (Americ-
International); "Tea and Sympathy
(Metro-Goldwyn-Mayer); "The Vi-
 lent People," VistaVision, Techni-
 Paramount); "Public Pigeon Nee-
 One," Eastman Color (RKO
Radio); "One in a Million," Cinci
Scope, De Luxe Color, and R
Stop, CinemaScope, De Luxe Col-
(20th Century-Fox); "Fort Laram-
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Stop, CinemaScope, De Luxe Col-
(20th Century-Fox); "Fort Laram-
Bel-Air Prod. (United Artists).
Francis is SCARED...and Funnier than Ever!

Now Mickey's a side-kick of that Famous Talking Mule ...and they're both too scared to spook!

When they get caught in a creepy castle—it's every ghost for himself!

Starring MICKEY ROONEY

with VIRGINIA WELLES • PAUL CAVANAGH • DAVID JANSSEN and Francis The Talking Mule

Directed by CHARLES LAMONT    Story and Screenplay by HERBERT MARGOLIS and WILLIAM RAYNOR

Based on the character "FRANCIS" created by DAVID SIERN Producted by ROBERT ARTHUR

ON THE WAY... Away All Boats The battle cry of the South Pacific!
Advertising Heads for Talks With Exhibitors

(Continued from page 1)
what is wrong on both sides in advertising campaigns and to develop new plans, new ideas and new methods of stimulating interests in movies and in theatres," the advertising and publicity executives reported here that such a meeting "would be good for all concerned if tangible proposals are discussed."

Replies Called Favorable

ATONJ reported here at the weekend that the replies to president Sidney Stern's letter to distribution's sales chiefs were "favorable" and that some have already advised the exhibition unit of their endorsements. It was pointed out that inasmuch as all of distribution has not replied to Stern's letter, no date for the meeting has been set.

The advertising and publicity officials pointed out that they are interested in hearing viewpoints from exhibition on ways to improve advertising and merchandising. The Advertising and Publicity Directors committee thus far in its meetings to formulate a program of boosting the falling box office, has not talked to any theatre people. The committee has kicked about a number of proposals presented by its members and appointed five sub-committees to report on proposals. At their meeting here late on Thursday, three subcommittee reports were presented to the MPAA group, two of which were completed and one left unfinished. Another report was tabled for action at some future date.

Reports by Lazarus and Bush

Paul Lazarus of Columbia Pictures discussed a proposal which dealt with research and survey and Rodney Bush of 20th Century-Fox reported on the Hollywood press symposium proposal under which critics and newspaper film editors would go to the studios and study production; the report by Phil Gerard, Universal publicity manager, on field tours by the company presidents and advertising-publicity directors was deferred. Considerable interest was expressed in the press boys' junket at the Thursday meeting. Under the plan, exhibition would pay their fares out to the studios and distribution would pay their expenses while there.

Suggestion Will Be Considered

One ad-pub committee representa- tive pointed out that at a meeting with exhibition, this would be one of the proposals which would be offered for study.

The MPAA advertising-publicity group, meanwhile, has asked for details from the Detroit Metropolitan Committee, Inc., of its promotion plan, "Take Her Out At Least One Night A Week," which helped boost the Detroit box office. The committee was comprised of 130 theatres and drive-ins.

Skouras Enthushes

Ad-Pub Committee

Representatives of the advertising and publicity directors committee of the Motion Picture Association of America, who were Spyros P. Skouras, president of 20th Century-Fox, at breakfast on Friday, were enthusiastic by the company president's interest and understanding in their activity according to the members of the committee.

The meeting with Skouras was a general nature, it was said, at which the 20th-Fox president presented his viewpoint and comments on advertising and merchandising proposals. The advertising-publicity directors also discussed with Skouras a number of the projects, dealing with ways and means to boost the box office, it was reported.

REVIEW:

Wetbacks

Banner Pictures

An expose of the slave labor racket among "wetbacks," Mexicans brought illegally into the U. S. because they can be employed cheaply, provokes the story for this Banner releas which is largely marketable because of the good performance by Lido Bridges and for the Eastman photography.

Bridges, who plays the owner of a fishing craft, and Barton MacLane in reality an officer of the law, dominate the action. MacLane poses as a sportsman and hires the boat owned by Bridges and eventually maneuvers the craft to the Mexican border where he hopes the boss of the "wet back" racket will approach Bridges for the use of the boat. Also present on the trip is Nancy Gates, who father was killed because of one of the wetback expeditions.

MacLane's plan works and Bridges agrees to make one run for the racket boss. However, murder results when the boss, John Hoyt, forces Bridges to make more than one run for the wetbacks.

The finale sees the entire gang wrapped up behind jail bars, the operation of Bridges on the murder count, and the boy gets the girl.

While the film runs rather long the climax is exciting. Except for the performance of Bridges, theipaytravels are average. Hank McGee produced and directed, and Pedro Laroche wrote the screenplay. Byron Roberts was associate producer.

Running time, 88 minutes. Class D classification. For immediate release.

'Duel,' Once Banned

In Memphis, Opens

MEMPHIS, June 10.—"Duel in the Sun," banned by censors in Memphis in 1947, has opened at the Majestic, Memphis censors, now made up of temporary board of three, instead of the old board of five, offered no objections when it opened.
Television Today

A CONCISE REPORT AND ANALYSIS OF THE SIGNIFICANT NEWS AND EVENTS

potlighting the News

lords of Gold

Some of the reasons why there will be two different sets of rules for broadcasting practices in one industry of television are well-argued by Mel d in the National Television Council newsletter dated May 14. Gold, president of the pro-packaging firm that bears his name, as well as Norlyyke, executive vice-president of the NTFC, renews some of the long-standing ill will which has arisen between TV film people and the National Association of Radio and Television Broadcasters, even before the NARTB recently invited the film people to participate in the NARTB code. The FCC official remembers that his attempts to get the NARTB to k the NTFC standard exhibited the old contract was to totally ignore reports that his recent answer the NARTB is in the interest of the film industry was also totally ignored. The Council, he says, "would have been happy to collaborate with the NARTB in stimulating the growth of community-oriented stations, advertising agencies and television stations for the NARTB code. If the FCC members had accepted a code, "the construction and handling of the code." Mr. Gold calls the NARTB indifference "single-pose glory-smashing."

Meanwhile, the NARTB...

At the conclusion of the meeting of its TV Code Review Board in Washington last week, the NARTB announced that "several TV stations are being advised that their membership contracts are in jeopardy because of certain of their policies. Some members who disagree with the industry's self-regulatory document," stations, not named, are asked to change their ways or to get out. Some 90 stations are being scrutinized. The Board also recommended the admission of TV film producers and distributors as "affiliates" to the Code.

Pandemonium, Expanding

The purchase last week by Film Studios of Stations WMGB-TV and WHB-TV, Green Bay-Milwaukee, Wis., could well mean the beginning of a new and quite logical era—the ownership of TV outlets by the producers and distributors of TV film. Guild says that it “reportedly” becomes the first film television syndicator to enter the area of station ownership. The $500,000 deal actually is a comparatively small beginning but of large significance, not only to the television industry but to Guild. Reul Kaufman, president, declares that the move “is a natural step in the firm’s expansion program” and that “some day we expect to own and operate the full quota of stations permitted by the FCC.” Former owner of the stations is M. & M. Broadcasting.

CBS-TV’s City

> While rumors continue to fly and around New York concerning the possibilities of a TV city, CBS is quietly going ahead with its real-life TV City on the west coast. Important since it reflects the volume of TV activity that's been moving west recently is the announcement that the network is planning to expand the Hollywood CBS Television City, opened in 1952. The expansion includes the construction of two new studios, eight rehearsal halls and a new nine-story office building to house administrative and creative personnel. Also part of the program is the converting of another studio to color, to make a total of four color studios.

NTA Making Plans

> Plans for an extensive sales campaign in behalf of National Television Associates’ 52 newly acquired 20th Century-Fox features and the Paramount short subjects library are being set in the current four-day sales convention at NTA’s New York headquarters. Harold Goldman, vice-president in charge of sales, is presiding at the convention, which closes on a deal, of the future.

REMA in Chicago

> Meeting in Chicago tomorrow through Thursday will be the Radio-Electronics-Television Manufacturers' Association, holding its 32nd annual convention at the Sheraton Hotel. Highlight of the convention will be the election of directors and officers and the membership luncheon Thursday at which time H. Leslie Hoffman, president, and Leslie P. Muter, treasurer, will make their annual reports.

Add Convention

> While ABC busily continues to give private instruction to those potential candidates who individually fear the jaundiced eye of the TV camera, CBS has worked out an elaborate scheme to instruct the no less than 7,000 delegates to the two conventions on how CBS will get them over. CBS will hold two different close circuit telecasts, July 23 for the Democrats and July 25 for the Republicans, which will show artists’ drawings and life-size mockups of the interiors of the convention halls will show the delegates just how CBS will handle the convention. Invitations are going out now to the delegates, who will watch the telecasts in the offices of CBS affiliates.

Concentration

> The television industry is going the way of the auto and other industries, toward greater concentration.

(Continued on page 8, col. 4)

In Our View

The controversy which has developed between the networks, with NBC as apparently the self-appointed spokesman, on the one side, and the television film producer-distributor units on the other, is a situation fraught with the most serious consequences for the whole industry of television. It is a situation which no one with the best interests of the medium at heart, can afford to ignore.

The matter came to a head quite recently with the testimony of divergent interests within the industry before the Senate Commerce Committee. The controversy is spreading into general television generally, NBC leveled the charge that if the existing programming system is broken down through continued and more extensive use of filmed shows, “live nationwide telecasts will be jeopardized, and the American viewing public would literally drown in a celluloid sea.” The network sees the unloading of vast numbers of filmed shows on the TV airwaves of the nation as detrimental to the whole scheme of telecasting. It was not unexpected that the response of the film syndicators was immediate and vigorous. There was at the same time the announcement of the formation by a group of four of the syndicators of the Association of Television Film Distributors.

That there is a divergence in point of view and approach by these two facets of the television programming area is not unusual, nor is it without value. Since forthright cooperative developments ever have been the backbone of progress in our free and vigorous economic society. But the situation is less than happy when the competitive approach slips downward into vituperation which causes only bad temper, and is destructive and not constructive. Secondly, the airing of the controversy should never have occurred in a public forum. That hurts everyone.

—Charles S. Aaronson
Passing in Review

Two of America's finest actresses (in every way except popular name value), Judith Evelyn and Cathleen Nesbitt, brought a large amount of life to a small slice of same in NBC-TV's Goodyear production of "The Primrose Path". Paget's character, Julia, the curtain's closing moments, was an honest, perceptive and surprisingly fresh treatment of a theme that's been treated once or twice before: the middle-aged teacher who at last discovers a reason for being in a gifted pupil. Herbert Hirschman directed the fine cast, including Tom Carlin as the student and Ruth White as a lady next door. Science Fiction heads on tv last week, with particularly peculiar effect on CBS-TV's Studio One Monday night. Like so many science fiction yarns, William M. Alttman's "The Power" started off with much promise (as an unknown professor terrifies his followers by his ability to control their minds) but then went to pieces amid the popping of blank cartridges as the narrative proceeded to its silly end.

The other bit of science fiction was a short but hilarious monologue by Jonathan Winters on the NBC Comedy Hour, Sunday night, wherein Mr. Winters interviewed a midwestern farmer who claimed to have seen 300 flying saucers in his wheat field. Ed Sullivan provided a pretty spectacular show on CBS-TV, almost concurrently, what with the live remote commercial and the not-so-remote entertainment provided by Burt Lancaster and Tony Curtis doing a very live balancing act to promote their "Trapeze". Also in the variety line, NBC-TV's Milton Berle signed off for the season Tuesday night with what was—if not his best—his most interesting show of the season, sociologically speaking. The manifestations of the temper of our times included Sheena, the bald-headed man's Tarzan; Elvis Presley, the prophet in the blue suede shoes, and Johnnie Ray, a female American film actress who shows unexpected promise as a singer and dancer.

Among the interesting odds and ends of the week were the performances by the late James Dean in Playhouse of Stars' repeat of "The Unlighted Road" on CBS-TV, June i, and the guest appearance of Frank Lloyd Wright on the same network's What's My Line, Sunday night. Im- pressively calm and silent throughout his ordeal, Mr. Wright looked like a St. Bernard who had suddenly found himself locked up with a bunch of pekineses. Elsewhere, and in greater detail:


A short story out of James Joyce's "The Dubliners" served as the basis for what may have been U.S. Steel's best production of the season. Adapted by Will Bixby, "The Boarding House" was a comedy of style, sensitivity and broad good humor which once or twice lapsed into the comic strip vein of Barry Fitzgerald imitators. For the most part, the story of a boarding house keeper's campaign to marry her daughter off to a proper guest was straight and true comedy, perfectly balanced under the direction of Daniel Petrie. Evelyn Vareni, as the lady of the house, was a bit too sugary and clinging, but to audiences accustomed to her more raucous performances, attractively subdued. Jerome Kilty was appealing and cynical as an observer of the lady's ways. But the honors went to an uncommonly pretty young actress, Barbara Bel Geddes, who made the lady's rather silly daughter a person of great charm and naiveté unique within the comic mood. In its freshness and lack of affectation, the performance summed up the degree of success with which Mr. Petrie and Mr. Bel Geddes accomplished a very difficult task.


Out of the warm, heart-stirring tale of the bomb-tossed Italian town of World War II, its people and the conflagrated bell which symbolized a will to live, Arthur Schwartz, producer, has concocted a "musical drama" which failed of the kind of impact and purpose which was so clearly defined in John Hersey's original that it won for him a Pulitzer Prize. The introduction of some numbers, with music by Schwartz and lyrics by Otten; Dietz, are pleasant of themselves but serve merely to impede the progress of a deeply significant drama—at least in the original. Paul Nickell, in his direction, likewise was beset by uncertainty as to the direction in which his play's going. Science Fiction, Major Joppolo and the adventures of Maria Alberghetti as Tina, the fisher- man's daughter, worked hard and earnestly, but Robert Buckner's TV adaptation was somehow too much for them. There was nothing wrong with the basic material with which the producers had to work, that is certain. The trouble lay in the mistaken belief that a work of this character could be subjected to the fanciful, musical comedy touch and live through it unscathed. The truth, buried, in the basic approach, and as such should well serve as a television production laboratory example of the kind of thing that will not take kindly to being "pushed around."


Margaret Lindsay, attractive and competent performer that she is, was listed as the star of the play, but in this instance she must accept second billing to Marjorie Rambeau, whose portrayal of a wise and perceptive grandmother is beautifully restrained, expertly played. In a situation where in Miss Lindsay finds her happiness with her husband threatened, in her British island retreat, by a former husband whom she had thought dead, Lindsay's mild blackmail, Miss Rambeau comes to the rescue. Perceiving the problem, although Miss Lindsay refuses to divulge the truth, the lady beards the visitor, appears to have won the victory, then poisons him. A keen local police captain ferrets out the truth, gallantly indicates small punishment, with a Yiddish, the known, and the household happiness is saved. Performances of excellent quality, also including Mrs. Hirschman, Dame and Leslie Bradley, contribute substantially to the end result. Cal Kuhl produced.


Another especially informative segment was provided in the Let's Take a Trip series last week (June 3). Whereupon Paul Dry of Goodyear Fox journeyed to New York's Ran dall's Island to watch local Olympic aspirants train for the coming West Coast trials. The intrepid lot of travelers, as usual, asked the leading questions which intrusively cued in the appearances of local track stars and then, to a bit of harmless chitchat, crowded around the competitors, tried several track events themselves. There is an appeal in format and (deceptive) ease in production in this prize-winning and in its unison with the other shows might be studied by some more ambitious shows. This is particularly true in the generally high level of audience that the 15-25-year-old, in the live telephone pickups, Stephen Fleishman produ cures with Jack Kune, as associates producer and Roger Eng land directs.


Spotlight (Continued)

SPOTLIGHT

Spotlight, a major television series, in the opinion of Edward N. Greenham of Greenham & Associates, Chicago electronic consulting firm. At the same time he estimated that sales of blue chip "spectaculars" this year will total 7,400,000, which compared with 7,464,000 in 1950 and 7,700,000 (a record) in 1955. He believes the sale of color sets may go as high as 150,000 in 1956.

Gems Start "90"

This morning in Hollywood, the first Gem before the cameras "The Comedians", starring Frank Lovejoy and Patricia, to inaugurate production of television's first series of the National Educational Television (NET) which is being produced and syndicated. "The Comedians" will make for CBS-TV and the N.E.T. program for the Fall. An educational but recently turned from a 32,000-film trip abroad visiting and entertaining children—and adults—from England, Nigeria. With him went a See New York, see London, and some men. Some 200,000 feet of film to be whittled down by the team of Ed Murrow and P.B. Friendly, the 10,000 feet necessary for the program.

N.B.C.-TV Program Notes

Add to the list of new N.B.C.-TV shows for the 1956-57 season "The Adventurers", a tv serial, based on the combined novels of Errol Flynn and others. Donald Carey to portray Mr. Christian, nephew of older physician portrayed so long and so well by Mr. Hersholt. Because of protracted illness of the veteran performer, it had been intended that he appear in only a few weeks.

Continued on opposite page, col.
HOLLYWOOD: Producer Parke Levy played hookey from broadcasting at Balboa for advance huddles with director Jerry Thorpe and comedian Henry Morgan at Motion Picture Center, where they commence shooting the next group of “December Bride” segments next month. Suzanne Pleshette and Richard Fisher were lured back by Irving Brecher to continue writing “The People’s Choice.” . . . Mary and Gordon Champion are talking a deal to build their own TV film series, which J.B. will back as a possible alternating program with his own show, after the “Champion arrives in November. The Champions certainly earn the plaudits of the trade for the wonderful segment of the Screen Directors Guild Playhouse series, which Gower directed as well.

Ben Fox, producer of the “Code 3” series, promises to deliver a very exciting pilot on his new show, “Forest Rangers,” capturing the great outdoors in an intimate fastback-Ballad TV format. Oscar Levant skipped out of KNXT to set up his own “Oscar Levant’s Words About Music,” program, which bows on KCOP Channel 73, Saturday at 9 P.M. Hec’ll be an oddie on favorite for the local ratings in that time slot. The unpredictable Oscar will have a pocketful of guests and celebrities to fill the format. It will be a Ross-Danzig Production with Al Burton producing . . . Disco Jockey Dick Whittinghill brings the nonsensical madness of his popular KCMP radio show to life under a long term contract with KTTV.

CBS-TV welcomed back Johnny Carson, best of the new male personalities in the 1956 Fame Magazine poll, and the popular launching of Jeana Carson, best of the new female personalities in the same poll, is building her niche in Charley Isaacs’ filmed comedy series, “Hey, Jeana!” . . . Some Ed Reimers is capturing attention for his versatility in handling those commercials on the Rosemary Clooney show, as well as the warm personality he projects for Don Pederson’s “Do You Trust Your Wife” series. . . . Bill Lundin returns from Honolulu at the end of the month to resume his host chores on “Climax.”

-SAMUEL D. BERN'S a report of Nelson Station Index. Thus, says WPIX, it again leads all other independent stations in New York in the 6 P.M. to midnight, Sunday through Saturday, viewing hours, with an 11 per cent advantage in the 12-17, 25-34 and 35-49 age groups. WPX pointed out that the station has 38% of the audience in all 6-14 age groups and 39% of the audience in all 12-17 age groups. WPX programs twice as many syndicated half-hour shows as any other New York TV station.

HOLLYWOOD: The National Audience Board, seeking to crystallize public opinion for the benefit of TV film producers, has outlined standards for the National Congress of Parents and Teachers in evaluating television and radio programs. Compiled of 578 Thutors, each carries a pro and con slide rule as a measure for the acceptability of a program. The standards fit into the purpose of the board, founded by Peter Gopen, president, in November, 1954, to support better television programming. Following is the set of standards:

1. Does it (the program) appeal to age level of audiences?
2. Desirable? It gives information and/or entertainment related to real-life situations or interests. Undesirable if: It is dull, boring, not related to experience.
3. Does it meet needs for entertainment and action?
4. Desirable? It deals with wholesome adventure, humor, fantasy, more than one at a time. Undesirable if: It is emotionally disturbing and overstimulating; places unnecessary emphasis on cruelty and violence; it is loud, crude or vulgar.
5. Does it appeal to adults?
6. Desirable if: It is sincere, constructive, informative; gives a balanced picture of life; encourages decent human relations; is fair to races, nations, religions, labor, management. Undesirable if: It is one-sided, or propaganda; generic or intimate subjects; taken by judges; takes advantage of immaturity and lack of knowledge.
7. Does it encourage worthwhile values, and beliefs (concerning such matters as family life?)
8. Desirable if: It upholds acceptable standards of behavior; promotes democratic and spiritual values, respect for law, decency, service. Undesirable if: It glamorizes vice; promotes greed, cruelty; encourages bad taste, false standards of material success; personal vanity, intolerance, immorality.
9. Does it stimulate constructive activity?
10. Desirable if: It promotes interests, skills, hobbies; encourages desire to learn more, to do something constructive, to be creative, to solve problems, to work and to live with others. Undesirable if: It gives details of crime and its detection; solves problems by force or miraculous incident; leaves one a spectator on the side lines.
11. Does it have artistic qualities?
12. Desirable if: It is a skillful product in music, script, acting, direction, art work, color, settings, sound effects, printing, photography. Undesirable if: It is poorly done, confusing, hard to follow; action is too fast, too slow; sound is too loud, too low; it hurts the eyes; is poor art work.
13. Is the language used suitable?
14. Desirable if: The language is correct, suits audience for age level. Undesirable if: It uses vocabulary that is too hard or too easy; poor grammar; language of the underworld.
15. Is the over-all effect likely to be desirable?
16. Desirable if: It has a positive effect; gives larger understanding of the world; helps one become a happier, more informed, more useful, more responsible, more interesting person. Undesirable if: It has a negative or zero effect; discourages living in real world; encourages one to be more dependent, fearful or insecure; leaves one where he was before, or pushes him back.

Who’s Where

Last week these changes: ROBERT F. BLAKE has been promoted to the newly-created post of director of exploitation for the CBS-TV press information department, is announced by CHARLES J. OPPENHEIM, director of information services. Mr. Blake will report to JAMES KANE, director of press information, Hollywood.

Promotions of ROYCE L. (VERNE) POINTER to that of department’s own bureau chief. G. FLORENCE to supervisor of maintenance for the New York engineering department of ABC, have been announced by FRANK MARX, vice-president in charge of engineering and general services for ABC. Both appointments, effective immediately, are in accordance with the ABC policy of promotion from within the company.

Van Praag Productions television film producers, have named HUGH STANLEY HOLE to head a new branch office in Hollywood, WILLIAM VAN PRAAG, company president, announces. Mr. Van Praag said the projected Hollywood operation will be under the control of Van Praag Productions, with branches now situated in Detroit, Coral Gables, Fla., and New York.

MRS. E. J. HOUCK, of Brampton, Ontario, a native of Wisconsin who became a naturalized Canadian in 1928, was appointed a governor of the Canadian Broadcasting Corporation for a three-year term.
EARTHA KITT, American actress-singer-dancer extraordinary, is doing her part in helping the BBC to hold its own against the increasing popular inroads of British commercial TV. Miss Kitt is shown at right in a scene from "Phyllis" as she made her debut as a dramatic actress on the BBC last month. June 17 she will star in a BBC "spectacular" adaptation of "Mrs. Patterson," the play-with-music which won her Broadway stardom two years ago.

THE London-Midlands TV market is growing faster than it ever has before — despite the hire-purchase restrictions of the Government's "credit squeeze."

Every month, over 2,500 new commercial TV homes are being added to the total of 1,080,000 already reached. This total is made up of 720,000 sets in the London I.T.A. (Independent Television Authority) area and 360,000 sets in the Midlands I.T.A. area — an increase of over 450 per cent on the original figure of 255,000 I.T.A. sets which was estimated when commercial TV began seven months ago.

These figures are the result of field research by TAM (Television Audience Measurement Ltd.).

THE B.B.C.'s latest audience research report gives a good boost to the I.T.A. in its battle for viewers. Among the adult audience with a choice of television programmes between January and March it was normal to find 59 per cent switched to the I.T.A. programmes, while 41 per cent were watching B.B.C. transmissions. In the period under review the total adult television audience was estimated to number about 15,700,000 against 12,100,000 for the same quarter last year. Of these, nearly two million could receive both B.B.C. and I.T.A. programmes at the beginning of the quarter. The B.B.C.'s figures also show that because of the competition of television, evening radio audiences dropped from 6,000,000 to 4,900,000 in the past year.

GERALD BEADLE, 57 years old has been appointed director of B.B.C. television. He succeeds Sir George Barnes, who is to be principal of University College of North Staffordshire. Mr. Beadle joined the B.B.C. as an announcer in 1923, and has been controller of the West Region since 1937. His new post is worth about £5,000 a year. The B.B.C. also announces that Cecil McGivern, controller of television programmes since 1950, has been appointed to the new post of deputy director of television.

LESLIE MITCHELL has been appointed head of presentation at Associated Rediffusion. In the general programming plans of the future this aspect of television work is to be given more prominence. Mr. Mitchell was previously head of talks and discussion features.

The mass-circulated Daily Mirror group of newspapers is the latest to join forces with commercial TV interests. Part of Associated Television — London weekend and Birmingham weekday contractor — now capital issue of £750,000 will be taken up by the Mirror group. This is the Mirror's first venture into commercial TV in this country and supplements the group's interests in newspapers, radio and television in Australia. Already, Associated Newspapers Ltd., which control the Daily Mail, Sunday Dispatch and London Evening News, have a 50 per cent interest in the running of AR (Associated-Rediffusion), weekdays contractor for the London station. In the North, associated with ABC (Associated British Cinemas TV) — weekend contractors in Birmingham and Manchester — is a group of Midland newspapers.

BRITISH equipment makers continue to invade overseas TV markets. For the first time Marconi Wireless Telegraph Co. are to supply Russia with a large quantity of TV equipment that includes camera and relay units worth $50,000. The first permanent TV station in the Middle East has also been installed by a British firm. Originally erected by the PYE Company for the Baghdad Fair, the station is now permanently sited. During the early stages of operation the company will provide engineers to advise the Iraq staff on the running of the station; any assistance the authorities might want on the programme side will also be given. The B.B.C. and I.T.A. have both agreed to make their news films available on a regular basis. It has been estimated that the viewing audience on the opening day was between 50,000 and 60,000.

The Show-Makers

Otto Kruger has completed his Lux Video Theatre host spot. Lux has announced they are already in search of a starring vehicle for Mr. Kruger for their Fall series.

Hollywood Summer Theatre, featuring film stars with Gene Raymon as host, premieres on CBS-TV Friday, August 3. Among the performers to appear are Joanne Dru, Glenn Langan, Diana Lynn, Phyllis Kirk, Laraine Don, Phylis Thaxter, Merie Oberon, Robert Preston, Ricardo Montalban and others.

Patty McCormick stars in "Alien Angel" on the General Electric Theatre, Sunday, June 17 on CBS-TV. Ronald Reagan is on-air supervisor.

Adventurer Theatre, a new suspense series of half-hour features, will star Paul Douglas as host, commencing Saturday, June 16 on NBC-TV, and continuing through September 1. Your Hit Parade concluded its season June 9 and returns to NBC-TV September 8. The afternoon show "Adventurer Theatre" will feature Hubert Gregg, Lawrence Naisan, Jenny Laird and James Eastwood, Paul Dixon directs.

Dear Phoebe, filmed situation-comedy series, returns to NBC-TV for repeat presentations of nine episodes on various Tuesdays beginning June 19. Peter Loudt stars with Marcia Henderson featured. The series was produced and written by Alex Gottlieb and directed by Don Weiss.

Mort Abrahams, one of TV's top producers, has been named executive producer of NBC-TV's Producer's Showcase spectaculars, effective immediately. Mr. Abrahams has been responsible for General Electric Theatre, Star Stage and Medallion Theatre.


Dick Foran portrays "The Singing Preacher" on Crossroads, Friday, June 15 on ABC-TV. The cast includes John Smith, Gloria Talbot, Barry Kelley, Casey Adams, Min Young and Robert Pogoat.

David Niven stars in "Second Chance" on Singer Four Star Playhouse, Thursday, June 14, on CBS TV. The teleplay, written and directed by Richard Kinon. Others in the cast are Beverly Garland, Barry Kroger, Lou Kru grain, Tristan Colleen Williams, Steve, and Gene Hardy.

G. E. Summer Originals, a series of half-hour television feature set for Tuesdays over ABC-TV will bow Tuesday, July 3, with "nautical comedy, "It's Sunday Again," starring Vician Blaim. The show is produced by Norman and Irving Pincus and directed by Don Weiss.

Skip Homeier and Joanne Wood ward star in "Momentum," on Alfred Hitchcock presents, Sunday, June 24, on CBS-TV. The teleplay will be written by TV by Frank Cockrell and directed by Bob Stevens.

Laraine Day stars in a new Ford Theatre series set for an October start - The West in Her Eyes, to be offered on Wednesdays, ABC-TV network. Joseph Hoffman produces and James Sheldon directs.

CBS Cartoon Theatre, spotlighting Heckle and Jeckle, Gandy Goose, Dinky Duck and Little Roquefort in four of Paul Terry's delightful animated films, premieres Wednesday, June 13, over the CBS-TV network with host Dick Van Dyke in charge.

Circus Boy, the new half-hour filmed television adventure series, which starts on the NBC-TV network Sunday, September 23, will feature Mickey Braddock, Noah Beery Jr. and Bob Lowery. Guinea "Big Bug" Williams is also featured. The series is produced by Screen Gems.

"Rendezvous at Red Rock," a Cheyenne series western drama on Warner Bros. Presents, is set for Tuesday, June 19 on ABC-TV from 7:30 to 8:30 P.M. Clint Walker stars and other principals include Douglas Fowley, Gerald Mohr, Steve Derrell and Joel Ashley. Host is Gil Young.

—WILLIAM PAY

10
Allied's Charges Answered by Justice Dept.

Says Decree Brought Wide Exhibitor Aid
(Continued from page 1)

The Department said it can and does help exhibitors in many ways in their difficulties with exhibitors, and that the distribution for diverging circuits to produce films, the Department said it did not know "whether any of such circuits will decide to enter into a program," the subcommittee was told.

Considering 'Divorce' Production
The Department declared it had done all it could to increase the supply of films, and cited its approval of the Exhibitor's Film Financial Group. Noting the recent request of Allied States Association and the Theatre Owners of America for divorcing circuits to produce films, the Department said it did not know "whether any of such circuits will decide to enter into a program," the subcommittee was told.

Considerations for "Divorce" Production
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Percentage Plan Approved
The Department then turned to specific exhibitor charges. It said the Paramount case did not bar licensing of pictures based on a percentage of box office receipts, and that since the exhibitor's admission prices obviously had direct bearing on the size of the receipts, distributors could base policies on the exhibitor's admission prices. With respect to exhibitor protests against Paramount's "merchandising engagements," Justice said "the creation of a new run when licensing a picture is not unlawful."

"Any clearance between any such new run and the runs following it is governed by the same judgment as the clearance between other runs," the Department said. It stated it was perfectly logical for this new space to remain to take clearance over the first run.

Points to Demand for Quality
The Department said theatre customers demand higher quality pictures, that this generally means more expensive pictures, and that it's usually the more expensive picture that gets special handling. The Department said that if expensive films can't be marketed profitably in the ordinary way, they won't be produced at all if the theatre is to be left without admitting that this didn't justify a resort to illegal distribution practices, the Department said it was also "not necessarily in the public interest to the Department among a construction of the judgments which will bring about a situation in which there is no point in producing an extraordinarily expensive picture because it cannot be profitably marketed. Anything which further reduces the number of pictures produced or their quality will not help exhibitors."

Focusing Called Rare
Focusing of pictures is clearly illegal, the Department said, and added that there have been few instances of this brought to the Department's attention.

Turning to Truman Rembusch's complaint that he has gotten pictures late because he refused the rental terms asked originally, the Department said the terms sought by the exhibitor were "albeit not at a protecting theatre but rather at 'insuring for distributors a rental regarded by them as satisfactory.'" Thus, the Department said, "The intervention passed the point. This has involved this Department, not in the preservation of competition, but contrary to the design of the Paramount judgments, in the regulation of film rentals."

It emphasized that nothing in the judgments authorized the Department to regulate rentals.

Consider Rembusch Complaint
The Department reviewed the circumstances surrounding Rembusch's attempt to license "Guys and Dolls" in Columbus, Ind. The statement of the Department's position was reviewed by the Department, generally defended the actions of Loew's in this matter, but said that on Rembusch's request the Department is again reviewing the situation. On Ruben Shor's dispute over licensing "Guys and Dolls," the Department said Shor was "entirely without his rights" in fixing whatever admission prices he wanted, and would even have been within his rights if he had notified the distributor he was going to take the price and then had actually charged another. The Department defended at length its actions in the divestiture of the Capitol Theatre in Cincinnati, declaring that the acquisition of the lease, which the former owner helped Shor by removing a competing first-run theatre.

Pointing out that all but 24 of the original 1,200 Paramount case distributors have now been cleared, the Department said "The vigilance of the Anti-Trust Division had something to do with getting the job done."

The Department vigorously replied to Allied charges that it was laying down on the job by permitting divided circuits to acquire theatres. It emphasized that the Department had insisted that the divided circuits be barred from acquiring theatres until their divestiture programs had been completed, and it declared that as soon as the divided circuits had been barred until February, 1955, from acquiring any theatres.

Says Drive-ins Aided
This fact, the Department said, has been of great benefit to independent exhibitors, especially with respect to drive-ins. It declared that almost all the 4,600 drive-ins in the U. S. have been built since World War II, during most of which period the divided circuits could not acquire theatres. As a result, the Department said, most drive-ins are independently-owned, and the independent exhibitor has "an important he started in the drive-in field."

The Department promised to continue to review carefully each acquisition proposal by a divorced circuit, and to oppose any acquisition "which we feel will unduly restrain competition."

It pointed out that in the 16 months since the first acquisition by a divorced circuit, there have been only 15 acquisitions.

Says Exhibitors Were Notified
In each case, the Department said, exhibitors got advance notice in the trade press, and an opportunity to present any objections to the courts. It promised to continue to follow this procedure.

The Department reviewed the circumstances surrounding each of the 13 acquisitions, and said "It was quite clear in the case of each one of these acquisitions that competition would in no way be lessened. In some of them the acquisition will demonstrably increase competition. In all circumstances the acquiring circuit has a substantial amount of competition."

The Department also noted that some proposed acquisitions were never presented to the courts because Justice had in formal private discussions indicated to the circuits that it would oppose them.

Recounts 'Accomplishments'
"The important accomplishments of the Paramount case," the letter said, "have been to give every exhibitor the opportunity to buy his product as that enjoyed by his competitor and to create an open market for the distribution of pictures."

Industry Seen Facing an Era Of 'Transition'
Divestment, divestiture and theatre-by-theatre selling have ended "the preferred access to product" found to cause in the most of the monopoly dealings in the Paramount case, the Department stated.

Ten-Year Decrease Shown
In 1945, 17.35 per cent of U. S. theatres were owned by the five major companies, Justice said. By contrast, the five divorced circuits may operate only 7.5 per cent of all theatres. "Obviously," it said, "this is an enormous reduction in the relative position of these circuits."

It declared that independent exhibitors have been enabled to improve their runs, shorten clearances over them, and get better product. Theatre-by-theatre selling and the elimination of block booking have also benefited the independents, Justice said.

Claim Product-Control Ended
"To sum up," the Department concluded, "the judgments entered in the Paramount case took away from the affiliated circuits the control over the theatres and circuits to which they owned, and thereby enable independent exhibitors the opportunity to compete for product on a par with their competitors, and enabled independents to remain in or go into the motion picture business with a fair competitive chance of being successful. It also created a free market for the independent exhibitors that is an equal opportunity given to independent exhibitors and to all distributors is the basic achievement of the Paramount case."

Group Selling Legal, If All Are Wanted: Justice
From THE DAILY Variety
WASHINGTON, June 10.—The Paramount case judgment does not prohibit a distributor from selling an exhibitor a group of pictures if the exhibitor wants to buy them all, the Justice Department said.

It told the Senate Small Business Committee that the Supreme Court, in its blocking of a similar case said that an exhibitor cannot be required to take any pictures in a group in order to get others. But, it said, there's nothing against a group sell if the exhibitor wants to buy the whole group and if competing exhibitors are given an equivalent opportunity to license any of the pictures."
SATURATION KEY-CITY TV CAMPAIGN KICKS OFF THE “TIMELIEST SHOW OF THE YEAR”!

Huge $265,000 Promotional Budget
Backs COLUMBIA’S

Earth vs. The Flying Saucers

Twenty-three different kinds of action scenes available! Shock-filled scene clips!
Thrill-loaded trailers! Star interviews!
Contests! Special trailers!
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Screen Story by CURT SIDEMARK • Technical Effects Created by RAY HARRYHAUSEN
Produced by CHARLES H. SCHNEER • Executive Producer: SAM KATZMAN
Directed by FRED F. SEARS • A COLUMBIA PICTURE

EARTH vs THE FLYING SAUCERS
Television and radio cities to be saturated in territorial campaigns.
U.S. Supreme Court
In Recess to October
From THE DAILY Bureau
WASHINGTON, June 11.—The Supreme Court recessed for the summer after today’s session.
It won’t meet again until Monday, Oct. 1, and won’t resume business until Monday, Oct. 8. When the court quit, it had cleared its docket of all cases of interest to the industry. New cases filed over the summer won’t be acted on until October.

Networks to Defend TV Policies Today
From THE DAILY Bureau
WASHINGTON, June 11.—The television networks will open a detailed defense of their policies here today before the Senate Committee on Interstate and Foreign Commerce, conducting an inquiry of TV.
The hearings, which are expected to last a week or more, will see such network executives as Frank Stanton, (Continued on page 6)

Film Dividends Lag For 5-Month Period
From THE DAILY Bureau
WASHINGTON, June 11.—Cash dividends by motion picture companies during the first five months of 1956 were slightly behind payments in the like 1955 period, the Commerce Department reported.
It said payments from January (Continued on page 7)

Supreme Court Upholds De Sylva Ruling
Children Share Rights with Widow To Literary, Musical Copyrights
From THE DAILY Bureau
WASHINGTON, June 11.—The Supreme Court today unanimously upheld a circuit court decision that the Motion Picture Association of America and other groups claimed would seriously interfere with the acquisition of literary and musical copyrights for films.
The court sustained a Ninth Circuit Court of Appeals finding that children are equally entitled with the widow of a deceased copyright holder to renew the copyright and grant licenses and share in the proceeds under the copyright. MPAA and other groups argued that only one person should have the say about granting copyright licenses, and maintained that under the circuit court decision different persons could grant copyrights for the same item to different licensees, thus removing the guarantee of exclusive copyright use.
The case before the court involved the ownership of the song copyrights (Continued on page 6)

Files Affidavit With SSBC
Shor Refutes Charges Made By Distribution
Allied States Leader Attacks Phillips As Paramount ‘Tool’; Hits Reagan Also
CINCINNATI, June 11.—Rube Shor, president of Allied States Association, issued the text of an affidavit in which he answered charges made against him.

Goldstein Production Agent in UK for Fox
Robert Goldstein has been named production representative in Great Britain for 20th Century-Fox Film Corp., it has been announced by Spyros P. Skouras, president.
In the newly created post, Goldstein will be responsible for 20th Century-Fox’s production activities in England including liaison with independent British producers, as well as supervision of the company’s talent development in London. He will report to Joseph H. Moskowitz, vice-president and studio representative.
Appointment is effective July 15, following completion by Goldstein of the feature pictures he is currently producing for United Artists release.
Goldstein has had considerable production experience in Europe as well as in the United States.

TOA Wire in SSBC Record
Theatre Owners of America has been notified by Sen. Hubert Humphrey, chairman of the Senate Small Business sub-committee which is investigating industry trade practices, that Myron N. Blank’s wire has been included in the committee’s records.
Blank, president of the national exhibitor association, had requested the SSBC for an opportunity to refute “much of the distributor’s testimony made before the committee, which,” he said, “was reckless and interperative.” The TOA president asked that if an appearance before the group was not likely, then the telegram’s contents be included in the record.
British Show ‘Dynamic Frame’ Technique For Varying Size, Shape of Picture Frame

LONDON, June 11—The British Film Institute is sponsoring a demonstration to the press and film industry here today of the first three films to be made in the “Dynamic Frame” technique, a process whereby the size and shape of the picture frame are viewed according to the dramatic needs of the story.

Glenn Alvey, who originated the technique, adapted H. G. Wells’ short story, “The Door in the Wall,” and directed the picture which was made in Technicolor and VistaVision.

The “Dynamic Frame” has been designed to overcome what may be considered a major drawback of wide screen systems—that of composing every shot, irrespective of its subject matter, within a vast but rigid format. In this new system the subject matter and mood of each scene is determined; its space requirements—whether intimate or spacious—and the appropriate horizontal or vertical format can be varied imperceptibly or suddenly, as required.

“The Door in the Wall” is produced and distributed by Associated British.

Material TV Cannot Duplicate Is the Best For Films: Greene

The best formula for film promotion today is to concentrate on material that TV cannot duplicate, it is pointed out here yesterday by Clarence Greene, producer of “Unidentified Flying Objects,” a project of the interview. “UFO is being distributed by United Artists.”

“Video could never have handled ‘UFO,’ said Greene. He reveal he that the film required three years research and production.

Greene is in New York in connection with the opening of “UFO” the Mayfair today.

MPA Merchandising Unit to Report Thursday

The merchandising committee of the Advertising-Publicity Directs Committee, Motion Picture Association of America, will make its report on Thursday. The subcommittee continued its deliberations yesterday in an effort to formalize its suggestions that will be made to the full committee.

New York Theatre

RADIO CITY MUSIC HALL

ROCKEFELLER CENTER

BHOBHAN JUNCTION

*AvA GARDNER, CARY GRANGER* in CIGAR SING & Color

An M-G-M Picture

SPECTACULAR STAGE PRESENTATION

TV FILM SERVICE CENTER

AVAILABLE

*EDITING rooms + STORAGE rooms + OFFICES + SHIPPING rooms + PROJECTION ROOM FACILITIES

WILLIAMS THEATRE SERVICE, INC.

806 W 51ST ST. * NEW YORK 19 * 7-6387

Levy Will Leave Fox To Run Own Agency

Charles L. Levy will resign from 20th Century-Fox, effective Friday, to devote himself to his own New York advertising-publicity agency.

Levy was recently named Eastern advertising and publicity representative for Kirk Douglas’ Bryna Productions. Prior to joining 20th Century-Fox last year, Levy was advertising-publicity exploitation director, Walt Disney Productions, for 18 years.

Levy will leave the company effective July 5.

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Levy will leave the company effective July 5.
Dependent on Americans

U.S. Production in Mexico May ‘Save’ Workers’ Jobs

**Special to THE DAILY**

**MEXICO CITY,** June 11.—Some half-dozen American pictures will be made in Mexico when the rainy season ends in the Fall, according to Allison Sandez Tello, a veteran producer who is agent in Mexico City for several Hollywood companies. According to Tello, the pictures will include: “The Murder of Trotsky,” “The Cult of Bolshevism,” “The Pagan Princess” and “The Emperor of Sonora.” Bad weather, says Tello, is the only thing delaying these pictures going into work. Most of them, he added, will be largely exteriors.

According to the Picture Production Workers Union, production by Americans is admittedly the only factor that will save the Mexican film industry this year for its workers.

**Considering Orion Welles**

Robert Jucks reportedly is interested in producing in Mexico a version in English with an American cast of the current box office champion Mexican picture, “With Whom Do Our Daughters Associate,” which, too, is mulling the proposition of producing “The Black Flag,” now running in a Mexico City theatre, in English, with Orion Welles heading the cast, and in Spanish with Enrique Rambul as star.

The number of active theatres in Mexico City has been reduced to 136 without closures of several second-rate run houses. Total exclusion of foreign technicians from working in Mexico is being insisted upon by the technical and manual workers locals of the Picture Production Workers Union (STPC), according to Felipe Palominos, its secretary general, who insists the ban is aimed at protecting Mexican workers. However, he added, foreigners who merely wish to study the workings of the locals are welcome and will be given the fullest facilities. The stand of the locals provoked the objection of Películas Mexicanas, oldline independent distributor of Mexican Pictures in Latin America outside Mexico. This organization contends that foreigners in studio and laboratory work will impart to Mexican pictures the “internationalism” it claims these pictures need to do bigger business abroad.

**U.S. Films Vital**

Reportedly, STPC people aver that production by Mexicans this year will not be enough for them and they look to Americans to spare them a grave economic depression. That opinion is allegedly seconded by the National Actors Union, to which many picture players belong. According to the Martinez de Hoyos of that union, the production of pictures by Americans in Mexico this year will be a veritable lifesaver for Mexican picture workers.

To avoid that all Americans pay in dollars, and at rates frequently 200 per cent higher than are stipends paid for working in Mexican pictures. Mexicans, he said, are eager to work for the Hollywoodians, whose pay far surpasses the minimum wages the Union demands.

**U.K. Independents Buy Beaconsfield**

**LONDON,** June 11.—The control of Beaconsfield Films, Ltd., has been acquired from the Government's National Film Finance Corporation by a group of independent producers. The company will continue to operate the Beaconsfield Studios, which until 1950 was used by the Government's Crown Film Unit.

Peter Rogers an Official

Prominent among the producing group and new managing director of the company is Peter Rogers, husband of Betty Box, and himself a producer. John Baxter, who has produced many pictures at Beaconsfield, remains on the board of the company.

He is producing "A Novel Affair" for Beaconsfield Films, Ltd., at Shepperton Studios, according to the London Daily Express: "We plan to make five first-feature pictures at Beaconsfield each year in future. Our current picture is being made at Shepperton because Beaconsfield is at present occupied by a tv company whose contract runs until August."

**British UPAs Formally Organized**

**LONDON,** June 7 (By Air Mail).—Stephen Bouskov, president and executive producer of UPA Pictures, Inc., recently announced tentative plans for the setting-up of a British branch of his organization. These plans have now been partially finalized and earlier this month UPA Pictures Limited came into existence as a registered limited company.

Bouskov is managing director of UPA Pictures, Ltd., and Ernest Scanlon, C. W. P. Grundy, K. R. Allison and A. L. Normand are the other members of the Board.

Television Included

UPA Pictures, Ltd., has been formed for the purpose of producing animated motion picture cartoons for television and theatrical presentation in this country. Currently the cartoons are being produced at the New York offices of UPA, but it is expected that within the next three months certain executives will be transferred to the London office and production will commence here.

Seek Curbs

**British Renew Fight Vs. US Films on TV**

By WILLIAM PAY

**LONDON,** June 11.—British producers are to join with exhibitors in seeking a discussion with MPAA president Eric Johnston during his forthcoming visit to London next week, in the sale of American feature films for tv in Britain.

This follows a telegram sent to Johnston by the Cinema Exhibitors’ Association, British Film Producers Association, and Association of Specialized Film Producers in February urging him to control or prevent the sale.

**Difficulties Cited**

The MPAA head replied that the British industry should send representatives to America to make a first-hand survey of the situation. He also pointed out that there were serious practical and legal difficulties involved in the British proposal.

**Points to Canada**

"In the U. S. the situation is different from here. We don't get an adequate showing of films in U. S. cinemas. The showing of our films on American tv so far from doing harm to the distribution of films to cinemas, may have exactly the reverse effect. Our experience in Canada and elsewhere is that the more appropriately you show British films the more the populace begin to like them—and one of the ways of putting British films over is through tv. If the American producer of films for tv overseas does not feel that is harmful to his interests in America, we cannot see that we should be criticized for following in the same footsteps."

Living from Hand to Mouth

Sir Henry added that nobody could foresee what the relationship between tv and the film industry would be during the next five years. "We are living only from hand-to-mouth," he concluded.

Preliminary approaches have now been made by industry leaders to the British Broadcasting Corporation on the controlled release of feature films on tv. At the Grosvenor Cinema Pool convention it was decided that up to twelve new films annually from a selected pool of twenty should be offered to tv in America, subject to the assurance that tv screens would not be flooded with old American films recently sold to tv interests in America.

Eric Johnston is expected to arrive in London June 10.
“AWAY ALL BOATS,” new Universal-International film, to have July premiere in U. S., others soon in 100 other nations . . . all promoted in Reader’s Digest. True story in Technicolor, VistaVision. Stars Jeff Chandler, other stars.

“WE’LL see action

Universal runs “first global magazine advertising campaign for a motion picture”
...in all 28 editions of Reader’s Digest

MILTON R. RACKMIL, Universal’s president, calls Digest readers “ideal ready-built audience for top factual material in dramatic form.”

This is the first time any motion picture has been advertised throughout the free world in a single magazine,” says Milton R. Rackmil, president of Universal Pictures Co., Inc.

“We’ll see box office action in every market covered by Reader’s Digest—because Away All Boats is a dramatic story of World War II, and millions of Digest readers are of that generation who themselves were involved in this war.”

Actually, the Digest reaches more people in every age group, more people at every income level, more people of high position in business and community life than any other magazine.

In the U. S. A., for example, half of all the families earning $10,000 or more per year are regular Digest readers. In Latin America, the Digest reaches more able-to-buy families than any other magazine. The same is true in most countries covered by the magazine.

Whatever you sell, chances are that more of your prospects read the Digest than read any other magazine.
The Digest is "truly international"..."speaks the language" of your customers wherever it goes...

Editions Circulation

LATIN AMERICA (5 editions, 4 Spanish, 1 Portuguese) 1,622,796
CANADIAN (2 editions, English, French) 900,000
BRITISH COMMONWEALTH (5 editions, English) 1,793,673
WESTERN EUROPEAN (8 editions, 4 languages) 2,415,723
SCANDINAVIAN (4 editions, 4 languages) 900,530
MIDDLE & FAR EASTERN (3 editions, 3 languages) 547,944
UNITED STATES EDITION 11,002,672*
28 EDITIONS, WORLD-WIDE TOTAL 19,183,338

And advertisers reach this giant, responsive audience at the lowest cost per thousand circulation of all international magazines.

More international advertisers invest more money in Reader's Digest than in any other international publication. Last year 2771 advertisers used 18,095 pages.

Write for the booklet of "Leading International Advertisers." Reader's Digest, 230 Park Avenue, New York City 17.

As filed with the Audit Bureau of Circulations, subject to audit.

65 MILLION PEOPLE read 19 million copies of Reader's Digest each month. In the U.S., paid circulation is 11,002,672* per month—readers, 36 million.

Largest magazine circulation in the U.S.A. and throughout the world

Reader's Digest

Published in 28 editions...in 12 different languages
Copyrights

(Continued from page 1)

of the late George G. De Sylva. His widow renewed the copyrights and granted licenses under them, and a suit was brought by the mother of Stephen W. Ballentine, the admissibly illegitimate child of De Sylva, for a share in control of the copyrights. The district court ruled that only the widow had a say, but the circuit court said both widow and children had a share in the proceeds of the copyrights, and that both were authorized to grant licenses or other non-exclusive rights.

Supported by Several Groups

MPAA, the American Society of Composers, Authors and Publishers and other groups supported the widow in her appeal to the high court, claiming the circuit court decision will give illegitimate children the granting of copyright licenses. MPAA said that unless film companies could be sure they were getting exclusive rights to stories and music, they would be deterred from acquiring these works.

Speaking for a unanimous court today, Justice Harlan admitted that the history of the subject was confused and contradictory, but declared that "on balance, the more likely meaning of the statute to be adopted by the court is, and we hold that, on the death of the author, the widow and children of the author succeed to the right of renewal as a class, and are entitled to share in the renewal term of the copyright."

Sees 'Overstatement'

Harlan noted the argument of MPAA and other groups that the "universal" interpretation of the law had been to give exclusive rights to the widow, and said that this was "obviously an overstatement," since the U. S. Copyright Office and others had not taken that view.

Going to the further question of whether innocent children should have a share in the copyright, seven of the nine justices said that this should be determined by state law as whether illegitimate children were "heirs" of the deceased. In this case, they said, California law governs and the illegitimate child is an heir.

The remaining two justices said they would give illegitimate children a share in the copyright in all cases.

Sam Trinz, 66

CHICAGO, June 11.—Burial services were held here for Sam Trinz, father of Bruce Trinz, manager of the Civic Theatre. Trinz died at 66.

REVIEWs:

Behind the High Wall Universal-International

The combination of an off-beat crime story and ample down-to-earth suspense and dramatic action should carry this Universal-International film to a high rating. With Tom Tully, Sylvia Sidney, Betty Lynn and John Gavin in the top roles, "Behind the High Wall" emerges as a forceful dramatization of the oft-quoted slogan, "Crime doesn't pay."

Tully, who thinks more about money than other more important matters is cast as the quite respected prison warden who is battling the civil-appointed prison committee which is considering whether to make his assignment as warden a permanent one. Miss Sidney, as Tully's crippled wife, shares his doubt that the committee will affirm his appointment. However, this is interrupted when there is a prison break and one of the convicts takes Tully along as a hostage.

Gavin, a garage mechanic, is duped into driving the get-away car. During the chase, one of the escapees kills a pursuing motorcycle cop but this all goes for naught as the get-away car speeds around a turn, crashes into an abutment and hurtles down a cliff. Al except Gavin and Tully are killed. The warden, who regains consciousness before Gavin does, manages to hide some $100,000 that one of the gunmen had previously stolen from a bank. Subsequently, Gavin is brought to trial for murder and convicted on the charge. Meanwhile, the prison committee, impressed with Tully's apparent heroism, affirms his warden appointment. But, Tully later realizes his criminal actions; he restores the money and reveals evidence that Gavin is innocent of the crime and is killed when Gavin's accomplice runs over him with a car.

As the warden, Tully is convincing and portrays the role realistically, although it is hard to believe that a prison warden would indulge in crime. Betty Lynn, as Gavin's faithful sweetheart, is pleasantly impressive.

Abner Biberman directed and Stanley Rubin produced the film from a screenplay by Harold Bloom and a story by Wallace Sullivan and Richard Piller. Running time, 85 minutes. General classification. For release in July.

J. E.

The First Texan Allied Artists

HOLLYWOOD, June 11—In elegant Cinemascope with print by Technicolor, Allied Artists executive producer Walter Mirisch herewith presents trade and public with a forthright and fascinating presentation of the career of Sam Houston from the time when he arrived in Texas in 1832 until he led the Texans through war with Mexico to independence and became president of the Republic of Texas. With Joel McCrea giving the Houston role an earnest, powerful performance under Byron Haskin's steady direction, and with a cast numbering hundreds supplying impressive support, the production stands high among the season's attractions as entertainment.

Production excellence, showmanship judgment and universality of appeal combine to promise substantial box-office success.

The story and screenplay by Daniel B. Ullman open with Houston's arrival in Texas, following his unhappy political experience in Tennessee, determined to lose himself in peaceful practice of law. Almost immediately he becomes associated intimately with James Bowie, Stephen Austin, William B. Travis, Davy Crockett and others destined to figure heroically in the revolt of the Texans against the Mexican Santa Ana's cruel rule, but he resists the impulse to join them until asked by U. S. President Jackson to do so. He then leads the Texans to their victory over Santa Ana in the Battle of San Jacinto and accepts presidency of the new nation. (Felicia Farr is the girl in the romantic phase of the story.

CinemaScope and Technicolor are put to superb use in the many sequences of marching forces across Texas terrain and in the finely produced Battle of San Jacinto which is the film's highest point. Cinematographer Willard Chine rates special praise for his striking photography, Richard Heeraman acting as associate producer.

Running time, 82 minutes. General classification. For June release.

WILLIAM R. WEAVER

Networks

(Continued from page 1)

of the Columbia Broadcasting System; Robert Samoff, president of the National Broadcasting Co.; Robert Kintner, president of American Broadcasting Co., testify in defense of their company and others accused of malpractices in network operations.

Stanton will be the first witness this morrow. Sam will appear on Thursday and King on Friday. There will be no hearing session on Wednesday. CBS and ABC affiliates will testify next week if it is indicated.

"Reckless," Says Stanton

Stanton, who issued a denial releasing a document, "Network Bullets," which he will use as a supplement to his testimony tomorrow, cited the monopolies charges "reckless and unsubstantiated." Pointed out that CBS last year received only 20 per cent of the advertising dollar and only 3.2 per cent of the total expenditures for four-color advertising.

He also pointed out that states in major markets, serving 32 per cent of U. S. television families, receive only 31 per cent of all tv revenue in 1955. It also emphasizes that network, through discounts through other economies effected in advertising, actually operates to increase the flow of revenues to station markets.

Navy, U-I to Host 'Boats' Screening

Launching of the United States Navy's promotional cooperation with Universal-International on "Away All Boats," this agreement will take place next Tuesday, when the Third Naval District, which has its headquarters at the Brooklyn Navy Yard, helps "play host to press, syndicate, magazine and radio promotional representatives.

The day at the Brooklyn Naval Yard which will be climaxed by a special screening of "Away All Boats" aboard the U. S. Navy aircraft carrier "Champlain" for some 2,000 of the crew and invited guests, will be similar to the Navy's launching of promotional cooperation with U-I last fall when the record breaking "To Hell and Back" last year.

Ealing Studios Now Ealing Films, Ltd.

LONDON, June 8 (By Air Mail) —To avoid confusion following the recent disposal of the studios at Ealing Green, the name of Ealing Studios, Ltd., has been changed Ealing Films, Ltd.

As previously stated, the film mixing activities of the company continue at Elstree on the same scale with Major R. R. Baker as chief man and managing director, and Michael Balcon in charge of all production.
Cite Industry as Ally Of U.S. Armed Forces

WASHINGTON, June 11.—The motion picture industry was hailed yes-
terday by the Washington Military District as "most generous and will-
ing ally of our armed forces." Motion Picture Association presi-
dent Eric Johnston received a cita-
tion from General Donald P. Boo,
Booth, Army Assistant Deputy Chief of Staff, during a special retreat re-
view ceremony here. The citation ap-
plauded the exploits of photographers
during combat operations, the indus-
ty's supplying films free to military
men in combat and isolated areas, and
the personal appearances at military
posts by film stars.

Aurelio

The affidavit, stated yesterday that his
brief, in essence, states that stock-
holders of 20th-Fox had adequate
time to inspect the settlement since
notices were sent out by the company
three weeks ago.

He said that Justice Thomas A. 
Aurelio will now decide on the settle-
ment on the basis of all papers filed
with his court. He also pointed out
that the minority stockholders did not
object to the settlement, but just to
the amount of time which they have
had to investigate it.

Nat'l Sales Meeting
Scheduled by AAP

The over-all sales plan for Asso-
ciated Artists Productions' library of
Warner Bros. produced features and
cartoons, which will be available for
telecasting next month, will be dis-
cussed at a national sales meeting
of AAP which is scheduled for Friday
and Saturday at New York's Biltmore
Hotel.

The library involves 754 features
arranged in 13 groups while the car-
toons, from the "Looney Tune" and
"Merrie Melodies" series. General
sales manager Bob Rich will conduct
the meeting together with Donald
Kluber, director of station sales, and
Paul Kwartin, director of national
sales.

Charles Zenker, 81, Press Book Printer

Charles Zenker, 81, long a lead-
ning printer of pressbooks and other
promotion and advertising material
for the motion picture industry, died
here at St. Clare's Hospital follow-
ing a heart attack.

Zenker, a former member of the Motion
Picture Pioneers and the Associated
Motion Picture Advertisers, was
head of the Prospect Press and
Funsco, Inc. Co.

He is survived by a daughter,
Mrs. Harry K. Lowe, a grand-
daughter, Michaela Lowe, and a
brother, Herman Zenker.

ECL Suit

(Continued from page 1)
the defendants, Judge Dawson
clared that there had been no proof
offered to substantiate the allegations
in the complaint, that the pictures
had been entirely excluded and that
there was no proof of the charges
at the defendants had conspired to
distribute ELC product.

Suit Filed in 1950

The suit was filed originally in
1950. In 1953, the action was dis-
bissed by the late Judge Augustus
and, who based his opinion on the
evidence that he had reviewed,
from the case, all defendants
were released. UA had acquired the
LC pictures subsequent to the filing
of the suit.

The case was appealed and, in
1955, the prior decision was reversed
in a new trial ordered.

ee No Labor Strike at N.Y. Coliseum

After exhaustive investigation by
ESMA's executive secretary of what
was reported as "labor's jurisdic-
tional conflicts" at the New York
Coliseum, the situation reportedly
is a "tempest in a teapot," con-
ed one show. On the basis of
its between the representatives of
teamster's Union, the Exposition
and the Contractors Union with TESMA officials, assur-
ances have been given that only what-
ever labor is required will be charged
to the Coliseum at the forthcoming
2A-TESMA convention.

Lewis Confident

Merlin Lewis, executive secretary
for TESMA, announces that he ex-
pects no labor trouble whatsoever for
a TESMA show, although he ex-
spects that costs will be somewhat
higher than at the Chicago Show.
According to Lewis, the disputes are
to be discussed on the part of one exhibitor and one
owner manager. The first real trade
talks, the Plastic Show, moved into
the Coliseum June 4, and continued
in June 5 and 6. According
Lewis, as of June 6 there was no
e labor dispute and all units
operated.

ator State Listed
by Fred Bellin

Fred Bellin, president of Astor Pic-
cors Corp., yesterday announced an
hourly schedule for forthcoming pro-
ceedings for the company. Besides "Fear,"
the "Dinamiters" and "Passport to
Kazan," all previously announced by
Bellin, others due all 1956 releases,
"Hour of Decision," starring Jeff
arrow; "Black Title," starring
John Land; "The Uninvited," starring
Baron, nice, and "Men of Sherwood
rest," starring Don Taylor.

According to Bellin, the latter was
reached this week, Ireland and
then now in production.

Dividends

(Continued from page 1)
through May of this year totaled
$10,476,000, compared with $10,876-
000 in the like period last year. Com-
pany noted, however, that this year's
results included $912,000 paid in
April, 1955, by Chesapeake Industries
as accumulated arrearages on pre-
ferred stock. Were it not for this
Department of the SEC, it would
be above 1955.

Payments Put at $1,763,000

Payments in April, 1956, were put
at $1,763,000, compared with $2,-
138,000 in April, 1955, when Chesa-
apeake Industries made the payments on
arrears. Payments last month
amounted to $1,740,000, compared
with $1,763,000 in May, 1955.

Two Rejoin BFPA

LONDON, June 11.—Shepperton
Productions and British Lion Studio
Companies are to rejoin the British
Film Producers Association. This
was announced by John Davis,
president of the BFPA, at this month's
executive council meeting.

Two companies withdrew their mem-
bership when Sir Alexander
Korda broke away from the Associa-
tion in 1952. Although official repre-
sentatives have not yet been ap-
pointed, it is expected that Sir Ar-
thur Jarratt and Harold Boxall will
now rejoin the BFPA's executive
council.

TENT TALK

Variety Club News

PITTSBURGH.—Variety C1u b, Tent Number One, will sponsor a
Gay Nineties Ball on June 30 in Ho-
el Schenley Tadis. The occasion
marks the closing of the historic hotel
before the University of Pittsburgh
is left to office and classrooms.
Productions from the ball will
up to the Variety Club's Camp
O'Connell, a summer vacation resort
for underprivileged children, which
will open its new season on June 24.

ALBANY.—Tickets are being sold
and prizes are being solicited for the
15th annual Variety Club golf tourna-
dment and dinner at the Shaker Ridge
Country Club in Colonie, June 25.
The fee is $10. Former chief barber
Nate Wining is general chairman.

U.K. Group to Rome

LONDON, June 11.—BFPA presi-
dent John Davis, managing director
of the Rand Organisation; Sir Henry
French, director-general of the BFPA,
and Anthony Havelock Allen, flew to
Rome yesterday for talks with ANICA,
the Italian film industry
organisation. Davis will also attend
the Rand Organisation's Italian sales
convention.

ALBANY.

Motion Picture Daily
Shor Voices Sharp Reply to Distributors

(Continued from page 1) information given by Phillips consisted of “half-truths.” Shor was partial to the practice, according to a reference to the Cincinnati Enquirer, which revealed what Shor regarded as confidential data taken from his books, which were submitted in connection with an anti-trust suit. He charged that Phillips abused his privileges and malused the information.

Says He Speaks for Smaller Units

Shor pointed out that at exhibition hearings before the SSBC, Shor was not pleading for himself nor for the larger theatres, of which he owns two, but “as president of Allied in behalf of the small independent exhibitors, who were being ruined by the actions of the distributors.”

As to Phillips’s statements made before the SSBC, Shor said that the “efforts on the part of Phillips to insinuate income tax irregularities against the Shor companies were not entirely successful, but that tax returns of the companies that have thus far been audited have been cleared by the Internal Revenue Service, he said.

Discusses Two Automobiles

Shor said that it would be “interesting, indeed,” to look at the Paramount income tax returns and see if deductions are taken by the company which would be as rigorously as for the movie companies. “That raises the question of whether the automobiles, is ridiculous. In addition, for his own private use,” the affidavit said, Shor has two cars in his own name, which he paid for, and for which he pays all expenses.

The necessity of the station wagon for use in connection with the theatre is mentioned in the national Allied leader said, adding that the Cadillac car is also a necessity because of the important factors in any successful theatre operation is showmanship and projection. “Travel between theatres requires transportation, and when there are visitors in town, it is important to impress them, and also when president of Allied, and movie stars come to town in connection with the promotion of a picture, a Cadillac comes in very handy,” he said.

Points to ‘Main Trouble

“The entire attitude and half-truths in the statements, indicates one of the main troubles that the exhibitors are having,” Shor said in the affidavit. “It is apparent that Paramount re-";

jects the fact that any exhibitor should be reasonably successful,” he stated. Shor said that it would be a bad day for this country if here, where a free enterprise “has been the cornerstone of the business,” the distributor was permitted to dictate how much any exhibitor is going to be permitted to make. They do their best to take everything they can away from exhibitors,” he said, adding that “in fact, Paramount particularly, when negotiating for film rental and settlements, uses as an attempted criterion, not how much Paramount is getting, but what they are going to permit the exhibitor to have.”

Shor also attacked the charge that he would not pay Paramount product, mentioning certain visits by Paramount Pictures executives and their offers of product. He said that “he would play their films whenever he could get a chance, if the picture was at all suitable, in his opinion.”

He went on to quote Paramount executive offering such films as “The Desperate Hours,” “We’re No Angels,” “The Rose Tattoo” and “Birds and the Bees,” which he said he rejected, and “The Man Who Knew Too Much,” which he accepted.

Opposes Reagan Statement

Shor also stated that Reagan’s statement that the bidding requested by Shor, and that the distributors did not attempt to create a bidding situation between independent exhibitors, is shown to be untrue by M-G-M’s own actions. The bad faith by Metro is further shown in the case of “Desperate Hours.” The Colonial Theatre wanted the film, and offered the company as good a deal as M-G-M could expect from any similar theatre in a similar town, and even though the Paramount in Middletown did not want the picture, M-G-M refused the Colonial the picture, Shor said.

Recounts Sober’s Phone Call

He also made mention of a call placed by M-G-M’s attorney, Pincus Sober, to the company’s representative in Cincinnati in reference to Middletown. Shor said that Sober informed the man that he “had so screwed up the situation and so badly handled it that he did not know how to render a legal decision with respect to clearances and availability.”

Shor said that in Reagan’s prepared statement, he maintained that Loew’s was always willing to make adjustments in agreed film rental after a picture ran and did not do as well as expected, and that Loew’s branch managers have authority to make such adjustments. He pointed out that on June 1, 1956, Loew’s sales representative in Middletown telephoned him that on the M-G-M picture, “I’ll Cry Tomorrow,” there will be no adjustments.

‘Loose Manner of Speaking’

“This illustrates the loose manner of speaking of the distributors’ representatives committee, and how little credit can be given to many of their statements,” Shor said.

In conclusion, Shor reiterated, since misrepresentations have been made concerning the figures involved in operations in which he is interested, that he is willing to furnish the committee for its confidential executive use only, not merely the income tax returns and financial records of all companies in which he is interested, but his own personal income tax returns and records as well.

Calls Attack ‘Personal’

Shor said that he is not surprised that, instead of revealing the truth, the film company in a recent statement, by the example of Paramount’s lawyer, preferred to make a personal attack on him and Abram F. Myers, Allied’s general counsel, as leaders in the fight for fair treatment of the independent exhibitors, in order to distract attention from the venomous practices of the distributors which, “if not halted, will doom the small exhibitors to destruction.”

Reeves Eason Dies

HOLLYWOOD, June 11—Reeves Eason, 65, pioneer motion picture director, died here. Starting in stock and vaudeville, he joined the American Film Co. in 1913 as a director, later directed for Fox, Universal, MGM and Waldorf Productions. He made over 200 films and also was responsible for the chariot sequences in “Ben Hur.” Reeves directed the “Lone Ranger” television series. He is survived by a widow, a sister and a brother.

Myers Says Department of Justice Takes Sides With Distribution on All Issues

WASHINGTON, June 11—Allied States Association general counsel Abram F. Myers said that the Justice Department’s statement to the Senate Small Business Committee shows that the department “automatically sides” with the distributors against the independent exhibitors.

Terminating the report “Judge Barnes’ brief for the defendants,” Myers said “the statement will not surprise anyone in Allied, since it is a subject of over-ranged comment that the anti-trust division as now constituted sides with the film companies on all issues between them and independent exhibitors.”

On the legal questions involved, Myers continued, “we are convinced we are right and Judge Barnes is wrong. We cannot understand his refusal to test those questions in properly-planned and efficiently-handled proceedings to enforce the decrees.”

Goulding called attention particularly to Barnes’ comments on pre-releases, advanced prices and theatre acquisitions by distributers. Myers is scheduled to make public tomorrow his detailed, 51-page statement filed with the Senate Committee answering distributor testimony.

UK Plan to Tax U.S. Executives Dropped

LONDON, June 8 (By Air Mail) The Government is not to press with its controversial Clause Nine of the Finance bill which would have American film executives domiciled here. The clause proposed that any person who spent more than 26 weeks in the United Kingdom be taxed at U.K. rates on the whole of their incomes.

During a long debate in the House of Commons, Conservative P.M.s were highly critical of the move, and in reply to the chequer Harold Macmillan said he had come to the conclusion that “logic of the tax code should yield expediency.”

Plan Special Progra For 2 MGM Films

Special sales and promotion programs are currently being planned by M-G-M for two of its upcoming features, “High Society” and “Somebody Up There Likes Me.”

Both Charles Reagan, vice-president in charge of sales, and How Dietz, vice-president and director of publicity, are mapping promotion and advertising plans for both attractions and selling the films to be preceded by increased publicity and advertising campaign. Reagan disclosed that “The Fast Gun Above” will be released in July, and “Somewhere I’ll Find Him” will be released in August.

U.S., Canadian Actor Sign ‘Mutual Aid’ Pact

From THE DAILY Bureau

HOLLYWOOD, June 11. — A mutual aid pact was signed by the Screen Actors Guild national secretary John L. Raitt and Canadian actor Richard Dreyfuss for the benefit of actors suffering from illness or unemployment.

Dreyfuss, who has appeared recently in films such as “Midnight Cowboy” and “The Day of the Locust,” is a member of the Guild.

Whitney

(Continued from page 1) treating “Chang” in this manner, according to the informant, with expected to exceed $100,000. With this method, it is calculated, about 25 per cent of the new versions of “Chang,” now in production will cost the world, will be converted soon from the original prints, released in 1927. In concert with other films shot in standard dimensions, this “Chang” footage will be turned out in standard or anamorphic prints by Technicolor.
Goldenson Says
AB-PT Looks To Europe As A TV Market

Relations Now Set Up For Future Expansion

By LESTER DINOFF
American Broadcasting-Paramount theatres has established a relationship with European television interests with an eye toward future expansion there, was said here yesterday by AB-PT president Leonard Goldenson, who returned from Europe board the Queen Elizabeth, along with George Aboaf, president of ABC film Syndication.

Goldenson said that the purpose of this trip was to

(Continued on page 6)

In Stock Swap

Wis. Allied Halves Membership Dues

Special to THE DAILY

ELKHART LAKE, Wis., June 12.—The board of directors of Allied Independent Theatre Owners of Wisconsin meeting here today in advance of the opening of the organization's annual convention tonight voted to reduce membership dues by half and declared a moratorium for one year to June 30, 1957, on all monies owed the organization by members.

The board's action was taken in recognition of the critical state in which some Wisconsin Allied members find themselves and in the spirit of "Let's do something on behalf of our members," which was the theme of the board meeting.

Rebuttal
Myers Urges SBC to Act to Obtain Relief

Says Distributors Must Be Shamed or Forced

By THE DAILY

WASHINGTON, June 12.—Contending that distributors' charges against exhibitors at the Senate Small Business subcommittee hearing here May 21 and 22 "are trivial and of no force, when analyzed," Abram F. Myers, Allied States chairman and general counsel, today told the subcommittee that distributors "will take no steps to improve conditions unless they are shamed into doing so or suitable legislation is recommended for enactment by the next Congress."

Myers' conclusions were contained in a 26-page rebuttal brief filed with the subcommittee, in which he replied to distributor testimony at the May hearings on such subjects as

(Continued on page 6)

Goldenson Tells Senate Committee

TV Network Practices Should Be Measured By Impact on Public

WASHINGTON, June 12.—Every proposal for change in television network practices should be measured in terms of its effect on the public, Columbia Broadcasting System president Frank Stanton urged to the Senate Committee on Interstate and Foreign Commerce today. Stanton was the first and only one of the network executives to give testimony in the committee's inquiry on network television practices. He will continue to stand tomorrow afternoon.

He pointed out that "proposals for change must first, last and always be subjected to this fundamental test: not how will the change affect particular stations or groups of program suppliers or scenic designers, but how will it affect the public? Will the change improve or degrade what the public is getting? Are you sure that the change will add to the public's fare or may the change involve the grave risk, instead, of taking away from the public that which it has demonstrated it wants?"

In the field of mass communications, he said, "nothing can serve the

(Continued on page 4)

Aboaf Asserts
Foreign Scene Is Encouraging

Universal-International's outlook in Continental Europe during the next two years is highly encouraging because of the company's product line-up, manpower and hard work in selling its pictures, America

(Continued on page 4)

Kazan First to Use
Gold Medal Studio

Elia Kazan's Newton Production will produce "A Face in the Crowd" at the old Biograph Studios in the Bronx, which recently took on a new lease of life when Gold Medal Studios, Inc., made a long-term leasing arrangement. The Kazan production will be the first to be set for the revamped studio, now undergoing a complete modernization program under the supervision of Milton Glass. When completed, the studio is ex-

(Continued on page 6)

American Aboaf

Is 7,000,000

From THE DAILY

WASHINGTON, June 12.—Both house and Senate have approved a compromise decision to give the U. S. Film Branch $113,000,000 for operations during the year starting (Continued on page 6)

GPE-Graflex

In Stock Swap

General Precision Equipment Corp. has called a special meeting of stockholders to be held on July 10, to consider a charter amendment increasing the authorized shares of preference stock from 25,000 to 1,500,000 and the authorized common shares from 2,000,000 to 3,500,000. The authorized preferred stock would remain unchanged at 800,000 shares.

The immediate reason for the

(Continued on page 6)

Production Center
For Midtown, N.Y.

The return to New York of permanent, full-time theatrical motion picture production may become a reality with the announcement of the creation of Production Center, Inc., two fully-equipped modern sound stages of 10,000 square feet each in a converted building in Manhattan, on W.

(Continued on page 6)
B. G. Kranze, vice-president of Stan¬
ner Warner Cinerama, will leave New York today for Kansas City.

Lacy W. Kastner, president of Col¬
gerica, Cincinnati, will leave New York by plane today for Paris.

Mrs. Specie Perkos, wife of the general manager of Peralak Theatres Associates, has returned to Hartford from Detroit.

Dan Bachrach, of the Magna Theatre Corp., home office executive staff, is now in New York from New York.

Afred Hitchcock and Mrs. Hitch¬
oc will return to England from New York today aboard the "Queen Elizabeth."

Manning J. Glee, industry veter¬an on the sales staff of 20th Cen¬
tury-Fox in Cleveland, has entered Mt. Sinai Hospital there.

Steve Brody, president of Allied Artists, has returned to the Coast from New York.

Alex Harrison, 20th Century-Fox general sales manager, returned to New York yesterday from the Coast.

R. Edward Wex, Westrex Corp. vice-president, has returned to New York from Hollywood.

Douglas Searle, British director, will arrive here tomorrow from Lon¬
don via B.O.A.C.

Joshua Logan has returned to New York from the Coast.

Linda Christian will leave here today for London via B.O.A.C.

Stephen Palloss, producer, has ar¬

dived from New York to London.

Fritz Lang, director, has returned to Hollywood from New York.

MPAA Sponsoring
"Phantom Horse"
For NEA Officials

From THE DAILY Burem
WASHINGTON, June 12.—"Phan¬
tom Horse," the new Japanese film in Eastman color, will be screened at a special showing here today for Federal department heads of the National Education Association under the auspices of the Motion Picture Association of America. The showing will take place Thursday morning at the Academia of the Motion Picture Association. The film is the first for¬

glom language picture to have been arranged for screening there.

"Phantom Horse" is scheduled to have its New York premiere this sum¬
mer. Edward Harrison is releasing the film.

Arthur Jacobs Sets
Up Overseas Unit

The Arthur P. Jacobs Co., public relations firm, has formed the Arthur P. Jacobs Co., Ltd., in active operation throughout the United States and Europe. The pro¬

ounced British corporation, which will be fully staffed with both American and European personnel, is designed to create and implement complete public relations campaigns for specific commercial and entertainment clients. Campaigns will include those on mar¬
keting, merchandising and sales pro¬

tocols within the public relations framework.

The London law firm of Hall, Bryden, Egerton and Nicholas has been retained as legal counsel.

'Trapeze' Will Open
In Chicago Tomorrow

CHICAGO, June 12.—Backed by an intensive United Artists advance campaign, Hect and Lancaster's "Trapeze" will open here Thursday at the Chicago Theatre. The pro¬
motional campaign includes newspa¬

er space ranging from teaser dis¬

plays to double trucks, and will be handled by a heavy tv program and personal appearances of Bert Lancaster, director Carol Reed and producer James Hill.

The opening follows similar pre¬


dents at the Capitol Theatre in New York and the Fox Wilshire in Los Angeles.

SPG Membership
At All-Time High

HOLLYWOOD, June 12.—The membership of the Screen Producers Guild today attained an all-time high, with 150, including with the addition of Harold Hecth, membership committee chair¬

man Walter Mitrich announced.

Altec Finishes Tour
Of Press Caravan

Altec Service Corp.'s campaign to stimulate the box-office via newspa¬

per feature articles dealing with the various new sound techniques em¬

ployed in local theatres continues to receive cooperation on the part of various exhibitors and newspapers throughout the country, the company reported. The Altec promotional caravan in selected areas of the United States has returned to New York, following consummation of a tour inaugurating "Treasure of the Sultan." Special photographic stories illus¬

trating the work of Altec engineers in the booths of the St. Louis Park Theatre, the Capitol Theatre, Carroll Theatre, Carroll, La., are scheduled for publication in the Minneapolis "Star" and the Carroll Daily "Times¬

Herald."

Burt Ennis, director of publicity for Altec Service, is receiving requests from exhibitors in various parts of the country for material which will enable theatres to put the Altec cam¬
paign in effect in cooperation with Altec field representatives and the local newspaper Ennis said.

Saltman Film Plant
Established in Italy

An international production center for television and theatrical films has been established by Harry Saltman, producer of tv and feature pictures, at Pizorno Studios, Torino, Italy.

Saltzman, in New York to deliver the first print of "The Iron Petticoat," his Katharine Hepburn-Bob Hope feature film produced abroad for M-G-M release, disclosed that he has acquired a long-term lease on the modern four-stage plant located between Pisa and Lughon in the Medi¬
terranean Sea.

Shirley Jones in Pitts.

PITTSBURGH, June 12.—Shirley Jones will arrive here tomorrow to prepare for the opening Thursday of Rodgers & Hammerstein's "Okla¬

homa," New's national touring playhouse, at the Pittsburgh Playhouse, under the sponsorship of the Pittsburgh Playhouse, which gave Miss Jones her professional training.

A native of nearby Smithtown, Pa., she will greet residents in Mellon Plaza here as part of the opening activities. Business and civic estab¬

ishments in the town of 800 will be closed to permit the city populace to make the Pittsburgh visit.

Don George, 49

NEW ORLEANS, June 12.—Don George, 49, former president of Allied Artists and Owners of the Gulf States and a prominent New Orleans theatre operator, passed away here. Surviva include his wife, and a daughter.

AMPP Host to Students

The International Committee of the Association of Motion Picture Producers was host in Hollywood yesterday to university students from 11 foreign countries, who were departing for their homes following graduation. The party was escorted through the M-G-M, Paramount and 20th-Century-Fox studios.

Seek "Miss Star Texas"

A search for "Miss Star Texas" in Houston, Dallas, Fort Worth and San Antonio will precede the world pre¬
mire of "The First Texan," schedul¬
ed for today at Houston's Majestic Theatre. Winners in each city will compete for the honor at the pre¬
festive festivities.

UPA Credit Union Formed

Employees of UPA Pictures and its subsidiary, UPA Enterprises, Burbank, Cal., have formed their own credit union, according to the Bureau of Federal Credits Unions. There are now 13 such unions serving employees in the motion picture industry.

Conn. Theatre Closes

Carin E. John has closed the sub¬
sequent-run Strand Theatre in Wil¬
limantic, Conn. He announced no re¬
opening plans, which leaves the city with only two houses, the Statue of Liberty Capitol, and Jason Enter¬
prises' Gem, both first-run.

Alaskan Theatre Burned

Fire ofundetermined origin de¬
structed the Capital Theatre, Ketch¬
ikan, Alaska, with losses to theatre and equipment of more than $60,000. The theatre was empty at the time of the fire.

"Showplace of the East"
FOR YOUR SCREENINGS

CUTTING & STORAGE ROOMS

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THEATER SERVICE, INC. 54-15 35th St. Maspeth, N.Y.
You are cordially invited to see what all the shooting is about at the nationwide THEATRE PREVIEW of M-G-M’s Talk-of-the-Industry smash “SOMEBODY UP THERE LIKES ME” In Exchange Cities from June 27th to July 2nd inclusive. Invitations are in the mail.

The word is getting around that M-G-M, producers of “I’ll Cry Tomorrow”, have struck another gold-mine. Life-inspired, it holds audiences spellbound with its heart appeal and power. We want you to see for yourself. That’s why we’re showing it in Exchange cities nationwide. Local press, radio, TV and other opinion makers will be there. Circuit heads, bring your Managers. They haven’t had a lift like this in a long time.

new star
Paul Newman  Pier Angeli

with Everett Sloane  Eileen Heckart  and Sal Mineo
Screen Play by Ernest Lehman
Based on the Autobiography of Rocky Graziano
Written with Rawland Berber
Directed by Robert Wise  Produced by Charles Schnee

(Available in Perspecta Stereophonic or 1-Channel Sound)
Aboaf

(Continued from page 1)

dy's business this year will at least as high as last year's record and may surpass all company records as soon as certain economic and other issues are settled.

Aboaf pointed out that the credit squeeze in Italy, coupled with the impact of television, "especially in Northern Italy," has made its mark on motion picture business. He said that Italian exhibitors are affected by the Thursday evening Italian quiz version of "The 64,000 Question," which has great popularity. Aboaf said that theatremen in Italy have been projecting the TV program on their motion picture screens in place of a short subject.

In discussing France, Aboaf said that Universal should do very well in that market despite license limitations. He said that business will be good there despite "this handicap." Aboaf, in commenting on Germany, said that this territory is rapidly growing in stature and that business continually is improving.

'Paradise' Bow Set

tuar Pictures production of "Crowded Paradise" will have its world premiere at the World Theatre here on June 20.

Concise and to the Point

The significant developments in television and their meaning...

Edited for Executives

Television Today

Right at the start of the week—through an interpretive new style of journalism — this concise report and analysis of the significant news and events keeps you posted quick-

ly and easily.

Television Today

Published every Monday in conjunction with Motion Picture Daily

A

BC-TV-veep John Daly has authored a clever little piece of crystal ball gazing in which he deals with the methods of U. S. Presidential conventions coverage in April, 1984. Daly sees that, and we quote: "The convention scheduled to be held in Texas this year by mutual agreement of the Democrats and Republicans...because Texas is the first state in the Union to become completely air-conditioned, artificially, importing same from the 32nd State, Byrdland, down around the South Pole," unique. ... Contrary to rumors, "The Ernie Kovacs Show" will not leave its NBC current tv morning stint when it summer-replaces "Sid Caesar's Hour," starting July 2, but will main-tain both skeds. Produced by Perry Cross and directed by Barry Sheir, the evening series will have Harry Sosnik as musical director while Archie Koty will continue as musicconductor for the ayem chores. Incidentally Archie will marry the beautiful and talented concert pianist, Eileen Sanders, Saturday and will honeymoon in Miami.

A low bow to a courageous and unselfish lady, Mrs. Jean Blake, who, upon the untimely passing of her husband, George, stepped into the breach, assumed the presidency of George Blake Enterprises and not only continued the firm's operations, thereby sav- ing the jobs of numerous employees, but even expanded the scope of the motion picture and tv coverage by the acquisition of additional space at 1600 Broadway. ... William Morris Aganey has set the following talent for forthcoming summer and fall shows: Terry Ryan, writer of the new Buddy Racket series, "Stanley," (NBC-TV) Norman Liebman, to script the new "Steve Allen Sunday Show," the new NBC challenge to Ed Sullivan, and Don Appell to produce-direct the new "Vic Damon Show," which tives off Monday, July 2, over CBS. Selma Diamond and Jerry Seelen will be co-writers with Tutti Camaratta piloting the show.

If children all over the globe were to vote for the one man to become "president of the whole world," that man would be none other than Danny Kaye, who recently returned from a tour covering more than 100,000 miles where he made millions of grown-ups and moppets alike happy. When Kaye opens a week's engagement next Thursday at the Carter-Barron Amphitheatre in Washington, D. C., he'll make a strong pitch for the Partridge Schools for retarded children at Cambridge, a non-profit, non-endowed organization founded in 1954 by the George Everett Partridge Memorial Foundation and headed by Mrs. Miriam Partridge Speck. ... Several years as "Gal Friday" to Maggi McNells, and Lillian de Gore becomes private secretary to Ernie Kovacs. (From beauty to the beast?? Down, Ernie, down.) ... After 30 years in the shadow of the 9th Ave. "L." and later Radio City, Irv Sheib has moved his Q. Q. Motion Picture & TV Title Co. to larger quarters at 247 W. 46th St. in Gotham. ... Betti Andrews, Miss Kentucky of 1949 and wife of NBC's newest tv and radio luminary, Johnny Andrews, has been quite active these past few weeks, having worked in two forthcoming motion pictures, Alfred Hitchcock's "The Wrong Man" and Billy Wilder's "I Cast No Shadow."

Producer Walt Framer has come up with a fine new quiz package, "Futures Unlimited," in which high school students will vie for prizes which will guarantee winners college tuition. Such a series is a natural for sponsorship by a civic-minded national utility firm. ... Irving Mansfield's "This Is Show Business," formerly seen on CBS, will return to video next Tuesday and will originate from the NBC Century Theatre in the 8:30-9:00 P.M. EDT slot. Hazel Bishop will sponsor for Once a Day inscriptions that Raymond Spector Co., Inc., will be guest panelist on "What's My Line?" CBSunday—third time in five weeks. (The initials, R. Q. L. must stand for Reliable Quiz Lagger.) ... In less than a month since the Warner Bros. feature films were offered to telecasters by Associated Artists Productions, sales in various markets around the country include deals for all of the 13 groups totaling 754 pictures. Mrs. Hyman (Elliot, Ken and Frederick), Bob Rich, Jay Smolin and their associates are moving in high gear.

Stanton

(Continued from page 1)

American public more broadly that the instantaneous national interconnec-tion which the networks alone supply—on a continuing basis." As an example, he pointed out that "now a network is equipped to cope with the complexities of covering the conventions this summer."

Stanton said his network does not have the answer to "the question of a meaningful definition" and he also denied the charge that networks discriminate against the use of independent films for scheduled programs, saying the CBS policy is "to place the right program—regardless of its source—at the right time."

Addressing himself to "the charge that the heads of networks do not have an arbitrary and capricious power over what the public sees or does not see on television," he said, "it is absolute nonsense for networks or their officers...to deny public taste...or to manipulate public taste to their own ends."

Defends 'Option Time'

Concerning option time, Stanton testified that, contrary to charges, it does not interfere with the competitive functioning of the industry. (Option time is an arrangement under which an affiliated station generally agrees to accept programming during certain limited hours— instead of sponsored programs offered by the network.) "Without option time or something equivalent," he said, "the necessary function would be emasculat-ed. With it we have no such a thing as the magic of live television. The vast majority of stations, and all of the public, would be the loser."

The CBS president emphasized the complexity of networking and the need for knowing the facts since... "all of its parts are closely interre-lated, and no part can be examined in isolation from the others."

Senator Bricker (R., O.) declared that Stanton had painted a convinc-ing picture of the importance of the networks, and that this importance merely proved the need for federal regulation of the networks in the public interest.

Ruff Acquires Astor

New Eng. Franchise

BOSTON, June 12.—Edward Ruff Film Associates, Inc., here, has acquired the franchise for the New England territory of Astor Pictures. Ruff announced that this gives him the entire backlog of Astor product for theatrical release in the New England states, New product will include the 1956 releases already produced and here in production.

Kubayashi Is Host

Funao Kubayashi, president of Toho Films of Japan and chairman of the board of the Japanese Production Code Administration, was host at a luncheon held at the Savoy Plaza Hotel here yesterday for top foreign distribution executives of the major companies.
**Review:**

**Abdullah’s Harem**

20th Century-Fox

Gregory Ratoff is the star, producer and director of this hilarious takeoff on the escapades of a fictional king (not Farouk, according to the studio). Authentic Egyptian settings help out, and Kay Kendall, the English beauty, and Marina Berti are on hand for Ratoff’s, and the audience’s delectation. Also present are young Sydney Chaplin, Mary Costes and Marti Stevens, all of whom do themselves credit.

Well-chosen, opulent settings, color by Technicolor a good production and first-class direction from Ratoff are assets, but the king’s escapades in the boudoir as well as on the parade field are best viewed by the adult audience. Ratoff tears into the role of the decadent, luxurious, irresponsible monarch with gusto. Especially worthy of note are his eating scenes, which put to shame those for which Charles Laughton was noted in times gone by.

This king makes every mistake in the book, and while the public will know it is a fictional Hollywood concoction, some, if not all, of his inanities, have had their historical counterparts in the dynasties of Europe and the Middle East. This monarch is quite the boy. He has been making a financial profit on defective weapons for his troops, resulting in several deaths. Chaplin, a captain in the Army, is disgusted with Ratoff’s childish rule, and the king, hearing of it, has him watched by his aide, Alex D’Arcy.

Wine, women and song fill Ratoff’s nights, with all the ladies obeying his summons like robots. All, that is, except a fiery fille from Paris, a model, Miss Kendall, who spurns his advances and expresses a yen for Chaplin.

The people of Ratoff’s kingdom finally chuck him out after one escape too many, and he philosophically embarks on a series of lecture tours around Europe. Miss Kendall ends up as the kept of Chaplin, who has Ratoff, in a rare moment of generosity, free from prison after a plea from Miss Kendall.

The screenplay is by George St. George and Boris Ingster, from an original story by Ismet Regelia. Ahmed El Guindi assisted Ratoff as associate producer. A Rodi-Regelia Production, the film is released by 20th Century-Fox.

Running time, 86 minutes. Adult classification. For release in June.

LAWRENCE J. QUIRK

**Harper Barry Aide in Loew’s TV Dept.**

Richard A. Harper has been assigned to the newly-formed television department of Loew’s, Inc. He will serve as an executive capacity under the direction of Charles C. (Bud) Barry, vice-president.

Harper has been a sales assistant handling major circuit accounts under the direction of Charles M. Reagan, general sales manager.

story directed by Elia Kazan. Interest-arresting photos taken on the production sets illustrate the article.

**AFTRA to Probe ‘Secret Meetings’**

The national board of the American Federation of Television and Radio Artists announced the formation of a special committee to conduct research into a charge made by 24 members of AFTRA’s New York Local that a “secret inner group” of the local has been conducting union business at secret caucus meetings. The committee has been directed to seek information concerning these alleged caucus meetings from members and officials of the local and report its findings to the national board, which will then decide whether charges are to be brought against the New York Local or any of its members or officers.

The accusation by the 24 came in a petition received at a meeting of the national board earlier this month. It alleged that certain members of the New York Local board have been conducting secret meetings in an “undemocratic and sinister manner.” Local board members who were not in sympathy with the aims of this secret inner group were excluded, and rank outsiders who were not board members participated in the caucuses, the petition charged.

**TRUE men will be waiting to see**

**AWAY ALL BOATS**


U. I. advertisers in TRUE because TRUE reaches a higher percentage of movie-going men than LIFE, LOOK, COLlier’s or THE SATURDAY EVENING POST! It’s a fact: 38.7% of TRUE men went to the movies in the past week — and probably took their families with them! Get all the facts about TRUE! Call TRUE — New York, MU 2-8060 or Los Angeles, DU 1211.

**Lastest Sherlock Conanvers Magazine Report**

America’s number 1 magazine for men

Wednesday, June 13, 1956

**National Pre-Selling**

The campaign for “Away All Boats” is a series of color ads which will appear in national and international magazines.

The first motion picture advertising campaign which includes the powerful international editions of Reader’s Digest has been launched by Universal for “Away All Boats.” All 27 of the Reader’s Digest editions of Reader’s Digest, as well as the domestic edition with an aggregate readership of over 65 million, will carry this advertising.

That is in addition to the 12 national magazines scheduled for this two-color campaign: Look, Collier’s, True, American Weekly, Family Weekly, Boys’ Life, Modern Screen, Screen Stories, Movie and Television, Silver Screen, Filmland and Screen Stars. Those 12 have a combined readership of over 100,000,000.

The campaign for “Away All Boats” also includes a billboard posting featuring the attention-compelling Day-30 process, in 42 key areas covering more than 400 suburban districts.

In the “Editor Speaking” department appearing in the June issue of TRUE magazine, Doug Kennedy, the editor, gave both Carl Sandburg’s and his opinion on “Away All Boats.” “Universal Pictures has made a movie of the best selling ‘Away All Boats’ which Carl Sandburg called one of the best sea stories ever done.’ Deponent’s verdict: one of the best movies ever done about Navy life in World War II.”

The front cover of “Life’s” June 11 issue is devoted to a photo of a building motion picture star, captioned “Carroll Baker, the movie’s best new dramatic actress.” A personality story of this new star and studio trained actress appears in the same issue. The article spotlights her first starring film, “Baby Doll,” a Tennessee Williams

**Motion Picture Daily**
Sam Chernoff, formerly IFE district manager in Chicago, has joined Sher- Schubert Company of Muskegon, Mich. He will take charge of the organization's local of- fices and supervise operation of the theatres nationwide. Gil Taylor, for- merly with IFE, in Chicago, has gone to San Francisco to open up offices for Brandon Films.

Oscar Olson, business manager of Local 164, Motion Picture Projection- ists' Union, Milwaukee, was tendered a testimonial by businessmen of the Wisconsin Club. The tribute came in acknowledgment of Olson's contribu- tion to better labor-management rela- tions.

Raphael Klein, co-owner of drive- ins at Hunter and Cassadick, N. Y., has been nominated for assemblyman on the Democratic ticket in Greene County.

Thomas W. Sarnoff, director of pro- duction and business affairs for NBC's Pacific Division, has been elected a director of the Kegan Corp.

Franklin E. Ferguson, of the Bailey Theatres, New Haven, has been named chairman of the 1956 New Haven Christmas Seal Campaign.

Elhill Glass, formerly manager of the Majestic Theatre, West Spring- field, Mass., has joined the Springfield office of Shearson, Hamill & Com- pany, New York investment brokers.

GPE-Grallex

(Continued from page 1)

an announcement to place GPE in a position to make an offer to acquire the outstanding preferred and common stock of Grallex, Inc., of Rochester, N. Y. The proposed acquisition would involve the issue of not more than 55,445 new preference shares and not more than a like number of common shares. The remainder of the authorized preferred and pre- ferred shares would be available for corporate purposes.

Under the proposed offer, GPE would issue \( \frac{1}{4} \) of a share of a new series of preference stock and \( \frac{1}{4} \) of a share of common stock for each share of Grallex common stock accepted for exchange, with each share of Grallex preferred stock being treated as if it were five shares of common stock.

Shares of the new series of GPE preference stock would entitle an annu- al cumulative dividend of $0.10 per share, to be redeemable at $42 per share plus accrued dividends, and each share, at the holder's option, would be convertible into two-thirds of a share of GPE common stock.

bilitation, clearance, availability, compet- itive bidding, pre-releases and spe- cials, admission prices, distribution, earnings, production costs and product showings.

M-G-M said that Allied's position has been that governmental regula- tion of the industry has been re- garded as a lost resort in "case the film companies failed or went broke to take voluntary remedial action." This, he concluded, does not seem to be a likelihood.

Cites Presidents' Absence

He asserted that "Not a company president appeared (at the May 21- 22 subcommittee hearings) and not a single constructive proposal was offered. This seems to indicate a lack of responsibility in high places," he continued. "The chief executives of the companies whose stock was at stake were able to come before Senator O'Mahoney's committee and, according to newspaper ac- counts, they thereafter put into effect reforms that were of benefit to the complaining dealers."

Myers termed the arbitration rejec- tion by Allied and TOA, of which M-G-M is a member, was critical and pointed, a "red herring issue."

He contended that distribution had not shown that arbitration without the intervention of film terms, "there is no such policies would be beneficial to exhibi- tors in solving today's problems. If that had been demonstrated, he said, Allied's rejection of arbitration would have been open to question. How- ever, he contended that the rejection was by the exhibitor members of Al- lied themselves, with their convention action having been taken on the basis of a report and discussion which convin- ced them that the industry arbi- tration plan offered them no impor- tant solutions.

Decrees 'Name-Calling'

"How can the subcommittee escape the conclusion," Myers asks in his brief. "that the threat of arbitration is merely a diversionary tactic designed to divert attention from the exhibitor's grievances and as an excuse for name-calling?"

He asks the subcommittee, as a "great service" to exhibitors, to urge distributors to continue competi- tive bidding, "wherever they can."

Goldenson

(S continued from page 1)

GOLDENSON

(Continued from page 1)

The four-week campaign was "establish a relationship with Eu- ropean television organizations, to work with them and help them if possible and to learn their problems."

Predicts Increased Activity

The ABPT officer indicated that "with television rapidly growing in Europe and America, the pos- sibility of television pictures, 'a world-wide business, his company may become more active in tv operations abroad. It will include: Miami and ATC Film Syndica- tion, a subsidiary of MIPT, etc. He is distributing a number of its tv films to foreign tv outlets. Gold-enson, however, did not state in what he had to mind as to tv foreign operations in tv."

Commenting on his trip, Gold-enson said that he found that "television is showing a rapid upsurge in Great Britain, especially in London where of 50 per cent of the tv sets have been converted to receive comment- "in the customers of the future."

In commenting on present-day costs and distribution, Myers contends that in the past, they were taken against 60 or so pictures, now is charged to 10 or 11. He also cites executive salaries as "im- pressive, to say the least." The sale of pictures singly or in small groups, says the former arch foe of block booking, is needlessly costly, adding "the effect is to sell pictures at a large group where competing exhibitors are not contesting for them."

Urges Plea to M-G-M

In closing, Myers suggests that the subcommittee "urge Metro to con- tinue the open door policy established by Mr. Reagan's predecessor in his operation for many years and that it will also urge the other film companies to adopt a like attitude and policy" and to adjust the business policies to the changing times, even though Myers terms them "denouncing". He says, "the exhibitors must ask for them "at hand," he says.

KAZAN FIRST TO USE

(Continued from page 1)

is expected to be the largest motion picture center in the East. A. W. Schwalberg, chairman of the board of Gold Medal, who made the announcement, also stated that Ka- zan's use of Gold Medal's New York City facilities confirms his belief that motion pictures will be made in the East because producers know that there are available at Gold Medal two of the largest sound stages in the country, with the added facilities of dressing rooms, rehearsal halls, show- ers, cutting rooms, projection rooms, and a general plant and offices.

The total investment, including lease- hold, modernization and equipment, will exceed $1,500,000. Kazan will start filming in the interiors of his pro- duction late this summer. The screen- play is by Budd Schulberg, and the picture will again unite the Academy Award winning team of Kazan and Schulberg.

USLIA-Film Branch

(Continued from page 1)

July 1. This company with $135,000 000 sought by the agency and $87,362,690 which it has this year.

Under the first four of the motion picture branch should have something under $7,000,000 as its share of the total, compared with $4,306,818 the year before.

The final bill also provides that $9,539,650 for the Justice Department's anti-trust division during the coming year, compared with $4,265, 000 requested and $3,465,000 avail- able this year.

Production Center

(Continued from page 1)

28th St., and the establishment of Galahad Productions, Inc., an inde- pendent producing firm, which will be- gled to begin filming an annual out- put of features at the center.

The announcement of the initial New York move to Hollywood was made by Hiram Bingham, a former radio and tv producer, who is presi- dent of Production Center, Inc., and executive producer of Galahad Prod- uctions. The company will take over as studio manager for Production Center and executive in charge of production for the film-making unit.
Above Last Year
Universal's Net
For 26 Weeks
was $2,047,383

Equals $2.08 Per Share
in 927,254 Common

Universal Pictures and subsidiary companies reported earnings for the 26 weeks ended April 28, $2,047,383 after providing $1,885,90 for Federal taxes on income. After dividends on the preferred stock, this is equivalent to $2.08 per share on a 927,254 shares of common stock

For the 26 weeks ended April 30, 1955, earnings were $2,014,960 after providing $1,830,000 for Federal taxes on income. After dividends on the preferred stock, this is equivalent to $1.87 per share on the 1,015,709 shares of common stock outstanding.

How It's Technicolor Corp.; 3 Divisions Are Added to Setup

From THE DAILY Bureau

HOLLYWOOD, June 13. - Effective at the close of business on June 1, the name of Technicolor Motion picture Corp. will be changed to Technicolor Corp., headquartered in Maine in 1915, the company is a wholly owned subsidiary of Technicolor, Inc., and its president will be Dr. Herbert T. Kalmus, whose name is being added to Technicolor.

Representing $11,000,000 Investment
RKO Speeding Up Production With 8 Films Starting in Next 70 Days

From THE DAILY Bureau

HOLLYWOOD, June 13. - RKO will speed up its production schedule by putting eight major films before the cameras within the next 70 days, it was disclosed today following meetings which have been proceeding at the studio between Daniel T. O'Shea, president of RKO, and William Dozier, vice-president in charge of production.

The eight pictures represent an investment of approximately $11,000,000.

O'Shea said. Three of them will be filming in June, two in July and three in August. A total of 19 film stars, representing the most impressive list of motion picture personalities, will be involved.

V. R. Hansen Named To Succeed Barnes
From THE DAILY Bureau

WASHINGTON, June 13. - President Eisenhower has nominated Victor R. Hansen, a judge in the Los Angeles Superior Court, to be the new head of the Justice Department's anti-trust division. Hansen, 32, would succeed Stanley N. Barnes.

Closing of TV Deal For WB Backlog Due

Closing of the $21 million deal by which Louis Chesler's P.R.M., Inc., will acquire Warners backlog of features and shorts up to 1948 will take place about the end of this month, Mr. MacSchwebel, vice-president of P.R.M., announced yesterday.

The closing was dependent on a favorable tax ruling on the Warner sale by the Internal Revenue Service.

The ruling was handed down last week, as reported exclusively in MOTION PICTURE DAILY of June 7.

RKO-Gera-Arcade Deal Hit by Suit

A move to halt the acquisition of the Cleveland Arcade Co. and the Gera Corp. by RKO Industries Corp. was launched in a suit filed here yesterday by Isabella J. Selman, holder of 3,047 shares of RKO Theatres stock. Defendants named were Theodore R. Colborn, Dudley Layman, RKO Theatres, Albert A. List, Cleveland Arcade and Gera. RKO

Louis Phillips Defends His Disclosure Of Figures from Audit of Shor's Books

In a letter to Sen. Hubert Humphrey, chairman of the Senate Subcommittee on Trade Practices, Louis Phillips, vice-president and general counsel of Paramount Pictures, stated he knew of no agreement whereby figures gleaned from the audit of Robert Sho's books could not be revealed. Shor, Allied States president, in an affidavit filed with the subcommittee, charged Phillips with violating a confidence in disclosing what Shor considered confidential data when Phillips supplied figures from Shor's books to the SSBC hearings.

Phillips wrote that even if he had known of the existence of a letter of agreement between Shor's lawyer and a Paramount lawyer as to the use of the data, "I would have been justified in using the results of the audit . . . inasmuch as Mr. Shor's attack upon Paramount made it perfectly proper for me to use the relative facts defensively."

The Paramount general counsel also was critical of Shor and Abram Myers, Allied general counsel, for submitting statements in the last hour of the deadline for comments, making it impossible "for the opposition to reply."

Stern to Coast

Studio Attitude On Exhibition To Be Studied

Plans Probe on Behalf Of Exhibition in July

By LESTER DINOFF

In order to determine Hollywood's attitude toward exhibition, "from the small to the big people," Sidney Stern, president of Allied Theatre Owners of New Jersey, on behalf of exhibition will launch a studio-supervised study in early July when he will visit the production centers.

Stern, following a meeting of the membership of the regional unit of Allied States Association, also stated that "distributors . . ." (Continued on page 4)

Ben Marcus Heads
Allied of Wisconsin; SSBC Hearings Hit

Special to THE DAILY

ELKHART LAKE, Wis., June 13. - Ben Marcus, of Milwaukee, today was elected president of Allied Independent Theatre Owners of Wisconsin at the opening of the organization's convention now being held here.

Reelected were William Charboneau, vice-president; Edward Johnson, secretary.

(Continued on page 5)

Option Time Backed
By Stanton of CBS

From THE DAILY Bureau

WASHINGTON, June 13. - Without the use of option time, a television network would wither through a "process of gradual erosion." Frank Stanton, president of the Columbia Broadcasting System, today told the
PERSONAL MENTION

JAMES R. VELDE, United Artists general sales manager, will leave here on Monday for Pittsburgh.

A. C. FINDER, Tokyo correspondent for Quigley Publications, has arrived in New York from Japan. He will return to the West Coast and thence to the Orient at the end of the month.

WILLIAM BLOOM and HAL KANTOR, producer and director, respectively, of RKO Radio’s “I Married a Woman,” have arrived in New York from Hollywood.

ARTHUR SILVERSTONE, 20th Century-Fox assistant general sales manager, underwent surgery here yesterday at Mt. Sinai Hospital.

H. ALEXANDER MACDONALD, president of Douglas Fairbanks Corp., will arrive in New York today from London via B.O.A.C.

FRED PIERCE, of the ABC-TV research department, is the father of a son born to Mrs. Pierce at Jewish Hospital, Brooklyn.

NAT LEVY, RKO Radio Eastern sales manager, is in Gloverville, N. Y., from here.

EDWARD HARRISON, distributor of “Phantom Horse,” is in Washington today from New York.

DON MESSICK, vice-president of Clamper-Toon Commercials, is in San Francisco from Hollywood.

Nashville’s 2% Tax Reveals Gross Drop

NASHVILLE, Tenn., June 13.—Returns from the city’s two per cent gross receipts tax show the theatres suffered a loss of 20 per cent in business from a year ago. Between Aug. 1 and April 30 the theatres paid $162,966 in tax as compared with $213,039 for the comparable period a year ago.

Alfred Starr, president of the Bijou Amusement Co. and past president of TOA, said the decline here was in line with a general national slump.

Starr said most of the losses have been in the neighborhood houses and drive-ins but that downtown theatres still get a good trade. The small town theatre has been hit hard, Starr said, adding that television stations have played a “minor” part in cutting attendance at the theatre.

Weather Man Favors Film Tournament; Record Turnout Seen

With clear and warm weather predicted for today (it is hoped), a record turnout is predicted for the fifth annual Film Industry Golf Tournament, which will be held at the Vernon Hills Country Club, Tuckahoe, N. Y., under sponsorship of Cinema Lodge of B’nai B’rith.

Martin Levine, tournament chairman, and co-chairmen Marvin Kirsch and Harold Rinzler, stated last night that although reservations have been heavy, it will be convenient to accommodate also those who have neglected to reserve earlier. Summer rainout is suggested for those who come out for the festivities. It has been suggested that swim suits be brought along, too.

Many Prizes Offered

Golf prizes will be awarded for low net, low gross, low net runner up, low gross runner up, putting contest, longest drive, hole in one, birdie and best-dressed golfer.

Robert K. Shapiro, president of Cinema Lodge, will preside at the banquet and prize-award ceremonies in the evening.

Zanuck to Parley

At the invitation of President Eisenhower, Darryl F. Zanuck will attend the Conference on the American Youth, to be held Monday at Annapolis. The film executive, who received an honorary degree of Doctor of Humanities from the University of Nebraska this week, will fly to Annapolis from Hollywood for the conference.

Pay Law Won’t Be Broaded This Year

WASHINGTON, June 13.—Any lingering doubts that there would be no Congressional action this year to broaden the Federal Minimum Wage Law coverage were dispelled today.

The House Labor Committee held a lengthy executive meeting to set the committee’s agenda for the rest of the session, and the efforts of New Deal Democrats to schedule early action on minimum wage coverage were beaten down. Instead the committee agreed to let Chairman Jardine (D., N. C.) set the agenda for the rest of the year, he’s a known opponent of extending minimum wage law coverage to theatres and other retail and service establishments.

Hearings Have Been Held

A Senate labor subcommittee held hearings on the subject earlier this year, but has taken no action. The subcommittee has been drifting since Chairman Douglas (D., Ill.) switched from the labor committee to the finance committee.

Set ‘D-Day’ Dates

Twentieth Century-Fox’s Cinemacope production of “D-Day, the Sixth of June,” which currently is in 48 situations, will open in 117 first domestic playdates by the end of June, it was announced.

‘Duchin’ Bows June 21

Columbia Pictures’ “The Eddy Duchin Story” will have its premiere at the Radio City Music Hall here on June 21.

Vandalism in Columbus

Damage estimated at between $500 and $500, was caused by vandals who entered the Rivoli, West Side neighborhood, Columbus, O. 16 to 30 foot screen was slashed for side to side; drapes and lobby post were spray painted, etc. This was the worst damage ever suffered through vandalism by a Columbus theatre, it was said.

Reopen Hoosick Falls House

The New Theatre, Hoosick Falls N. Y., will re-open about Aug. under the management of Charles Hart, formerly of the General Star Theatre in Bennington, Vt. The New has been closed since January.

Utica House Renovated

The Avon, a Stanley Warner house in Utica, N. Y., has been closed for permit vacations and renovations. It will be re-opened June 22.

Children Admitted Free

Theatres in Norwich, Conn. are offering, on a city-wide basis, free admission to children under 12 who accompanied by parents, after 6 P.M. seven nights a week. The theatre participating in this policy are the Stanley Warner Palace and Lord Midtown and Norwich Theatres.

Mrs. Elliott Heads RKO Teleradio Copy

Carroll A. Elliott, former editor of “Charm,” and more recently on the staff of “McCull’s Magazine,” who has been named director of copy in the advertising and public relations division of RKO Teleradio Pictures, has been announced by Robert Schmid, vice-president in charge of the division.

At the same time, Schmid disclosed the appointment of Mrs. Elliott as Arnold Rosten, art director, as creative directors of the department.

AB-P-T Dividends

Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, announced yesterday to the board of directors declared dividends of 25 cents per share on outstanding preferred and 25 cents per share on the outstanding common stock of the company payable Aug. 20 to holders of record on June 2.
Italian TV Network To Spend $1,000,000 For American Films

The Italian government's television agency, RAI, will spend up to $1,000,000 by June, 1957, in acquiring American film product for its tv network, Ralph Serpe, the U. S. representative of RAI, disclosed here yesterday.

Serpe said that since he was appointed to the post he has purchased almost 12 television film series from American producers, costing $500,000. "These 26 week-one-hour films will be dubbed into Italian at an additional cost of close to 1,000 per half hour film," he said, serpe said that the Italian tv network at present consists of 14 tv stations in a single channel for programming and that there are about 120,000 sets in operation.

Product from Many Sources

The RAI official said that the hours which he has acquired for his agency include tv film series produced and distributed by ABC Films Syndicate, the National Broadcasting Co., Official Films, and Screen Gems and that the Columbia Broadcasting System is now in negotiation with him for the future acquisition of in Italian-produced tv film operas series.

Among the programs which will be shown on RAI during the next year are, says one-half hour tv shows as "The Great Gildersleeve," "Four Star Theatre," "Superman, favorite of Playhouse;" "Racket Squad," "Jet Jackson" and "Rin Tin Tin."

'Digest' W.S.J. Page Stresses 'Boats' Ad

The "Reader's Digest" yesterday carried a full-page advertisement in the "Wall Street Journal" to publicize what it termed "the world's largest advertising placement for a motion picture.

The "Digest" had reference to the full-page advertisement in its current issue taken by Universal-International for "Away All Boats." Referring to the "Digest" advertisement, Milton B. Rechard, president of U-I, quoted in the WJSJ advertisement, says, "We know we'll see it the box office in every one of the many markets covered by the "Reader's Digest," which includes 28 editions in 12 different languages.

To Support Museum

HOLLYWOOD, June 13.—The Motion Picture Industry Council has announced that it endorses the project to establish an American Museum of Immigration—"the aircraft" of the Statue of Liberty in New York. The project is headed nationally by Pierre S. DuPont and locally by Samuel G. Blank, chairman.

The MPIC has agreed to channel industry donations to the Museum fund.

Newspapers Hailed as the "Backbone of Promotion"

Discussing the 50-year record of the film industry in the field of newspaper advertising are, left to right: William J. Solch, account executive, Bureau of Advertising, American Newspaper Publishers Association; Charles McCarthy, information director, Council of Motion Picture Organizations; Jerry Pickman, vice-president for advertising, Paramount Film Distributing Corp., and Norman J. Greer, sales group supervisor, Bureau of Advertising.


In big cities and small towns throughout the country, newspaper advertising is "the backbone" of motion picture promotions, according to Myron N. Blank, president of the Theatre Owners of America.

"The value of newspaper advertising has been learned through many years of experience," Blank said. He was one of several leading industry executives quoted. "It has been found that the major source of information on the movies, for our customers, lies in the amusement pages of the local newspaper. Newspaper advertising is the one medium which can reach practically all of our potential audience."

"Indispensable" Says Johnston

Eric Johnston, president of the Motion Picture Association of America, expressing a similar view, emphasized that newspapers are "indispensable," because newspapers, like motion picture, attract persons from "every walk of life . . . in every city and town."

"To reach as many as possible of them every day," Johnston said, "we must continuously use the medium that daily penetrates all parts of the nation. That medium is the newspaper. Without it our industry would lack the most important means of inducing customers to view the great entertainment movies offer today."

Executives of the industry's Council of Motion Picture Organizations point out that all major segments of the industry—producers, distributors and theatre owners—"have selected newspapers as the best medium to tell their story to the public," because it has "become a tradition among several generations of movie-goers to turn to the advertising columns of the daily and weekly press to find the answers to the question: What's playing at the movie tonight?"

"Compo" offers quoted in the brochure are Sam Pinanski, president of American Theatres Corp.; Al Lightman, former vice-president and general sales manager of 20th Century-Fox, and Robert W. Coyne, counsel to Compo.

A special insert in the brochure reproduces a dramatic new use of the newspaper in the promotion of "Trapeze" by United Artists—two facing half-pages stretching across the top or bottom of the spread. Ads of this kind, in some instances with color, are being run in 37 of 65 newspapers being used this month in the 23-city opening of "Trapeze."

Lewis Calls It 'Unmatched'

Roger Lewis, advertising director of United Artists, commenting on the company's use of every newspaper in the 23 key-city openings, states: "It is United Artists' belief that newspaper advertising offers the kind of impact and coverage that is unmatched by any other medium."

The Bureau of Advertising is making extra copies available in quantity to member newspapers, at cost, for local distribution to exhibitors.

"Oklahoma" Banquet

PITTSBURGH, June 13.—Gael Sullivan, Magna Theatres Corp., executive, will represent George Skouras, Magna president, at a banquet here tomorrow night sponsored by the Pittsburgh Playhouse in honor of Shirley Jones, an alumna of the Playhouse. The banquet will precede the opening here of Rodgers & Hammerstein's "Oklahoma!" in Todd-AO at the Nixon Theatre.

M-G-M May Re-tool to Handle Outside Productions

Certain aspects of M-G-M's advertising and publicity operations may be changed under the company's program of investing in and distributing independent productions. It was disclosed here by Maurice Silverstein, recently appointed aide to Arthur Loew, president of Loew's, Inc. Silverstein, who is Loew's liaison with independent producers, said that presently Loew's, Inc., is involved in 11 independent productions and "the company is interested in every good package that represents a good story, surrounded by good personalities and a good box office potential." He said that the same will hold good for the forthcoming-picture deals or multiple packs."

The company executive, when questioned about a contemplated "re-tooling" of the organization due to the entry into independent production, replied that "out of necessity there would have to be some." He said that certain aspects of promotion would have to be considered in the light of the contracts made with independents.

Seconded by Howard Dietz

Howard Dietz, vice-president and director of advertising, publicity and exploitation for Loew's, Inc., went along with the Silverstein comment. Dietz said that he will consider promotion changes, additions in personnel, etc., to conform with the contract of the independent producer.


Film Shipments Decline

OTTAWA, June 13.—Canadian film shipments to foreign markets dropped to $799,000 in the first quarter of 1956 in comparison to $968,000 in the corresponding period last year, the Canadian government reported.

"Feeling" to Paramount

Paramount Pictures' "That Certain Feeling" will have its New York opening at the Paramount Theatre here on June 20.
Maurice Bailey of the Bailey Theatres, New Haven has been elected vice-president of the New Haven Jewish Community Center. Dr. Jacob Fishman of Fishman Theatres and B. E. Hoffman, Connecticut Theatres, were named members of the board of directors.

Frank G. Ralston has been named director of ABC-TV Network's Western Division film department and Don Van Atta to assistant coordinator for the ABC-TV Network at Walt Disney Productions.

Morris Klein, partner in the Mountain Drive-in at Hunter and the High-Way Drive-in at Cossockie, N. Y., was elected historian of the Albany College of Pharmacy Alumni Association at its recent 75th anniversary. He was graduated with honors from the college last year.

J. A. Fetherston, sales manager of Kollomorgen Optical Corp. has announced his retirement. Fetherston will continue his association with Kollomorgen on a consulting basis and will continue to contact theatre equipment dealers on special field sales and service problems.

Charles H. Percy, president of Bell & Howell, Chicago, was presented with the 1956 Management Award by the National Sales Executives.

Warren Heen has resigned from Republic Pictures in Chicago to join Universal-International there as a booker.

Eugene Amado and Harry E. Good- man have taken over ownership of Movie Supply Co., Inc., Chicago, formerly owned by M. Behrend. Behrend has retired from business.

Don Getz, president of Theatrical & Video Corp., has announced the appointment of Murray M. Kaplan as vice-president in charge of sales. Kaplan comes to Theatrical & Video from Artist Producers Associates, where he served in a similar capacity.

Form Globe Releasing

LOS ANGELES, June 13—Globe Releasing Corp. has been organized here to handle distribution of films for theatrical and television use. Theodore J. Ticktin, president, has announced the association with the firm as general sales manager of Sam Nathan, formerly president of Gibraltar Motion Picture Distributing Co.

**REVIEW:**

**Congo Crossing**

GEORGE NADER, one of Universal's prize gifts to the ladies, teams up with high-voltage blonde Virginia Mayo in this lurid little Technicolor item having to do with sex and border politics in a God-forsaken bit of African jungle called Congotanga. It seems the flotsam of the world just loves this little hellhole because it has no laws of extradition. Hence, fugitives from justice and other none-too-amiable types pack into the place like sardines in a can.

Nader, since he is the hero of the plot, is, of course above all this sordidness, and appears as a conventional type—an engineer with ideals. It seems that in addition to his engineering, he is concerned himself over the danger of a natural shifting of the boundaries of the Belgian Congo and Congotanga, which will upset the applecart for the criminals hiding out in the latter spot.

Enter Miss Mayo with a Bill Thomas-designed wardrobe that will knock the collective audience's eyes out, and Nader decides there are other interests in life besides ideals. Miss Mayo is, however, a tarnished lady, and before you can say "Timbuctoo" she has the impassioned engineer very much involved in her affairs, chief of which is a false murder rap hanging over her. Peter Lorre is around to keep the atmosphere properly sinister as a government supervisor of sorts, and his knowing looks and leers and porcine brashness make for added atmosphere. Meanest one of all, though, is Michael Pate, a gangster sent by the real murderer to send La Mayo her reward. He falls in love with her instead, and sooner than this man---the triangle, of sacred (and boxoffice-coin-attracting) cinematic memory.

Miss Mayo and Nader get into the spirit of their love scenes with obvious relish and while this piece won't add to their "prestige" reputation, the public should register vociferous satisfaction. Nader is a good actor and it is to his credit that he makes some of the doings seem credible. Miss Mayo is a first-class looker and the matter of whether she can act or not is beside the point. The other performers do their characters creditably.

Howard Christie produced from a story by Houston Branch, and Joseph Fevney directed professionally enough to gloss over the weaknesses in the general conception, script-wise and otherwise. Richard Alan Simmons did the screenplay, which tends to be slow except when the Nader-Mayo team goes into romantic action.

Running time, 85 minutes. Adult classification. For release in July.

**Trans-Lux Forms Video Subsidiary**

Trans-Lux Television Corp., Richard Brundt, president, has been formed by Trans-Lux Theatre Corp. The new subsidiary, with Richard Carlton as vice-president in charge of sales, and Leo Brody as his assistant, has offices here on Madison Ave., along with the parent company.

The new firm starts off with 700 Encyclopaedia Britannica films, and more being made at the rate of one per week; with "Profile," a 39-unit, 15-minute series stressing events and personalities; "Once Upon a Time," a half-hour children's series, and with theatrical features, which will be released to the theatres.

The new firm plans to open regional offices, starting with Los Angeles and Chicago.

**Prepares Tax Pamphlet**

Edmund C. Grainger, Jr., has prepared pamphlet dealing with taxes, entitled "How to Handle a Tax Case in the United States Court of Claims and the Federal District Courts."

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**Start Six Pictures; 33 Films in Work**

HOLLYWOOD, June 13.—The production chart showed an increase of only one point last week. Six new pictures were put before the cameras and five others were completed, for a total of 33 pictures in work at this time.


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**Studio Stand**

(Continued from page 1)

tion's reaction to the ATONJ resolution calling for an industry merger...and confidence has been high favorable."

The ATONJ officer, in all disclaiming that he has installed a zoo with various animals, New Jersey drive-in in order to boost patrons said that he will study Hollywood attitude towards theatres and exhibits and showmanship. Stern said that he, with sanction of the organization, will leave here with two weeks for a week-long Coast to see my old friends and acquaintances in the studios and to get to know their attitudes toward exhibition."

Special Committee Formed

Stern said that he could not reveal the proceedings of N. J. Allied membership meeting. He said, however, in reply to a question, that distribution's reaction to the ATONJ resolution calling for an industry meeting to find out what is wrong with pictures and merchandise and how to improve it has been highly rewarding. He said the ATONJ, following the receipt of letters from each distribution company, had appointed a committee to work with the sales managers in the latter's efforts to revitalize the box office.

Stern, although he did not reveal who is on the ATONJ committee, said that the group would attempt to set up the industry meeting in the near future and would also help the company with its movement in their proposal to boost the box office.

Domestic Creatures Only

Commenting further on his zoo, the ATONJ head said that he has an animal enclosure, with domesticated animals, at a New Jersey drive-in. He said that the zoo, which contains horses, donkeys, sheep, is a big drawing attraction. He said that since the zoo has been in operation only for a week, comments on it have been highly favorable and that he has received a number of inquiries concerning it from other exhibitors.

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Coast Union Official Expelled by AFM

ATLANTIC CITY, N. J., June 1—The 59th annual convention of the American Federation of Musicians expelled Cecil F. Read, vice-president of Local 47, in Los Angeles for dual unionism, in defying directive issued by President James C. Petrillo without going through channels as required by the ATONJ constitution. Read, after hearing the decision of the convention, said that the entire matter is still not closed as it depended on what happened to resolution dealing with the trust fund offered by Local 47 and still to be acted upon by the convention.


**Allied of Wisconsin Hears Jack Kirsch**

(Continued from page 1)

JACK KIRCH, president of Allied Theatres of Illinois, and Ben Marcus, president-elect of Wisconsin Allied, also addressed the delegates.

Kirsch called for unity among the theatre operators in striving for better releases and film rentals, and urged the exchange of ideas to the end that grosses may be improved.

"There is no substitute for good execution," Kirsch said. "In Chicago we never buy any 50 per cent picture, and anyone who does is nuts, but still some exhibitors say they must have them." He criticized the showing of feature films on television before being shown in theatres.

"You can’t expect to charge admission," he said, "for something your competitor has released for free." Marcus attacked the systems of production, releasing, and availability. He declared that grosses are at an all-time low and decried the fact that the studies are "no longer in a position to plan product for the whole season." He attacked the releasing system as being too seasonal, saying, "you can’t run a business on a seasonal basis, getting patronage back only certain times of the year."

Marcus, in a plea to the exhibitors, declared that if they do not approve of arbitration of price of films, then they should at least agree to arbitrate sales policies on a local level at each exchange center.

Angelo Provizzone, outgoing president, urged the members to "get close to their state Senators," since the bills coming up are, in many cases, detrimental to the industry.

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**Technicolor**

(Continued from page 1)

activities and future operations. The change in name does not signify any change in personnel in policies.

on the effective date of the change in name there will be officially established three independently functioning, but wholly-owned and operated divisions of Technicolor Corp. They are: motion picture division, amateur color processing division and graphic arts division. Directors of Technicolor indicated that the change to Technicolor Corporation will in no way affect the company’s operations within the motion picture industry.

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**3 Branches Leading In UA Sales Drive**

United Artists’ Los Angeles, St. Louis and Montreal branches have won the second lap of the company’s fifth anniversary drive, it was announced by co-directors William J. Heineman, vice-president, and James R. Veldhoen, general manager.

The 32-week campaign for collections, billings and playdates is awarding a total of $30,000 in cash prizes to winners among the 32 competing branches in the United States and Canada. It honors the fifth anniversary of UA’s leadership by president Arthur B. Krim, board chairman Robert S. Benjamin, Heineman, vice-president Max E. Youngstein and Arnold M. Picker, vice-president in charge of foreign distribution.

The Los Angeles, St. Louis and Montreal branches which took place in each of three groups of equal grossing potential, are respectively managed by Richard Carnegie, D. J. Edmand and Sam Kutinsky.

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**RKO Speeds**

(Continued from page 1)

to appear in RKO Pictures in many years, will appear in the eight RKO productions, it was said. The eight productions and their respective starting dates are: "The Bundle of Joy," which started filming June 11, in color, starring Dixie, Debbie Reynolds, Dolph Mejan; Edmund Grainger directing. "Run of the Arrow," starting June 9, in color, starring Rod Steiger, art Montiel, Brian Keith, Ralph Lecker; Samuel Fuller producing and directing.


"Strike a Blow" For July 9

"Strike a Blow," starting July 9, starring James MacArthur and Kim Hunter, with James Daly, James Gregory, Jeff Silver; Stuart Millar producing, John Frankenheimer directing.

"I Married a Woman," starting July 16, starring George Gobel and Mitzi Green; Charles Vidor producing, Hal Kander directing.

"The Lady and the Prowler," starting Aug. 6, in color; John Farro reducing and directing.

"Turk’s Dungeon," starting Aug. 20; Stanley Rubin producing, Joseph Weisman directing.

"The Girl Most Likely," starting Aug. 27, in color; starring Jane Powell and Carol Channing; Stanley Rubin producing, Mitchell Leisen directing.

Employment at New High

The studio revealed activity in stalled and unskilled workers had not employment to a new high at the company and additional workers are scheduled to be hired as activity creases.

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**RKO-Gera-Arcade**

(Continued from page 1)

stockholders previously had officially proved the acquisition of Arcade of Gera.

The latter two companies had acquired three other corporations which, according to the plaintiff, "should have been acquired by RKO theatres before the transaction had been completed. RKO, she claimed, "had not considered the damage. She charged the defendants with con- 

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**job Hope on Stage**

Bob Hope will make his first and only New York in person appearance this year when he appear on the stage of the Times Square Paramount theatre on June 20, in conjunction with the world premiere there of his test comedy, "That Certain Feel." Appearing with Hope will be singer Earl Bailey, who has the top lead role in the film.

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**Hansen Named**

(Continued from page 1)

who has been confirmed as a judge of the Ninth Circuit Court of Appeals.

Barnes was also a member of the Los Angeles committee coming to the anti-trust post. He'll likely stay on in the anti-trust post until Congress adjourns.

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**Officers Elected by Toronto WOMPI**

TORONTO, June 13.—At the recent election meeting here of the Women of the Motion Picture Industry (WOMPI) the following were elected Officers: Mrs. Mary Farrow, president; Mrs. Charley B. Bowley, United Artists, president; Mrs. M. L. L. Mack, president-elect, Toronto. The election was held June 13 and 14th, and continued until June 18.

Directors named were Mildred Manks, MGM; Kay Fisher, MGM; Jean MacLennan, I.F.D.; Marjorie Wilson, J.A.B.O.; Mary J. Collangato, Empire-Lone Universal; Mary Di Curtis, Associated Screen News, and Lois Skinner, Paramount.

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**Toll TV Plea to FCC By Milwaukee Unit**

WASHINGTON, June 13.—The Federal Communications Commission got a new request today to permit subscription television.

It came from station WCAN-TV in Milwaukee. The station is now owned by Mid-West Broadcasting Co., which in turn is owned by Lou Poller.

Poller asked the commission to switch ownership of the station to a new firm, called Television Exhibitors Inc., and said he wanted to operate the station under the new company with 25 per cent of the time devoted to subscription television programs. He asked the FCC to waive whatever rules it would have to set in this schedule.

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**Reduces DuM. Holdings**

WASHINGTON, June 13. —The Securities and Exchange Commission reported that Percy M. Stewart, a director of Allen B. Du Mont Labs, has sold 400 common shares of stock in the company during May reducing his direct holdings to 100 shares.
"SPECTACULAR" TV SELLING
BY STAR-SALESMAN BOB HOPE
FOR "THAT CERTAIN FEELING"

BOB'S COAST-TO-COAST "SPECTACULAR"
OVER NBC-TV THIS SUNDAY, JUNE 17, FROM
7:30 TO 9:00 P.M., EDT, HITS THE PEAK OF
THE MOST INTENSIVE DRUM-BEATING EVER
DONE BY ANY STAR FOR A MOTION PICTURE!

For weeks, Bob has been
in there pitching his
persuasive sales line for
"That Certain Feeling"
during his own big-time
TV shows. Now, in a
special program, he and
other cast members will
sell the picture to the
biggest TV audience yet.
Additional millions of
ticket-buyers will be turned
toward the boxoffice, just
as showmen everywhere
are dating this greatest
family-trade attraction
since "The Seven Little
Foys." Similar big-concept
selling is set to continue
for weeks to come!

VISTAVISION

PARAMOUNT PRESENTS
BOB HOPE, EVA MARIE SAINT,
GEORGE SANDERS
THAT CERTAIN FEELING
WITH PEARL BAILEY

Produced and Directed by NORMAN PANAMA
Screenplay by NORMAN PANAMA and MELVIN FRANK,
L.A. L. DIAMOND, WILLIAM ALTMAN
Based on the play "King of Hearts" by ALAN HARRIS and ELIZABETH BROOKS
COLOR BY TECHNICOLOR
Johnston to Represent U.S. at Berlin Show
From THE DAILY Bureau
WASHINGTON, June 14. — Motion Picture Association president Eric A. Johnston has been named official U. S. delegate to the Sixth International Film Festival at Berlin.

The festival runs from June 22 to July 5. S. Information Agency director Theodore Streibert said Johnston had been the unanimous choice of the government agencies involved.

Rep. 26-Week Net Tops '55

For the 26 weeks ended April 28, Republic Pictures Corp. and its subsidiaries report a net profit of $1,714,694, before Federal tax provision, estimated Federal, normal and surtax of $636,000, or a net after taxes of $1,078,694.

For the 26 weeks ended April 30, 1955, Republic and its subsidiaries reported a net profit of $1,911,613, before Federal tax provision, estimated Federal, normal and surtax of $1,083,000, or a net after taxes of $878,613.

Cinerama to Open in Caracas Sept. 13
Harry M. Kahnine, vice-president and general manager of Stanley Warner Corp., announced the signing of a contract for the opening of the first Cinerama theatre in the Spanish speaking world, the Teatro Del Este.

Republic to Drop ‘Big’ Films; Plans 18 Low-Budget Type

Hollywood, June 14.—A spokesman for Republic Pictures today confirmed the report that the studio will produce 18 low-budget films, with production scheduled to start July 15. The films, it was said, will be in the $150,000 to $200,000 class.

In commenting on the decision, Herbert J. Yates, Republic president, said, “We simply have to take a more realistic look into the present situation and operate within the bounds of our production finances.”

Southwest Business Improves: O'Donnell

Theatre business throughout the Southwest has taken an upward surge in recent weeks due to the completion of school terms and the better product which is available, Robert J. O'Donnell, general manager for Interstate Theatres of Texas, said here yesterday.

O'Donnell stated that he was in Trim on the Thirty- holiday (Continued on page 4)

Wis. Allied Asks Parley

Special to THE DAILY
ELKHART LAKE, Wis., June 14— Allied Independent Theatre Owners of Wisconsin at the closing session of its annual convention here last night urged production and distribution leaders to participate in roundtable conferences with exhibition in an effort to (Continued on page 6)
WALTER BRANSON, vice-president of RKO Radio in charge of worldwide distribution, will return to New York from Europe today aboard the “Liberte.”

Mrs. Leffkowitz, secretary-treasurer of the William Morris Agency, and Mrs. Leffkowitz have announced the engagement of their daughter, Dorothy, to Barton Lawrence Litten.

George Enclaud and Stewart Stern, producer and writer, respectively, for the Marlron Brandon Foundation, have announced that they will return from Southeast Asia. They will meet the press today.

Mrs. Joan Kalmke Paradis, daughter of Harry M. Kalmke, vice-president of Stanley Warner-Cinemas, will be married next Friday in Rye, N. Y., to Dr. Victor W. Hitten.

Milton E. Cohen, United Artists Eastern and Southern division manager, will leave New York over the weekend for Cleveland and Pittsburgh.

Jules Stein, chairman of the board of Music Corp. of America, will return to New York today from London via B.O.A.C.

William B. Jaffe, industry attorney, and Mrs. Jaffe will leave New York for Havana tomorrow aboard the “Liberte.”

James Larkin, in charge of the theatres department for B.O.A.C., will return to New York today from the Barbados, B.W.I.

Arnold M. Picker, United Artists vice-president in charge of foreign distribution, will leave New York by plane tomorrow for Rome.

‘Saucers’ Pays Off

Columbia’s science fiction release, “Earth vs. The Flying Saucers,” had smash openings in Denver and Salt Lake City on Wednesday, the company reported yesterday. More than $3,300, a weekday opening high, was registered at the Denver Theatre, while at Salt Lake City three houses, the Gem, Redwood and Woodland, rolled up a combined gross of more than $2,900. The Salt Lake figures topped the $1,600 total for the three houses on an opening day last summer by the hit science fiction film, “It Came From Beneath the Sea.”

Navy Relief Society Benefits by Premiere Of ‘Away All Boats’

From THE DAILY Bureau

LOS ANGELES, June 14—A crowd estimated at 15,000 jammed downtown Los Angeles’ Westwood tonight to witness ceremonies accompanying the preview premiere of Universal-International’s “Away All Boats.”

Westwood’s two largest theatres, the Bruin and the Village, which face each other across the city’s principal thoroughfare, were filled to capacity for the benefit. The proceeds will go to support civic, social and professional celebrities, including stars of the picture participating in the Flag Day stage pageant to help the benefit of the Navy Relief Society.

Kodak Unit Widens Plastic Activities

ROCHESTER, June 14—The Texas Eastman Co., a division of Eastman Kodak, will broaden its distribution of high-pressure polyethylene to plastics. It is announced by James C. White, president of Texas Eastman. According to White, construction of the plant will begin promptly. He said the new unit will be modest in size and will be used for experimental production, which may result in the eventual establishment of a large-scale plant developed by Standard Oil Co. and licensed to Eastman Kodak.

White gave no specific capacity or other details. “The addition of high-pressure polyethylene to our plastics line would provide our customers with a wider range of useful products,” he said. Texas Eastman was established at Longview, Tex., in 1950. The original plant produced industrial chemicals from propane and natural gas.

‘Trapeze’ Premiere In London June 26

The first international premiere of hecht and Lancaster’s “Trapeze” will be held in London at the Odeon, Marble Arch, on June 26 for the benefit of the Actor’s Orphanage and Variety Club, it was announced by Arnold M. Picker, United Artists vice-president in charge of foreign distribution.

Sir Carol Reed, director, and Sir Laurence Olivier will be joint hosts at the opening, which will be attended by leaders of British society, government and business, as well as famous stage and screen artists.

The British Broadcasting System is making arrangements to televise the film, which will be highlighted by circus lobster atmosphere and ballyhoo featuring a top name band appropriately costumed.

Lax Films in Deal With AA Internat’l

Allied Artists International Corp. and Leo Lax Films, of Paris, have signed an agreement for the distribution of Allied Artists’ product in Continental France and French North Africa, it was announced by Norton H. Martin, president of Allied Artists International, and Leo Lax, president of Lax Films.

The reciprocal arrangement provides for the distribution in the U. S. S.R. of Allied Motion Pictures, produced by the Lax organization, by Stratford Pictures Corp., subsidiary of Allied Artists, parent company of Allied Artists International.

Three Films Scheduled

Three Allied Artists pictures have been set for immediate distribution by Lax Films. They are “Crime In The Streets,” a Vincent Fennelly production, directed by Donald Siegel; “The Come On,” a Linda Lee Parsons production in Superscope starring Anne Baxter and Sterling Hayden, and “The Warriors,” starring Eddy Flynn, in CinemaScope and color. “Crime In The Streets” and “The Come On” are currently in release while “The Warriors” was released late in 1955.

Col. Declares Cash And Stock Dividends

The board of directors of Columbia Pictures yesterday declared its regular quarterly dividend of 30 cents per share on the common stock presently outstanding and voting trust certificates of $100 per share, to stockholders of record June 23, 1958.

The board also declared a 20 per cent stock dividend on its outstanding common stock and voting trust certificates for common stock payable in common stock on the same date.

Party for ‘Duchin’

Rusell V. Downing, president of Radio City Music Hall, will be host at a cocktail party for Kim Novak, Victoria Shaw and George Sidney of “The Eddy Duchin Story,” in the studio apartment of the Music Hall next Wednesday. The Columbia picture opens at the Music Hall the following day.

L.A. Likes ‘Trapeze’

Hecht and Lancaster’s “Trapeze” rolled up the biggest second-week gross to be registered by a United Artists release at the Fox Wilshire Theatre in Los Angeles, with a take of $60,400, $10,000 more than was announced by UA. The UA release had its world premiere yesterday at the United Artists Theatre in Chicago.

Drive-ins Near Finish

Four new drive-ins, the Benbow, Benbow, Md., the Exton, Exton, Pa., the Vista-Vu, Colorado Springs, Colo. and the Conesus, Lakeville, N. Y. which are scheduled to open in late June and early July, are to be equipped with the latest RCA television sound, projection and accessory equipment, it was announced by A. Platl, manager of RCA’s theatre equipment sales.

Projectionists Picket

Projectionists belonging to Local 301, IATSE, who have been picketing the Arch Street Theatre in New Britain, Conn., have forced the 900-seat house to close down, it was disclosed by the Perkasie Theatre circuit. The union charges the theatres with a breach of contract.

Starr Gets More Air

Martin Starr, Hollywood commentator for the Mutual Broadcasting System, will be a busier man these days as the network has increased his broadcasting time. Starr’s “Here Hollywood” has been expanded to a 10-minute feature three weekly.

Renovate S-W House

The Stanley Warner Theatre in Utica, N. Y., the Avon, has been closed for two weeks to permit renovations and alterations. The theatre is scheduled to re-open in late June.
**Motion Picture Daily**

**Balaban and Other Paramount Officers Recalled by Board**

Barney Balaban, president; Adolphukor, chairman of the board, and all their officers of Paramount Pictures Corp., yesterday were recalled to a meeting in New York of the company's board of directors.

The other officers recalled were: canton Griffis, chartered the executive committee; Y. Frank Freema, Paul Ballou and Louis Philip, vice-presidents; James H. Richmon, treasurer; Louis A. Novins, secretary; Russell Holmes, Arthur Israel, Jr., and Jacob H. Karp, assistant secretaries.

**20th to Show 'June' For Kaiser People**

Twentieth Century-Fox has concluded a deal with the Kaiser Steel interests for exclusive showings of its film, CinemaScope Production of "D-Day, He Sixth of June," in a number of West Coast theatres.

The plan provides for the industrial organization to be shown over a period of two nights or even a week, during which a new picture will be shown. The plan will be an exclusive for its employees. The em- ployers contract for a sufficient num- ber of tickets to cover his employees and their families at special admission prices, but, in addition, provides for theatre with a guaranteed mini- mum gross.

Hermon Wobber, Western division manager for 20th-Fox, points out that while the additional monies will be received in film rental is most important, another major factor involved is that they are bringing back to the theatre many people who have been away far too long a time.**Hope Launches Drive**

The ticket-selling campaign Bob Hope has charted for himself on "That Certain Feeling" will move in high gear on Sunday with the stars presentation of his Coast-to-Coast "Spectacular" over NBC-TV. This will be followed immediately by 10 days of on-the-spot promotional activity centering around the world premiere of the Paramount Vista- Vision-Technicolor comedy at New York's Paramount Theatre on Wednesday.

**Stinger Joins CBS-TV**

George Stinger, former radio-television department head for Columbia pictures, has joined the press in- formation department of the Colum- bia Broadcasting System's television network.

**Allah to Premiere**

"Island of Allah," will have its world premiere at the 23rd Annual June 28th, was announced by Joseph Brenere, U. S. distributor of the film.

**150 Contestants, 25 Foursomes Industry-ites Joust at Golf As Cinema Lodge Plays Host**

Robert Shapiro

Well, what kind of a day was yesterday? It was a day on which tired industry-ites took time off from their hum-drum duties in order to chase a little white ball around the Vernon Hills Country Club or to plunge into the waters of the pool or get schneid- eated in the golf-guts. It was the day of the annual film industry golf tournament, spon- sored by Cin- ema Lodge, and some b o d y on the com- mittee must have slipped a bonus to the weather man to insure perfect weather. The weather was hotter than many of the players' scores. 

The lodge president Robert K. Shapiro passed out—not with the heat, but with the prizes at the end-of-the-day banquet. William German, inc. donned the prizes for the winners in each foursome, while National Screen Service gave the prizes for the runners-up. Even those who didn't play were runners-up. They kept running up to the bar.

Tournament chairman Martin Le- vine and co-chairmen Marvin Kirsch and Harold Rindler were the ringmasters of the outing and they did a bang-up job, aided and abetted by Don Menso, Charles Alcoca, Herb Berg, Jack Hoffman, Milton Liv- ingston and the Robbins boys—Burt, Norman and Alan.

Who, well carried off the boot? Cast your eyes right for the names of those who are wizards at golf or whose arithmetic is gosh-awful in totalling scores.

Accolade for low net went to Clem Perry with Charles S. Aaronson as runner-up; for low gross to Al- bert, with Len Gruenbaum second.

The putting contest found three experts in a photo finish, the same being Allan Smith, Joe Malcolm and George Trilling. Ed Faflan made the longest drive, his closest competitor being Bill Cochran, followed by Al Fitter.

Two-in-one laurels were bestowed on, in one-two-three order, Mitchell May, Jr., Charles S. Aaronson and Mote Goldstein.

Charles Altman took the birdie prize, while George Denbow was ac- claimed as the best-dressed golfer. Booby prize was handed to Joe Wohl; Morton Wooner showed as the early bird, and, Ted Hite was given a hand for having traveled the longest distance to enter the fray.

Foursome Winners Galore

Foursome winner included Leo Jaffe, Stanley Kolbert, Martha Shafir, William Fabricant, Charles Alcoca, Allan Smith, Carl Lovgren, Bill Marcus, George Roth, Jerry Ed- wards, George Martini, Max Friedman, Fred Hyman, Max Cohen, Len Gruenbaum, Clem Perry, Dick Turl- ture, Moe Goldstein, Jack Harris, Hugh Owen, Frank Doris, Hal Le- vine, Bill Cochran, Ted Evenstein and Al Fitter.

Approximately 150 contestants en- tered, including 25 foursomes.

**Sullivan to Honor Huston on TV Show**

Ed Sullivan will honor producer director- writer, John Huston on his July 1 television program with scenes from the films, recent and past, made by Huston. Among the Hollywood held to be part in the show will be Gregory Peck, Jose Ferrer, Orson Welles, Edward G. Robinson and Vincent Price.

**Youngstein to Coast**

Max E. Youngstein, vice-president of United Artists, and his family, will leave here next Wednesday for Hol- lowood. Youngstein will spend the summer working with West Coast UA officials on forthcoming UA productions.

**'Chase' Here June 26**

The New York premiere of Walt Disney's "The Great Locomotive Chase" will take place at the Mayfair Theatre on June 26.

**Test Censor Powers Md. High Court To Hand Down Edict on 'Arm'**

BALTIMORE, June 14—For the first time in the state's history, Mary- land's highest court is being called upon to decide a case involving censor- ship of a motion picture. In effect, the right of the Maryland State Board of Motion Picture Censors to exercise its powers will be on trial.

An order by the censor board that a scene from "The Man With the Golden Arm" be deleted is the basis for the case. The scene depicts the film's hero preparing for a narcotics injection.

**Text of Law**

The board ruled last Jan. 12 that the narcotics scene violated a section of the law which specifies that any film which "teach to incite crime" or "advocates teaches the use of, or methods of use of, narcotics or habit- forming drugs" shall be disapproved. United Artists and Carlyle Produc- tions, Inc., in suit against the Maryland city courts, on grounds, among others, that no prior restraint by way of censorship is valid.

The film company's attorney contended that the scene in doubt, which runs less than two minutes, did not incite to crime or teach or advocate meth- ods of using narcotics, and that the censorship was an infringement of freedom of speech.

Judge Joseph Brynes of the Supreme Bench of Baltimore upheld the censor's order. Until last year there would have been no appeal from Judge Brynes' decision. However, the 1955 legislature provided, for the first time, that cases of this kind could go to the Maryland Court of Appeals. And this is the initial instance which has been carried so far.

**Brazilians Guests at Cinerama K.C. Debut**

KANSAS CITY, June 14. — The opening here tonight of the 17th Cinerama installation in this country was marked by the mass attendance of 62 Brazilian mayors and civic of- ficials. The visitors, from the State of Sao Paulo, who are returning a similar visit made by American mayors, attended a banquet at the Hotel Muehlebach before the Missouri Theatre premiere.

Some 250 people, including the mayors of Independence, North Kan- sas City and Kansas City, Kansas, were among the guests at the meeting the Hon. H. Roe Bartle, mayor of Kansas City, Mo., acted as toastmas- ter. The opening was sponsored by the Kansas City Philharmonic Associa- tion.

Executives of Stanley Warner Corp., holders of production and exhibition rights for Cinerama, attended.
WB Deal

(Continued from page 1)

tain to the separation of theatre interests from the Fabian family foundation, which is held, according to the State of New York, Fabian Enterprises, Cinerama exhibition and other theatre interests. Legal opinion holds that it would not be sufficient for Fabian to withdraw from his executive positions in the various theatre companies in which he has an interest as long as members of his family continued as members or beneficiaries of the foundation.

Complete Divestiture Possible

Some legal opinion holds that the only solution appears to be complete divestiture of theatre interests by the family foundation. Whatever the new complication may be, it obviously has completely reversed the optimistic view that a solution could be worked out which prevailed last week.

Motion Picture Daily was told by the principal, who asked not to be identified, that contrary to widely circulated reports in the industry and in financial circles no deadline for a resolution of the Fabian problem exists. The industry reports are that the deal could be called off with the Warner Bros. retaining their controlling stock interest in the company if all arrangements have not been concluded by July 2.

Says There Is No Deadline

"That is not true," the principal stated. "The purchase agreement is almost completed. There is no deadline affecting that nor for the resolution of Fabian's qualifications. We are all working on it. If we are unable to solve the problem then we will proceed with someone else at the head of the company, as our plans provide."

The principal pointed out that the complex nature of the deal and attendant problems necessarily make preliminaries unusually time-consuming.

"It took months just to get the Internal Revenue Service ruling on the tax status of the sale of the Warner backlog for television use," he pointed out.

Talks Held With Justice Dept.

It is known that several conferences between the principals and the Department of Justice officials have been held in Washington concerning

**EDGECOWER APARTMENTS**

Modern Housekeeping Apartments for rent on Shinneecock Bay—Ram pastoe Road, Hampton Bays, Long Island.

Luxurious, furnished units for "out of this world" living.

Free docking facilities on premises. Mail and Ample parking, Excellent boating, Bay and Ocean swimming.

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**REVIEW:**

Santiago

Warner Brothers

HOLLYWOOD, June 14

Alan Ladd, Lloyd Nolan, Chill Wills and WarnerColor are the names of ready recognition available to exhibitors for promotional use in behalf of this attraction in which the less widely known Rosanna Podesta of "Helen of Troy" plays the feminine lead. The attraction is a well-made melodrama concerning the Cuban rebellion against Spain which led up to the Spanish-American War, and it is as full of fighting and derring do as the subject suggests, with Ladd and Nolan portraying rival gun-runners who patch up a temporary personal peace in the interests of mutual monetary reward, and decisively resolve their private war immediately after learning no financial gain is going to accrue. Unless today's box office generation is more interested in Cuban-Spanish history circa 1898 than has been indicated heretofore, the picture's exhibition experience appears to ride on exploitation of the cast names.

The picture was produced by Martin Raskin from a Raskin novel entitled "The Greater Courage" and from a screenplay by himself and John T. Freeman. Under Gordon Douglas' distinguished direction the players are in a number of forceful performances. Ladd's portrayal of an American Army officer turned gun-runner is well sustained and convincing. Nolan's delineation of a completely uncompromised adversary is among his best. And Chill Wills makes rich capital of his role as captain of a ramshackle riverboat converted to salt-water uses.

In simple terms, the story traces the efforts of rival gun-runners to transport munitions from Florida to Cuban rebels, by boat and by wagon, in undertaking in which they are successful at cost of many lives, except that they do not get the money promised them. (The story ends prior to this country's declaration of war against Spain.)


WILLIAM R. WEATHER

Southwest Business

(Continued from page 1)

New York for conferences with Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, and that he will leave here late next week for Saranac, N. Y., to attend the annual board of directors meeting of the Will Rogers Memorial Hospital there.

application of the Federal Court decree in the industry anti-trust case to Fabian as head of Warner Bros. management. The decision of production and exhibition interests, necessitating that Fabian resolve in some way that injunction. Justice officials have stated that no specific proposal concerning Fabian that could be acted upon by them one way or another has been put before them. The discussions held have not specified what Senator's Douglas would be under various possible courses which might be taken. Thus the principals are aware of what could be done without incurring Federal opposition, and are left to try to work it out as best they can.

Much WB Stock Acquired

Serge Semenofsky, first vice-president of the First National Bank of Boston, heads the group which has agreed, to purchase approximately 700,000 shares of Warners stock, representing working control, at $27.50 per share from the Wor- ner and members of their families. The group also has a substantial amount of Warner stock in the market and from other sources, it is reported.

RCA Issues New Magnetic Cluster

CAMDEN, N. J., June 14.—A new RCA magnetic cluster for theatre sound—reproduction systems, which introduces a removable cap for magnetic pickup heads, was announced yesterday by J. F. O'Brien, manager of the theatre and sound products department, Radio Corp. of America.

For the first time, the new device makes it unnecessary for exhibitors to discard a complete cluster when its pickup heads are worn out, O'Brien said. A replaceable cap with new pickup heads can be inserted in the original cluster at only a fraction of the cost of a complete replacement cluster, he added.

Book ‘Lost Horizon’

At N.Y. Normandie

Columbia's Frank Capra production, "Lost Horizon," first released in 1938, will open at the Normandie Theatre here on Tuesday. Ronald Colman is starred in the screen version of the James Hilton novel, and Jane Wyatt, John Howard, Marge, Thomas Mitchell, Edward Everett Horton, Isabel Jewell, H. B. Warner and Sam Jaffe are featured. Capra also directed. The screenplay is by Robert Riskin.

The current showing is in line with the Normandie policy of showing each year one of the great films of the past.

Zanuck Pact

(Continued from page 1)

had opposed releasing Zanuck from his pact.

The opposition group, representing 1,100 shares of 20th-Fox stock, had claimed insufficient time to study the Andrews Manufacturing Co. deal, kidnapped Justice Aurelio stated that ample time had been given. The contract was declared to be fair and reasonable.

Tennessee

(Continued from page 1)

uralized to the Theatre Owners Association, holding its annual meeting at the Hermitage Hotel here today, authorized President J. Morton Tune, Shelbyville, to employ a full-time executive secretary in anticipation of the present need and extending at least through next year's March 20 meeting. President Tune promised the earliest possible action on a selection.

Two Promotion Suggestions

Two major promotion ideas drew considerable attention from the more than 30 theatre owners present. Harold O. Hastings, general manager of Andrews Manufacturing Co., Nashville, outlined a merchandise "give-away" program, combined with a sales idea that will pay the cost of the whole deal. At least two-thirds of the present expressed an immediate interest in it. By the plan dealers would obtain merchandise at cost direct from manufacturers, who would get only a sales commission. Sale of selling trays obtainable at extremely low cost would pay the whole bill.

Explained by Link

Enthusiasm was shown for the Crescent Amusement Co.'s "enjoy a night out—go to the movies" institutional advertising campaign explained by John Link, of Crescent. This is not an election year and J. Morton Tune remains as president of the association. Crescent film buyer, continues as secretary-treasurer.

Atlanta WOMPI Selects Committees

ATLANTA, June 14.—Mrs. Jackie Cowart, of United Artists, newly elected president of the Atlanta chapter of the Women's Auxiliary of the Motion Picture Industry (WOMPI) has selected the following to serve as committee chairs:

Mrs. Lois Cone, Martin Theatres extension; Mrs. Neil Allen, Wilby-Kincey, by-laws; Mildred Castleberry, Martin Theatres, finance; Mrs. Pat Brown, Warner's bulletin; Mrs. Bob Collins, Universal, social; Mrs. Neil Middleton, M-G-M, publicity; Mrs. Martha Chandler, United Artists club history; Mrs. Ernestine Carter, Paramount, gift; Betty Whitmire, Film Booking Office, chaplain; Mrs. Helen Taylor, M-G-M, parliamentarian; Mrs. Lynnda Burnett, United Artists, publicity. The committee includes Elwyn Bailey Theatres, membership; Mrs. Allene Robins, 20th-Century-Fox group chairman.
Any of the many times you need to know


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Find the Facts Fast...

(1) Open the book instantly at the section you need—
(the ALMANAC is organized in 15 thumb-indexed sections)

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(in the 1957 edition the first page of each section will list the section contents in large, clear type—needing only a quick glance.)

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The 1956 ALMANAC was a sellout early in the year because there is no other reference book that serves so well. No other volume provides a real “Who’s Who” of the industry (over 11,000 biographies in that section)—and no other is organized in 15 thumb-indexed sections.

The 1957 edition will contain hundreds of changes to bring it up to date—to serve you faithfully and frequently for another 12 months. To make sure of YOUR copy, reserve now.

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Please reserve for me a copy of the 1957 edition of:

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- Bill me when shipped

Date of this reservation

Name

Address
**NED BROADCASTING CO. Told the Senate Committee on Interstate and Foreign Commerce Today.**

**Wis. Allied**

(Continued from page 1)

fort to arrive at solutions of the more pressing industry problems of the day.

Introduced by Angelo Provizano, retiring president of the organization, the resolution called upon the producers-distributors for cooperation in such a project cited the need for unified industry action in overcoming the business problems which threaten the continued existence of many theaters.

Such an industry-wide round table meeting, the resolution contended, could serve to "co-coordinately lay the groundwork for mutual understanding and trust so that the best interests of exhibitors of the nation, as well as of distributors, will be served."

P. J. McWilliams of Portage, Wis., was honored at the closing convention and presented with gifts in commemoration of his 50th year in exhibition.

With Caracas as the first city in South America to house a Cinerama theatre, Cinerama will be shown on four continents. There are Cinerama theaters in London, Paris, Rome, Milan and also in Tokyo and Osaka, Japan. "This Is Cinerama" is being dubbed here for its debut in Spanish narration.

a share of the market large enough to approach a monopoly position."

Landau to Testify on Film Distributor's Role

Ely A. Landau, president of National Telefilm Associates, Inc., will testify on Tuesday before the Senate Foreign and Interstate Commerce Committee, which is conducting an inquiry of the TV industry. Landau will discuss the film distributor's role in the television industry.

5 Readie Managers Win Cash Awards

Five Walter Readie circuit managers in New Jersey and New York were winners in the "Manager of the Month" contests for March and April, it was announced by Walter Read Jr., president.

Cash prizes are awarded each month to the managers who do the best over-all job in advertising, exploitation, public relations and physical management of their theatre.

For March, Mike Doris of the Community Theatre in Kingstons, N. Y., and John Balmer of the Mayfair Theatre in Ashbury Park, N. J., were tied for the first place award and Charles Sutton of the Park Theatre in Morristown, N. J., won second place.

For April, John Balmer again took top honors, but Harry Lough of the Cinemas in Lockport, N. Y., won first place for his campaign on "Carousel" and "P Foreign." Joe Sommers of the Paramount Theatre in Long Branch, N. J., was set for first place for top ads with announcements on "Till I Over Come," "Benny Goodman Story," and "Gypsy and Dolls." A special prize was awarded to Frank Deane of the Woodbridge Drive-In for handling of the Easter Dawn Sunrise Service.

**It's Melville Square**

NEW BEDFORD, Mass., June 14—New Bedford has rechristened its public library square "Melville Square" by vote of the City Council, in honor of the American novelist Herman Melville, and Warner Bros. Technicolor film version of "Moby Dick," which premieres here June 27.

**Scotty McKean**

HOLLYWOOD, June 14—San Francisco Examiner, which printed the story of the "The Cat and His Mouse Kitty" short story series, has appeared in "This Week Magazine" since 1940.

**Tax Meeting**

(Continued from page 1) the tax cut included in the same excise tax relief bill, but members becoming more concerned each day that this general bill will not be enacted this session.

In anticipation of the key committee meeting in the near future, officials of the Council of Motion Picture Organizations will step up their efforts to persuade Congress members of the Ways and Means Committee in the coming few days.

Meanwhile, Sen. Beall (R., Mo.) has announced that he has introduced a bill to prevent "kickback" taxes on other "killjoy taxes."

Beall said it was "completely incongruous for the government to promote widespread recreation program and at the same time maintain that that kill recreation opportunities. I bill would remove taxes on admissions, club dues, sporting goods, playing cards and other recreation items.

**Conn. MPTO Golf Tournament July 17**

NEW HAVEN, June 14.—The annual golf tournament and dinner of the motion picture theatre owners of Connecticut will be held at the Babe Ruth Country Club in Orange, Conn., on July 17. George H. Wilkinson, Jr., and Harry Feinsteii, co-chairmen, announced. The outing will start off with a luncheon, followed by golf, a dinner and the awarding of prizes.

Assisting the co-chairmen are James Bracken, James Darby, Ted Jaekcs, Harry F. Shaw, Max Hoffman and John Perazzo.

The distributors committee consists of Henry Germaine and Irving Mendelson. Co-chairmen of the gift committee are Albert M. Pickus and Alex Schmelz. Samuel Weber is treasurer and Louis A. Brown is handling publicity.

**Motion Picture Daily**

Friday, June 15, 1955

**PEOPLE**

Goddard Lieberston, president of Columbia Records, has been elected to the board of directors of Columbia Broadcasting System.

Alger Lancaster, Arkansas exhibitor, has been appointed a Colonel on the military staff of Governor Earl K. Long of Louisiana.

Thomas M. Felgen has joined the Midwest sales staff of Audio Devices, Inc.

Richard C. Babish has been named director of technical operations for Louis de Rochemont-Cinemiracle Productions, Inc.

Melvin Spiegel, former press relations director for Arthur Godfrey, has been appointed manager of special projects of CBS Radio press information.

Edward Fay of Providence has been named general co-chairman of the 1956 Jimmy Fund Drive in Boston. The other co-chairman is Joe Cronin of the Boston Red Sox.

George Klint has been appointed to the newly created position of field sales manager for Ansco, the photographic manufacturing division of General Aniline & Film Corp.

Peter Gazely has been appointed assistant to Tri-State Automatic Candy Co.'s branch manager George H. Schenck in Albany.

**Sarnoff Tells Senate Group**

**TV Stations Growth Shouldn't Be Diverted By Attacks on Networks**

WASHINGTON, June 14.—The television industry's vital objective of developing the maximum number of stations should not be obscured or diverted by attacks on network operations, Robert W. Sarnoff, president of the National Broad casting Co., told the Senate Committee on Interstate and Foreign Commerce today.

Robert Sarnoff warned then the "whole delicate balance of network advertising, affiliation relationships and service to the public could be upset.

Moreover, various phases of regulation which have been proposed could not be affected without regulating advertisers. Such a step would raise the most serious problems not only for television, but for the American enterprise system," he said.

**Gives Income Figures**

The NBC president's 38-page statement included the first public report by any television network of its annual sales and income figures. These figures reveal that in its first eight years, from 1947 through 1954, NBC-TV incurred a cumulative loss of more than $4,000,000. Only in 1955 did the network achieve a cumulative net profit—which amounted to $225,000, or less than one-half of one per cent of cumulative net sales for the nine years of the network's operation.

"These facts show that any claim of exorbitant profits from this high risk business is not in accordance with the economic realities," he declared.

In giving the Committee a broad picture of the organization and operation of the NBC network, Sarnoff said its annual 6,500 programs, serves 200 stations and does business with over 200 advertisers of all types and sizes.

2.7% of National Advertising

He also highlighted these factual points: NBC produces less than one-third of the programs in its schedule. Rather than stifling independent production, networks have provided an important encouragement and stimulus for program development by outside producers," he explained. Between 50 per cent and one-third of the total hours on the NBC network consists of live programs. "Only through a network system can live programs be broadcast on a basis," NBC's share of all national advertising revenue in 1955 was 2.7 per cent; its share of all television advertising revenue was 3.7 per cent. "No network comes near controlling
IN THIS ISSUE

Spotlighting the news in Television Today—a run-down of the summer replacements reveals re-runs will be the dominating factor during the hot, hot weather.

Passing in Review—The week's highlights in shows.

Who's Where—Personnel Changes within the industry.
Attendance Upturn Seen

(Continued from page 1)

(Continued from page 1)

trend was not unexpected but when attendance failed to recover thereafter, and actually continued to decline after week, the experience for many exhibitors became unique. Now they feel the bottom has been reached and the improvement is expected to manifest itself with increased attendance during the closing of schools, the increased leisure time of the vacation period, the seasonal terminal of popular television shows and their replacement with old, repeat and substitute programs, and, most important to the theatre, the increasing release of a continuous flow of strong attractions by practically all national distributors and a number of independent producers.

Air Conditioning Helps

In addition, they point to the demonstrated popularity of air-conditioned theatres in the hot weather season with good attendance during last week’s heat wave cited as a case in point. All of these factors, exhibitors add, assist to a significant attendance increase starting almost at once.

In fact, a significant number of Southern and Southwest exhibitors, in whose territories school holidays in late May and early June in most instances, reported that improved business already is in evidence, with expectations that it not only will continue, but will increase in volume.

Eager for New Ideas

A widespread hope discerned among showmen is that the Motion Picture Association committees, COMPO and others will come up with effective building ideas and projects during the summer to put into operation in the fall. In this way the upturn they confidently expect to begin soon will not be permitted to die out with the return of strong television attractions and the reopening of schools.

Above all, most of those questioned said emphatically, “We must not permit our theatres to become more seasonal operations. We are in business 12 months a year, and we want to continue that way.”

Producers to Build Own Headquarters

HOLLYWOOD, June 17.—The Screen Producers Guild, which recently reached its highest membership total in its six year history with 150 producers, has bought its permanent headquarters here on an appropriate site, president Samuel G. Engel announced over the weekend.

Engel said in part: “Tremendous growth, activity and enthusiasm of our organization demands permanent headquarters with facilities adequate to permit expanded needs of Guild.” The Screen Directors Guild and Screen Actors Guild built their own headquarters buildings previously.

Fedderson, Clampett Sign for TV Series

LOS ANGELES, June 17.—Don Fedderson announced the signing of a contract with Bob Clampett, whereby they will be associated in production of a new network television film series, tentatively titled “Birdy,” and also disclosed that Don Felder Productions has acquired a five-year lease on a studio, adjacent to the Paramount studios, recently vacated by Studio KTLA, and which was effective July 1.

Clampett’s contract is for exclusive services on a national basis, management of the studio and production of Felder Productions’ new series, but allows him to produce his own local shows.

TV Film Production Going on 5-Day Week

HOLLYWOOD, June 17.—Television-film production, which has been proceeding on six-day work week despite theatrical-film production’s five day work week, will be brought into conformity with the latter under a contract amendment negotiated by the Screen Actors Guild, executive secretary John L. Dales has announced.

The new arrangement, signed by the Alliance of Television Film Producers, the Association of Motion Picture Producers, and unaffiliated filmpreneurs, takes effect Monday, June 19, 44-hour work week, with double time for Saturday and Sunday work, in contrast with the former six-day, 48-hour week.

‘Trapeze’ Sets Mark At Chicago Opening

Hecht & Lancastor’s “Trapeze” set an all-time record of $8,500 in the first day of its Midwest premiere engagement at the United Artists Theatre in Chicago, it was announced by United Artists. The figure represents the greatest opening-day total in the history of the Loop showcase, UA said.

Backed by a vast $2,000,000 promotion, “Trapeze” will open in almost 400 key situations during the five days of its engagement and then leave its international premiere at the Odeon Theatre, London, on June 26.

PERSONAL MENTION

DANIEL T. O'SHEA, president of RKO Radio Pictures, has arrived in New York from Hollywood. He will return to the Coast early in July.

TONY MARTIN will arrive in New York on Wednesday from the Coast, and will leave here shortly thereafter for England with his wife, Cyra Chambers, and their two children.

OTTO E. KORNEG, general counsel of 20th Century-Fox, left here for London on Friday via B.O.A.C. en route to South Africa.

RICHARD McWHORTER, production manager for Hecht and Langan, has arrived in New York from the Coast.

N. PETER RATHVINS, producer, returned to New York on Saturday from London via B.O.A.C.

DEBORAH KESS arrived here from the Coast on Friday and left the next day for London via B.O.A.C.

ARTHUR HORNSELOW, Jr., producer, will arrive in New York today from the Coast.

BEN HOPE, Mrs. Hope and their four children will arrive here today from Hollywood.

JEFFREY HUNTER will arrive in New York today from Hollywood.

Fred Briskin Named V-P of TV Firm

Fred Briskin, production executive of Screen Gems, Inc., television subsidiary of Columbia Pictures, has joined Irving Briskin Productions, Inc., a newly formed independent tv film company, as vice-president. The new company will be headed by Fred Briskin, studio manager of Columbia Pictures, who recently relinquished that post after 25 years. He is retaining his position as vice-president in charge of production for Screen Gems.

Both Briskins will continue to supervise all filmed series produced by Screen Gems.

‘Somebody’ Bows July 3

“Somebody Up There Likes Me” has been set by M-G-M for a world premiere at Loew’s Warfield, San Francisco, on July 3, and Paul Newman, who stars in the picture, arrived there last night to do newspaper, radio and television interviews to launch the full-scale campaign.

MOTION PICTURE DAILY, Monday, June 18, 19—ul

NEWS ROUNDPUP

UA Softball Team Wins

The United Artists softball team defeated the Kwansei in the end at 19.4-2, in a Federation League game in Central Park. The UA club, managed by Don Ba, collected 18 hits behind the pitching of Matty Daniels.

O’Connor to SAG Board

By unanimous vote of the board of directors of Screen Actors Guild Donald O’Connor has been elected to the board as a replacement for the late Edward Arnold. O’Connor will serve until the Guild’s annual membership election next November.

Opens Florida Offices

Century Lighting, Inc., has opened new offices in Miami, Fla., to serve theatre, television, film and architectural clients in the South, Cuba and Puerto Rico.

Hart Leases Theatre

Charles Hart has leased the New Theatre in Hoosick Falls, N.Y., from George Bodenheim of Poughkeepsie and will open the house about Aug. 1.

Wineland Acquires Drive-in

Lloyd J. Wineland, president of Wineland Theatres of Washington has acquired the Hillside Drive-in Theatre in Maryland.

Only 3½ hours! Fly UNITED DC-7s nonstop to LOS ANGELES “the Continentals”—two flights daily!

UNITED AIR LINES
FM Moves to Halt Evolvoyts by Locals; petrillo Reelected Special to THE DAILY ATLANTIC CITY, June 17.—The American Federation of Musicians taken action to smash future re- sults by insurgent delegates at the final session of the union’s annual convention assigned all powers to their president, C. Petrillo, and the international executive board to move against rebel affiliates. The grant originated with the Petrillo administration.

Under the program, the union will be free to control local through a trusteeship whereby the executive board “has a substantial reason to believe” that the Board of Directors is violating the federation’s constitution bylaws; disobeying a lawful order of the constitution, executive board or international; or engaging in any activity or course of conduct detrimental to the welfare or interests of the federation or of the local.

The trustee will have power to cease all operating and appoint new officers. Petrillo, at the current meeting, is elected, without opposition, to 17th term as president of the union.

associated Artists olds Sales Meet

All phases of operations of Associated Artists Productions were covered during weekend meetings at the Biltmore here.

Attending the sessions were president Eliot Hyman, vice-president, and Hyman and director of serv- ice, Herbert Richel. Among the personnel were Bob Rich, general sales manager; Paul Kwartin, director of national sales; Don Klausner, director of station sales; Ben Elrod, central division manager; Art Kal- len, eastern division manager; Nor- man J. (Back) Long, southern division manager; Bob Kronenberg, western division manager, and sales representatives Kirk Torney, Bob Fin, Herman Katz, Seymour Abeles, Sussman, Bill Vidai, Lester To- by, Ed Simmel and Dick Carthey.

SHELTON REPORTS TO USA

Soviet Union Is Increasing Its Output of Quality Films

WASHINGTON, June 17.—The Soviet Union and its satellite countries are sharply increasing the production of high quality propaganda motion pictures, according to Turn, B. Shelton, chief of the motion picture division of the Allied Artists Board, Selling Meets Slate

Allied Artists’ board of directors will meet on Thursday in Hollywood, Steve Brodny, company president, announced at the weekend.

At the same time, a three-day advertising and sales meeting will be opened on William Wyler’s “Friendly Per Secution.”

Directors on the West Coast who will 26 cent per share Brodny, George H. Ralph Branson, George D. Burrows, W. Roy Johnston, Harold J. Mirisch and Howard Stubbins, while the East are Arthur C. Bronberg, Edward Morey, Herman Rikfin and Norton V. Ritchey.

Goldstein, Flinn to Attend

Those who will attend the advertising and sales meeting include Morey R. Goldstein, vice-president and general sales manager; John C. Nathanson, vice-president and advertising and publicity; Martin Davis, Eastern advertising and publicity manager; Sanford Abrahams, West Coast advertising manager; Arthur Greenblatt, office sales executive; Harold Wirttenm, Western division sales manager; James A. Prichard, Southwestern division sales manager; Nat Prichard, Midwest district sales manager, and L. E. Goldhammer, Eastern division sales manager.

NTA Earnings Up in Third Quarter

Ely A. Landau, president of National Telefilm Associates, Inc., reported that earnings in the third fiscal quarter increased the television distribution’s net income for the nine months ended April 30 to $42,618, equal to 37 cents per share, as against a deficit for the entire 1955 fiscal year. This compares with $15,051 per share earned the first half of the year and $60,531 or nine cents per share in the first fiscal quarter.

Exhibitor contracts written be- tween July 31, 1955, the end of the previous fiscal year, and April 30, 1956, aggregated a record $5,560, 889 or 49 cent above the gross volume for the entire 1955 fiscal year, Landau said.

Commenting on the outlook, Landau stated, “As a result of the recent addition of the 20th Century- Fox feature films and the Paramount Pictures short subject library, the company is in the strongest position in its history.

Recruited to Cite Growing Asian Market

By FLOYD STONE

Their four months in Southeast Asia made them aware of a world fermenting and growing and necessarily a vast market for the motion picture producer George Englund and writer Stewart Stern said here on Friday.

It is a world where American films so far have a following so enthusiastic that demonstrations for Marlon Brand, who accompanied them part way, needed police attention.

The men studied scenes in Hong- kong, the Philippines and Thailand as research for “Tiger on a Kite,” which they are making for Brando’s Penne- bacher Company for Paramount release. They claimed the rough one story, about the possible adventures of a United Nations technical assistance expert; and they came back, they said, with 300. And with impressions of a need in Asia for films which instruct and interpret in terms natives will understand. Said Stern: “I am writing hereafter not only for the Iowa home-farmers, but for the Thiland rice farmers.”

Wise Even to the Clitches

Both stressed native pride to be heeded. In each country they found sensitivity to Hollywood cliches. They urged the industry here to expand its horizon to include problems important to Asia.

They professed to be exuberant about possibilities and distressed by anxiety they found here. They added there isn’t any doubt the market exists and it may be more important than the domestic.

They expect to begin work next March, and will do another for Paramount, “To Tame a Land.”

Accquires ‘Allah’

Joseph Brenner Associates has concluded a deal with Studio Alli- ance, Inc, for the national distribution of the feature film, “Island of Allah.”

Asks Relief from Seattle Tax Ticket

SEATTLE, June 17.—Vigorous plea for relief from the municipal ad- mission tax were made by the Thea- ter Owners of Washington, Northern Idaho and Alaska before the Seattle City Council. The organization cited the plight of the industry as a result of the discriminatory legislation of the present tax which charges 1 cent on every 20. The petition asks elimination on prices up to and including $1.

SCHNEIDER, George

Promoted by CBS-TV

Clark George, general manager of CBS Television spot sales, has been named general manager of KNXT, Los Angeles, and the CBS Television Pacific Network, Craig Lawrence, vice-president in charge of CBS Tele- vision-Owned Stations, announced on Friday, George is replacing James E. Aubrey, who has been named manager of network programs for the CBS Television Network in Holly- wood.

Simultaneously, Lawrence an- nounced the appointment of John Schneider, eastern sales manager of CBS Television Spot Sales, to the post of general manager of that department. Schneider’s replacement will be announced shortly.

Schneider, George

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ut of the Rough

...it was 96 degrees O.K., so it was a nine-hour subway strike! it’s still no excuse for messing up names of a couple of the top- ners of the Cinema Golf tournament Thursday at Vernon’s Country Club, Tuckahoe, N. Y. percy listed, the names of the four at Low N.W. — Lee Koff, Nov- 4 Clem Perry, Low Net Runnerner—Charles S. Aronson, Low Gross mer-Up—Lenn Gum-Nurenberg. The ‘editor tried to spike his spikes fell on his fairway. We’re sorry now it’s correct, and it was a d tournament and a fine day.
MAKE READY FOR monro
the covers and pages of TIME
LOOK
POST
Collier's
are converting millions of readers into moviegoers for MARILYN MONROE in BUS STOP
and introducing DON MURRAY with ARTHUR O'CONNELL • BETTY FIELD • EILEEN HECKART
Produced by BUDDY ADLER
Directed by JOSHUA LOGAN
Screenplay by GEORGE AXELROD
Based on the Stage Play by WILLIAM INGE
CINEMASCOPE®
COLOR by DELUXE
TV Channels

and Foreign Commerce Committee, called for a "strong Congressional mandate to the Federal Communications Commission, not only to speed up the licensing of new television stations already allocated, but also to devise new allocations, whereby three, four or five competitive stations can be established in the larger markets of the country."

This would be the best way to achieve free competition within the industry, he said, adding that with the solution of this problem, "alleged monopolistic practices in the industry will disappear."

To the criticism that networks unduly control programming, Kintner said ABC's position is that "no network or company has sufficient creative ability to supply directly more than a small percentage of the needed programming. We welcome today, and will welcome in the future, programs on the ABC Television Network that are owned and controlled by advertisers, by independent producers and by talent agencies."

Option Time "Absolutely Essential"

Regarding option time, he said "it is absolutely essential that any network have reasonable assurance that its programs can be broadcast in various parts of the country in prime time. Unless this assurance can be given, any network would not be able to obtain the revenue necessary to finance our investment and overhead."

Kintner was the third network president to testify before the committee, Frank Stanton of CBS and Robert Samoff of NBC having testified previously. Next week representatives of stations affiliated with the networks will testify.

Selznick Dismissed In Chesapeake Suit

The Appellate Division of the Supreme Court of the State of New York unanimously affirmed a decision of the New York Supreme Court, dismissing the complaint in the $100,000 damage action brought by Chesapeake Industries, Inc, against Selznick Releasing Organization.

Chesapeake had alleged in its complaint that Selznick unreasonably and in violation of the distribution agreements between them, withheld approval of exhibition contracts which Chesapeake claimed they had procured through Eagle Lion Classics, Inc, the distributor. Motion for summary judgment to dismiss the complaint was granted by the lower court that Selznick Defense upheld the lower court in favor of Selznick, with costs of the appeal.

Starr Warns

(Continued from page 1) sure as tomorrow is coming, S. said. "This condition is seriousness of the situation if film license fees to TV, forced by stockholders' mandates for quick profits. However, the blow that almost broke our back was the U.S. Treasury Department acceptance of these sales as capital gains. Another thing facing us is subscription TV which, if allowable, will eliminate the exhibitor as a co-producer in motion picture film. The battle is far from being won. An effort will be made after general election this Fall to kill off all TV on a trial basis."

Apprehensive Regarding Warner Commenting on the Warner Ba sale, Starr said, "We are hopeful a major corporation will act to bring a decision into the hands of Si Fabs. Our ace in the hole is that the major divorced, with enormous investments, in which we have fallen into the hands of wrong hands, there is a possibility of our liquidation to TV interests and another producer will come in. If so, we believe, administration assistant to the present, still is the note of optimism. Mundo theories that "too much negative thinking in no way helping the industry solve its problems but creative positive thinking will ultimately be the way for exhibitors to improve their box office take."

Compo Accents

(Continued from page 1) and American pictures. This entertainment will be the usual fine motion pictures that the major studios have been producing in the last few months. They show conclusively that it is in the movie theatre that real entertainment story is found."


(Continued from page 1) view the names of Linda Christian and Charles Korvin, the two principals most widely known in the United States, stand out as the most useful selling factors in this melodrama produced overseas by the American studio.

Binnie Barnes, who does not appear in it. Apart from the participation of these and other Americans in the production of the picture, the attraction resembles the film of a foreign produced product, particularly the Italian, more closely than the American. It is a story about people in the Spanish fishing village of San Lorenzo and the impact upon their lives of a beautiful girl rescued from a storm-stuck boat and weakened, one way or another, by most of the male citizenery thereafter. With Miss Christian playing the rescued girl, whose anatomy takes considerable beating and a deal of exposure during the action of the film, the picture appears to have a box office potential in both the commercial theatre and the art house.

Opposite Miss Christian in the slow but eventful script by Daniel Mainwaring is Charles Thompson as the favored suitor and Korvin as the powerful local mayor who plots nefariously and with no holds barred to win her favors for himself. The script, from a story by George St. George, moves in the uneven tempo of most imported product from the rescuer at sea through such incidents as a storm at sea, several fictitious conflicts between the male principals, numerous sequences of romantic ensnarements, a beach agitation toElemetown, etc., a prison break, an attempted rape, much drinking of wine, good and bad, and some interesting incidental flashes of the ways and means of daily living in the Spanish fishing village. The picture closes with the girl, who's made all the trouble, sailing away alone.

Direction by John Guillermin is a little overdeliberate for American purposes, but cinematographer Manuel Berenguer makes use of the slow pace to shoot some decidedly interesting town and sea coast scenery. Running time, 82 minutes. Adult classification. WILLIAM R. WEAVER

FCC Powers, Duties May Be Revised

WASHINGTON, June 17.—The Senate Commerce Committee may look into the possibility of changing the Communications Act to alter the powers and duties of the Federal Communications Commission, according to committee chairman Warren G. Magnuson.

The Washington Democrat made the statement at a committee hearing over the weekend, pointing out that the act has not been brought up to date for many years. FCC chairman George McComnaughey requested some specific changes in the act several months ago.

Trans-Lux Films Set On Coast and N.E.

West Coast distribution rights to Trans-Lux Pictures have been granted to Coronet Films, represented by Alex Cooperman, in Los Angeles.

New England distribution rights have been granted to the Edward Roll Film Associates Corp, in Boston.

RKO's New Plan

The rundown of its national and international distribution set-up and then explained how the parent company's communication chain, including the radio network, will provide limitless facilities for merchandising of RKO pictures throughout the world.

Schmid disclosed the results of a confidential depth survey just taken of basic motion picture tastes of the public, broken down into every possible category, and their response to each medium of merchandising.

Robert Black, vice-president of J. Walter Thompson, discussed the advertising agency's program for RKO Pictures and displayed ads for three soon-to-be-released productions.

The session, attended by Daniel T. O'Shea, RKO president, was closed by William Dozier, vice-president in charge of production at RKO, who stated that the integration of the exploitation facilities of General Television into this new over-all merchandising plan will pave the way for a closer understanding and cooperation between the producer, the sales department and the distributor.

REVIEW:

Thunderstorm

HOLLYWOOD, June 17—(Continued from page 1)
At Last! Heralds EVERYONE WILL READ!

...’cause everyone loves Al Capp’s World Famous Cartoon Characters!

And, here they are selling Paramount’s “Certain Feeling” for you! Your Patrons will want to take these Full-Color, Hard-Selling Comic Heralds home... and you can be sure kids and old folks alike will read ‘em through! That means a Money-Making, Boxoffice Boost for you!

For these Crowd-Gathering Color Cartoon Heralds . . . Contact your nearest branch of National Screen Service.
RODGERS & HAMMERSTEIN

1956

On the Screens

"OKLAHOMA!" in Todd A-O
"CAROUSEL" in Cinemascope 55
"THE KING AND I" in Cinemascope 55

On Broadway

"PIPE DREAM"

In Stock Presentation

"SOUTH PACIFIC" "THE KING AND I"
"OKLAHOMA!" "CAROUSEL"

RODGERS & HAMMERSTEIN NIGHT CONCERTS
by leading symphony orchestras
Spotlighting the News

Run-Down on the Summer Replacements

Hot weather finally hit the east coast last week and with it a hurricane of press releases which announced (as final) the summer programs. Subject to change at any time was illustrated with NBC-TV’s blikhe, last-minute pulling of the projected Whitman show, previously scheduled to make its debut tomorrow night in the Berle-Hope-Ray show, and the substitution of the “Irving Berlin-created!” This Is Show Business. There will be an unusually large number of reruns, some of which will be no better than they were when first out, but generally they will be the cream of the crop of the film series. Exciting, however, are the advance reports on the upcoming Kaiser Aluminum drama series, the long-awaited Joe and Mable film series and something called 20 Steps to $1,000,000, which may make us all numb on the subject of money. The following is a network-by-network breakdown of the most recent and noteworthy plans:

BC-TV: Replacing Danny Thomas’ take Room for Daddy on Tuesday nights beginning July 3 will be the E. Summer Originals, utilizing slot films for series which—for one reason and another—just never were. Poika Time is to be the only substitution for Ethel and Albert. Friday nights, starting July 12. Bold Journey, a half-hour film series over Monday, July 16 for the anthology series, Wiltch Theatre.

BS-TV: Replacing Brave Eagle as last Wednesday night is Cartoon Theatre, featuring the various overton characters to which the network obtained rights last year. Tomorrow night the Joe and Mable in comedy series takes over for 9 weeks in the spot vacated by Lombardo’s Diamond Jubilee. July 29 a half-hour film series by the name of Undercurrent takes the current lineup for the current lineup on Friday evenings. Replacing the missing It’s Always Jan on Saturday nights, starting July 7, is musical format, the Russ Morgan show featuring Helen O’Connell. Also on the schedule, but still to receive starting dates, are the aforementioned 20 Steps to $1,000,000 and Sam Leven’s replacement of Herb Shiner on Two on the Money.

BCTV: As of last Wednesday and Friday, Jaye P. Morgan has taken over for the vacationing Eddie Fisher. The newly created Steve Allen show supplants the NBC Comedy Hour next Sunday, starting July 7. Saturday, July 2, Ernie Kovacs and family take over Sid Caesar’s hour. The following evening the Kaiser Aluminum drama series makes its debut in the alternate Tuesday spot made vacant by the withdrawing Playwrights ‘56. Its partner, the Armstrong Circle Theatre will feature kinescope repeats of the best of this season’s shows. There’ll be two different Ford Theatre re-runs, one series running alternate Saturdays beginning June 30 and the other for 13 weeks beginning Thursday, July 5. Friday evening’s Big Story will be replaced by reruns of Four Star’s segments featuring Willie Dante, July 13. The following evening, all-girl Ina Ray Hutton supplants the Midwestern Hayride. Also on the schedule: a Paul Douglas film series replacing The Hit Parade, the Robert Montgomery Stock Theatre, the Jane Wyman reruns and the Lux Theatre’s preview of un-made film scripts. Gone for the summer is The Big Surprise.

Daytime Stripping

To any adult who has been confined to his television set for any length of time during the weekday, daylight hours, the success of NBC-TV’s five-days-a-week reruns of “I Married Joan” in the late afternoon time slot, will not seem surprising. By year’s end, this time has been directed at the young fry with little or no thought of their parents, who were required to make do with the material aimed at the very young. “I Married Joan” not only is reported to be outrunning its competition, but is proving there are adults around to watch. It’s repeating the success of that experimental daytime stripping of My Little Margie in Philadelphia last year, but with a dividend. Incidentally, Procter & Gamble is exporting the daytime stripping technique to Mexico. It announced last week that it had purchased five Zip series for across the board late afternoon viewing on Mexico City’s XEW-TV. The series: Favorite Story, Boston Blackie, The Unexpected, Yesterday’s Newsread and I Led Three Lives.

Progress Report

The American Broadcasting Company reports that the TV network’s gross billings for the four-month period, January-April, 1956, rose to $25,700,000, an increase of 76 per cent over the like 1955 period. To measure the increase, the network adds that the four-month total is $4,600,000 more than network total billings for all of 1953.

“Blondie” Breakthrough

In the first major breakthrough at the national advertising level for the Vitapix Corp. spot television plan, Vitapix and the Hal Roach Studios scored a $1,500,000 co-sponsorship sale to Wesson Oil of the RKO-produced “Blondie” telfilm series. “Blondie” is slated for an October start in Class A time slots. The Wesson station list calls for the present Vitapix group of some 65 major outlets, plus a large additional group to cover all remaining Wesson marketing.

(Continued on page 11, col. 3)

In Our View

The current attentions of the Senate Committee on Interstate and Foreign Commerce directed toward the operation of the television networks has engendered, as may be expected, a considerable deal of attention in the public press. Whether or not the public generally is apt to take sides in the controversy over whether or not the networks as constituted have the effect of a monopoly will depend to an extent on the press treatment of the hearings.

Initially, the opening witness, Frank Stanton, CBS president, made the telling point that any change in the existing system, were any contemplated, must properly be measured against its value to the public. After all, television, utilizing the public air waves, so to speak, must serve the greatest number of people in the best possible way. That is the purpose and reason for being—essentially of the Federal Communications Commission. There is sometimes grave danger of the public, and hence the legislators who serve them, getting the notion that because business is big, and tends to dominate a good portion of its chosen field, that it is necessarily bad. That is altogether too simple an acceptance of a cliché equation.

As a matter of true and actual fact, in many instances it is because of the “bigness” of an operation that it is able to provide the public generally with superior service in every respect which otherwise would be impossible. The outstanding example of such a situation is the American Telephone and Telegraph Company. The finest telephone service in the world, far and away, is offered at comparatively reasonable rates, because A.T.&T. is geared to make it so. It is a point to be borne in mind in this network inquiry.

—Charles S. Aarons
NEW ENTRY IN THE TV-FILM DERBY

INTRODUCING a new firm (officially), new offices (625 Madison Ave., New York), and a new vice-president in charge of sales, Richard Carlton, left. Richard Brandt, president of the Trans-Lux Television Corporation, tells of 700 Encyclopaedia Brittanica films, and more coming, each week; of an emphasis on color (80 per cent of the new ones); of a new 15-minute series, "Profile," limning personal ties and events; of a children's program, "Once Upon a Time" (39 half-hours), and of features which it first will give theatres and then television. Among these, for instance, "Lovers and Lollipops," "La Strada," "Dance, Little Lady," "Danger, Flight 93," a Greek feature, and another about which silence is mandatory. Mr. Brandt and Mr. Carlton said they would open at least six offices, the first two in Chicago and Los Angeles. Mr. Brandt concluded with the observation that the firm for 20 years has been known for integrity, and said: "We hope to keep it, not only in the product but in the selling."

IN BRITAIN

AR (Associated-Rediffusion), London midweek contractor, and ATV (Association Television), London weekend contractor, are to considerably reduce their network programmes. Some special items will still go out over the network but during the next three months AR will have to fill four hours time taken from ATV, and the latter fill 10 hours taken from AR. An exchange of programmes between Granada, the Lancashire midweek contractor, and AR will continue. Financial disagreement is understood to be behind the decision of the two London companies to cease major network plans. It is almost certain, however, that a greater degree of networking will return later in the year.

AR plans to increase its summer hours of transmission in London. Total transmission hours will now be increased from 25 to 35 a week. Some 700 programmes, including 22 new series, will be put out during the coming months. Advertisement manager John Clark announces that AR will maintain its present rates and rate structure until at least the end of this year.
Passing in Review

THE EARTH WORLD, INDEED, this would be if real-life ever began to imitate life as it is lived in the majority of half-hour television series, an eventuality which may very well come about if the power the picture tubes is any where near as impressive as the deluged audience figures would indicate. This was the thought that sed through one viewer's head Tuesday evening as Danny Thomas (SCTV) was subjected to some strictly make-believe attitudes on the t of his archly-directed screen children; as Red Skelton (CBS-TV) ame the love object of two female beasts in the course of an extened skit about an office picnic, and as Beulah (WABD) resorted to an to make her boy Schmidt decide whether to declare for Emanuel. No one of these shows was actually bad or offensive. It's just taken in succession they showed how just from everyday life sly writers have wandered in search of material. This sort of comedy don't have its root in behavior of nuns only as portrayed in other TV shows.

Actually much more of this world which we all know and live in was tained in Camera Three's (CBS-TV, Sunday, June 10) wise, slightly terc but informative essay on nonsense. The concluding excerpts from 's Turber were even more than that. They were funny. For in of subliminal, 45 minutes in the week Liebman's "Holiday," (NBC-TV, Saturday, June 9) making free with ann Strauss themes and not free enough with Elmer Rice's play, "Grand Tour," was not a happy occasion. Alcoa's "The Magic Horn", NBC-TV, Sunday, January 27, involving boy and girl abandoned Dixieland played by experts. The week's dramas-without-acie were a good deal better. The Armstrong Circle Theatre (NBC-TV, day) presented another moving "actual" by Phil Reisman, Jr., featur-an exceptional performance by Maureen Stapleton. CBS-TV's Look and Live are excellent productions to story of a broken marriage, written by Joanna Churgin.

The best of the week's special events was the smooth coverage given NBC-TV to the 15th annual Palm Beach Golf Tournament at New helle (Sunday, June 10). Lindsey Nelson, Claude Harman and John d the reporting. Elsewhere and in greater detail:

APT THEATRE: "Boy in a age," NBC-TV, 1 Hour, Wiesen June 13, New York. For Kraft Foods. working the recently well-minded of juvenile delinquency, play-th Paul Monash brought up last week's Kraft presentation script that was a model of good vision writing. "Boy in a re," dealing with the rehabilita-of a slum boy at one of the dwells of New York's more antories (no bars, etc.), was straightforwards, honest andative treatment of a difficult of people, people with a history of characters and directed with no sense of drama by William Iram. James Gregory starred the school director who the understanding of the boys, aid Brinkhoff, Paul usky and a half dozen others looked as if they'd been washed off the city's streets. It wasn't a success line or are in the entire show.

ADVENTURES OF ROBIN HOOD: "The Wages," CBS-TV, Hour, 7:30 P.M., EDT, Monday, June 11, 1956. Film. For Wildroot. As last week's check seems to ate, the quality of this series has gone on its way down. There is to be no reason why it lie couldn't on through next on, and maybe a couple of more as well as it is doing this year. Like best of Walt Disney product, this-produced Robin Hood has attractive simplicity in charact-and a directness in narr- that can delight the young

with actual events—and not with the greater meaning of it all—was an unusually effective picture of a boy's approach to manhood. "The Wages" was fi in the central role, receiving excellent support from Vivian Nathan, Mir-iam Colon, Jose Perez, and es-pecially from Mario Alcalde, who stole the show and gave the climax the big point of the show. After that, "Flight" was downhill all through act three. Francis Moriarty di-rected and John Butler choreo-graphed a lively fiesta interlude.

CAESAR'S HOUR, NBC-TV, 1 Hour, 8 P.M., EDT, Monday, June 11, 1956. Live, from New York. For various sponsors.

Approaching the end of another season, and the end of his very professional association with Nanette Fabray, Sid Caesar last Monday night turned in an-other of his usual large packages of entertainment, running the gamut from sentiment to laughter without a hint of number opulence. Defying Palace tradition, Mr. Caesar's best moments often come early in the show. "I was in the care with last week's simple and very funny Com-mutters sketch, a nicely timed dramatization of the trials of liv-ing with a husband who has absolutely nothing to say to his wife when he gets home from the office. The film parody, "Kill Me Kindly," was not nearly as funny as it should have been and it sits a little closer to the object being parodied and further away from standard gags. Mr. Caesar is obviouly one of television's most in-telligent comedians. His only fault, if he has one worth mentioning, is that his routines run too long for their own lightweight purpose. The "Wedding" and the "Three Great Dancers" provided the pleasant focal point during those moments when the stars were catching their breaths, Shellie, of course, is producer.


The dual debut of the Studio One Summer Theatre and Camera Three's Robert Herridge as a big-time, evening producer was a very auspicious if not completely suc-cessful event. The opening prog-m, John Steinbeck's "Flight," adapted by producer Herridge, was interesting but on occasion moving, principally because it re-lied too heavily on third person narration and not enough on the dialogue. "Flight," of course, is a drama, like beauty, comes from within, and a commentary, no mat-ter how fine it might read on the printed page, has a way of turning involved when it becomes the spoken word to accompany a pic-ture. Mr. Herridge, however, cre-at-ed a handsome, provocative show which, when it concerned itself

and cartoons which will be avail-able for telecasting in July. The library involves some 754 features arranged in 13 groups. Since the two new features were first offered by AAP's one-month ago, sales have been completed in mar-kets across the country. These in-clude a number of deals for all 13 groups.

Fox Rentals Contract

Fox will continue its policy of adver-tising its Broadway openings and runs and the neighborhood engage-ments of its latest attractions. Slated for special promotion is a choice of film releases including "The King and I." The this is a big month over at "Warner Bros. Presents," where, under the personal supervision of Jack L. Warner, the boys geared for a start on telefilm production with this next serum over to ABC-TV network. Some prop-erties acquired: "The Untamed Breed," "Hell Waits at Dodge," and "The Zinna Kid's Shogun Roundup." The American Psycho-13 T. Orr, executive producer, two new writers, Lee Loeb and Fred-erick Brady, have jumped on the team, bringing the total to six writers currently working on six stories.

You Are Really There

Eschewing its usual format, CBS-TV's "You Are There" will be making a notable departure in its July 1 show in that it presents a special report on the embattled island of Cyprus, called aptly "Cyprus Today." There'll be no actors. All of it will be real. A special camera crew is currently is abroad gathering the material under the direction of Howard E. Smith, chief European correspond-ent for CBS News.

THE DOUBLE-HORROR SHOCK SHOW...

WESTERN UNION
TELEGRAM
W. P. MARSHALL, PRESIDENT

0B632 PRA777
1956 Jun 12 AM 12 27

PR LLF 483 LONG NL PD-PORTLAND ORG LL-
JAMES R VELDE, GENERAL SALES MGR- UNITED ARTISTS CORP
729 7 AVE NYK-

DEAR JIM, YOU KNOW HOW SOFT BUSINESS HAS BEEN IN THE NORTHWEST
RECENTLY BUT THE COMBINATION OF BLACK SLEEP AND CREEPING UNKNOWN GAVE
THE PARAMOUNT THE BIGGEST OPENING SINCE LAST SEPTEMBER WHICH IS SAYING
A LOT BECAUSE WE HAVE PLAYED SOME BIG ONES. FURTHERMORE IT HAS DONE
SUSTAINING BUSINESS SINCE. IT IS APPARENT THAT THE BLACK SLEEP AND
CREEPING UNKNOWN HAS THAT DIFFERENT SOMETHING THE PUBLIC WANTS TODAY.

BEST REGARDS-

M M MESHES GENERAL MANAGER PORTLAND PARAMOUNT

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE.
Crucial
Tax Campaign
Now in High as
Time Shortens

Aim for Action Before
July 31 Adjournment

With time becoming an increasingly important factor in the Council of Motion Picture Organizations' campaign for Federal admission tax relief, Robert W. Coyne, Compo special counsel, will return to Washington from New York today to coordinate stepped-up exhibitor efforts to put the theatres' case before the House Ways and Means committee.

The House group is scheduled to meet late this week or sometime next week and the theatres' chances of getting further tax relief during the current session of Congress is considered favorable.

(Continued on page 4)

Chesnes Technical Head of Chromatic

Chromatic Television Laboratories, Inc., has named Albert A. Chesnes to the post of technical director, it was announced by Robert Dresler, vice-president.

Chromatic is a research and development organization whose main commercial interest is the development of the Chromatron or "Lawrence tube," a single-gun color television picture tube and its associated receiver circuitry. In his new capacity, (Continued on page 4)

CBS Stations
Defend Web

From THE DAILY BUREAU
WASHINGTON, June 18—Spokesmen for tv stations affiliated with the Columbia Broadcasting System today defended the current relations between networks and affiliates and urged Congress to take no action updating the present set-up.

Typical of seven station spokesmen who testified before the Senate Comm.

(Continued on page 4)

O. Film Transit Suit
Decision by Aug. 1

Special to THE DAILY
PORTSMOUTH, O., June 18—Decision in the long-pending suit by several Southern Ohio exhibitors for treble damages against the Huntington-Cincinnati Trucking Co. for alleged excessive rates is expected Aug. 1, following hearing of the case before Judge Lowell Thompson of Portsmouth Municipal Court. The judge instructed attorneys to file final briefs by July 1.

At the hearing, Judge Thompson selected as a sample case the suit of the Ohio Theatre, Nees Saxon. Witnesses were James Mahalazos, manager of the Ohio; William V. Blake, transportation expert, and Lewis Merrell, representing the defendant. The latter insisted that a "change of show" means each double feature showing rather than the change of dates, as contended by the plaintiffs.

(Continued on page 6)

Skouras Leaves for
Europe, South Africa

Spyros P. Skouras, president of 20th Century-Fox, left New York late yesterday for a lengthy trip to Europe and Africa. He will meet in England with general counsel Otto Koegel.

Skouras' first stop is London, where he will be for a short time. He is slated to proceed to South Africa to look into the company's newly-acquired properties there. The duration of the trip is said to be from "three to five weeks," with no definite itinerary.

(Continued on page 4)

More 'Protection' from U.S. Competition
Is Advocated for Italian Film Industry

Special to THE DAILY
ROME, June 18—"Effective protection against overwhelming American film competition" by adoption of the French quota system and other regulatory measures is urged on the Italian government by Angelo Bizzoli, producer of "Don Camillo" pictures here, in an article appearing on the editorial page of the weekly "Oggi," out today.

The article carries special significance because the publication's editorial page usually is reserved for articles of political leaders, principally those of the present Minister of Finance Giulio Andreotti, sponsor of the first protective law involving films in 1949. "Oggi" is owned by Bizzoli, one of Italy's wealthiest men, who, in addition to large publishing interests and his production activities, is the owner of the Dear Co., which distributes United Artists and Walt Disney pictures here.

Bizzoli's views can influence the forthcoming Senate debate on the new Italian film law and could help popularize stricter protection measures for the home industry. His article also asked for a ban against reissues of foreign films, heavier import fees or higher dubbing fees.

(Continued on page 4)

Fox Schedules 11 for
Summer Production

From THE DAILY Bureau
HOLLYWOOD, June 18—Twentieth Century-Fox will have 11 pictures in production within the next eight weeks, it was announced by Buddy Adler, executive producer.

Adler said that the company currently has three films in production, three will start in July and five more by August 15.

UA's 'Trapeze' Ads
Resumed in 'Times'

 Favorable trade comment was evoked by United Artists' 'Trapeze' advertisement which dominated the first page of Sunday's N. Y. "Times" for two weeks,

The advertisement produced the "Trapeze" rave review by Arthur Knight of "The Saturday Review." U. A. originally planned to discontinue advertising in the "Times" after its motion picture editor, Bosley Crowther, followed up his strongly unfavorable review of the picture with a Sunday essay based on some observations on the picture by the "Times" Hollywood correspondent, Thomas Pryor. Most industries felt that U. A.'s switch would prove more effective for "Trapeze" than the original plan to withhold advertising would have. They pointed out that the average reader who might be influenced by Crowther would be equally...

(Continued on page 4)

Marco Polo' First
DeLaurentis
Talking Series
In Cinerama

Negotiations currently are under way between Dino DeLaurentis and Cinerama Productions, Inc., whereby the Italian producer would make a number of feature length pictures "with story lines" at his Rome studios during the next few years in the Cinemar process and in standard versions, possibly in Cinescopes, it was learned here yesterday.

It was stated that the first picture to be made under such a co-production agreement would be a remake of "The Adventures of Marco Polo," with Ernest Hemingway writing the screenplay.

DeLaurentis and Cinemarca Pro.
(Continued on page 6)

Meet on Control of
Films on UK Video

From THE DAILY Bureau
LONDON, June 18—The joint committee of the Four Trade Associations will meet on June 25 to finalise new arrangements with the BBC in regard to the controlled release of feature films to television.

As previously reported, the industry proposed that up to 12 films annually should be permitted to be televised out of an agreed pool of 20.

John Davis, as president of the
(Continued on page 4)

USIA to Step
Up Production

From THE DAILY Bureau
WASHINGTON, June 18—The number of films produced by the motion picture division of the U. S. Information Agency will be sharply stepped up during the coming year, according to film chief Turner Shriver.

The division expects to operate...

(Continued on page 4)
PERSONAL MENTION

FRED E. HUTCHINSON, managing director for Paramount International in the British Isles, will arrive here today from London on the "Queen Mary."


H. M. BESSEY, executive vice-president of Altec Service Corp., and MARY WOLF, sales manager, will leave here later this week for upstate New York and Pennsylvania.

AL SCHUMAN, formerly manager of the Hartford Theatres circuit, and now a resident of Florida, has returned with Mrs. Schuman from Europe to their Daytona Beach home.

WILLIAM B. ZOELLNER, head of M-G-M short subject sales, will leave here on Thursday for Albany, Boston and Buffalo.

LOUIS ROUSSE, of the 20th Century-Fox production department, left here on Monday via B.O.A.C. for the Barbados.

SANFORD W. WEVER, general sales manager of Continental Distributing, Inc., will leave New York by plane today for Cleveland.

JAMES B. FASHINEY, associate producer of the "Air Power" series on CBS-TV, has left New York for Europe.

MELROSE RODA, musical conductor for M-G-M, will arrive in New York today from the Coast en route to Europe.

HILARY WATSON, London theatrical sales representative for B.O.A.C., will return to England tomorrow from New York.

ROBERT LANTZ, vice-president of Figaro, Inc., will leave here by plane today for Chicago.

MAURICE AND FRANK KING will arrive in New York today from Hollywood.

JESSIE GINGHER, Buena Vista Western division manager, has returned to New York from Atlanta.

MAURICE SILVERSTEIN, M-G-M home office executive, is in Hollywood from New York.

These Kids Offered 14 Matinees at $1.50

Special to THE DAILY

HARTFORD, June 18.—Murray Lipson has announced reduced children’s admission scale for the summer months at the subroutine from Majestic Theatre, West Springfield, Mass. Lipson is selling season’s tickets for $1.50. The ticket admits bearer to every Saturday matinee — 14 in all — during the summer months.

Navy and U-I Hosts Today for ‘Boats’

Launching of the U. S. Navy’s full-scale advance promotional campaign in this area on “Away All Boats,” Universal-International’s VistaVision and Technicolor film production will take place today when the Third Naval District which holds headquarters at Brooklyn Navy Yard, will help U-I play host to press, syndicate, magazine, television and radio representatives.

Today at the Brooklyn Navy Yard will be climaxed by a special screening of “Away All Boats” aboard the “U.S.S. Lake Champlain” for 1,000 of the crew of the newest of the fleet, guests, similar to the day at Governor’s Island which was hosted last year by the U. S. Army’s First Army Headquarters for “To Hell and Back.”

Report ‘Proud’ Takes Strong in N.Y., L.A.

In its first five days at the Astor Theatre here, Paramount’s “The Proud and Profane” grossed $32,000, according to figures released yesterday by the distributor.

In Los Angeles, too, the company said, the picture is doing SRO business at the Four Star Theatre, where in its first four days it racked up a gross of $12,000.

Establish Editing Award

HOLLYWOOD, June 18.—The board of directors of the American Cinema Editors has established an “American Cinema Editors Award of Merit” as a special distinction to be given “when warranted rather than as a regular annual event” for “unusual achievement in film editing and for outstanding contribution to the motion picture industry,” president Warren Low announced.

Squire’s Holdings Listed

WASHINGTON, June 18.—Fred E. Squire, treasurer of List Industries Corp., according to a filing with the Securities & Exchange Commission, has direct ownership of 3,300 shares of common stock in the List Industries Corp.

Goldwyns Leaving For European Trip

HOLLYWOOD, June 18. — Samuel Goldwyn, accompanied by Mrs. Goldwyn, will leave for New York on Wednesday for their three-month trip to Europe for the European openings of the Goldwyn production, “Guys and Dolls,” released through MGM.

The play will have dual European premieres in Brussels and Antwerp, Belgium, July 20. The Goldwyns will be in Belgium in advance of their home openings and they will visit European cities for the general openings during a three-month period.

Before sailing on the Queen Mary July 5, Goldwyn will consult in New York with executives of Loew’s, Inc., regarding future distribution plans for the picture.

‘King and I’ Booked In All Key Centers

In a distribution program designed to gain maximum playdate support from a national promotional campaign now in high gear, Rodgers & Hammerstein’s “The King and I” will open in Second CinemaScope 55 attraction — will open in every key center in the United States and Canada by the end of July, it was disclosed yesterday.

The 20th Century-Fox musical will be jointly world promoted on June 25 at the Roxy Theatre, New York, and Grauman’s Chinese Theatre, Los Angeles. The Goldwyn release will open in London, Paris and Berlin, as well as the Hollywood opening has been made a benefit for the UCLA Medical Center.

Key center launching of the Darryl F. Zanuck presentation will set a pattern for subsequent playdates of the production in the company’s Atlantic, Northeast, Central, Midwest, Canadian, Southwest and Far West districts with each engagement scheduled for special promotional attention.

Ed Sullivan to Salute ‘King and I’ Sunday


Westergren Appointed

BUFFALO, June 18.—Gerald M. Westergren has been named general manager of Basil Enterprises, Inc., which operates theMovieland Drive-In and real estate in Buffalo and Niagara Falls, it was announced by Constantine J. Basil, president.

MOVIE PSD

Huston Drive-In Enlarged

Post Oak Drive-In Theatre, Houston, is being remodeled. Upon completion, its concession stand will five times its former size; there will be a four-lane outdoor, 1,150-seat, ramps, instead of the present 750-seat, enlarged screen and an addition 700-car reserve on land owned by the theatre.

Chicago Tops R.C. Goal

A final report shows that a group in Chicago can, with a total subscription of $15,225 for the 1956 American Red Cross Drive, the quota requested was $10,500. Arthur Schoenstadt, head of the Schoenstadt Theatre crew, was this year’s chairman of the amusement and recreation group.

New Filmmack Brochure

Filmmack Trailer Co., has issued a new brochure of novelty trailers for drive-in theatres, featuring bold promotional films and institution trailers. The booklet has suggestions for bringing in extra summer business, with the emphasis on the Fourth of July and Friday, the 15th. All featured are other promotions, such as owl shows, midnite bonus programs and plans for free admission to shut-ins.

NEW YORK THEATRE

RADIO CITY MUSICAL HALL

Rockefeller Center

“BHOWANI JUNCTION”

starring

Ava GARDNER, Stewart GRANGER, Peter USTINOFF

in an M-G-M Picture

and SPECTACULAR STAGE PRESENTATION

TV FILM SERVICE CENTER

AVAILABLE

• EDITING rooms

• STORAGE rooms

• OFFICES

• SHIPPIng services

MOTION PICTURE SERVICE CENTER

HOLLYWOOD, June 18. — Samuel Goldwyn, accompanied by Mrs. Goldwyn, will leave for New York on Wednesday for their three-month trip to Europe for the European openings of the Goldwyn production, “Guys and Dolls,” released through MGM.

The play will have dual European premieres in Brussels and Antwerp, Belgium, July 20. The Goldwyns will be in Belgium in advance of their home openings and they will visit European cities for the general openings during a three-month period.

Before sailing on the Queen Mary July 5, Goldwyn will consult in New York with executives of Loew’s, Inc., regarding future distribution plans for the picture.

In a distribution program designed to gain maximum playdate support from a national promotional campaign now in high gear, Rodgers & Hammerstein’s “The King and I” will open in Second CinemaScope 55 attraction — will open in every key center in the United States and Canada by the end of July, it was disclosed yesterday.

The 20th Century-Fox musical will be jointly world promoted on June 25 at the Roxy Theatre, New York, and Grauman’s Chinese Theatre, Los Angeles. The Goldwyn release will open in London, Paris and Berlin, as well as the Hollywood opening has been made a benefit for the UCLA Medical Center.

Key center launching of the Darryl F. Zanuck presentation will set a pattern for subsequent playdates of the production in the company’s Atlantic, Northeast, Central, Midwest, Canadian, Southwest and Far West districts with each engagement scheduled for special promotional attention.

Will Talk With U.K. Industry Leaders

**Johnston Faces Busy Schedule in London for Remainder of Week**

By PETER BURNUP

LONDON, June 18.—A tight schedule awaits Eric Johnston, president of the Motion Picture Association of America, on his arrival here tomorrow.

Wednesday he meets the London managing directors of the American companies. In the course of the week he is expected to address two luncheon meetings; one, at which he will meet the editors of national newspapers, and the other, organised by the Four Trade Associations, attended by all the leaders of the British film and theatre industry.

Johnston, himself, will doubtless look upon the Wednesday talks with Sir Frank Lee, permanent secretary of the Board of Trade, as his most important engagement of the week. Both he and Sir Frank will be anxious to discuss a number of vexed questions, including that relating to the degree of participation in Quota and Early benefits of American "runaway" pictures. Although no definite date has been arranged, the Four Trade Associations plan to have a showdown discussion with the MPA president on recent sales of backslab libraries of films to TV interests.

That evening Johnston will give a reception for more than 200 figures prominent in Government and industry.

MPA's London office has arranged a big Claridge's Hotel reception for Johnston at the end of the week. Also, he may hold a press conference before he leaves for Berlin at the end of the week to represent the American industry at the International Film Festival there.

**Issues Statement to Press**

In a press statement today, Johnston said:

"Today the film industries of Britain, America and all other countries face serious problems. These problems are universal in scope. The solutions likewise are universal. None of us can find them alone. We must seek them together.

"In such times there are always a few in every land who proclaim the way to salvation is to declare a war of restriction and discrimination against the other fellow, whether at home or abroad. To American advocates of this course I have said such a policy is economic madness. "The supreme need of all industries today is to strengthen the spirit and to practice cooperation and partnership on fair, reasonable and mutually advantageous terms. This is the thought we want to bring to our British friends from their film colleagues in the United States."

**Morris Leiko Honored**

CLEVELAND, June 18.—More than 125 industry representatives attended a testimonial dinner given tonight for Morris Leiko, RKO Pictures district manager here, at the Cleveland Hotel. Leiko is leaving Cleveland to join Paramount in New York.
CBS Stations

(Continued from page 1)

merce Committee, John S. Hayes, president of WTOP-TV in Washington and WMIBB-TV in Jacksonville, said, "Television networking and affiliate-network relationships are operating to the advantage of the public. We do not believe our critics have proven otherwise."

TV producers under attack by some witnesses before the committee are "sound, proper and necessary for effective nationwide t.v. service," Hayes asserted. TV problems of particular communities, Hayes said, are largely technological...wholly distinct from the question of networking and the affiliate-network relationship. We must respectfully submit that to tamper with this relationship would be most dangerous."

Essential, Says Small Station Owner

Rex Howell, president of KREX-TV in Grand Junction, Colo., said that his small station might not be in business today were it not for the "existence of networks operating in the present pattern."

The witnesses all asserted their relative freedom of action in programming, and denied any network "dictatorship" over their operating policies.

Senator Pastore (D., R.I.) indicated clearly during today's hearings that he sympathizes with the networks' case. He repeatedly made statements defending option time and other network workers.

"If there is any broadcasting station in the U. S. that is dissatisfied with the way it is being treated by CBS, NBC or ABC," he declared at one point, "then let him come forward. I don't think we should be here telling people they should be unhappy when actually they are happy."

Chesnes Named

(Continued from page 1)

Chesnes will be responsible for the over-all supervision of Chromatic's color development program and for its military electronics activities.

Chromatic Television Laboratories was organized in February, 1950, as an affiliate of Paramount Pictures, which owns 50 per cent of the capital stock and has largely financed Chromatic's development of color television inventions.

It was also announced that Sy Krinsky had joined Chromatic as chief engineer; Paul Neuwirth as department chief, color television development, and Albert Jacobs as department chief, government research and development.

ALLIED ARTISTS' FIRST...Russell V. Downing (left), president of Radio City Music Hall, joins with Morry Goldstein (center), vice-president and general sales manager of Allied Artists, and William F. Rodgers, sales consultant to the company, in signing for "Friendly Persuasion," booked for early fall engagement at the Music Hall, the first AA feature scheduled for the Rockefeller Center showcase.

Films on UK Video

(Continued from page 1)

Producers' Association, has had a series of talks on the matter with BBC officials and he, with the presidents of the other three associations, will meet the officials Wednesday. Davis says that he is confident a draft agreement will then be arranged.

At the June 25 meeting, however, the joint committee will also review an excerpt longer than five minutes to be televised from a film on current release. Notoriously, certain distributors have been jumping the gun by organizing half-hour tv programs which, though conforming to the five-minute arrangement, have been devoted to one film or to its star.

The Four Associations are expected to take firm measures with the offenders.

In any event, the new arrangement with the BBC will, it is hoped, effectively prevent any wholesale use of excerpts from backlog films.

Showmanship Drive For Reade's Gage

Managers of Walter Reade Theatres, Inc., will honor their executive vice-president Edwin "Peter" Gage with a seven-week "Summershowmanship Drive," starting on July 31.

More than $4,000 in cash awards will be distributed during the seven week period, and managers will compete with each other in six categories. Judges for the drive will be Jack Harris, vice-president in charge of hiring and booking; Nicholas Schermerhorn, vice-president in charge of theatre operations; Paul Petersen, assistant general manager; Sheldon Gumbang, vice-president in charge of advertising and publicity, and Paul Baise, assistant advertising and publicity director.

Tax Campaign

(Continued from page 1)

\n
Terely likely to be impressed by the "Saturday Review's" appraisal.

Many critics thought "Rififi," the new French import, "Rififi," which he admitted wouldn't pass the Production Code and which has been banned by the National Legion of Decency, was the kind of picture the industry would really rescue the motion picture theatre.

A common industry comment was that if the story of "Rififi" actually appeared in print, "Times" would consider it unfit and would relegate it to two paragraphs on the shipping page.

USIA to Hypo

(Continued from page 1)

Continued from page 1)

for the year starting July 1 on a budget of between $6,000,000 and $7,000,000, an increase of more than $2,000,000 over its current year appropriation. Shelton said the motion picture division intends to produce 2 documentaries this coming year, more than twice the number it turned out on this year. The documentaries will be made for the division by U. S. commercial companies.

Will Continue Topical Films

In addition, the division will continue turning out its topical coverage films, with the exact number still to be determined. Shelton said the division will continue its policy of production overseas, increasing the number of foreign-made films by about 25 per cent over this year. The number of prints distributed for all films will also be increased, Shelton reported.

Rowley Names New Int'l VC Officials

DALLAS, June 18—John Rowley, chief banker of International Variety Clubs, has announced new appointments and reappointments for the organization.

Reappointed were Nathan D. Golden, international heart chairman; Father Sylvester M. McCarthy, international chaplain, and Edward Shelton and Ezra E. Stern, international auxiliaries. Among the new appointments were Don C. Douglas, international promotions, and John S. Waldman, international sergeant-at-arms.

Reappointed international representatives were C. A. Delson, Ralph S. Oniel, A. V. Grubstick, and J. Robert Hoff, while new appointees include Paul Bruum, R. L. Bostick and Norman B. Mervis. C. J. Latta of London was again named to the post of international European representative.

"Rififi"

(Continued from page 1)
At Chicago Convention

**Electronics Industry Eyes General Economy “Warily”**

*From THE DAILY Review*

CHICAGO, June 18.—Members of the electronics industry eyed the general economy warily during a three-day meeting of Radio-Electronics-Television Manufacturers Association at the Conrad Hilton Hotel here in Chicago, where perhaps a third of the nation’s output centers, they stressed a sharp cleft in outlook. That part of the industry dealing with the public directly, meaning television, radio and many home appliances, was reported as being on the soft side, waiting for the consumer to regain all the confidence in the future he showed last year.

But that port supplying industry and the military sees nothing to fear just now but the remote chance of a real recession. Industry’s growth plans, its drive toward greater mechanization and automation, a fairly stable defense market, was stated to give this portion of the electronics industry at this time one of the brightest outlooks in the nation’s economic picture.

**Receiver Sales Off**

Sales of tv sets were reported down from last year and the inventories were said to be fairly heavy. However, some of the tv companies indicated they consider themselves in a better position than the auto industry because they played the production side of the game more cautiously.

Some of the companies here have full lines. They make tv and radio and other products in the “white goods” category. Others specialize in television and radio. In both categories, most supply the consumer, in industry and the military, making up in industrial and defense sales.

Motorola reported higher sales but slightly lower earnings in the first quarter of this year. Admiral, with a drop in sales, reported higher first quarter profits.

**Various Explanations**

Industry spokesmen had a number of explanations for the slump in tv set sales, especially of the larger sets. The consumer may be playing it cautiously just now, disturbed by recession talk, or he may already have all the time payments he can handle, it was said. Some in the industry laid blame on “another color scare,” like the one late in 1953 that made Christmas sales of black and white sets lag. That them ready to attack. Miss Gray tells him of Davis’ plot and Williams leaves the girl as hostage under an agreement by which the red men will not attack if Williams can deliver Davis to them. Williams prevails on the Army to supply the red men with their fire. In effect, he kills Davis and returns with his body to the Indians, preventing the uprising. Thomas W. Blackbourn’s screenplay tends to keep things running time, running time, 73 minutes. General classification. For June release.
Search for New Faces

Universal Stepping Up Its Talent-Building Fund

By JACK EDEN

As part of the industry's over-all program to develop new personalities, Universal-International is stepping up its enrollment of foreign filmmakers and current participants in its eight-year-old talent school program that hopefully will eventually produce more headliners.

The over-all U-I setup is slated to capitalize on the growing popularity of starlets as well as established actors, under the same time, take advantage of the opportunity to introduce new faces. This combination is planned for forthcoming U-I releases that will see the debuts of talent school graduates as well as film stars from Germany, Italy and other European countries, according to U-I spokesmen here.

Insofar as the talent school is concerned, the $1,000,000 annual operation over the past eight years has proved to be fruitful with the introduction of subsequent class of graduates who include Rock Hudson, Tony Curtis, Jeff Chandler, Ray Calhoun and others. The U-I theory that, should there be a shortage of film stars, a determined and long-range program might produce the marquee headliners to restore the box office popularity, has met with considerable success, it was said.

More to Be Signed

The subsidiary program of contracting for foreign personalities has been accentuated heavily over the past year and plans call for the signing of more names. The promotion program for foreign stars, began early last year, is built around Cornwall Borchers, George Bentley, Rossano Brazzi, O. W. Fischer, Curt Jurgens, Marianne Collod and Miss Scala.

Hoping to capitalize on the growing popularity of foreign stars, the studio plans to combine the foreign players with domestic personalities in future productions. For Rock, Elsa Martinelli, Miss Scala share honors with George Nader and Julie Adams, also a product of the talent school, in "Four Bright Girls" which currently is in the cutting stage. George Bentley is featured with Miss Borcher and Errol Flynn in "Instanbul" which will be released later this year. German actor O. W. Fischer, who is under U-I contract for more than one film, will be featured in the remake of "My Man Godfrey."

Confident of Its Value

The practicality of the talent school, even in view of the annual $1,000,000 employee expenditure, has not been disputed by the studio which maintains that the development of one new performance every year compensates for the time and effort spent on the venture, it was said. While no graduate in the past year has attained stardom comparable to Curtis, Chandler and Hudson, spokesmen for the studio feel that every reason to believe that a new sensation will emerge later this year or possibly in 1957.

The studio still has 22 personalities enrolled in its talent workshop, most of whom have had considerable experience before the camera. Under the new phase of operation of the Workshop these players will be given specialized and advanced training designed to hasten the development into top ranking stars.

Same Instruction to All

The same type of advance instruction will be given to future players who are signed. Under the studio's new plans players who are given term contracts in the future, while they may be virtual unknowns to the public, will be actors and actresses with a reasonable amount of experience either on the Broadway stage, little theater, foreign pictures or TV. These are the fields the studio expects to combat most thoroughly for new faces in the future.

Amateur Nite Series

For Kansas Drive-in

KANSAS CITY, June 18—Representing a departure in management enterprise, the new 50 Drive-In-Theatre here will, in conjunction with Ted Mack, sponsor a Kansas City amateur hour, starting Saturday, June 30, and continuing for the following 10 weeks.

Under the plan, 15 acts will be presented at the theatre each Saturday night for nine weeks, with a winner being selected by judges or by patrons by ballots marked by patrons.

On the 10th Saturday night, the nine acts chosen by the previous contests will vie for the grand prize which will be a trip to New York City with all expenses paid. An appearance also will be made on the Ted Mack program.

Four Start, 3 Finish; 34 in Production

HOLLYWOOD, June 18—Four new pictures were started and three others were completed last week, for a total of 34 pictures now in production.

Started were: "The Flesh and the Spur," Harry Probs, Color (American International); "The Rammaker" (Paramount); "Bunuel of Jew Eastman Color (RKO Rado); "Interlude," CinemaScope, Technicolor (Universal-International).

Completed were: "The Oklahoman," CinemaScope, Color, and "The Cruel Tower" (Allied Artists); "The Power and the Prize," CinemaScope (Metro-Goldwyn Mayer).

Ohio Transit Suit

(Continued from page 1)

JOHNSON and Judge Thompson is expected to rule on the definition of "change of住所."

The judge also will decide whether the court has jurisdiction.

Plaintiffs are the Atomic and Waverly Drive-ins, Waverly; Lyric and LaRoy, Portasworth; Markay, Jackson; and Sherman and Spotsylvania, Ohio, New Boston; Ro-La, Ironwood and Fayette, Washington Court House.

DeLaurentis

(Continued from page 1)

ductions, Inc., would be equal partners in the pictures produced under their multiple film agreement, it was pointed out. The deal would also provide for each picture to be shown on a "run of 40" theatres throughout the world equipped to show Cinemart wide-screen product. Alto, a minimum profit for each film would be assured to the Italian producers.

An official of Stanley Warner Corp., which has the exclusive global exhibition rights to all Cinemart product, said that negotiations are always under going conducting for more product. He said that he didn't know if a deal was in work with DeLaurentis, pointing out that Nat Lapkin, vice-president of DeLaurentis productions, handles all production talks for the company.

Three Films Thus Far

Thus far, three films have been exhibited in the Cinemart process, they are "This Is Cinemart," "Cinemat Holiday" and "Seven Wonders of the World." Currently in production, it was learned, are two features, one dealing with the Atomic Age, which is said to be semi-documentary, and the other another Lowell Thomas travelog.

"The Adventures of Marco Polo" initiated by DeLaurentis and Goldwyn and released in 1958 by United Artists, with Gary Cooper in the lead role. The remake of this film by DeLaurentis has been planned by the Italian producer for some time, it was said, and tentatively budgeted at "close to three million dollars." If it would be re-done, it says would be a "magnificent epic," but even considered, the financial investment would be much more. By remaking the film in Rome, costs could be kept at a minimum," it was stated.

Ohio Transit Suit

(Continued from page 1)

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Rochester to Salute
Its 1st Film Theatre

Special to THE DAILY
ROCHESTER, N. Y., June 19.—The
50th anniversary of the opening of the old Bijou Dream Theatre, the
first motion picture house in Rochester,
will be celebrated by the RKO
Palace here on July 18. Jay Golden,
district manager of RKO Theatres,
is spearheading the event.

Bigger Business for
RKO Abroad Seen
By Walter Branson

RKO business abroad will show “a
substantial increase” this year, it was
predicted yesterday by Walter Branson, vice-
president in charge of world-wide dis-
tribution, who returned from a
month’s trip visiting RKO offices in Great
Britain and on the Continent.

“London, Paris, and Berlin have
always been enthusiasm among for-
ners,” he said.

MGM Consolidating Omaha
And Des Moines Territories

Consolidation of MGM’s Omaha
 territories has been discussed
 by Charles M. Reagan, vice-president and
general sales manager. Reagan also
announced the promotion of Richard L.
Hoffman from assistant branch manager
in Atlanta to branch manager, succeeding
the late Jacques C. Reville.

Vincent F. Flynn, branch manager
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Moines where he will be in charge
of the combined Omaha-Des Moines
 territories, E. E. (Jerry) McGlynn,
former manager in Des Moines, has
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Reagan said that sales and booking
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M-G-M’s office in Des Moines,
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Shipping and inspection of
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Will Rogers Hospital
Directors, Guests Off
Tomorrow for Meet

The annual board of directors
meeting and inspection tour of Will
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cluding members of the recently or-
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and of allied industries, are scheduled
to leave Grand Central tomorrow
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Arriving Friday morning the group
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Convention Plans

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According to the latest statistics,

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UA to Hold to
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Youngstein to Coast to
Facilitate Product Flow

United Artists will maintain the release
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this year, Max Youngstein, vice-
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Youngstein will leave for the West
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King Brothers Productions will in-
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CC Is Blamed
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Perrine Resigns as Vice-Pres. of MAC

MINNEAPOLIS, June 19—Resignation of Charles Perrin as vice-president of the Minnesota Amusement Co. is reported here. It is understood that Perrin will go into the air-conditioning field.

Press Takes Junket For ‘Away All Boats’

More than 10 trade press and syndicate writers, New York film critics, motion picture motion picture executives, trade correspondents joined Universal Pictures’ executives and star George Nader in a special junket to the Brooklyn Navy Yard yesterday in the launching of the Navy’s public relations cooperation on Universal—International’s “Away All Boats” in this area. The picture is scheduled to open at Long Island in New York late July and will open in important Naval installations city on July 18.

One of the highlights of the program of activities was the awarding of the new, huge Naval city from the television picture, the first was presented to Charles J. Fieldman, vice-president and general sales manager of Universal, by Capt. George de Metropolous on behalf of Rear Admiral N. B. Taylor, U. S. Chief of Information. The second citation was also presented to Fieldman by Captain James H. Fitch of the Navy’s press relations, the aircraft carrier on which the special screening of “Away All Boats” was held for 1,000 crew members and the Universal party.

Approves Admission Hike in Indonesia

The Motion Picture Export Association’s board of directors approved a proposal which would increase admissions taxes up to 25 per cent in Class A Formosa theatres. A series of reports on present and future operations in Indonesia at its weekly meeting today.

The MPEA directors, following lengthy discussions, accepted a plan for increase in ticket prices in Formosa theatres. The increases would vary up to 25 per cent, dependent on the price of the seat in the specified section of a theatre.

Also discussed was the Israeli exhibition for the coming year, the MPEA said.

The Indonesian film situation was presented to the board by Irving A. Mass, MPEA vice-president, and William Palmer, MPEA assistant general manager in that country, both of whom informed the company officials what the present and future, specifically in 1956-57, holds for the American companies operating in that country.

SPG-MGM Dispute To Mediation Board

The Screen Publications Guild (District 65) and M-G-M have agreed to use the New York State Mediation Board as a means of settling their disagreement over a contract for advertising publicity material with a special personal at the film company’s home office.

The executive board of the SPG was meet this evening at the company’s headquarters to approve the M-G-M situation and to further their efforts to get a contract for their M-G-M members. It is expected that the SPG and M-G-M will comply with the mediation board late this week or early next week.

Lewis Now Kingley Ad—Publicity Head

The appointment of Bernard Lewis as advertising-publicity director of Kingsley International Pictures Corp. was announced yesterday by Edward Kingsley president.

Lewis, who has already taken up the duties of his new post, will be in responsible for the enlarged film preparation and promotion activities of the organization, Kingsley said.

Before joining Kingsley, Lewis was advertising-publicity director for Times Film Corp. Prior to that association he was exploitation and promotion manager for Italian Films Export and L.P.E. Releasing Corp.

Jacocks Testimonial In Branford July 9

NEW HAVEN, June 19—Friends and associates, from within and outside of the motion picture industry, will honor Ted “Tiny” Jacocks, pioneer motion picture exhibitor from Branford, Conn., at a dinner at the Waverly Inn, Cheshire, Conn., on the evening of July 9.

Jacocks, who has practically devoted his entire life to the interest of the industry and its product, is widely considered work politically throughout the state while a member of the State Legislature, it was pointed out.


Balaban Host to Press

Trade press editors and the New York Film critics today will be guests of Barney Balaban, president of Paramount Pictures, at a luncheon-reception for Bob Hope at the Paramount Hotel’s Garden dining room.

TV Packages By Movietone

United Press Movietone News yesterday announced plans for producing weekly news and sports package programs.

Heretofore, the news agency-news reel combine has kept its services to daily wire and film reports. The daily services to television now have the world’s largest broadcast in the news field, it is claimed.

Plans for the packages followed a five-month survey by W. R. Higginbotham, U. P. Movietone manager.

The packages will be available when fall schedules when news and sports command a larger slice of time than usual, it was said. At that time, the election campaign is in full swing and a build-up will be in progress toward the Australian Olympics.

Two Titles Chosen

Higginbotham said present plans call for a 15-minute news and a 15-minute sports program, designed for use in covering the top of the world’s events. They will be called “the news report” and “the sports report.”

The packages will use every facility of United Press and of Movietone News,” he said.

The programs will be distributed through the national and world U. S. systems which has distributed the daily services the past five years.

‘King Kong’ into 116 California Situations

The California state-wide saturation booking in 116 situations of RKO’s “King Kong,” coupled with “I Walked With a Zombie,” begins today with the first wave of 54 dates throughout Northern California, it was announced by Walter Brauns, RKO’s vice-president. A week later the RKO picture will open in 62 theatres in Southern California.

Similar territorial saturation re-leafing of being well distributed now for other sections of the country, according to Branson.
"I've heard so much about that amazing 'FORBIDDEN PLANET.'"
(CinemaScope-Color)
Walter Pidgeon - Anne Francis
Leslie Nielsen and Robby, The Robot

"Give me a Western with a love story like 'TRIBUTE TO A BAD MAN.'"
(CinemaScope-Color)
James Cagney - Don Debbicki
Stephen McNally - Vic Morrow
and introducing Irene Papas

"Isn't it romantic! 'THE SWAN' is for me."
(CinemaScope-Color)
Grace Kelly - Alec Guiness
Louis Jourdan - Agnes Moorehead
Jennie Royce Landis - Brian Aherne
Lee C. Carroll - Estelie Wittenod
Van Dike Parks

"I'm taking the girl friend! 'GABY' is a hand-holding picture."
(CinemaScope-Color)
Leslie Caron - John Kerr
Sir Cedric Hardwicke - Tuina Elg

"Ava's gorgeous and the action terrific. 'BHOWANI JUNCTION' is my type of movie."
(CinemaScope-Color)
Ava Gardner - Stewart Granger
Bill Travers

"I read all about it in Argosy Magazine. 'THE FASTEST GUN ALIVE'."
Glenn Ford - Jeanne Crain
Broderick Crawford - Russ Tamblyn

"I'd love to see the exclusive pictures of 'THE WEDDING IN MONACO'."
of Hiss Serene Highness, Prince Rainier III and Miss Grace Kelly
(CinemaScope-Color)

"The N.Y. Herald Tribune says: 'THE CATERED AFFAIR' is the 'Marty' of the new movie year.'"
Bette Davis - Ernest Borgnine
Debbie Reynolds - Barry Fitzgerald

LOTS OF GOOD MOVIES FOR EVERYONE'S TASTE

They're all from M-G-M. If you haven't played them you're missing a lot of fine shows!

REMINDER! "Somebody Up There Likes Me" Theatre Preview! In all Exchange Cities — June 27th to July 2nd, inclusive!
Rogers

(Continued from page 1)

meeting in the Will Rogers Clinic Theatre to hear reports and discussions by Dr. George E. Wilson, medical director, and his associates, Doctors H. W. McCreary, D. M. Bramfield, and E. N. Packard. Laboratory director Professor Morris Dworski will outline the progress and position of the research laboratories, and the contributions to tuberculosis healing and prevention being sought there. New developments in surgical techniques and successful treatment of diseases will be discussed by Doctors W. W. Woodruff and Carl Merkel, staff surgeons.

Will Show 'Scope Equipment

Following luncheon a short film subject will be shown to demonstrate the use of the new double-mounted television station equipment. The new double-mounted television station equipment was recently completed through final contributions of front curtain and track from Allied Studios of New York, and the progress and position of the new double-mounted television station equipment will be explained. The new double-mounted television station equipment will be demonstrated in the audience collections campaign in theaters across the country during the week of July 16.

Weekend at Schroon Lake

Late in the afternoon the party will be taken to Edgewater Motel at Schroon Lake, where they will spend the balance of the weekend as guests of Herman Robbins and his sons, Allen, Burton and Norman. The annual meeting of the board of directors will be held at Edgewater Saturday morning. Reports of the president, Abe Montague, and the various committees will be presented.

‘Oklahoma!’ to Open In N.O. Tomorrow

NEW ORLEANS, June 19.—Rogers & Hammerstein’s production of "Oklahoma!" will open at the Panorama Theatre here Thursday, as was announced by Joy N. Hock, owner of the house, who is spending close to $70,000 to refurbish and install Todd-AO equipment in the 1,003-seat house.

Hock disclosed that the refurbishment of the theatre will include deluxe seating, new carpeting, rest room facilities, box offices and redecorated walls and ceiling throughout.

WCAW Meets Thursday

HOLLYWOOD, June 19.—A membership meeting of the television-radio writers branch of the Writers Guild of America West will be held Thursday evening, at the Beverly Hilton Hotel, to vote approval of a working agreement with the television networks, attained two weeks ago.

Television--Radio

with Pinky Herman

RADIO dead? Not by a long shot. A special (very, very special) note at hand from NBC to the effect that director of sales Fred Winbush and two giant-sized advertising schedules on that net’s week-end program, “Monitor,” advising all and sundry that America’s Gold (Amoco) has signed up for 14 participations each week-end starting Sunday, July 7, and R. J. Reynolds Tobacco (Winston cigs) will buy 50 spots each week, for a grand total of a cool million (quad erat demonstration). ... In a deal closed last week and negotiated by Howard E. Stark, Gene Autry and his partner Robert O. Reynolds have acquired for the sum of $3,000-000 station KSFO, San Francisco, from Wesley L. Dunn, who two years ago sold station KPIX, Los Angeles, to Westinghouse. The Autry-Reynolds combine also owns station KMPC in L.A. ... With the Martin-Lewis splitupion, Jerry Lewis will solo as guest on the "Today" tv program it originates Monday, July 2, at Atlantic City.

ABCcheltains quite proud of the fact that the Parent-Teacher Committee on Television Programs for Children (Ridgewood, N. J.) after surveying hundreds of programs in the past four weeks, has included in its recommended list, four ABC-TV Vehicles: Burr Tillstrom’s "Kukla, Fran & Ollie,” Walt Disney’s "Disneyland" and "Mickey Mouse Club" and "Super Circus." ... Art Ross, Eastern tv radio director for Campbell-Ewald is the producer of the United Motors Service Division (General Motors) commercial, featured on the NBC-TV series, "Wide, Wide World," which has just been cited as one of the year’s best commercials by the N. Y. Art Directors Guild. ... When the "Jack Paar Show" ABCommences a daily quarter-hour strip Monday, July 2 (11:15-11:30 a.m.) it’ll mark his first radio stint in five years. Jack will give humorous slants on the news, play some records and promises NO rock ‘n’ roll (and not begging anyone’s PAARDons. Good boy, sez we). ... John Hubley, presy of Storyboard, Inc., will close the West Coast studios next month to spend all his time and energies at the New York offices where he will be busy in his personal direction and participation of industrial films.

Dorothy Beth Lefkowitz, pert, pretty and talented young daughter of Nat Lefkowitz, secretary-treasurer of the William Morris Agency, and New York attorney Philip Littvin, will sing an "I Do-et" soon. ... Sotto voce to Bob Kaufman: Jerome Thor, who was responsible for the success of "Foreign Intrigue," would be a natural for the role of "Captain David Griet," the Jack London teletel program you plan to get underway soon. ... Cecil Brown makes his tv debut Monday, July 2, when he starts a new series of late night telemus, "Cecil Brown and the News." Program will be slotted every week day from 11.00-11.00 P.M. with Carter Products, Inc. picking up the tab. ... A very clever bit of promotion, we’re referring to the newest piece of "literature" conceived by Donald Fellows, which consists of a blank sheet with cut-out musical notes and which suggests that “you try to make up your own song but if you can’t, you might call Cummings Productions, who are jingle specialists.” ... Producer Sam Wiesenblatt plans to use well-known tv names when he brings "The Jack Dempsey Story" to the motion picture screens.

Irving Kaufman, veep at Audio-Video Recording Co., Inc., will personally supervise the construction of the firm’s new studios located at 1637 Broadwy (former site of radio station WMA). Video’s greatly increased activity, we’re informed, means that the midtown Broadway quarters and its present studios at 730 Fifth Ave. (when Hill & Rangey, execs are overlooking a terrific bet in the inspirational ditty, "Somebody Sees,” penned by Al Koppell and Joe Davis. To us it’s another "He." ... Nancy Hamburger has been named magazine editor for NBC Press by Ellis Moore. ... Radio Bible Class with Dr. Richard DeHaan, principal speaker, has been renewed for another 52 weeks over ABC Radio, effective Sunday, July 1.

Finky Herman

Continued from page 1)

National Telefilm Associates, said today.

Landau, testifying before the Senate Commerce Committee investigating tv broadcasting practices, aimed his main charges against the FCC, whose function it is to regulate the \textit{entire} industry. Ear\textit{ly} testimony by independent station operators focused \textit{principally} on the evils of the network option policy, while both CBS and NBC network representatives did \textit{extend} the policies and predicted chaos if the present structure of the industry were changed.

In the opening statement, Landau said that the FCC had created this "monopoly by default" as result of "keeping the allocation thread thin," thus preventing the formation of additional networks. More networks, he continued, would give program strength to more stations, open market places to more advertisers, and would mean more decentralization of control in the field of network telecasting.

Westinghouse Represented

Other witnesses today opposed proposals for Federal regulation of tv networks. They included spokespersons for stations affiliated with the American Broadcasting Co. and for Westinghouse Broadcasting Co., Inc.

Frederick S. Houck, chairman of the board of governors of the ABC Affiliates Association, told the committee that while the ABC affiliates are among the "poor relations" of the tv industry, they "are not without help in solving our problems."

Donald H. McGannon, vice-president of Westinghouse Broadcasting Corp., admitted that Westinghouse had been forced to sell its Philadelphia tv station to NBC under threat of loss of the station’s NBC affiliation. He said NBC had indicated to Westinghouse that it wanted a tv outlet in Philadelphia and would write the station’s affiliation, while NBC would sell its station in the east if permitted to buy it. Since $5,000,000 of the $8,500,000 Westinghouse paid for the station was figured to be the value of its NBC affiliation, Westinghouse was forced to let NBC have the station for return for an affiliated station in another city, he stated.

Conclusion Likely Today

The Senate committee hopes to wind up the network phase of its investigation tomorrow, with testimony from some 15 NBC affiliated stations. Additional hearings on such subjects may be held next week or the following week, committee officials said.
The Fastest Gun Alive

HOLLYWOOD, June 19

CLARENCE GREENE and Russell Rouse have added another well-deserved credit to their list of films that are "different." This producing-directing-writing team has a penchant for planning screen fare with mass appeal.

In this instance, producer Greene and director Rouse discovered their material in an unusual Western by Frank Gilroy, which appeared as "The Last Notch" on television last year. Rouse and Gilroy adapted the story into an exciting, suspenseful screenplay.

Glenn Ford, Jeanne Crain and Broderick Crawford make up the marquee value for the film; and if you have to borrow letters to put up forthcoming product, whinny, do it. Taking the trade, has been woven into the story for a stop-starting dance routine.

The film characterizes man's curiosity, especially one outlaw's whim, to challenge the reputation of anyone known to be "a fast gun."

Brod Crawford plays the outlaw determined to uphold the belief he's the fastest man with a gun.

Glenn Ford projects a great emotional disturbance throughout most of the film, until a certain level of his spirit is killed. He decides to leave the small town, where he and his wife, Jeanne Crain, own the general store, because he fears that such a reputation will invite some trigger happy maniac to town for proof. He admits that he lacks the courage to use his gun as a weapon for killing, otherwise he would have tried to avenge the murder of his father, a well-known sheriff.

He takes an oath at church one Sunday that he will never use the gun. This townspeople ask him to remain in town, pleading themselves to secrecy regarding his ability with the gun.

The pleading appears to be in vain as Crawford and two henchmen, John Dehner and Noah Beery, in an effort to out-distance a posse after them for a bank robbery, stop in the small town to get fresh horses. A small boy unwittingly shows Crawford a sample of Ford's hardwork, two silver dollars, bullet-plugged with one in the air. Ford is forced into the open for a showdown, with the threat that Crawford would burn the little town while they were all gathered in church.

Crawford gets killed. Although Ford remains alive, a mock funeral is held for him, too, to ward off any possibility of curious gun slingers coming to the little community to match their "drawing power."

Running time, 90 minutes. General classification. For release in July.

SAMUEL D. BERNS

Kings to Invest

(Continued from page 1)

company's latest production, "The Brave Ones," said that this picture "is the best we have ever done." He disclosed that following conferences with the RKO Radio executives here, an advertising-publicity budget of $1,500,000 has been set to promote the CinemaScope and color film made in Mexico.

The independent producer said that among the six films to be made, "with our own financing" within the next two years are "The Syndicate," "Heaven With a Gun," "Mr. Adam" and "Two-Headed Spy." King said that two other properties are in work also, now unlisted.

Humphrey Firm

(Continued from page 1)

there an insufficient surplus this year, but the figures for next year are sufficiently "highly uncertain" that tax cuts should be ruled out this session.

Humphrey's views are regarded as a new blow to the industry's chances of obtaining Federal admissions tax relief this year. The indicated Treasury opposition to the King Bill, should it pass the Ways and Means Committee, would probably be fatal to the bill's chances of passing the House and Senate late in the current session of Congress.

The King Bill, backed by the Council of Motion Picture Organizations' tax campaign committee, would eliminate the tax on admissions of $1 or less.

said that business in his territory "is not very good." He said that the current economic conditions in England and the British Isles, coupled with television's inroads, have been detrimental. Hutchinson also said that one of the major problems which confronts exhibition is the 40 percent tax on admissions. He said that efforts are being made to have this tax removed next year.
M-G-M Uniting Territories

(Continued from page 1)

John Houseman, on leave from MGM Studios, Culver City, is serving as director of the 1956 season at the American Shakespeare Festival Theatre and Academy at Stratford, Conn.

Thomas J. Brandon, president of Brandon Filics, is vacationing with his family on his upstate New York farm.

John Calvocoretti, partner of Bercal Theatres, Inc., Hartford, has received his Bachelor of Laws degree from the University of Connecticut.

John Naneika has been named manager of the Parsons Theatre, Hartford.

Bill Lisaner, after 26 years as a film salesman in the Cleveland and Buffalo territories, has resigned from the local Universal sales force and has retired from the industry.

Sheldon Schmermer, former booker at Republic Pictures, has joined Paramount and is awaiting an assignment.

Richard Huffman and John Allen

The Omaha shipping territory. Exhibitors in this area have done most of their booking with the salesmen or by mail and telephone, few making more than periodic visits to exchange headquarters. Since shipping will continue from Omaha, there will be no change in transportation charges involved.

“We believe that the economy of operation which will result from combining our ‘bookkeeping’ functions in one office is as much in the exhibitor’s interest as our own,” Reagan said.

Huffman, the new branch manager at Charlotte, joined M-G-M there as a salesman in 1948 following service in World War II in the U. S. Maritime Service and a brief subsequent career as owner of his own business. Allen, his successor as assistant branch manager, started his M-G-M career in 1940 as a shipper in Atlanta.

Flynn a New Yorker

Flynn, who takes charge of the combined Des Moines-Omaha territory has been manager at Omaha for the past five years. A native New Yorker, he joined M-G-M in 1943 and, following selling assignments at Cleveland and Cincinnati, he served 27 months in the Army.

More Store Tie-ins
For UA’s ‘Trapeze’

United Artists has completed arrangements for two additional merchandising promotions to spotlight Hecht and Lancaster’s “Trapeze” in retail outlets of the United States and Canada.

Norge Sales (refrigerators and freezers) will award back-yard tents and circus sets in conjunction with “Trapeze” kiddie shows.

A Toonavision game tie-in will publicize the film to the youngsters in a department and stationery store promotion, in which the company’s games will be given as prizes for local “Trapeze” coloring contests.

U.A. Releases

(Continued from page 1)

wood about four weeks, returning New York briefly thereafter and going back to the Coast for the remainder of the summer.

The release schedule calls for three to five pictures a month during the last half of the year, maintaining the release pace set by U.A. last year when 52 features were released. The average of four films per month continued through the first half of the current year, Youngstein said, giving the company the largest release schedule in the industry.

Aims for New Record

“We at United Artists are optimistic,” he observed. “We had a record year last year and we are out to surpass it this year. We think that a steady flow of product, aggressively merchandised and enthusiastically exploited is the way to do it.”

TOA Furthers
(Continued from page 1)

some 220 of the 285 booths in the trade show have already been sold and the remaining ones are expected to be sold within the next few weeks.

The convention, it was said, will have an international aspect, due to the large number of foreign industry companies and persons who will attend and participate in the joint convention.

“PHONE ME IN CHICAGO ABOUT ‘TRAPEZE!’”

Dave Wallerstein, Vice-President and General Manager of Balaban and Katz Theatres, says:

“Phone me in Chicago if you want the answer to the question everybody is asking—

“HOW IS ‘TRAPEZE’ DOING?

“I’ll be glad to tell you that ‘TRAPEZE’ has smashed every opening day record in the history of the United Artists Theatre here in Chicago.

“‘TRAPEZE’ is bigger than two of our greatest grossers—‘Not As A Stranger’ and ‘The Country Girl’.

With pleasure and pride I tell you ‘TRAPEZE’ IS THE GREATEST!”

Signed

Dave Wallerstein
Balaban and Katz
Telephone: Randolph 6-5300
Bob Hope, Always a Joke to the Public
Bob Hope, who started his work day yesterday in New York at 5:30 A.M. and ended it about 10:45 P.M. with the last stage show at the Paramount Theatre, where his picture, "That Certain Feeling," opened strongly, was roundly praised by Barney Balaban, Paramount Pictures president, for his enterprise in a luncheon in Hope's honor in the executive dining room at the home office.

The luncheon followed Hope's first stage appearance of the day. Had it followed the fourth last night, Balaban's praise might have been even warmer.

For Robert K. Shapiro, executive manager of the Paramount, estimated that the picture's first day's gross (Continued on page 4)

TV Production Also on Company's Schedule
MGM Into Television Distribution Field
To Set Up Its Own Organization Under
Barry; To Invest in TV Stations, Too

Loew's, Inc., will enter the television distribution field shortly by making available to television its pre-1949 library of 770 feature motion pictures and 900 short subjects, it was announced by Arthur M. Loew, president, following a meeting of the company's board of directors here yesterday.

The company, while setting up its own television distribution facilities in all U. S. and Canadian cities where stations are located as well as in other areas which have adopted commercial television, also will enter the television production field and acquire interests in TV stations, Loew stated.

The Loew's president stated that the first productions to be made especially for television are planned for the 1957-58 programming season. The M-G-M backlog of 570 features and 900 shorts, Loew said, will be broken down into packages for general distribution in this coming fall. (Continued on page 5)

Thrillarama to Bow July 25 in Houston
Special to THE DAILY
HOUSTON, June 20.—"Thrillarama Adventure," produced in the new dual camera process, will have its world premiere at the Metropolitan Theatre here on July 25. The medium stems from the development of a process by which pictures can be filmed in a ratio twice that of a normal picture and presented without the need for additional equipment or alteration costs in a theatre, according to Albert H. Reynolds, president.

Bookings beyond the Houston premiere will not be taken until advertising plans have been finalized, Reynolds said.
Sharp Attendance Rise in June Reported; Estimate 2-Week Audience at 89,509,200

A sharp upsurge in attendance during June at the nation's motion picture theatres, especially the drive-in type, is shown in the Audience Action Index of S. Martin & Co., which in its latest bulletin gives analyst figures showing, for the week ending June 16, a total attendance of 45,983,500, an increase of 5.5 per cent over the previous week, which ended June 9. The June 9 figure of 43,525,700, in turn, represented a 22 per cent increase over the week ending June 2.

For the two weeks reported, of the total 89,509,200 patrons, approximately 16 per cent were children, the remainder adults.

Attendance at drive-in theatres accounted for 45.7 per cent of the patronage for the week ending June 16, and 36.2 per cent for the week ending June 9.

Name Pilot 20th-Fox Magazine Contact

Leo Pilot, special events manager, has been appointed national magazine contact for 20th Century-Fox, effective immediately, it was announced by Edward E. Snell, vice-president and public relations director.

Pilot's duties as special events manager also included handling of national syndicates and promotion for all titles - up. He joined the film company five years ago working on special, national exploitation campaigns. Shortly thereafter he was promoted to assistant exploitation manager.

Prior to his affiliation with 20th Century-Fox, he was personal manager for comedian Sid Caesar. He has also been associated with Columbia, RKO, United Artists and Paramount Pictures.

Zanuck Plans Film on Stalin Crimes Theme

HOLLYWOOD, June 20 — Darryl F. Zanuck today disclosed he will produce "Secret Crimes of Josef Stalin" under his new independent producing setup for 20th Century-Fox release.

The subject will be semi-documentary in style, as was his "Behind the Iron Curtain," produced some years ago.

Drive-in Reopens

ALBANY, June 30 — The reopening of a long-dormant drive-in was effected when Joseph Mirasola, operator of an indoor house at Warrensburg, N. Y., put into operation the Peekskill in Lake George Village.

Now called the 3-L Drive-In Beach Theatre, it had been dark four seasons.

La. Governor Heads "Okalahoma!" Program

NEW ORLEANS, June 20 — Gov. L. K. Long of Louisiana heads a delegation of more than 100 state and civic officials who will participate in the opening ceremonies here tomorrow night for Rodgers & Hammerstein's "Okalahoma!" in Todd-AO at the Panorama Theatre, E. K. (Ted) O'Shea, vice-president of Magna Theatres, announced.

Gov. Long has proclaimed this "Okalahoma!" week throughout the state.

Regal Films Formed by E. J. Baumgarten

HOLLYWOOD, June 20 — E. J. Baumgarten, president of Regal Film Releasing Corp., today announced the formation of Regal Films, Inc., as a producing unit which will make pictures for its 20th Century-Fox release.

The first will be "Coach to Fury," in CinemaScope, starring Forrest Tucker and Mari Blanchard.

Baumgarten will continue in his post as AFR president.

Drive-in Playground Booms Business at Lamont's Riverview

ALBANY, N. Y.—The fine mechanized playground on a drive-in in the Albany exchange district has been opened by Harry Lamont at the Riverview, Rotterdam Junction.

Equipped with a 16-passenger merry-go-round, a ferris wheel, a tilt-o-whirl and a kiddie automobile race-track—all of them free—it attracts 300 children the first night and 1,000 the second night.

Per-capita count was way above normal, while concession business boomed, Lamont said.

Promoted Heavily

Lamont used extra newspaper space, door-to-door flyers and a man on stilts (in Schenectady and Amsterdam) to spotlight the opening. A minimum of three attendants, two men and a woman, are on duty at "Kiddie Wonderland."

Lamont also has installed an electric merry-go-round at the Sunset in Kingston. He plans to add mechanized rides at his other drive-in next season.

Press to Spend Scrip At 'Moby' Festivities

NEW BEDFORD, Mass., June 20.

—Two-dollar bills from the last century will make their appearance again in New Bedford at the same time that Warner Bros.' motion picture "Moby Dick" has its world premiere here on June 27. The money is on, one side, an exact reproduction —reissued with permission of the U.S. Treasury Department—of 19th century whalers' scrip of the Mechanic's Bank (no longer in existence) and will have its equivalent in face value of $2.00. Two thousand dollars worth of the whaling scrip will be re-issued.

The scrip will be distributed to members of the public who have been invited to New Bedford for the June 27 opening of "Moby Dick." The scrip will be spendable in any of New Bedford's stores for a 24½ hour period.

Airlift for Press Set To 'Moby' Premiere

What Warner Brothers characterizes as "the most luxurious airlift in the history of aviation" has been planned as "ferry service" to the New Bedford premiere of WB's "Moby Dick" on June 27. Some members of the press will be taken on June 26 to the New England fishing port in the private plane of W. A. Patterson, president of American Airlines. Other fourth-staters will be flown from New York, Cleveland, Detroit and Cincinnati.
The Searchers
Now!

One Two!!

From Warner Bros.

Moby Dick
Next Week!
UK Tax Vote

(Continued from page 1)

cellor has carefully considered the case and has reached the conclusion that, this year, he had had to introduce a firm and severe budget to prove the national determination to stem such difficulties, it would be quite out of keeping to announce reductions of any kind in the entertainment tax.

Future Action Likely

The spokesman, however, held out a vague hope for the future, saying that in October a public meeting was to be held by the exhibitors' case carefully so that, at a more appropriate time, he might bring forward new proposals.

Meanwhile, the decision of the major studio heads has been adopted by the exhibitors, and the circuits might have waited until Parliament reached its decision in regard to those new Finance Bill changes.

Significantly, Walter Eckart's Star Circuit, operating 112 theatres in the North country, decided against a price increase. It was pointed out, also, that the circuit moved contrary to the advice of the Chancellor of the Exchequer's efforts to curb inflationary spending.

Rising Costs Pose Problem

Against all that, it must be admitted that the circuits are called upon to shoulder the burden of the rising operating costs, with no hope of tax remission this year whatever might have happened to those new Finance Bill changes. It is the fact, also, that the Chancellor will reap more benefit out of the price increases than anybody else. Out of the 6d. increase no less than 4½d. will require to be paid out in entertainment tax and Eady Levy by the circuits.

MPAA Sales Heads

(Continued from page 1)

a survey company. Gehring said that the survey was to be launched within four to six weeks, with the credit plan slated to be put into effect within two to three months.

Under the sales managers credit plan, a survey of the public's reaction to motion pictures and to paying for theatre tickets on credit would be undertaken at a cost estimated between $8,000 and $25,000. If this survey shows that the public is receptive, the sales managers committee would hold further talks with Independent and Marion County exhibitors.

The MPAA sub-committee, besides Gehring, who represents Spyrkos Stouros, includes Richard Aftscheler, A. Maguire, Arthur Loew, George Welft and John J. O'Connor.

Mrs. Stoddard Dies

BOSTON, June 20.—Mrs. Chester L. Stoddard, of Swampscott, Mass., wife of the district manager for New England Theaters, Inc., died following a lingering illness. She is survived also by two married daughters.

Salesman Hope Is Praised

(Continued from page 1)

THE HOST and his star, plougher Bob Hope, whose energy, persistence, talent and good-will earned him Barney Balaban's earnest accolade. To a trade and news writers' luncheon yesterday at the Paramount home office, preceding one of Hope's four p.a.'s on stage at the Paramount Theatre, Balaban and other Paramount executives indicated the industry's future rests on such lively cooperation, among other things.

would hit $17,500, which is barely a short of terrific on Broadway in any season, not to mention this particular one.

Looks for Other Stars to Follow

Balaban said he hoped the example being set by Hope was one that others in Hollywood equally able to assist in the launching and sale of their pictures would emulate. In today's market, he pointed out, special efforts are required to properly merchandise the best of the better product and personal appearances by stars rank high among the efforts that through the years have been proved successful.

"It's real work and requires long hours," Balaban conceded, "but this picture's start today shows that it's what is needed and that it pays off. Our business is in a period of transition now and no one knows all the answers concerning what is wrong or what is needed. But this sort of work and effort certainly is one of the things that's needed."

Feels 'Really Good Again'

And one of the nice things about show business, Balaban observed, is that just when you begin to think you're in trouble, "along comes a package like this—Bob Hope and That Certain Feeling—and you feel really good again."

Hope, said the Paramount president, has performed a genuine service not only for his picture and for Paramount, but also for the industry. He has shown it that rolling up one's sleeves and going to work products

German Interests

(Continued from page 1)

cern through which the late Sir Alexander Korda operated for the distribution of his films which were made in London.

The banking group interested in the deal is composed of the Berlin laboratory concern Geyer Werke, a production unit known in the German industry as Berolina and the Vereinsbank of Hamburg.

Trade Press Editors

Look Very 'Safari'

Trade paper editors yesterday received pithy headlines from Columbia Pictures as a plug for "Safari." Accompanying the hats, which also can be used as a foot bath, was a scroll designating the recipient as a "White Hunter" with "full authority to organize, equip and guide white B'wanamou men hunters, shoot 'Pac pac' at gamehers, locate non-existent water holes and acquire a better tan than anybody else." Grauche Marx was the one of those hats when he said, "This morning I came out of my tent and shot an elephant in my pajamas. How that elephant got in my pajamas I'll never know." Old gag, but apropos.

Fighter
BOSTON, June 20.—As a result of a special study of workmen's compensation rates in this communical different, the Massachusetts Workmen's Compensation Board has placed drive-in theatres in a single category.

**Combines Hit**

(Continued from page 1)

DAILY; Jones Resigns

TENT TALK

Variety Club News

BOSTON.—Variety Club members had an enjoyable day as guests of Judge Pappas at Suffolk Downs, East Boston, at their annual "Day at the Races." A cocktail party was held and dinner was served at the Paddock Club and each member was given a daily double ticket. Myer Stanzler, exhibitor from Providence, R.I., was the fortunate winner of the "D-D," paying $59.60.

BALTIMORE.—Members of Variety Club, Tent No. 19, have pledged themselves to provide $75,000 for the organization's charitable activities. A recent benefit to raise the money, the club is sponsoring the "Ice Capades" show at Baltimore's Memorial Stadium from July 27 to Aug. 7.

OMAHA.—Variety Club Tent No. 16 will stage its annual golf and field day at the Omaha Field Club July 20, with Meyer Stern, past chief barker, the honored guest. Des Moines Tent No. 15 and Minneapolis Tent No. 12 will send eight-man golf teams to challenge for the Omaha trophy.

20th Abolishes Short Dept.; Jones Resigns

Twentieth-Century-Fox is abolish its shorts subjects sales department and will merge all functions of that department with its regular feature sales operations, it was disclosed here yesterday, following the announcement that Len Jones, short subjects supervisor, has resigned as sales manager, and Clayton Bond, his assistant, has resigned from the company.

Jones, who headed the shorts department for 20th since 1953, joined 20th-Fox in 1939 as executive assistant to 20th-Fox president Syros P. Kouris.

Besides Jones and Bond leaving, it is understood that one other member of the short subjects department has been given notice. The other department members have not been informed by the feature sales department.

According to 20th-Fox, all operations of the short subjects department will be absorbed by the company's regular sales department headed by general sales manager Alex Harrison.
At Senate Group Hearings
Citizen's Case as Point Against Legislation of TV

By J. A. OTTEN

WASHINGTON, June 20.—Developments in the motion picture industry following the divorce and divestiture ordered in the Paramount case provide a good argument against legislation networks for break-up the current television network system, Congress was told today.

Joe Floyd, president of two South Dakota television stations, told the Senate Commerce Committee that when available film producers lost theatre outlets as a result of the Paramount decree, they also lost the need to "program or furnish pictures day in and day out to the major theatres they formerly owned or were affiliated with."

Says Top-Budget Films Resulted

As a result, he said, "they're cut back production, and are only doing top budget pictures with no consideration of what theatre operators can do or is doing to fill out a well-rounded program entertainment year. Neither are they developing new stars nor are they forced to keep under contract major talent to protect and assure theatre operators product and programming at a price they can afford."

Floyd said this should teach the committee that "networks must be assured a number of basic affiliated stations in larger markets so they can continue to assure coverage for their clients."

Floyd was one of a long string of NBC-affiliated operators to testify as the committee wound up its current hearings on tv network programs. The NBC affiliates unanimously defended the present network-affiliate set-up, including option tone and other practices complained of by previous witnesses, and strongly opposed any government legislation to change the current system. Their testimony brought from Sen. Pastore (D., R.I.) the statement that if the Bierker bill for network regulation came to a vote today, he'd oppose it.

Caustic Regarding Producers

Many of the NBC affiliates had bitter words for the tv film producers, asserting them of being interested only in placing more films on tv and not in the stations' welfare. Harold F. Gross, president of WJMJ-TV in Lansing, said, "the film companies do not offer an improved or superior service. Rather, they seek laws to substitute their entertainment value for network programs during prime viewing hours covered by option prices."

They do not purport to provide a diversified program service which can meet all the varying needs of the viewing public."

Theodore Harrison, vice-president of KPRC-TV in Houston, said his problem was not getting more hours for film, getting first-rate films for the hours not scheduled. Harold Essex, vice-president of WSJS in Winston-Salem, argued that his station already carries most of the top-quality films offered. "When the film producers have come up with good productions which are priced right, we have no objection," he said. It added that networks supply affiliated stations not only with entertainment programs but with religious, educational, cultural and other necessary programs.

"It would be foolhardy to jeopardize such a fine diversified service," he said.

Many other witnesses made similar arguments.

Sees Money the Prime Factor

Thomas P. Chisman, president of WVGC-TV in Hampton, Va., said that in all his negotiations with film companies, "we have never found any of them interested in a net profit than the amount of money they could get for their properties. There is a basic difference in the philosophy of film people and network people."

An attack on subscription television came from Joe H. Bryant, president of KCBD-TV in Lubbock, Tex. He declared that "to impose paid television upon our present system would destroy it and would amount to prostitution of a virgin industry."

Commerce committee officials said there might be hearings next week or the following week on other phases of its general television investigation.

`Barefoot Contessa' in Plagiarism Suit

Mildred Cantor of New York, through her attorney Stanley J. Dorman has instituted an action in the N. Y. Supreme Court, against Joseph L. Mankiewicz and others, which alleges that the story and content of the picture "Barefoot Contessa" and written and directed by Mankiewicz, was plagiarized from her unpublished novel, entitled "Dancing Camille."

Mrs. Cantor is demanding $25,000, and an accounting of profits from the defendants.

Congress Votes FCC
$7,828,000 for Year

From THE DAILY BUREAU

WASHINGTON, June 20.—Congress today voted to give the Federal Communications Commission $7,828,000 of appropriations on which to operate in the year starting July 1.

This was the amount originally proposed by the Senate, and slightly above the $7,500,000 voted originally by the House. This year, the agency had $6,570,000, and had asked $7,500,000.

For Philadelphia's Four Theatres

The transfer of approximately 400 employees of the National Film Board of Canada from Ottawa to the new studios and offices in Ville St. Laurent, suburb of Montreal, is nearing completion. The changeover started about three months ago. It had been expected that many employees would quit, but only about 25 refused to be transferred.

To Reopen Flood-Hit House

The Watertown Drive-In Theatre, Watertown, Conn., will be back in business soon. Fred Quatrano and John Sirica, veteran Connecticut theatre operators, are nearing completion of rebuilding operations at the drive-in, which was completely destroyed during the 1955 floods.

$100,000 Theatre Fire

The 700-seat Milestone Theatre, Mantowoc, Wis., suffered fire damage of $100,000. No decision to rebuild the theatre, co-owned by Francis M. Kadow and Robert Guterman, has been made as yet.

Hartford Drive-Ins 'Scoped

The Blue Hills Drive-In, Bloomfield, Conn., has installed a CinemaScope screen measuring 122 feet wide. This is the last such installation to be made in metropolitan Hartford.

Horizon Pulls $1,600

A gross of $1,600 was recorded at the Trans-Lux Normandie Theatre here for the opening day of the revival engagement of Columbia's "Lost Horizon." This figure matched the opening day mark of the revival of "Camille," which established a house record.

 ישראל samt's Kent Production, "Johnny Co-Cho" will make a three week, sevity personal appearance tour in retraction with the western. The act will fly to New York on September 9th to begin the juket which will include appearances in Boston, Philadelphia, Atlanta, Dallas, Houston and Chicago.

Nancy Hamburger has been named magazine editor for NBC press as publicity, Colleen Hofer has been appointed assistant magazine editor.

Jim Dempsey, formerly connect with the Parkside, Starlite and Tel-Graph Drive-In theatres, Toleco, now operates three theatres, one hardtop and two skyscapes in Danville, Ky.

Mel Davis, for nine years has been a booker at Republic Pictures, in Boston, has resigned to join Screen Guild Productions of New England as booker-salesman, working with the new branch manager Lewis Gindin.

Tom Morton remains at Republic booker.

Walter Kessler, manager of Loew's Ohio, Columbus, was presented with a plaque for master showmanship from United Artists at a surprise party.

Nat Wolf, former Warner Theatre Ohio zone manager, is in Mt. Sinai Hospital, Cleveland, convalescing from surgery.

New Filmack Studio To Open Next Month

CHICAGO, June 20.—A new live action studio for the production of filmed television commercials will be opened in Chicago next month by Filmack Studios, it was announced today by Irving Mack, president.

Mack said the studio would be outfitted with the most modern equipment available, including latest models of Mitche cameras and a complete assortment of Mole-Richardson lights. It will be able to handle all most any tv commercial job as well as a variety of industrial and educational film projects, he said.

Mack stated that the new studio is a step in a long range program of expansion of Filmack's tv division. The new studio will be located in the Filmack Building. The structure will continue to house Filmack's animation, sound recording, film processing and editing, composing music, camera room, music library and film library facilities.
D I R T O R I A L

LOEW'S DECISIONS ON TV PROCEDURE

*By Sherwin Kane*

 MGM's decision to retain control of the valuable films in its library, while leasing them for television use through its own organization, is the plan favored by the company's management from the outset.

More surprising were its concurrent decisions to enter television program production on a far more ambitious scale than has engaged its attention and resources heretofore, and to acquire television stations. The latter, even though they may not be realized for some considerable time, really put Loew's to the television industry along, course, with all other companies except Paramount and Universal, as now.

The entire program, it is said, presents management's thinking of planning, rather than the count of financial interests associated with the company. The latter, for a most part, favored acceptance of the $50,000,000 offer for the film catalog made by Louis Chesler's Edgeway Corp. The outright sale paid have been a capital gains tax on which Loew's could net $37,500,000.

Future earnings from rental of its backlog films to TV stations by the company will be subject to the other corporate income taxes, naturally. Nevertheless, over the bag haul, earnings from re-issued remake rights, which Loew's tains under the course decided on, could outstrip by far the income from any outright sale of the valuable.

It is important to the industry, especially to Loew's established stimulators, that control of the television rights to its important backlog be retained by the company. At that, it would appear, the exhibitor stands the best chance of realizing every possible trade consideration.

M A S S. MINIMUM WAGE LAW EFFECTIVE JULY 1

**Special to THE DAILY**

BOSTON, June 21.—A minimum wage increase from 75 cents to 90 cents per hour effective on July 1 was signed yesterday by State Commissioner of Labor and Industries Ernst A. Johnson. Three groups of workers under separate classifications, theatre ushers, caddies and pin boys will receive 80 cents per hour on July 1, while all other theatre help, including door men, cashiers, candy girls, etc., will be raised to 90 cents.

The present 75 cents general minimum in the amusement industry has been in effect only since April 1 under a bill passed by the legislature.

**Summer Here; B'wy Healthy**

The first day of summer was kind to at least two Broadway theatres yesterday when near records were set at the Paramount and Radio City Music Hall. Although rainy weather marred grosses in some houses, business was regarded as good.

The Music Hall was heading for a $24,000 take on the opening day of "The Eddie Duchin Story." By 5

**FBI, SARGEY & STEIN RECOVER 16MM. PRINTS**

The recovery of 20 16mm. prints of feature pictures and one color cartoon was disclosed yesterday as a result of investigations by the Federal Bureau of Investigation and by

By MPAA Committees

**FINAL REPORTS ON B.O. LIFT PROJECTS READY NEXT WEEK**

The various sub-committees of the advertising and publicity directors committee of Motion Picture Association of America will meet early next week to finalize their reports on the progress which they are making on their individual plans to find ways and means to revitalize the box office.

According to Jerry Pickman, chairman of the MPAA advertising directors committee, a meeting of his full group will take place when the sub-committees notify him that they have completed their studies. It was indicated that the advertising-publicity directors committee will meet within two weeks.

Committees which will meet early

**See Reelection of Montague As Head Of Rogers Hospital**

**Special to THE DAILY**

SARANAC LAKE, N. Y., June 21.—Members of the board of directors of the Will Rogers Memorial Hospital and their guests, numbering about 60 in all, will arrive here tomorrow for their annual visit to the hospital, followed by the annual meeting of the board at Herman Robbins' Edgewater Hotel at nearby Schroon Lake on Saturday.

Abe Montague is expected to be reelected president of the hospital at the annual meeting, which will receive reports from the president, treasurer, medical director, research and clinical report, operations, and fund raising and public relations.

Finance and fund raising and ex-

**Para. Shifts Mideast Div.**

**Special to THE DAILY**

PITTSBURGH, June 21.—Paramount will shift its Mideast division headquarters from Philadelphia to Pittsburgh on July 9, it was reported here today by Howard Minsky, division manager with headquarters in Philadelphia, who will operate out of Pittsburgh, it was learned.

A general realignment of local and regional operations appears to be in the offing among major companies.

**'Interdependence' Of Films Stressed**

**By Eric Johnston**

**ON CREDIT PLAN**

**SURVEY GROUPS HOLD MEET WITH SALES MANAGERS**


The sub-committee of the Motion Picture Association of America's sales manager's committee, headed by William C. Gehring, vice-president of 20th Century-Fox, met yesterday with representatives of various market research organizations to discuss the Indianapolis theatre credit card survey.

The meeting, which was held at the M-G-M home office, was to consider costs, methods, etc., of the proposed credit card study, which is

(Continued on page 4)

(Continued on page 4)
Iowa Town’s Theatre Now a Civic Project
Special to THE DAILY
SWEA CITY, Ia., June 21. — When Milo Svendsen closed his theatre here a few weeks ago, the town was without a theater. But Friday, the Commercial Club came to the rescue, took it over and will operate it as a town project. Local merchants have been asked to contribute to a fund. Those who wish to place plans call for free courtesy shows on Wednesday nights.

Talk Plans for Sept.
TOA Convention

Representatives of Theatre Owners of America, Theatre Equipment and Supply Manufacturers Association and related boards of control met again this week in TOA’s New York office to further details of planning for business and social events that will be features of the forthcoming convention, which will be held in Cleveland in July. The convention includes two boards of directors and a committee on TESMA-PCA and TEDA and the motion picture industry’s International Trade Show in September in New York.

The convention meetings of PCA will take place in part at the Hotel Statler, New York, with one meeting at the Coliseum. Those of the other organizations will be held at the New York Coliseum during the international trade show scheduled for Sept. 20-24.

Closing the session were Bert Nathan, PCA president; Johnny Chester, who will be TOA’s page boy; Herman Levy, TOA general counsel; Lee Koken, RKO Theatre and PCA’s general convention chairman; Tom Sullivan, PCA’s executive vice-president; Merlin Lewis, TESMA’s executive secretary; Lee Jones, Neumade Products; and TEMA’s Phil Harling, Fabian Theatres and TOA’s finance chairman, and Joe Alterman, TOA’s assistant secretary.

20th Anniversaries
For Coast Building

HOLLYWOOD, June 21. — A contract award for $440,000 for a structure designed for 20th Century-Fox’s new 55mm. Cinemascope film production has been awarded to a combining engineering firm, George J. Fudyla, structural engineers, and William Engen, mechanical engineers, of Los Angeles, who will design a new screening and sound dubbing building for the film company there.

The 75 by 218 ft. two-story building will have a basement of 75 by 90 ft. One of its unique features is tilting seats. There will be 3,433 seats by 33 ft. Myers Bros., Los Angeles, California, is general contractor for the project.

NTFC Holds Last Meeting of Season

Sometimes nagging and often important, the minuteiae of business between television film distributors and their customers in small, medium, and large markets were scrutinized at yesterday’s luncheon meeting of the National Television Film Council, last of the season.

By lack ofProposals and differing versions of certain practices and, some well meant and candid advice were offered by Alfred M. Taunney, sales manager of NTFC; Hart T. Martin, general manager, WCAX-TV, Burlington, Vt., and Sam Cook Digges, general manager, WCBS-TV, New York.

Moby' in Two N.Y.
Theatres on July 4;
New Bedford Ready

The John Huston production "Moby Dick," starring Gregory Peck as Captain Ahab, will be presented in New York premiere simultaneously at the Criterion and Sutton theatres on the morning of July 4, it was announced by Warner Bros.

Next Wednesday, a week before the two-theatre New York opening "Moby Dick" will be given a gala three-theatre world premiere in New Bedford, Mass.

Excitement in New Bedford
Meanwhile, excitement in New Bedford is said to be at a high pitch in anticipation of the premiere.

A seven-mile-long parade to take place next Wednesday at 3 P.M. has been extended several blocks to the addition of five more huge floats making it the longest parade in the city’s history. The entire city will be draped in bunting and flags in anticipation of the New Bedford was chosen because the "Pequod," fictional vessel captained by Captain Peck, as Captain Ahab in "Moby Dick," sets out to hunt the white whale.

The actual premiere will be Hollywood, air, complete with lights, music, picture and tv camera, photographers, red carpet and a color guard. Temporary bleachers will be erected opposite the State Theatre, where Peck and director John Huston will be introduced to the crowd. Both men will appear on stage following lobby broadcasts.

Mich. Allied Board
To Meet on July 19

DETROIT, June 21.— Allied Theatres of Michigan will hold the July meeting of the board of directors at the Midland Country Club, Midland, Mich., on July 19, instead of July 26, as had been previously announced.

Allied meetings, members are invited to sit, stand and speak, at all proceedings, which will also include golfing, swimming, and luncheon, to be followed by the meeting.

At the meeting all board members will give detailed reports.

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Cinerama Holiday
In First Chi. Year
Drew Million Plus

By Ministry of Commerce

Future of France’s National Film Centre to Be Probed

PARIS, June 18 (By Air Mail)—A special committee has been set up by the French Ministry of Commerce to examine the future of the National Film Centre. This government organization was founded two years ago and its aim then was the control of the film industry.

When it was founded, the Centre’s operations were vital. It distributed stock and other essentials in short supply. Since then it has become a kind of statistical office, censor and distributor of aid films. Attached to the Ministry of Commerce, it negotiates foreign agreements, co-productions, etc.

Three Years of Unpopularity

Over the past three years the industry has called for its suppression. Producers, distributors and exhibitors want the same kind of freedom as is enjoyed by other industries; that is, they want direct contact with the government through the Ministry of Commerce. French films do not need a nursemaid or governor, producers and exhibitors say.

It now looks as if the Ministry prepared to reconsider the function of the Centre. The statistical work of the Centre is too vital for the machine to be taken apart, however. That is, just as the Centre will be kept in its present form, though on the whole, some far reaching changes are expected.

Whole Industry Represented

The committee comprises personalities from all sections of the industry, including members of the film committee of the National Assembly. This bureau understands that the real aim is to liberalize the Centre so that it serves the industry instead of controlling it. The aim of this is to protect from foreign relations is not certain. It may have repercussions but it is too early to say what they will be.

Newsreel Editors

Cited by Treasury

The U. S. Treasury Savings Bonds Division honored the five newsreel editors at a luncheon at the Harvard Club on Wednesday, John R. Buckley, national director of the savings bonds program, presented an engraved medallion to each of the newsreel editors in appreciation for 15 years of cooperation with the Treasury Department’s Savings Bonds campaigns.


Others attending the luncheon were: Ralph D. Hettel, vice-president of the Motion Picture Association; Jack Haney, Fox Movietone News; Jacob Moglever, Arden Buchholz and Taylor Mills of the Motion Picture Association.

To Feel Pulse

‘Hit the Road,’ Sidney Advises Film Producers

People in the production end of motion pictures should get out into the field and meet with theatremen to ‘see what goes on in our industry,” George Sidney, director of Columbia Pictures’ “The Eddy Duchin Story,” said here yesterday.

Sidney, who left New York last night for Chicago to scout locations for his next Columbia film, was highly in favor of producers, directors and other top production people going directly out on the road.

Cites Diversity of Viewpoints

“In every section of the country there are no different problems and different things taking place, and getting to know these situations is a plus factor which will help merchandise and promote production,” the director said. Sidney, who also is president of the Screen Directors Guild, additionally pointed out that travel broadens one’s knowledge and helps keep a finger on the public’s taste in entertainment.

The independent producer-director said that his next production, “Pal Joey,” will be made in conjunction with Columbia, his own company, and actor Frank Sinatra’s own company. Sidney said that “Pal Joey” will go before the CinemaScope and color by Technicolor cameras in January.

Would Sponsor Academy TV

Sidney, commenting on the telecasting of the Academy Awards, in reply to a question concerning sponsorship, stated that “it is logical for the motion picture industry to sponsor the show. The Oldsmobile commercials are all very good and sanitary, but the show should be sponsored by ourselves.” Speaking as an individual and not as president of the SDG, Sidney said that this viewpoint is shared by many in Hollywood.

Senator Unit OK’s Craven

WASHINGTON, June 21. - The Senate Commerce Committee today favorably reported the nomination of T. A. M. Craven to be a member of the Federal Communications Commission. He was named for a seven-year term starting July 1.

Action by the Senate itself is still needed.
Montague

(Continued from page 1)

executive committees will be appointed for the ensuing year, with S. H. Fabian, treasurer, or his alternate, Sam Rosen, making the financial report, and Eugene Picker and Ned Shugure the report on fund-raising activities. Fund-raising projects include: Cheryl and Mary Salute, audience collections and special solicitations.

Will Be Robbins' Guests

The visitors will have breakfast and lunch at the hospital tomorrow, will make inspection and patients' visits and will hear reports from hospital officials. Thereafter they will be guests of the Robbins family at Schron Lake from tomorrow evening until Sunday afternoon, when they return to New York.

2,500 Theatres

(Continued from page 1)

Rogers audience collection campaign, S. H. Fabian, stated that "we have approximately 2,500 theatres pledged to give their fullest support to the drive. This includes 92 circuits already registered, and more theatres are coming in daily. Practically all will collect for at least a split, and many are making it for two weekends, or a full week. Our goal is still 5,000 theatres, and a half-million dollars."

FBI, Sargoy, Stein

(Continued from page 1)

Sargoy & Stein in the Waterbury, Conn., area. Based on information furnished by Sargoy & Stein, special counsel for major distributors in copyright matters, investigation by the F. B. I. resulted in the recovery by it of prints of eight Loew's features from a camera store, a physician and other individuals in Waterbury. The prints have been turned over to Sargoy & Stein for delivery to Loew's.

In addition, Sargoy & Stein recovered from a pawnbroker in Waterbury, with whom the prints had been pledged, six more 16mm. features and a color cartoon of Loew's, four 16mm. features of Warner Bros. and two 16mm. features of Columbia Pictures. The films are all now being returned to their distributor clients.


Halloran Resigns

Gordon F. Halloran, manager of 20th-Fox's Midwest district in exchange, has resigned from the company, effective immediately, the home office disclosed.

At Suggestion of NARTB

Film Producers, Handlers

Get Bid from TV Code Board

WASHINGTON, June 21.—The television board of the National Association today voted to permit television film with the Television Code which has authority during the making of their programs.

The board also gave the code revision board authorization to adopt the code for sub-committee members, had two per cent of the 500,000 persons who are served by the 62 television stations. The survey of the public reaction to the theatre credit card plan would encompass between one to two per cent of the 500,000 persons who are served by the 62 television stations.

Yesterday's meeting was held in the offices of Charles Reagan, vice-president in charge of distribution for M-G-M. Also in attendance were A. Montague, vice-president and general sales manager for Columbia Pictures, and Ed Cooper of MPAs' Washington office, it was said.

Spoke With Several Firms

It is understood that the MPAA sub-committee met with representatives of major screen rental firms, among them being Snidlinger & Company, Alfred J. Pollitz, and Benson & Benson.

Gehring, earlier this week, said that the 62 television stations in Indianapolis are "favorable" to the credit card plan. He said that the survey is expected to be launched within four to six weeks, with the credit plan slated to be put into effect within two to three months.

Paramount Shifts

M-G-M this week combined its sales departments in Los Angeles and Des Moines sales territories, centering its operations in the latter city. Paramount previously has announced that it was turning its shipping and inspection in Oklahoma City over to the private concern. For the last several weeks there have been unconfirmed reports that one major company planned to suspend five or six of its exchanges. RKO has shifted a large portion of its bookkeeping work at the New Haven branch to New York.

'Trapeze' in Chicago

Sets 3 House Marks

Hecht and Lancaster's "Trapeze," in racking up $83,600 in its first week at the United Artists Theatre, Chicago, established the largest opening-week gross in the history of that house, it was announced here yesterday by United Artists, distributors.

In registering the new weekly record, said UA, the film also hung on all-time opening-day and weekend marks.

Survey Groups

(Continued from page 1)
said will cost between $8,500 to $25,000.

According to a sub-committee member, no market research company has been selected. The sub-committee will name one company shortly, it was said, following a study of each company's specialized techniques. The survey of the public reaction to the theatre credit card plan would encompass between one to two per cent of the 500,000 persons who are served by the 62 television stations.

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Paramount Shifts

(Continued from page 1)
next week include the sub-committee headed by Alfred Tamarin, assistant national director of United Artists advertising, publicity and exploitation. Tamarin's group is charged with studying a proposal which concerns itself with the issue of advertising agreements. Other sub-committees are charged with investigating all aspects of research and survey, the Hollywood panel symposium, field tours by company presidents and advertising campaigns.

It is understood that Tamarin's group will meet on Monday to finalize its study on the merchandising of motion pictures. This sub-committee was the one which met with president Spyros F. Skouras of 20th Century-Fox, who expanded on some of his ideas on product merchandising.

G. A. Smight Sues National Theatres

LOS ANGELES, June 21.—George A. Smight, formerly Paramount Western distributor, has filed a Superior Court suit against National Theatres for services rendered in connection with NT's purchase of the Fox Theatre in the Salt Lake territory. The suit asserts NT's John Bertero told Smith NT would not be interested in his services following his retirement from Paramount in March, 1955, in connection with expansion plans.
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HONORING YESTERDAY'S STARS

Cavalcade of Film Classics Tomorrow in Westminster

WESTHAMPTON, L. I., June 21.—Stars old and new will gather here over the weekend for the Cavalcade of Film Classics, one of the inaugural projects of a long-awaited institute commemorating the historical development of the motion picture industry. The program of showings of classics will be climaxd by a gala ball at the Bath and Tennis Club of Westhampton, which time the first five personalities chosen by a national poll of 500 motion picture editors and critics for the Hall of Fame will be announced.

Many Stars to Attend

Among the personalities of yester- year set to attend the festival and ball are Richard Barthelmess, Clara Kimball Young, Nita Naldi, Francis X. Bushman, Nancy Carroll, Leatrice Joy, Carole Myers, Ruth Taylor, Arthur Treacher, Hope Hampton and Lois Wilson.

Current screen notables attending will be Cliff Robertson, Arlene Dahl, Fernando Lamas, Bice Stevens, Don Murray, Celeste Holm and Martha Carrol.

Film classics were shown at the Westminster Theatre yesterday and will continue through tomorrow. These include: Joan Crawford in "Our Dancing Daughters," William S. Hart in "The Fugitive," Mabel Normand in "Mabel's Dramatic Lesson," Thomas Jefferson in "In Little Lord Fauntleroy," Garbo, Crawford and the Barrymores in "Grand Hotel," Valentino in "Four Horsemen of the Apocalypse" and Katharine Hepburn in "Alice Adams."

Entire proceeds for theatrical pro- grams and the ball will go to benefit the Motion Picture Hall of Fame.

Hersholt Was Chairman

The late Jean Hersholt was chairman of the Motion Picture Executive Committee which consists of George Murphy, executive chairman; Richard Barthelmess, Charles Brackett, Irene Dunne, Burt Lancaster, Frances Marion, Mary Pickford, Ginger Rogers, Rosalind Russell and James Stewart. Earl Blackwell is chairman of the New York Committee.

Bower Named N.Y.

V.C. Property Master

William Bower of W. J. German, Inc., has been appointed temporary property master of Variety Club Tent No. 35. It was announced yesterday at the tent's final membership meet- ing of the season at Toots Shor's Restaurant here by chief banker Harold F. Klein. Bower succeeds William Westphal as property master due to the latter's leaving the industry.

The luncheon meeting also honored the wives of the crew members, who helped make the 1936 Interna- tional Variety Club convention a success. The women were presented with bottles of toilet water and solid gold "heart" chains.

Tent No. 35 also raffled off its Epilepsy Foundation prizes, a Ford Thunderbird, which was won by Mrs. Errol German, and a luggage seat, which was won by a Miss Gladys J. Goldstein.

Seated at the luncheon dais were Edward Fabian, Larry Morris, Mr. and Mrs. Martin Levine, Klein, Mr. and Mrs. Burton Robbins, Jack Holf- berg and Jerry Sager.

Hartford 'Times' Reprints Compo Ad

The list of summer releases by the major studios contains in a recent Compo ad a "Editor & Publisher" under the caption "For The Best In Entertainment, It Is The Movie Theatre," was printed in full in the Hartford "Times" on Monday, Allen M. Widem, "Times" theatre editor, used the list as the basis for his daily col- umn under the caption "It's Summer- time . . . and the Viewin' Is Easy!"

"Guided by the traditional summertime flurry of activity," he wrote, "in the next few minutes, let's have a look at the current releases:

Theatre Buena Vista is featuring "Ninotchka," which is an entertaining comedy. In "The Big Sleep," the first film of the year to feature a major murder in a big city, the hero is a man who is determined to solve the mystery at all costs. "The Maltese Falcon," directed by John Huston, is one of the best films of the year. "Casablanca," directed by Howard Hawks, is another excellent film. "The Lost Weekend," directed by Billy Wilder, is a powerful drama about a man's struggle with alcoholism. "The Red Cross" is a moving story about the efforts of a group of people to save lives in the middle of a war. "The Hunchback of Notre Dame," directed by Tim cartoon, is a classic tale of passion and revenge. "The Adventures of Don Quixote," directed bychains, is a delightful comedy about an old man who becomes obsessed with chivalry.

New O.C. Inspection Building Planned

OKLAHOMA CITY, June 21.—The Oklahoma City Shipping and Inspec- tion Bureau has outgrown its present quarters and plans are under way for the construction of a new building. The bureau handles inspection and shipping for Republic, United Artists, Screen Guild and Buena Vista and recently acquired the work of Paramount.

Slaeasldies in Cleve.

CLEVELAND, June 21.—IKO's four traveling salesmen who are crossing the country to promote "The First Traveling Saleslady" will arrive here tomorrow on the midway point of their trans-continental tour in behalf of the film.

JOE MURPHY RESIGNS ANNOUNCEMENT

PEOPLE

J. Raymond Bell, public relations executive with Columbia Pictures, has been elected president of the New York Chapter of the Public Relations Society of America. He, thus, becomes the only person in this national wide organization to have been pres- ident of two separate chapters, having headed the Washington unit seven years ago. In addition to his new office Bell was also elected a member of the national board of directors of the Society.

Gene Buck has been re-elected president of the Catholic Actors Guild of America here. The newly elected vice-presidents are Gene Locken and William Gaxton.

Curley Burns, booker for Columbia Pictures in Atlanta, has been promoted to sales representative.

Maurice Jackson Samuels has joined Associated Screen News Limited A.S.N.'s Toronto region cameraman.

Joe Murphy has resigned his post at Paramount's Minneapolis branch.

Bill and Sidney Volk are celebrat- ing their eighth anniversary at 1 Terrace Theatre, Robbinsdale, Min- nesota.

L. E. Jergensen, manager of Regal Theatre, Salem, S. D., has leased the Capitol at Parker, S. I. and will reopen it shortly.

Fox Launches 8,000 'King' Radio Spots

More than 8,000 radio spot announcements on Rodgers & Hammerstein's "The King and I" in Cinema Scope 35 will be programmed nationally and at the local level in scores of key cities during the next two weeks. The largest film advertising cam- paign utilizing that media, accord- ing to 20th-Fox.

Capitalizing on the home and out- of-home audience of network and local radio in today's market, the campaign is designed to gain black- and-white penetration for all paydays of the musical drama with saturation drive at the point-of-sale supplementing national advertising.

The kick-off tomorrow in New York, Los Angeles, San Fran- cisco, Seattle, Portland, Denver and other markets will herald open- ing of the Diary F. Zamuck presentation of June 28, 29 and spots of Fourth of July engagements. The attraction will be jointly world premiered Thursday evening at the Roxy, New York, and Chinese, Los Angeles.
Report Rogers Hospital Sound Financially

Plans for Even Greater Service Told Directors

Special to THE DAILY
SCHROON LAKE, N. Y., June 24.—In keeping with the Will Rogers Memorial Hospital at Saranac Lake an ever-ascending spiral of success at ways and means of channeling funds to keep it in operation were presented to the officers and board of visitors here yesterday. The directors, officers, press representatives and the guests of H. H. Robbins, as his sons at their Edgewater Motel to where the meeting was held, followed an inspection tour of the hospital. In his president's report, A. Monet, (Continued on page 5)

Continued Industry Aid to Will Rogers Hospital Is Pledged

By MARTIN QUIGLEY, JR.
SARANAC LAKE, N. Y., June 24.—The cure rate for patients at the Will Rogers Memorial Hospital here rose 92 per cent in the seven years since it came under the custody of a motion picture industry. Abatement, president, told members of the board, his guests, patients and staff members at an annual luncheon here on Friday. More recently, the cure rate rose (Continued on page 5)

House Group Starting New TV Investigation

From THE DAILY Bureau
WASHINGTON, June 24 — A House Judiciary Subcommittee will sit still another Congressional investigation of television this week. Chairman Celler (D., N. Y.) said a subcommittee would start hearings on Wednesday on "anti-trust and monopoly problems in the television (Continued on page 4)

Warner Stock Deal Chilled

Reports that the deal by which Serge Semenenko, senior vice-president of the First National Bank of Boston, and associates would acquire the controlling stock interest in Warner Bros. Pictures from the Brothers Warner will not be consummated, circulated widely in the industry at the weekend. Efforts to reach the principals for comment were unsuccessful. The reports were that with S. H. Fabian, head of Stanley Warner (Continued on page 2)

Exhibitors Challenge Mass. Wage Law

Special to THE DAILY
BOSTON, June 24.—Allied Theatres of New England is challenging the amusement and recreation minimum wage order that was passed on Wednesday, increasing the minimum wage from 75 to 90 cents per hour which affects cashier, doorman, assistant managers and ushers, although (Continued on page 4)

Leo Salkin Heads UPA London Firm

HOLLYWOOD, June 24.—Stephen Bosustow, president of United Productions of America, on Friday announced the appointment of Leo Salkin, production veteran, as managing director of UPA Pictures, Ltd., in London.

Time Element Appears Fatal

Chances of Tax Relief For '56 Virtually Nil

Key Congressional Figures Hold Out No Hope of Success Before Next Session

By J. A. OTTEN
WASHINGTON, June 24.—The outlook for admissions tax relief this session of Congress is now very dim.

This is the off-the-record, private admission of key members of the House Ways and Means Committee. At the same time, they hasten to add they think the chances of tax relief next year are quite good, due to the advance spadework being done this year.

The situation still could change suddenly this year, but right now it seems unlikely. The present dim outlook is a product of several factors: the history of the session, with time rapidly running out on any possibility of moving controversial legislation such as admissions tax relief; the continued opposition of the Administration to any major tax reduction; and the slowness with which the House Ways (Continued on page 11)

RKO to Distribute 12 Galahad Films
To Be Made in N. Y.

David T. O'Shea, president of RKO Radio Pictures, announced Friday the signing of a contract with Galahad Productions, Inc., for the release of four pictures annually during the next three years. Galahad Productions is headed by Himan Brown, TV-radio producer and president of the recently-formed Production Center, Inc., in (Continued on page 4)

Johnston Says US Market Open to All

From THE DAILY Bureau
LONDON, June 24.—The American market is wide open for anyone who bothers to understand, exploit and sell motion pictures, Eric Johnston, president of The Motion Picture Export Association, declared at a luncheon meeting held in his honor by four British trade associations — (Continued on page 11)

Television Today

IN THIS ISSUE

➤ Spotlighting the news in Television Today: a Senate Commerce Committee report and the possibilities of an FCC de-intermixture order.

➤ Passing in Review—The week's highlights in shows.

➤ Who's Where—The men promoted in the week.
PERSONAL MENTION

DON McELWAINE, head of Et-
ing Company's new motion picture promotion department, has ar-
ived here from the Coast.

EDWARD L. HYMAN, vice-president of Amer-
ican Broadcasting-Paramount Theatres, has ar-
ived in Detroit from New York.

IRVING SOCHIN, Universal Pictures short subjects sales manager, left New York yesterday for Denver and key cities on the West Coast.

MERRYN LeROV has arrived in New York from Hollywood.

COMMEND ANTHONY KIMMINS, di-
rector, returned to London from New York on Saturday via B.O.A.C.

SAM KRESS, head of the M-G-M studio wardrobe department, is in New York from the Coast.

Bob Rich, Associated Artists Productions general sales manager, has left New York for Dallas.

IRENE KAPLAN, of the Paramount public-
ity department, was married yesterday at the Elsmere, Bronx, to ALLEN GREENSTEIN.

GARNET CARROLL, Australian ex-
hibitor, left here yesterday for Lon-
don via B.O.A.C.

RALPH PIELOW, M-G-M manager in Pitts-
burgh, has returned there from New York.

Warner Deal
(Continued from page 1)

Theatres, unable to work out ar-
rangements which would permit him to head the new Warner Bros. man-
agement without opposition from the Department of Justice, other prin-
cipals had decided against going ahead with the deal which called for the purchase of approximately 800,000 shares of Warner Bros. stock at $27.50 per share.

Another phase of the report was that Jack L. Warner would become president of the company, succeeding his brother H. M., who is said to desire a less active role in the com-
pany than he has had heretofore.

O’Neil Heads Campaign

Thomas F. O’Neil, chairman of the board and president of RKO Tele-
native Pictures, Inc., has accepted the na-
tional chairmanship of the Pope Pius XII library campaign at St. Louis University.

7 Distributors Win Kentucky Copyright Case; Collect $6,000

Special to THE DAILY

LEXINGTON, Ky., June 24—Seven judg-
ments in as many copyright infringe-
ment suits brought by dis-
tributors were signed by U. S. Judge H. Church Ford in Federal Court here, awarding to the plaintiffs ag-
gregate damages of $8,000 and costs.

The respective actions were brought in behalf of Warner Bros., Universal, RKO, United Artists, 20th Century Fox, Paramount and Columbia, against exhibitors Joe Marshall and Charles W. Caldwell, Jr., individually and as co-partners.

Two in Danville

Involved were the Starlite Drive-In Theatre and Town Theatre in Dan-
ville, Ky. The judgments signed by Judge Ford upon motions for

Todd-AO 12-Minute Subject Excellent

“The Miracle of Todd-AO,” a 12-
minute short produced by Todd-AO, for Mutual, is a collection of breathtaking film vignettes in which the well-known qualities of the process are highlighted to maximum advantage. The sense of audience par-
ticipation, the wide shot, lens, hand-
some color, sonorous tone and starling intimacy of the over-all ef-
fect are showcased interestingly, and at times, thrillingly.

First off comes a roller coaster ride at a seaside amusement park with the sense of actual participation almost harrowingly authentic. The sound track reproduces the screams of thrill-seekers, and this was to some degree duplicated by certain of the younger element in the audience at the Rivoli theatre on Broad-
way, where the short is being shown just prior to the run of “Okalahoma!”

After the audience had quieted down from the thrill of the ride, it was swept into a plane and shot high over Yellowstone National Park, in its blanket of winter snow. The plane, in which the audience actually is riding, is circling, and the camera sweeps down for hauntingly lovely vistas of the valleys and canyons.

Sun Valley Included

Next the viewer is transported to Sun Valley and a thrilling ski se-
quence in which “fellow skiers” are followed down slopes, through woods and up and down shooting off into a tree-in-
\nScape

The $6,000 has been paid to Bollitt, Dawson & Tarrant, of Louisville, as attorneys for the distributors, who thereupon agreed that the judgments of their clients might be marked as satisfied. Sargoy & Stein of New York, counsel nationally for the distributors in copyright infringement matters in-
volving nonexistent defendants, were asked to serve as counsel for the distributors in the suits.

Martin and Lewis
To Host Governors

ATLANTIC CITY, N. J., June 24—Dean Martin and Jerry Lewis ar-
ived here over the weekend from Hollywood to play host to the gover-
nors of the 48 states, Alaska, Guam, Hawaii, Puerto Rico and the Virgin Islands at a special preview showing tomorrow evening of “Paraders,” the comedy team’s newest Paramount picture.

The occasion will be the annual governor’s convention here this week.

The Warner Theatre, on the board-
walk of this resort city, has been al-
ready sold for the preview. Managed by Al Morgan, the theatre is following the intensive preparations for welcoming the governors.

Press to Meet Miss Dor

Diana Dor, British star, will live in New York tomorrow about the “Queen Elizabeth,” on her to Hollywood for her American sec-
day in “B.K.O. and M. M. M. M. Woman.” She will be presented to American press and leaders of motion picture industry at a recep-
tion in the evening at the Sherry New-
Orleans.

Copyright 1954, The Daily News

Fund for Republic Issues Report on Blacklisting

A report on blacklisting in the motion picture and radio-television indus-
tries, begun almost a year ago as a special project of the Fund for Repub-
lic, Inc., was released over weekend for publication today.

The report, which runs to 300 pages each, in general says that

Society for Motion Picture Daily
OPENING DAY
RADIO CITY MUSIC HALL
COLUMBIA'S
THE EDDY DUCHIN STORY
25% BIGGER THAN
OPENING DAY "PICNIC"!

* and PICNIC did $166,632
the first week!
people

Howard Minsky, mid-eastern division manager for Paramount will be given a farewell dinner tonight by Variety Club Tent 13 of Philadelphia. Minsky moves his headquarters to Pittsburgh within the next two weeks. The dinner will be in the Burgundy Room of the Bellevue Stratford Hotel.

Winniford Morton has been appointed costume designer at the Roxy Theatre here, replacing Lou Ebele who has resigned.

Martin Starr, Hollywood commentator for the Mutual Broadcasting System, will air a special salute to the Will Rogers Memorial Hospital and Research Laboratories on his program, "Here’s Hollywood," to be beamed to the network this afternoon.

Lazar Wechsler, first Swiss motion-picture producer and Oscar winner, will celebrate his 60th birthday in Zurich with a huge jubilee on Thursday.

Bob Thill, formerly assistant manager at MACO’s Radio City, Minneapolis, has been transferred back to his old post at the State as assistant to Francis Wiggins.

Charles Braun of Hartford, Wis., has been appointed new manager at the Slinger outdoor theatre at Hartford.

Joseph H. Frankie, owner of the Super 45 Drive-In, Warren, O., suffered injuries when he fell off a ladder while making repairs at the theatre and is temporarily hospitalized.

Harry Ashton has been named manager of Ralph Goldberg’s State Theatre in Omaha, succeeding Ken Pickett.

House Group
(Continued from page 1)

broadcasting industry. Much of the hearings are expected to center on complaints against the TV networks and charges of network domination of the Federal Communications Commission.

Celler said FCC Chairman George C. McCombs and other FCC members would be lead-off witnesses Wednesday. The Senate Commerce Committee has been holding hearings on network practices, and a House Small Business Subcommittee earlier this year held hearings on charges of network domination of the Commission.

WE ALWAYS USED FILMS . . . We didn’t have the resources of the Madison Avenue boys in the early days, and we figured on a formula to beat the networks. It was sports and films, sports and films. . . . So explains Irving R. Rosenhaus, head of WATV (Super Power) who Friday was host to trade writers at the 21 Club, announcing he had put up $500,000 for 52 20th-Fox films. With him, Robert Paskow, his film buyer.

WATV Buys 20th Product

Screen Advertising May Be Used in TV Film Promotion

By LESTER DINOFF

Motion picture screens in local theatres may be used as a means of telling the public about the forthcoming television exhibition of the 52 20th-Fox feature films by independent station WATV, Newark, N. J., according to Irving R. Rosenhaus, president and general manager of Bremer Broadcasting, who announced at the weekend that he acquired the package for over $500,000 for multiple showings on the New Jersey stations during the next two-and-a-half years.

Rosenhaus, in disclosing the acquisition at a trade press conference at the "21" Club here on Friday, stated that while no definite sales policies have been established for the 20th-Fox films, the first of the 52 films will be put on WATV on Oct. 1.

First Film Cost $100

"Hollywood pictures and sports are the formula of success which we at WATV and Bremer Broadcasting have been using since we purchased our first film for $100 from Monogram," Rosenhaus said. "This combination is the only successful way, we feel, in which an independent station can compete against the networks," the TV executive asserted.

Revealing that the films, purchased from National Telefilm Associates, are "the best thus far available for TV exhibition," Rosenhaus pointed out, in reply to questions, that selling and promotion plans for the 52 films are still under consideration. "We have hopes of promoting these pictures in the local theatres on their screens," Rosenhaus stated, adding that other methods of promotion will include the use of television, radio, newspapers, bill boards and bus cards.

Rosenhaus indicated that he had "strong hopes of being able to work closely with the local motion picture exhibitors."

Continuing on, Rosenhaus said that he will attempt to secure other top Hollywood product for WATV viewers. He said that an approximate 60 to 90 per cent of the total audience in this area will see the 20th-Fox pictures on television.

The Channel 13 broadcaster, along with associate Robert Paskow, former district manager for Warner Brothers, said that WATV was the first TV station in this area to use feature films—WATV pioneered this program pattern eight years ago. In addition, he said the purchase price of $500,000 is the most money any TV outlet ever paid for this number of major film releases.

Success Immediate, He Says

Rosenhaus said that when WATV first started with its feature programing, it contracted to spend $10,000 within 20 weeks. The TV station paid $100 for a feature, $75 for a western film and $25 for shorts. Within the first month, he said, 11 features and 11 westerns were shown on WATV and it was highly successful.

Commenting further on the acquisition of the 20th-Fox package, Rosenhaus said that under the purchase contract, WATV is allowed to show each picture 24 times during the next two and a half years. He said, in reply to questions, that multiple showings of each film will only take place, commencing this Fall.

Meanwhile, National Telefilm Associates announced that over $1,000,000 in sales contracts have been signed by the company in 11 major markets for the 20th-Fox package. 52 films. Harold Goldman, NTA vice-president in charge of sales, said the sales were made last week following his company’s sales convention held at which time a $2,000,000 goal was set for the first six months.

Wage Law
(Continued from page 1)

Wage Law
(Continued from page 1)

by the exhibitor group maintains the increases are prejudicial on the part that the increase in Labor and Industries to the order is "arbitrary, unreasonable and capricious." The unit also express a wide doubt as to the constitutionality of a statutory minimum wage act. It emphasized that the order is the order signed by Ernest Johns Commissioner of Labor and Industries.

Coming in with the exhibitors is the case of the outdoor amusement parks industry and the Massachusetts Golf Association, all of which are affected by the increases.

Although the amusement and recreational order affects cashiers, doormen, ticket sellers and assistant managers, it does not touch candy vendors who come under the mercantile division or janitors, porters and maids who come under the building service occupations, nor all office and theatre workers who come under the technical and clerical order. These groups remain at 75 cents per hour minimum but it is understood they are meet for a complete study of their minimum wage setups.

RKO to Distribute
(Continued from page 1)

Manhattan. All of the pictures will be filmed entirely in New York using a young talent from the Broadway stage and television.

"We see New York as providing a unique opportunity for developing young talent, as well as an outstanding pool of top-quality stars," O’Shea said. "Hi Brown plans to activate the division policy which we feel is great merit; one that has been successfully practiced for years in Los Angeles and Paris. Leading stars a appearing on stage will be able to make twelve days per week on location in New York at the Production Center, which is open about a dozen blocks from the theater district, making it convenient for practical for these performers."

The first production in the RKO Galahad deal will go before the cameras on July 9. Adapted from a "Life" magazine story, "Brave Tomorrow," will be set 25 per cent on location on the city streets and throughout surrounding commuter areas. I remainder of the picture will be filmed at the Production Center.
id Pledged

Rogers Hospital Reports

(Continued from page 1)

94 per cent, Montague said. In a seven-year period 294 tubercular lesions were admitted, and 272 discharged as cured. In the same period, he reported, a weekly number of $2,100,000, of which $77,000 was used for operating movements, and $142,000 for capital improvements. The contributions included $33,000 from 222 indubious employees, signers of the Christie Salute scroll. Special contributors, of whom there were 118,000, accounted for the remainder.

Montague stated that illness in the hospital is commonly found in its position and that it always will be continued in operation. He reported that pledges of cooperation from the Chicago industry and from other sources have been received.

Policy Revision Suggested

Dr. Edgar Mayer, consultant, recommended that the hospital's policy be revised to provide for the admission of all pulmonary cases, rather than just tubercular cases. He expressed the belief that this is the full use of the hospital's facilities.

Richard Walsh, IATSE president, said he would urge that the organization's convention at Kansas City be summed to encourage more extensive examination among employees, on the theory that many discovered tubercular cases may be cured and recommended to the hospital.

Other speakers at the luncheon, at which R. J. O' Connell, board chairman of the hospital's board, presided, were: Jack Cohen, Sam Rinder, and James Reeb. The latter is editor of the Hollywood Dail Daily Enterprise.

Robert Smith, one of the patients, described the history of his case for five years, including treatment at Will Rogers, compared with that received elsewhere.

Hospital Visited

The luncheon was preceded by a tour of the hospital and descriptive pictures of its work and special cases successfully treated at Will Rogers members of the hospital staff. The visitors, about 35 in number, were given chest x-rays. After the hospital visit they left for Schoen Lake where they were the guests of Herman Robbins and sons at their Edgewater hotel for the remainder of the weekend.

The hospital directors held their annual meet at the Robbins' place on Tuesday. Reports of the session are published elsewhere in this issue.

Dorfman Promoted

The promotion of Louis Dorfman, director of Advertising and Sales Promotion for CBS Radio, while he continues as art director for the Radio Network, has been announced by A. R. W. Dunlevy, vice-president in charge of advertising and promotion. The appointment is effective immediately.

'Sochin' Pressbook Largest in Years

Columbia has published its largest press book in recent years for "The Eddy Duchin Story," including a 32-page advertising supplement that is the most extensive ever put out by the company.

The special ad section carries reproductions of 50 different ads, ranging from a single column ad covering 18 lines up to a 5 column ad totaling 925 lines.

Selznick

(Continued from page 1)

Canada this summer, accompanied by new campaigns.

The arrangement between 20th and the Selznick Company on the filming of "A Farewell to Arms" tallies with the new 20th policy of augmenting its own productions with those of other outstanding filmmakers.

Jennifer Jones the Lead

The contracts also call for Jennifer Jones to play the leading feminine role, that of Catherine Barkley. The leading male role, that of Frederic Henry, American ambulance driver on the Italian front, has not yet been cast, but will be played by a leading male star, according to reports. The period and setting of the book, Italy and Switzerland during World War I, will be left unchanged, it was said.

Warner Bros. Office In South Vietnam

Wolfe Cohen, president of Warner International, announces that the company is setting up its own office for the distribution of its productions in South Vietnam. Cohen also announces that Richard Ma, Warner Bros. manager in Hong Kong, is now in Saigon making arrangements for the new facilities.
Top billing coast-to-coast... Fly United Air Lines deluxe DC-7 nonstops to Los Angeles!

"The Hollywoods"—world's fastest airliners! And how's this for a setting: delicious meals, tempting buffet snacks, a choice of cocktails, the friendly rear lounge. It's "red carpet" luxury all the way! Try it soon...

"The Hollywoods" leave 12 noon, arrive 5:30 p.m. Or, leave 12:30 a.m., arrive 6 a.m.

local times quoted
Spotlighting the News

In Washington Circles
► In Washington last week television was the topic of discussion more than one of that city's many circles. Of prime importance was the word Friday that the Senate Commerce Committee (see below for remarks by Ely A. Landau) was preparing a report aimed at pushing the Federal Communications Commission along on new station allocations, which report would be good news by the Committee at its meeting Wednesday. Meanwhile, it was thought quite possible that the FCC itself will get the Committee to the punch and come out with its tentative order on de-intermixture and a new allocation plan early this week, possibly even today. Also last week the TV board of the National Association of Radio and Television Broadcasters voted to admit to affiliate membership producers and distributors of film and recorded programs. And, from the FCC headquarters, questionnaires were sent out to all TV stations by the commission's network study committee, requesting data on all phases of TV station operations.

NTA Net (Fiscal)
► Also in the week, National Telefilm Associates released the following financial information: earnings in the third fiscal quarter increased the company's net income for the nine month period ended April 30, 1956 to $242,018, equal to 37 cents a share, compared with a deficit for the same period of $190,952 the previous year. The $150,051 or 22 cents a share in the first half of the year.

CBS Adds Three More
► Since last week's Television Today roundup of scheduled new summer shows, CBS-TV had added three more starters: High Finance, starring Dennis James, a half-hour quiz show which makes its debut Saturday morning, July 7. The Mennen Company is sponsor, Bandwagon, '56, a series of half-hour Sunday summer showings which will explore American politics, past and present. Bob Trout will be moderator of the series, replacing the current Adaventure series begins July 15. Of All Things, presented by Garry Moore and starring Faye Emerson, will replace Mr. Moore's regular weekday morning show July 29 through August 31.

First Fund Awards
► The Fund for the Republic this morning announces the names of the winners of the first annual Robert E. Sherwood awards, presented for the best commercial TV programs dealing with freedom and justice. Named as best network drama was Reginald Rose's "Tragedy in a Temporary Town," produced by Herbert Brodkin for NBC-TV's Alcazar Hour. Best network documentary was Jerome Cooperman's "I Was Accused," produced by David Suskind for NBC-TV's Armstrong Circle Theatre. Best production by an independent station was "Desegregation: Baltimore Report," written by Mrs. Gray Johnson Poole and produced by Herbert B. Cahen for WAAM-TV, Baltimore. The awards carry with them not only prestige, but also substantial monetary remunerations: for the best network drama and network documentary $20,000 each, and for the best independent production, $15,000.

Sailing the Mississippi
► Captain Charlie's Showboat has been selected as the first film series to be produced by Irving Briskin Productions for Screen Gems, Inc. It was announced last week. The series, to have a young singing star in the title role, will, in Mr. Briskin's words, "stress action and with it good music, exciting stories and personalities typical of this picturesque period" of mid-19th Century America. Fred Briskin, incidently, a production executive with Screen Gems, has joined the new independent production company as vice-president.

In Our View

ONCE again the matter of quality—of material, of performance, of execution, comes front and center before the observer of the progress (or lack of it) of television. An example for two immediately to hand focuses attention on the situation, in both directions, the bad and the good, and each is an important and significant case in point.

Wednesday night, the U. S. Steel Hour offered a play, "Moment of Courage," which, bluntly, gave every evidence of having been presented by the Dramatic Society of the Podunk Junior High School, and if we malign such as the latter, we're sorry. The script was trite, wooden and cliche-ridden, while the performances almost uniformly were amateurish in the extreme. Frankly, it was almost painful—and embarrassing to one with the interests of the medium at heart. And this, mind you, a play with the stamp of the Theatre Guild upon it, and seeking to install in the viewer's mind new and continued respect for one of the nation's greatest trademarks, U. S. Steel. Admittedly, dramatic quality is relative but there must be a basic criterion of quality fundamentally.

Again, on the Bob Hope show this past week, too much of that 90 minutes was devoted to scenes reenacted from the latest Hope film. This technique in itself is all right, but when it consumes such a portion of the allotted time that the whole appears to viewers to be no more than a trailer for the film, then it is defeating its basic purpose. Bob Hope is far too great a player and comedian to need to have too much recourse to that procedure. It was careless thinking.

On the other side of the coin there were the splendidly successful results attained in the telecasting of last week's golf championship, where forethought, planning and care paid off so handsomely. And another step in the right path is the announced intent of Worthington Miner, in his new Kaiser Aluminum Hour, to drop all third acts as clumsy and unwieldy in an hour show. That is expert thinking. More of it is needed.

—Charles S. Aaronson
Passing in Review

THE MOST ELEVATING SHOW OF THE WEEK, undoubtedly, was the special remote Tuesday morning which Dave Garroway and company handled for NBC-TV's Today from the top of the Empire State Building. Also on hand were Eddie Condon and his stars, to essay a four-hourly 12-hour performance to a remote audience as the backdrop of the Jersey farts, 10 or 12 miles distant. It was the kind of odd, intriguing show which makes waking up in the morning almost painless. Another noteworthy presenta-
tion—and a literal eye-opener—was NBC-TV's special March of Science show (Tuesday, 8 P.M., feb.) for a live and cataract operation performed in the course of the show. To a layman it seemed to be the best cataract operation performed on television all week.

Bob Hope, indefatigably plugging his latest Paramount picture, the name of which was a pronounced letter from over NBC radio and TV in the course of the week, including the Sunday Spectacular (see below), Tex and Jinx (radio), Tonight and the premiere of the new Steve Allen Show last night. Steve Allen, plugging his new book, "The Funny Men," and his new show and, on evidence, appears to have taken over the Tonight series Monday and Tuesday and proved conclusively that marathon emcees—of which Mr. Allen is a dean—are an acquired taste, like chocory. Elsewhere in the week and in greater detail:

PLAYWRIGHTS '56: "Honors." NBC-TV, 1 Hour, 9:30 P.M., EDT, Tuesday, June 19, 1956. Live, from New York. For Pontiac.

This series, which started off with so many high hopes, came to the effective conclusion of how with a kind of quiet intelligence, unassuming resolution which marked so many of the main individual productions. "Honors," an original telev-
sion and drama, is an interesting and valid drama concerning a self-made southern gentleman, a man who has assumed the customs, odor and ways of the new station but who only belatedly learns their true meanings. Mr. Vi-
dal is a crisp, thoughtful writer whose highly developed tone of good taste sometimes leads him to write sound but not very dramatic drama. "Honors," although not ter-
ribly exciting, had a refinement which is unusual in the razzle-dazzle of most TV. The top-notch cast was headed by Ralph Bellamy as the self-made ante-bellum aristocrat, and Henry Fonda as a true blue-blood who sees through the former's veneer. In prominent support were Dick York, Glenn Cannon, Katherine Squire and Freda Holly-
way. Vincent J. Donehue directed the production which had been impecable except for the in-
sertion of some jarring Civil War battle clips out of "Birth of a Na-
tion"—they had the look of crudely animated Brady stills. Fred Coe was producer for the entire Play-
wrights series.

TELEPHONE TIME: "Felix the Fourth." CBS-TV, ½ Hour, 6 P.M., EDT, Sunday, June 17, 1956. "FILM. For Bell Telephone System.

Another theatrical film personality who seems to be making a smooth crossing over into tele-
vision is John Nesbitt, host-narrator of this slickly produced se-
ries. Felix the Fourth, "Felix the Fourth," written by Losso Vad-
nay and directed by Roy Kellino, is an amusing vignette about an in-
domitable little Havana postman who, some years back, promoted himself as Cuba's marathon runner representative at the Olympic Games in St. Louis. Taken as a film comedy, Felix (Fred Allen) is depicted as a ballyhooing, hopes Felix has problems long before he ever reaches St. Louis. He is swin-
dled out of his travel money in New Orleans and as a consequence has to make it on foot most of the way to St. Louis. In the course of the big race itself, he is tried by the authorities, stops to cobble a horse, has a luncheon and generally plays hobo with athletic convention. Although he comes in fourth, he succeeds in winning honor for his homeland and, as Mr. Nesbitt points out in an epilogue, went on to win first prizes in other important interna-
tional events. Pedro Gonzalez-Gonzalez is properly spirited in the title role, and the entire production is brisk and amusing. Jerry Stagg produces at the Hal Roach, Jr., studios.

KRAFT THEATRE: "Flying Object at Three O'Clock High." NBC-TV, 1 Hour, 9 P.M., EDT, Wednesday, June 20, 1956. Live, from New York. For Kraft Foods Company.

DeWitt Copp, the author of Kraft Theatre's science fiction presen-
tation last week, "Flying Object at Three O'Clock High," has mas-
tered at least two of the fundamen-
tals of the genre: understatement. It may be, however, that he mas-
tered it too well. His tale of the disappearance of Airy, June 12), featureless, were reduced to endless debate among an Army colonel and an ever-present news-
paper reporter about how much of the wreckage should be re-
leased for public consumption. Co- receivably, this is a valid subject for discussion, but it wasn't very stim-
lulating in these intense dialogue-
lounges. Mr. Copp did top his tale with a nice, neat twist, even which Ray Bradbury might have appro-
ciated, but it came too late to give more than a momentary thrill be-
fore the final commercial. The puzz-
led performers included Everett Sloane, Biff McGuire and Robert Si-
mon. Alan Anderson directed.


The inimitable Bob Hope is quite as much at home on television as in or on any other medium, which is a tribute to his work as an entertainer and a comedian. Live, from the coast, in this instance he had three of his more notable, and shadowed leading ladies from motion pictures, Betty Grable, Marilyn Maxwell and Jane Russell. They sang and they danced, with and without Bob, and he cavorted Hope style through the most unflagging minutes. One film clip was used, a scene from "The Road to Bali," with Bing Crosby and Bob Hope, a scenario we are told never saw a film theatre screen. It was dropped on the cutting room floor, with, it is felt, no great loss to the picture. Steve Allen made a calm, unprepossessing and wholly engaging master of ceremonies, in-
roducing the show, Hope and some really entertaining ideas and lines. The major triumph, however, was from the standpoint of the viewer, was that there was just too much of scenes from his new film, "That Certain Feeling." After a while it got to be too much like a long, long trailer for that film. Jack Hope was listed as producer and Jack Shean as director.

NATIONAL OPEN GOLF CHAMPIONSHIP. NBC-TV, 2 Hours, 4 P.M., EDT, Saturday, June 16, 1956. Live from Rochester, N. Y. For Eastman Kodak Company.

The remarkable values inherent in the television technique, in one toward the third hour of the tournament, are demonstrated most aptly in this telecasting of the 56th Annual Na-
tional Open Golf Championship, from the Oak Hill Country Club at Rochester, N. Y. This is the third year that NBC has covered the event, but never as well, indicative of how this medium has, in this kind of coverage, taken great strides. Considerable praise is due Perry Smith, the producer, and the directors, Harry Coyle and Jack Dillen. A lineup of top-flight com-
mentators were on hand, Lindsay Nelson, Bud Palmer and Jim Simp-
son, each well versed in the matter. The director, Mr. Dillen, is quite a man, each a competent, poised and calm reporter. With nine cameras in ac-
tion, for the most part mounted on towers to cover the fair and the rough of each of the last four holes, with concentration on each of the im-
portant "twosomes" as it moved from hole to hole. At the 18th, the use of closeup, normal or telescopic lenses, the results were immense. The com-
mercials were carefully spaced an interval to avoid interference with the viewer's continuity, and the good fortune the sequence of de-
velopment in the closing minute of the tournament quite acciden-
tally developed a tension and an ex-
citement which could not have been improved had a script writer pre-
pared it fictionally. Definitely, highly developed, a big-close-up sports event, and a credit to all concerned.

SPOTLIGHT

(Continued)

adopt an intriguing format for bi-
weekly, series employing a permanent stock company of players whose duties might run from smaller Greek classic, through Chaplin, through musical and finally to vaude-

Each show would include dra-
matic, comic and musical segments. Burlingame Productions will pro-
duce.

Kagran Activity

The Kagran Corporation, NBC's subsidiary with interests in a va-

ety of projects, had a busy week. Alan W. Livingston, president, announced Tuesday that the company has acquired the exclusive use of four more sound stages in Hollywood where production will star later this year. Also, several series, the Adventures of Hiram Holiday. In addition, Kagran said to be considering several prop-
erties as pilot films for networks other than NBC. Two new half-
hour series, for syndication by NBC Television Films, are set for fil-
ing later this year. On another side, Alfies, starring Alan Young, for the NBC Television Division of Kag-
ran, announced that the world premiere of the newly created NBC Opera Company is now set for Monday, October 15, at St. Mary's College, South Bend Ind., to kick-off that 4-city tour.

Riesel Bounces Back

Victor Riesel, New York Daily Mirror columnist, who was边际-
ately by an unknown assailant, bounces back into the fray in a big-
way Friday night. At 6:30 P.M. EDT, he will premiere his new televi-
sion show over WRC-TV, New York, featuring discussion of labor is-
es and interest and importance that New York labor enjoys. The show air-

Mr. Riesel will be the subject of the NBC-TV's Big Story, and will ap-
pear on himself on the show.

Budget for "Grief"

Guild Films is ready to roll over the Jack London series, "Captains, Davids, Grief." Production gets under-
way on the first of the 39 half-
hour films July 9 in Hawaii, with the budget set at $1,912,099. Filming
will be in 35mm Eastman color.
The Fund for the Republic is pleased to announce
the Winners of the 1956

ROBERT E. SHERWOOD AWARDS

for television programs
dealing with
freedom and justice

THE BEST NETWORK
DRAMA
$20,000
to the National Broadcasting Company's
production of ALCOA's
TRAGEDY IN A TEMPORARY TOWN
PRODUCER ......... Herbert Brodkin
DIRECTOR ......... Sidney Lumet
WRITER ......... Reginald Rose

THE BEST NETWORK
DOCUMENTARY
$20,000
to the National Broadcasting Company's
production of Armstrong Circle Theatre's
I WAS ACCUSED
PRODUCER ......... David Susskind
DIRECTOR ......... William Corrigan
WRITER ......... Jerome Coopersmith

THE BEST PRODUCTION
BY AN INDEPENDENT STATION
$15,000
to WAAM-TV, Baltimore, Maryland
for its production
DESEGREGATION: BALTIMORE REPORT
PRODUCER ......... Herbert B. Cahan
DIRECTOR ......... Kennard Calfee
WRITER ......... Mrs. Gray Johnson Poole

Honorable Mention

OMNIBUS:
Constitution
Columbia Broadcasting System

KRAFT THEATRE:
One
National Broadcasting Company

PHILCO PLAYHOUSE:
A Man Is Ten Feet Tall
National Broadcasting Company

PAGEANT:
In Freedom
KOMO, Seattle, Washington

IN THE MINDS OF MEN
KPIX, San Francisco, California

THIS IS OUR FAITH
—March 28, 1956
WATV, Newark, N. J.

TWIN CITY
HEART BEAT:
The Invisible Fence
REYD, Minneapolis, Minn.

CAMERA THREE SERIES
Columbia Broadcasting System

FRONTIERS
OF FAITH SERIES
National Broadcasting Company

FRONTIER SERIES
National Broadcasting Company

Jurors:
Kermit Bloomgarden
Buell G. Gallagher
Robert M. Purcell
Mrs. Eleanor Roosevelt

Gilbert Seldes
Robert Taft, Jr.
Harrison Tweed
Philip H. Willkie

The Awards for television programs dealing with freedom and justice
presented on commercial television between October 1, 1955 and May 31, 1956
are in memory of Robert E. Sherwood, until his death a Director of
the Fund for the Republic and a valiant champion of American liberties.
The Awards will be made again next year, for programs presented between
October 1, 1956 and May 31, 1957. The Fund for the Republic is a non-
profit corporation devoted to increasing public understanding of the
principles set down in the Constitution and its Bill of Rights.

THE FUND FOR THE REPUBLIC, INC.
60 East 42nd Street, New York 17, N. Y.

PAUL G. HOFFMAN, Chairman of the Board

ROBERT M. HUTCHINS, President
Who's Where

Last week these changes:

JAMES T. AUBREY, Jr., general manager of KNXT and the Columbia Television Pacific Network, will relinquish his local and regional duties to take the newly-created post of manager of network programs for CBS-TV, Hollywood, it is announced by HUBERT ROBINSON, Jr., executive vice-president in charge of network programs. Mr. Aubrey's duties will be primarily administrative, though he will take an active part in the network's program planning.

CLARK GEORGE, general manager of CBS-TV spot sales, has been appointed general manager of KNXT in Los Angeles and the CBS-Pacific Network, it is announced by CRAIG LAWRENCE, vice-president in charge of CBS television-owned stations. Mr. George is replacing JAMES T. AUBREY, who has been named manager of network programs for the CBS-TV network in Hollywood.

JOHN JOSEPH COLE, former western sales manager for Guild Films, has been appointed vice-president in charge of sales, it is announced by R. R. KAUFMAN, president. Mr. Cole, has been with Guild Films since 1955. At the same time Mr. Kaufman announced the appointment of two more sales executives to the staff. These are MARVIN GRIEVE, formerly vice-president in charge of sales for Television Libravx, Inc., and GERALD LIEGLAND, formerly sales executive for the Don Lee network.

JAMES G. RIDDELL, president of WXYZ, Inc., Detroit, has announced the promotion of five men within the organization and the appointment of a new promotion manager. HAROLD CHRISTIAN will be vice-president in charge of the merchandising and research department of WXYZ-TV and WXYZ Radio. Mr. Christian was formerly vice president in charge of Radio. HAROLD NEAL, radio sales manager, has been promoted to vice-president in charge of radio. ROBERT BALDICK, promotion manager, has been elevated to assistant radio sales manager. PAUL HEIDENBERG, formerly with the Hearst Promotion Enterprises of New York, has been appointed promotion manager for radio and television. ROBERT BAKER, who joined the station five years ago as producer, is now associate producer and radio studio manager. H. L. GORDON is the station's new musical director.

HAROLD BROOKLY, producer-director, has been signed by Theatrical Enterprises for representation in all fields, it is announced by DAVID SAVAGE, president.

ROGER W. CLIPP, general manager of WFIL and WFIL-TV, Philadelphia, has been appointed a member of the Broadcast Advisory Committee of the United States Advisory Commission on Information, it is announced by THEODORE G. STREIBELT, director of the U.S. Information Agency.

ANTHONY C. KRAZER, Jr., has been appointed to the newly created position of business manager of the NBC Spot Sales Division, it was announced by JOHN H. WEBER, director of NBC Spot Sales. Mr. Krayzer was formerly chief accountant of WPIX, New York.

Frank Lovejoy will star as Mike Barnett, private detective, in Man Against Crime, beginning on NBC-TV Sunday, July 1. The series takes the time slot of "The Loretta Young Show" for eight summer weeks. Originating live in Hollywood, the program brings back to TV the detective series created by Clayton K. Forney, which originally starred Ralph Bellamy.

Peter Lawford stars in "The Long Shot" and "WMAL-TV," Presents Sunday, July 1 on CBS-TV. Others in the east are John Williams, Gertrude Hoffman, Robert Warwick, Frank Gerstle, Charles Cantor, Tim Graham and Virginia Christie.

PHILIP MEILLO, formerly an executive producer at WMAL-TV in Washington, has been named producer on WCBS-TV's Public Affairs Department. He replaces OSCAR SWEET, who has resigned, while at WMAL-TV, Mr. Meillo produced the Army-McCarthy hearings and the Hoover-Brownell hearing for a four-network pool, along with other events.

CHARLES BAYER stars in the "Sing'er Four Star Playhouse" teleplay, "The Spun Web," on ABC-TV, Thursday, July 5. Written by Frederick J. Lipp and directed by Roy KELINO, the cast includes Harry BARTHEL, Gayle KELLOGG, Tim GRAHAM and Tom BROWN.

Paul Newman will play the lead in the first of 15 one-hour programs, "The Play's the Thing," Tuesday July 3. Written by Loring MANDEL and Mayo SIMON, this is the first of the series to be produced by Worthington MINO FOHN. SCHAFER is the producer-director. Mr. Schaffer, FIELDER COOK, and GEORGE ROY WILLIPO will rotate as producer-directors of the program.

G. E. Summer Originals, which bows on ABC-TV Tuesday, July 3, will present a variety of half-hour programs starring top personalities from the entertainment world. The series boasts such stellar performers as James Mason, Vivian BERNSTEIN, Neile HEMBLY, Joe F. BROWN, ARTHUR TREACHER, ARTHUR STANG, Zachary SCOTT, Ben BLUE, CLADE Dauphin and HUGH BEAUMONT.

Motion Picture Daily

"Conflict" is the new over-audience title to be given the selection of dramas which will alternate in the PM with "Cheyenne" on the Warner Bros. Presents series over ABC TV Thursdays from 7:30 to 8:30 PM. Preparations for production of three of the teleplays are under way at the Burbank, Calif, studios. In T. V., Variety will be telecast from Hollywood last week.

DENNIS O'KEEFE, Ruth Hussey, Billy Chapin and Gale Gordon star in "A Trophy for Howard Dame port" on Climax Thursday, June 28 on CBS-TV.

IN BRITAIN

SIGNIFICANT figures of the mounting strength of TV in Britain have been issued by the B.B.C. and I.T.V., the two license holders. Representing 9,000 new viewers are joining the TV audience every night. Ninety-three per cent of the population of the U.K. is now served by 14 B.B.C. transmitters. By the autumn of 1956, this figure will have increased to 97 per cent and by 1957, 98 per cent.

Based on the present license figures—there are nigh 6,000,000 license holders—it is estimated that the potential nightly audience is 15,700,000, with each programme watched on an average by 4,000,000 people.

The Government's "credit squeeze" has meant a fall off in the sales of radio and television sets. In April they fell by 10 per cent and 13 per cent respectively. The Ministry of Supply has raised the government's production level to meet the need of the new export industry. It was expected that over 50,000 TV sets continue to run at 17 per cent below the level for 1955.

TV films made by the Douglas Fairbanks Organization to date have brought over $5,000,000 to Britain. The company was the first to produce films for TV here and within a year a new export industry was created. Mr. Fairbanks now plans an expansion programme. The company is producing its fourth series—each of which has brought in $1,000,000. In the last three and a half years 150 half-hour films have been produced. Output will be stepped up to three a week.

DENNIS VANCE, who recently resigned from ATV, has been signed as director of drama for ABC TV. For the past year he has been producer for many Alan Townes' such series as Theatre Royal and "Count of Monte Cristo." He was previously the B.B.C. Richard Ford, who has also joined ABC-TV—as producer.
Tax Relief

(Continued from page 1)

Pardners

Paramount—VistaVision

HOLLYWOOD, JUNE 24

"Pardners" is pure Martin and Lewis escapist entertainment.

Under the fine sense-of-comedy direction of Norman Taurog, who has made six films with Dean and Jerry, the fans will get their money's worth of belly-laughs, action, novelty and music from this satirical Western in VistaVision.

What may appear to be a stroke of ironic coincidence, through the title and timing of the release, should in no way be construed as a threat to the favorable grosses in store. The fact that the successful team is once again in the news with stories of their partnership being dissolved may prove a boon to the film's box office potential, since the title suggests the possibility that their current estrangement has all the earmarks of a publicity stunt.

The blueprint for this story stems from an original by Mervin J. Hauser, which held its own as a Bing Crosby starrer under the title of "Rhythm on the Range." Jerry Davis adapted the story for the present version, which Sidney Sheldon turned into a screenplay tailored to the characters of the top box office team.

A new group of songs was written for this version by Sammy Cahn and Jimmy Van Heusen, the catchiest of them being the title song.

A strong opening sequence in this colorful Paul Jones production depicts Jerry and Dean as a couple of old die-hard Westerners, whose wives manage to escape with their offspring, while they face a group of masked raiders in a futile attempt to save their property. Years pass, and the two offspring, young Jerry and Dean, find a unique partnership together. The partnership is based on Jerry's attempts to escape an undesirable betrothal arranged by his wealthy mother, Agnes Moorehead, and Dean's gratitude for Jerry's financial assistance in trying to save his girl friend Loretta Young's ranch from foreclosure.

Jerry suddenly discovers himself sheriff of the Western town where his father had pioneered; and history is about to repeat itself when the masked raiders come into play again. This time Jerry pretends he's part of the raiding party as they rob a bank.

Dean rescues Jerry from the outlaws in time to express the leaders of the gang.


THEODORE STRAUSS

"Companion" Editor

The appointment of Theodore Strauss, former screen story writer, as editor of Woman's Home Companion, was announced by Paul C. Smith, president and editor-in-chief of the Crowell-Collier Publishing Co., which publishes the women's interest magazine. Strauss has been assistant to the editor-in-chief for editorial direction since December, 1953. Prior to that he was senior editor, Western area, for Crowell-Collier. His appointment followed the resignation of Woodrow Wirsig, who has been Editor of the magazine since November 1952. Smith said he had accepted Wirsig's resignation "with personal regrets."

Vote Date Uncertain

But again the questions arise whether the committee will approve their bill or, if it should be approved, whether it is not too late in the session for the bill to go any further, Chairman Cooper is taking his time in scheduling the committee meeting on members' bills, and it still is uncertain when the bill will come to a vote. If, as expected, the Treasury opposes the measure, it would stand little chance of passing Congress so late in the year.

Only last week, Treasury Secretary Humphrey restated his firm conviction that tax cuts should not be voted this year. He did this in testimony before the Ways and Means committee on boosting the Federal debt ceiling.

While members of Congress concede that the outlook for tax relief this year is now very poor, they hasten to add that the industry's tax relief campaign has not been completely in vain. The campaign, they say, has probably laid the ground for a more successful drive for tax relief in 1957.

Production Activity

At UA Sets Mark

Production activity for United Artists release reached a new high this week with 12 outstanding films now before cameras in this country and overseas.

Eight of the features are in work in the United States and Cuba and four are being filmed in Europe.
Thursday Evening, June 28th
20th Century-Fox Brings You

YOUR RICHEST ENTERTAINMENT EXPERIENCE!

Darryl F. Zanuck presents
IN THE COMPLETE GRANDEUR OF
CINEMASCOPE
55
Rodgers & Hammerstein's
The King and I
COLOR BY DE LUXE
starring Deborah Kerr • Yul Brynner
with Rita Moreno • Martin Benson • Rex Thompson
Directed by Charles Brackett • Walter Lang • Ernest Lehman
Screenplay by Charles Brackett • Walter Lang • Ernest Lehman
Music by Richard Rodgers • Oscar Hammerstein II
Book and Lyrics by Richard Rodgers • Oscar Hammerstein II
From their musical play based on "Anna and The King of Siam" by Margaret Landon
Choreography by Jerome Robbins

DUAL WORLD PREMIERE
Roxy Theatre, New York • Chinese Theatre, Los Angeles
and immediately thereafter in the leading theatres of the world!
No Decision Yet
On Republic Option

The Cantor, Fitzgerald & Co. investment banking group has not yet made an affirmative decision regarding their option agreement to assume working control of Republic Pictures from Herbert J. Yates, Republic president, and his associates, it was reported here yesterday.

B. Gerald Cantor, partner in the West Coast firm, conferred late last week with members of his New York auditing firm, which is checking Republic’s books and records here. It is reported that the auditing will be completed this week. Cantor was reported planning to leave Hollywood today for Dallas and Chicago.

Peck and Huston
Dedicate ‘Melville Square’ Today

Special to THE DAILY
NEW BEDFORD, Mass., June 25—Gregory Peck and producer-director John Huston arrived here late today from New York to participate in the festivals and celebrations that will culminate Wednesday evening with the triple-theater world premiere of “Moby Dick.”

The community’s “Moby Dick” Festival began soon after the arrival of Peck, who stars in the Minnoli Production, and Huston, who produced and directed the Herman Melville classic. Both men were interviewed over the two New Bedford radio outlets after their arrival at the Municipal
(Continued on page 5)

More Family Fare Needed
Not Enough ‘Big’ Pictures,
Herman King Contends Here

One reason for the current low ebb in theatre attendance is the failure of producers to make enough “big attractions,” Herman King, vice-president of King Brothers Productions, said here yesterday. There have been too many small pictures, King said, adding, however, that in making his own personal surveys, he found that a picture that is successful in the U. S. usually is a box-office success in the world market. More than ever before, he said, the “family type” picture is the most successful.

Producers should get out in the
(Continued on page 4)
By President Montague

Necessity of Publicizing
Rogers Hospital Stressed

Special to THE DAILY

SARANAC LAKE, N. Y., June 25—The need for stressing the importance not only within the industry but also to the public of the work of both the Will Rogers Memorial Hospital to the allied fields of radio and television was cited at the two-day meeting here yesterday.

At the Saturday session, A. Montague, re-elected president, declared that his office has been “swamped with many letters, wires and telegrams expressing ‘favorable interest’ in the Will Rogers Hospital.”

MONTAGE SAID THAT HIS office has been swamped with many letters, wires and telegrams expressing “favorable interest” in the Will Rogers Hospital and plan for distributing the backlog to TV outlets. He said that no such or pre-motion policies have been set thus far.

French Cinemas Find ‘Loophole’ in Law To Avoid City Tax

Special to THE DAILY

PARIS, June 25—A “loophole” in the French Government’s attempt last year to give theatre exhibitors their “way out” of municipal tax payment has been found. Several cinemas have been able to avoid tax by organizing clubs, particularly in Reims area, where the organization has grown by leaps and bounds. Organized by the cinemas, the so-called “clubs” are second-hand films, the use of which are often made for the benefit of the cinemas, the tax is paid on the basis of profit, not on the face value of the film.

Other cities are similarly finding the system and, if the associations are brought in, the cinemas will pay a tax only the entertainment tax and the special tax for the aid fund.

NFS Handling RKO Backroom in Phila.

PHILADELPHIA, June 25—RKO Radio Pictures has moved its front office operations to new headquarters here and has turned over its shipping and inspection to the Philadelphia depot of National Film Service, Clark Service, Inc. National Film Service now handles RKO’s back room operations in nine exchange cities.

Four other companies in Philadelphia are being served by NFS: United Artists, Buena Vista, Republic and Allied Artists. It operates 33 depots across the country.

Governors Attend ‘Pardners’ Premiere

ATLANTIC CITY, N. J., June 25. — Premiere of “Pardners” had one of the most unusual premiers of the year here tonight at the Warner Theatre. The film, starring Dean Martin and Jerry Lewis, in VistaVision and Technicolor, was held in connection with this week’s annual Governors’ Convention. An audience of governors of the 48 states and the U. S. territories and possessions premiered the film along with their wives and gubernatorial entourages and 300 press representatives.

The crowds were dense as Martin and Lewis greeted the arriving governors and were photographed with them in front of the theatre. National magazines, newspapers and wire services covered the event. Tomorrow Martin and Lewis will perform on the Atlantic City boardwalk for the Dave Garroway “Today” television show, and later in the day the comedians will personally entertain the governors at their convention headquarters.
Here it is, Mr. Exhibitor: **THE GREATEST SMASH-HIT PARADE IN MOTION PICTURE HISTORY**

52 of the biggest money-makers ever re-issued!

They never looked greater! And they're headed straight for bigger grosses than ever—in your theatre, Mr. Exhibitor!

Never before has a distributor been allowed to select the top-notch titles in the hit-filled Warner Bros. library! Every one a proven winner, jam-packed with the kind of great-star, great-story excitement that spells B-O-X-O-F-F-I-C-E! Just look at this list of pictures, and then, clear your screen for action! AVAILABLE THROUGH YOUR DOMINANT PICTURES EXCHANGE!
King Brothers Enter Television Field

King Brothers Productions will step into the television field shortly with a TV series based on Sinbad the Sailor, Herman King said here yesterday. The pilot reel will be made in either Paris or Turkey. There will be 28 half-hour shows. Whether it be made available for sponsorship has not been determined, King said. The Sinbad character will be more of a Robin Hood type than the original, he added.

Big Films

(Continued from page 1)

for the next two years will be made in foreign countries. King said that it was not wise to make a picture overseas unless the studio requires authentic locales. Speaking of upcoming King pictures, he said that "Heaven With a Gun" would be made in Australia, "The Two-Headed Spy" in Vienna; "Mr. Adams of Germany," while "The Syndicate" would be shot away from Hollywood, probably in New York, Chicago and Miami.

'Tomorrow' Included

Also on the schedule are "There's Always a New Tomorrow" and one other untitled picture. As previously reported, the lineup will cost $20,000,000 over a two year period. The King organization will finance all of its own product, with RKO interested only from the standpoint of distribution.

The Kings' latest picture, "The Brave One," will be released late in the summer. Shot in Mexico at a cost of $2,000,000, the pictures introduces Michel Ray, a young boy who was selected by the public search for the right type, King said.

Shooting on location in this country or in a foreign country can be costly unless a producer makes a close analysis of the location and its combination with a local story. King said that in some instances, producers have taken a troupe to a foreign land and then discovered that climate, locale and local conditions were not right and, subsequently, shooting had to be moved back to Hollywood.

Sees Independent Strong

The independent producer today, has the strongest advantage, King said. If the film has the right stars and story, he can practically write his own deal with a major company for release, he said. Speaking of stars, King said that major studios have too many people making up their minds for them in accepting a role. The agent, attorney and business manager all have a say-so, with the result that some stars pass up good opportunities.

King will leave this week for Mexico to screen "The Brave One" for government officials and others in Mexico City.

U.K.-U.S. Pact Talks Set

(Continued from page 1)

of Anglo-American film trade relations, he said.

He spoke to newsmen in much the same vein as he did to members of the British film industry at several gatherings last week, cautioning on the theme that a prosperous British industry means a healthy American industry, also.

He repeated his previous dictum that the dimensions of movietone pictures are virtually unlimited, citing the case of India with its population of 300,000,000, whose living standards are rising precipitously following the influx of foreign capital.

It makes a hitherto virtually untouched market, he pointed out.

Sees Same Conditions Elsewhere

The same conditions, he said, apply elsewhere, as in Indonesia and even in Latin America, including Brazil where we've only scratched the surface up to now.

There's infinite room for more and better pictures, he continued, provided that two things inside in America, American circuits are crying hungrily for more product.

He claimed that in Greater New York more than 50 per cent of the theatres now play foreign, including British, pictures. He declared that the time past when world exchanges depended only on intuition, guessing and showmanship. It is essential, he said, that the industry now ascertain data and with scrupulous science, why, with the constantly rising graph of public spending, the cinemas are finding less and less available to them.

For example, he asked, why are more men than women attending the theatres now?

Calls Good Relations Vital

He repeated that good Anglo-American industry relations are essential to the continued prosperity of the industry everywhere. He declared that the British exhibitor worries not fear TV screens here will be swamped with old American films but added that he readily agreed to discuss this question when Things In The New monetary agreement occur in Washington.

Johnston was honored here at a luncheon given by members of House of Commons. He also met with Sir Natcombe Hume, chairman of the Nation Film Finance Corp.

Johnston met yesterday with Foreign Secretary Selwyn Lloyd and other delegates. He leaves for Berlin tommorow to attend the Film Festival there.

Reade Named

(Continued from page 1)

show will be held at the New York City Coliseum, Sept. 20-24.

Reade, in accepting the assignment, said that Canada's dual climate and location is a factor in the choice of location. As a result of the decision to base the entire production at Canadian locations, the total number of pictures in production and release will be greatly reduced.

Cameo plans were started in early September when the film was announced for the first time. Camera work started on eight new pictures and three others were completed.


Completed were: "Hollywood Or Bust," VistaVision, Technicolor (Paramount); "A Day In The Life," "West Pointers Free," CinemaScope, De Luxe Color (20th-Century-Fox); "The Wrong Man," Alfred Hitchcock Prod. (Warner Bros.).

39 Films In Work; 8 Start; 3 Finish

HOLLYWOOD, June 23, — The total number of pictures in production and release will be reduced to 39 last week. Camera work started on eight new pictures and three others were completed.


Completed were: "Hollywood Or Bust," VistaVision, Technicolor (Paramount); "A Day In The Life," "West Pointers Free," CinemaScope, De Luxe Color (20th-Century-Fox); "The Wrong Man," Alfred Hitchcock Prod. (Warner Bros.).

Diana Dors to Meet Press

British actress Diana Dors will be introduced to the trade press today at a reception to be given her by RKO in the Chrysler Room of the Sherry Netherland Hotel at 12 noon today. Miss Dors, who arrives this morning aboard the Queen Elizabeth, will make her Hollywood screen debut opposite George Gobel in RKO's "I Married a Woman."
peck, Hunton

(Continued from page 1) report and later led a torchlight to parade to a hotel. The festival was to be topped Tuesday evening when they will be officially welcomed at the City Hall and given keys to the city by mayor Frank J. Lawler. The rededication of the local square as "The Melville Melville Square" will occupy most of the morning's program.

Guests at the Wednesday premiere, including members of the press from all parts of the nation, were greeted and their hankie's from the era of "Moby Dick." The money is an exact facsimile of the original and has been used by U. S. Treasury permission for spending in New Bedford. No one is being issued and is being remanded by members of the New Bedford Merchants "Moby Dick" Assn. $3.00 denomination.

Three Starting Times

The triple premiere scheduled Wednesday includes an 8:15 P.M. start the State Theatre followed by 8:45 M. and 9:15 P.M. showings at the Empire and New Bedford Theatres, respectively.

Melville's classic was filmed in a Technicolor process designed to capture the atmosphere of the 19th century whaling story. Peck plays the exciting role of Captain Ahab and starred with Richard Basehart, and Oren Welles.

New Form New Firm

(Continued from page 1) limited scale. In addition, an advisory council on distribution and exploitation has been established to determine each film's commercial possibilities prior to investment in dubbing in order to insure that adequate market acceptance exists for the English language version.

Decrees Poor Editing

Singing out obstacles hampering the success of foreign films at the language barriers and the criticism Callion said "those potentially profitable pictures are dismissed as 'art house subjects.' Another obstacle to success has been just bad dubbing. We made an extensive survey of the plays 'Ulysses' and 'Helen of Troy.' Approximately seventy percent of the exhibitors didn't even know that these films had been dubbed. On the basis of these findings, we intend to keep quiet about pictures we are dubbing until they are completed in English.

As a reverse to adapting foreign productions for American viewing, the firm is also offering its services to domestic festivals and 100 productions want their films prepared for foreign release.

Canadian Imports Up

OTTAWA, June 25—Canadian film reports increased to $3,555,000 in the first quarter and $19,500,000 in the second quarter of 1955, Canadian Government reports.

Review:

Rebel In Town

Schenck-Koch-UA

To amplify a popular show business axiom, it would make good box office sense to say "there's nothing wrong with the picture business that a film like Rebel In Town won't cure."

Aubrey Schenck and Howard Koch have reached a new plateau in their prolific picture making association with the presentation of Danny Arnold completely absorbing script and screenplay. Its unusual story is endowed with classic dramatic values, action and excellent performances, under the expert direction of Alfred Wurkle.

John Payne and Ruth Roman, teamed as husband and wife in this post-Civil War drama, ring the register with their sensitive projection of emotional conflict; while Ben Cooper, a definite teen-age attraction, has a career piece in this one as the rebel with a conscience.

Others who must likewise be credited with outstanding portrayals are J. Carrol Naish as the father of Cooper. John Smith, Ben Johnson and Cain Mason, all former Confederate cavalrmen, whose Alabama farm is destroyed by Union troops. The father and his sons find themselves in Arizona territory and targets of the law after robbing a bank in desperation.

The film gets off to an electrifying start when Payne's young son, Bobby Clark, indoctrinated with hatred for the rebels, discharges a couple of these cap pistols which he just receives as a birthday present, in an attempt to frighten Cooper, Johnson and Smith while they are watering their horses. Smith, high strung and nervous, whips out his gun, turns and kills the boy, in what could be construed as an "accident."

Miss Roman, who sees the incident, and is shocked by her son's death, tries to prevent Payne from joining the sheriff's posse in tracking the rebels for fear of further killings.

Payne is determined to find the murderer. He discovers Cooper slumped over his horse with a knife in his back which was thrown by Smith, who was afraid Cooper would tell him while he went back to town to see if the boy was still alive.

Payne returns with Cooper to his house and brings a doctor in time to save his life from the knife wound. Miss Roman does not disclose the fact that she recognizes Cooper as one of the group she saw, and causes Payne to believe Cooper has been the victim of some rebel bandit.

When Cooper is completely healed and ready to leave the Payne household, little Mimi Gibson, who gave Bobby Clark the birthday present, recognizes him. Payne is about to kill Cooper when Cooper pulls a gun and forces Payne to come with him to the sheriff's office where he is willing to stand trial. An angry mob prepares to Lynch Cooper just as Naish and his other sons appear. Naish and two of his sons are willing to have a trial, but Smith goes to escape. In an attempt to use his knife on Payne in a barn fight, Smith feels the blade first and dies.

Les Baxter's musical score and Gordon Avil's camerawork contribute much toward the powerful effect of the drama.

Running time, 78 minutes. General classification. For release in July.

SAMUEL D. BURNS

Remodel Fla. House

For "First Run"

JACKSONVILLE, Fla., June 25—The Imperial theatre at 26 East Forsyth street here has been closed temporarily for alterations, which will include a wider screen and other improvements, it is announced by Lamar Sarra, vice-president and general manager of Florida State Theatres, Inc. Sarra said he hoped the Imperial could be converted to a "first run" theatre by the move. The Imperial is not to the Palace theatre which also had been operated by the Florida chain. The Palace is presently being torn down to make way for a parking lot.

SPG, M-G-M Case to

NYS Mediation Board

Representatives of the Screen Publicists Guild (District 63) and Metro-Goldwyn-Mayer will appear before the New York State Mediation Board here today in a attempt to settle differences concerning the negotiation of a labor contract for advertising-publicity and exploitation personnel at the home office here.

The entire membership of the SPG will meet tomorrow evening at District 65 headquarters here to hear a report on the M-G-M situation, to be told of the happenings at the mediation hearing, and to vote on a self-assessment proposal in event of a strike at M-G-M.

Mary Pickford Heads

First Five Entries

For Hall of Fame

Mary Pickford, D. W. Griffith, Cecil B. DeMille, Douglas Fairbanks and Charlie Chaplin, in the order named, have been selected by over 500 motion picture editors and critics as the first five entries in the new Motion Picture Hall of Fame.

Results of the national balloting were made known Saturday at the Rose Los Angeles Motion picture, as he presided at the Cavalcade of Film Classics at Westhampton, L. I.

The Hall of Fame committee was recently formed in Hollywood to establish a long-sought institute commemorating the historical development of the motion picture industry. A number of buildings, combined with a hall of fame to be built on the Coast is the aim of the committee.

The three-day festival last week at Westhampton was scheduled to revolve around the flower of all stars and film stars in search of new talent for upcoming 20th Century-Fox productions.

KING, who is making the jaunt in his own plane, will cover the strawberries, local film crews and recreation areas in an extended search for potential new stars and featured performers.

"Despite the new faces discovered and developed by Hollywood during the past two years, there remains a severe shortage of players for both starring and supporting roles," he related before departing on his aerial junket.

"It has become increasingly difficult to cast a major motion picture in Hollywood and the solution to our problem is to comb the country for new and promising players," he added.

Bring Back 'Picnic'

HARTFORD, June 25—The popularity of Columbia's "Picnic" has caused the Capitol Theatre at Middletown, Conn., to reschedule the film again.

Mike Adorno, assistant general manager of M & D Theatres, reports using this advertising copy for the revival run of "Picnic:" "More people have asked us to bring back 'Picnic' than any other film in our history!"
Le Roy Reflects Hollywood Attitude

Claims Theatres Generally Unkempt;
More Interested in 'Selling Popcorn'

By LESTER DINOFF

Motion picture theatre owners, operators and personnel "are generally more interested in selling popcorn than in keeping their theatres in the best possible operating condition," so charged producer-director Mervyn LeRoy at 21 Restaurant here yesterday. Le Roy is in New York for screenings of his latest production, "The Bad Seed," which Warner Brothers is distributing.

The industry veteran, who reflected some of Hollywood's attitude towards a theatre's operation and presentation of new product, stated that in many instances, "one, upon entering a local theatre, will find poor maintenance and lighting inside and outside the plant, littered, unsanitary aisles, faulty projection and sound, and smelly rest rooms."

It seems that some theatre people are "more interested in selling popcorn to their patrons than the upkeep of their establishment," he said. Le Roy pointed out that the small number of theatres such as these ruin the business for those "who do their best in the presentation of new films."

Le Roy also stated that when an exhibitor is given a "quality presentation," he doesn't play it to his advantage, for the theatreman, he explained, doesn't start his performance at a time which is best for his patrons. "He generally begins his show at a time of the evening when it is too late for school children to attend, so they will get home late, or at a time when most families are eating dinner," Le Roy said.

Continuing, Le Roy said that theatre owners shouldn't always be asking for "more product. There are enough good films to go around if they would give good films a break." Many exhibitors do not give good films a decent booking and run, he declared.

Le Roy, who will leave here over the weekend for Europe to hold three special showings of the "Bad Seed," said that he is also discussing with Warner officials the release of another of his recent productions, "Toward the Unknown," which he made in conjunction with Toluca Productions, actor William Holden's independent organization. He said that his future production plans include "No Time for Sergeants," the Broadway play. He pointed out that at present he does not know whether he will use the original cast of the show in the film version or will get a Hollywood cast. He did say that "it is a wise move for a producer to use the original cast as they know their roles."

Skouras in London

LONDON, June 25—Immediately upon his arrival here, Spyros P. Skouras, 20th Century-Fox president, swung into a series of business and social engagements, including meet- ings with old acquaintances like J. Arthur Rank, Lord Beaverbrook and Lord Bracken. He looked in also on 20th-Fox production activities here, and traveled to Elytree with David O. Selznick to watch studio work on the company's film, "Anastasia." Tomorrow (June 26) he holds a press conference to mark the 40th anniversary of Fox in Great Britain. Then he resumes his journey to South Africa. Laurence R. Kent, who looks after 20th-Fox interests here, is already in Johannesburg.

COFFEE AND CIGARS, and some observations on the state of the industry—and the exhibitor's share in it. Mervyn LeRoy at the 21 Club yesterday gives a table side interview.

Kirsch Hits

(Continued from page 1)

ties before the Small Israel Committee, Jack Kirsh, Illinois, president, told the annual meeting of his unit that "our organization has always maintained that government regulation of any kind or any extent weakens the democratic processes; increasing duces; conflicting with NLRB rulings; aggravating jurisdictional disputes; and assuming AFTRA's internal problems.

At present the SAG has jurisdiction over television, film, AFTRA over live television. The statement says in part, "Because SAG won't fight against AFTRA six years ago, performers today are part of a thriving and growing television motion picture industry. This industry provides at least 50 per cent of total employment of actors in the motion picture field, is paying residual checks on television entertainment at the rate of over a million dollars a year, and many millions a year to performers in use payments for filmed TV commercials."

Hot Weather

(Continued from page 1)

not flock to the beaches, attended air conditioned theatres.

Columbia's "The Eddy Duchin Story" rolled up a gross of $108,000 in its first four days at Radio City Music Hall and theatre officials estimate that the opening week's take should be close to $165,000.

The Paramount Theatre, which is presenting "That's My Feeling," reported that the Paramount production grossed $20,000 on Saturday and Sunday and should do very well in its first week at the showcase. United Artists' "The Mayor of Al-Capitol theatre here, still doing strong business, the theatre reports, as it closed its week last night with $800.

All other theatres along Broadway said that business was "good" and "fair." The Roxy, with "D-Day, the Sixth of June," in its fourth week, reported "fair" weekend business. The Criterion, with "The Searchers," reported an $11,000 weekend; the Victoria, with "The Catered Affair," reported $10,000 for Saturday and Sunday; Loew's State, with "Safari," said it took in $20,000; while the Astor, with "The Proud and Profane," the Mayfair, with "UFO," the RKO Palace, with "Eve," and the Globe, with "The Leather Saint," all reported favorable weekend grosses.

"U.P. to Start 6 in July

HOLLYWOOD, June 25.—Edward Muhl, vice-president of Universal-International, has set dates for six productions to start in July.

Reelect Kirsch Head
Of Illinois Allied

CHICAGO, June 25—Jack Kirsch has been re-elected president for term of three years of Illinois Allied.

The following were re-elected for one-year term: Van Nonkom, vice-president; Benjamin Banowitz, secretary-treasurer; B. Charms, Jack Clark, James Gregory, Carol Goodman, Roy Kerner, Charles Linda, Howard Lubliner, Sam C. Meyers, Richard B. Salkin, Arthur Sas, Arthur Schoenstat, Nati Zinman, Stephen Trnitz, Harry Nepo was again appointed co- manager-at-arms, a post he has held for 25 consecutive years.

Glick Fox Salesman
In Cleveland, Dies

CLEVELAND, O., June 25—Funeral services were held here today for Mort Glick, 20th Century Fox salesman, Glick spent 40 years in the Cleveland exchange territory as salesman for a number of film companies. At one time he owned the theatres in Chimneyville O. A past president of the Cleveland Salesmen's Club, and a member of Variety Club, he is survived by his wife, Helen, and brother Harry, and two grandchildren.

WGAW—Web Contract Approved Unanimously

HOLLYWOOD, June 25.—The membership of the William Guild of America—West, at a special meeting here, has voted unanimous approval of the new contract with the networks, which runs until 1960.
Goldwyn Sees
2-Year Test
For Industry

But Says Forced Changes
Will Strengthen Position

By SHERWIN KANE

The economics of the motion picture industry are undergoing a revolution that may take two years to complete, but
when it is over there will be a
sounder but drastically dif-
fent business, according to
Samuel Goldwyn.

"I am a firm believer in motion pictures as an industry," he said.

Current emphasis is on

"I have not changed my

"I believe they are going to

Stern Lists Proposals

N. J. Allied Sends Box Office
Booster Ideas to Companies

By LESTER DINOFF

Allied Theatre Owners of New Jersey have compiled a number of suggestions on ways and means of bolstering the box office and forwarded them to the sales heads of distribution for consideration, it was disclosed yesterday by Sidney Stern, ATONJ president, who is preparing to leave here at the weekend for Hollywood to survey production's attitude toward theatre operations and exhibition as a whole.

ATONJ, at its late May annual convention, resolved that an industry conference should be set up among the sales heads, their advertising-publicity executives and top circuit and independent theatre promotion executives to discuss proposals which may tend to build business. This resolution, with an accompanying letter, was for-

(Continued on page 6)

In Indianapolis

Committee Set To Work Out Credit Plan

Special to THE DAILY

INDIANAPOLIS, June 26—A five-
man exhibition committee, represent-
ing the 63 theatres in the Indianap-
olis-Marion County area, has been
formed to work with the sales man-
agers committee of the Motion Pic-
ture Association of America in the
latter's proposal to use this area as a
test for its theatre credit card plan.

The committee is composed of Joe
Cantor, chairman; Doc Sandorf, Dick
Lochry, Dale McFarland and Rex
carr, all prominent in local exhibitor affairs.

Theatresmen generally throughout the Marion County territory are high-

(Continued on page 6)

License Threat in Milwaukee

Special to THE DAILY

MILWAUKEE, June 26—Milwan-
kie's Common Council is considering an
ordinance giving the city power to
deny each film shown here unless distributors show more cooperation with the city's Motion Picture Com-
mission and the Common Council's

License Committee.

The possibility was discussed here

(Continued on page 6)

Moby Dick' Premiere tonight in N. Bedford

Special to THE DAILY

NEW BEDFORD, Mass., June 26—
colorful festivities today paved the
way for the three-theatre world premiere of "Moby Dick" to be held here tomorrow.

Both Gregory Peck, star of the

(Continued on page 5)

MOTION PICTURE DAILY

OL. 79, NO. 124

NEW YORK, U. S. A., WEDNESDAY, JUNE 27, 1956

TEN CENTS

Still Confident

As Matter of Service

FCC May Shift
All Television
To UHF Band

Might Require 10 Years;
Views of Public Invited

By J. A. OTTEN

WASHINGTON, June 26—The
Federal Communications Commis-
sion today announced it is consid-
ing shifting most, if not all, television
broadcasting to the ultra-high-fre-
quency band. It emphasized that it
had made no final determination of the
matter, but merely wants public
comments on the idea. October 1 was
set as the deadline for these com-
ments.

The commission also stressed that
if any such shift were ordered, it
would have to take place over a long
transition period, probably 10 years
or more.

A major problem to be explored,
the commission said, is whether UHF
alone can render adequate service for

(Continued on page 4)

To Eye Russia
For C'Scope

By PETER BURNUP

LONDON, June 26—Hopes of ind-
cucing greater interest in Cinema-
Scope in Russia were revealed here
today by Spyros F. Skouras, presi-
dent of 20th Century-Fox, who said
he would discuss the matter with
Russian film executives later this year
during his projected visit to Moscow.

At a press conference today Skour-

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whale—that this is a contraption of the studio. But "Moby Dick" is so
real it defies description. John Huston, one of our truly great directors,
has produced one of the greatest of all sea stories in a manner that
makes it come to life, to convince all skeptics.

The Herman Melville epic of men who go down to the sea in whaling
ships was written more than 100 years ago, and during the author's
lifetime it was neglected. Then, suddenly, it caught on and for 50 years
has been a classic. The original is difficult to read, and some
admit that certain passages should be skipped until you have read, and
re-read, the story. But more people will know of "Moby Dick" from
this exciting motion picture than have read the book up to now.

The story was originally laid in New Bedford, Mass., where whaling

(Continued on page 5)

REVIEW:

MOBY DICK

Moulin Prod.—Warner Bros.

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(Continued on page 5)
PERSONAL MENTION

MILTON E. COHEN, United Artists Eastern and Southern exploitation manager, is leaving New York for Cincinnati and Detroit.

WILLIAM BRANDON of Brandt Theatres, New York, will leave today aboard the “Queen Elizabeth” for Europe.

WILLIAM S. PALEY, chairman of the board of Columbia Broadcasting System, and Mrs. Paley are in New Bedford today from New York.

MORI KAUSZ, United Artists exploitation manager, is in Washington today from New York.

HERB STEINBERG, Paramount exploitation manager, has returned to New York from Atlantic City.

ALFRED CROW, president of Moulin Productions, is in New Bedford today from here.

HELMAN KAAS, Universal Pictures Eastern exploitation manager, will leave here today for Philadelphia.

LEON ROTH, United Artists West Coast publicity coordinator, has arrived in New York from Hollywood, and will leave here shortly with Mrs. Roth for Europe.

KAY HARRISON, managing director of Technicolor, Ltd., will return to London from New York today via B.O.A.C.

RUBE PERLMAN, of the Distributors Corp. of America selling staff, has left New York for Indianapolis and Cincinnati.

HAROLD HARRIS, on the staff of Screen Guild, an industry attorneys, is the father of a son born to Mrs. Harris on Monday.

ESTHER WILLIAMS and her husband, Ben GAZZ, will leave here today for London via B.O.A.C.

ITALY AND SPAIN STATUS

On MPEA’s Agenda

The board of directors of the Motion Picture Export Association of America, which will meet here today, will consider an agenda highlighted by talks on developments in Italy and Spain and a voluntary surcharge on admission tickets in Argentina, it was reported yesterday.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Katz, Editor; Raymond Levy, Executive Publisher; Al Strein, News Editor; Herbert V. Fisco, Advertising Manager; Gus H. Fazio, Production Manager; Hollywood Bureau, 2355 Vine Street, Los Angeles 28, Calif.; New York Bureau, 109 West 40th Street, New York 18, N.Y.; Chicago Bureau, 126 South LaSalle Street, Chicago 3, Ill.; London Bureau, 4 Golden Square, London, W.1, England; Toronto Bureau, Canadian Broadcasting Corporation, Radio Division, 105 Wellington Street West, Toronto 2, Ont.; Paris Bureau, 23 Rue de la Paix, Paris 1, France; Buenos Aires Bureau, Departamento de Comunicación, A.M.F.I., Avenida de Mayo 1144, Buenos Aires, Argentina; Athens Bureau, 1-21/109, Codex address, *Quinotemp, New York.*

All Posters Must Carry Symbols

New Set of Censorship Regulations
In New Zealand Gives Wide Control

WELLINGTON, N.Z., June 22 (By air mail)—A new set of film censorship regulations has been issued by the government here giving further control to the censor. This came about, according to reports, as a result of the advocacy of the present censor, G. H. Mirams, supported by minority groups, including the film societies, women’s organizations, etc.

Some of the new rulings: All posters and printing have to carry either a letter symbol or the full text of the certificate under which the film is classified. In general a public hearing is required if a film is to be classified.

Altec Service Now Is
Altec Companies, Inc.

The name of the Altec Service Corp., has been changed to Altec Companies, Inc. J. Grant L. Carrington announced.

Carrington explained that this change had been made in order to eliminate the inference that corporate activities are limited to the service field. Service is only one of the facets of the Altec organization which also includes Altec Lansing Corp., Peerless Electrical Products and Newpaths, Inc., engaged in the manufacture of sound and electronic equipment, and there are no changes in the names or activities of these companies, he said.

The service business will now be conducted under the name Altec Service Co., a division of Altec Companies, Inc. Headquarters for both Altec Companies, Inc., and Altec Service Co. will remain New York City. No changes in personnel or operation were announced.

Arthur Dent, Veteran
British Film Man Dies

LONDON, June 26—Maurice Arthur Dent, a veteran of more than 40 years in the film industry here, died at his home last night after a heart attack. He was 68 years old.

One of the founders and directors of Associated British Pictures Corp., Dent most recently was managing director of Associated British Film Producers, a distributing company, and of Adelphi Films Ltd., a distribution company. Dent introduced John Maxwell, founder of ABPC, to the film industry. He assisted in the making of Alfred Hitchcock’s “Blackmail” which at its first screening was enthusiastically greeted by writers here as the “best talkie yet—and British.”

NFCJ to Dine Expositors

Some 30 metropolitan theatre managers will be honored tomorrow at a noon luncheon to be given at the Hotel Waldorf-Astoria by the National Federation of Christians and Jews for their contributions to the success of the 1960 Brotherhood Week. Awards will be presented to the industry officials.

Mundt Backs Industry
Hits ‘Republic Fund’ On ‘Blacklist’ Charge

From THE DAILY BUREAU

WASHINGTON, June 26—Sen. John H. Mundt (R., S.D.) sharply criticized the Fund for the Republic’s report of blacklisting in the entertainment industries, and praised the motion picture industry and its “very important strides” in cleaning out Communists.

In a statement in the Congressional Record, Mundt said the Fund’s report represented “still another effort to do us all and comfort to the Communists, both here and abroad.”

Mundt recalled that he was a member of the House UnAmerican Activities Committee during the hearing, and said the American Motion Picture Producers Association had been most interested and helpful.

Praises Broadcasters

“Many Hollywood producers have tried to clean Communism out of Hollywood as best they could,” he said. “To a lesser degree, to a substantial degree, the radio and television industry has been trying to do something constructive about this problem. It is disquieting and disilluminating, therefore, when the Fund for the Republic now levels the gush of its vast tax-exempt funds against the efforts to keep Communists out of the entertainment world.”

Mundt said it wasn’t enough that Communist members in the motion picture industry hadn’t been able to put Communist propaganda into films, if they had used their large salaries to support Communists back home.

Mundt’s praise for the film industry was not unqualified. He said “millions of Americans would like to see the motion picture industry complete its job—because it is still unfinished business in cleaning the beds out of Hollywood.”

The Legion of Decency was also praised by Mundt for “apprising their people as to some of the Communists films.”
"Somebody Up There Likes Me"...
a motion picture so important M-G-M is
giving it a special preview in 32 cities

Extra special picture deserves extra special
release.
By J. B. Littell, Jr. and July 25, M-G-M is pre-viewing
"Somebody Up There Likes Me" in 32 cities
nation-wide.
This audience is more than extra special. It is unique.
If you are one of the 32 Premiere Cities, and
would like to be among the few to see the kind of
motion picture we have in store for you, if you would
like to take this kind of show to your local cinema but
not want to lose the viewer while you are there-
then you are asked to help us.
Three previews are for spectacular Premiere Cities, New York,
Los Angeles, and Chicago, and two for the British markets.
As usual, for press, radio, TV, and disc-jockeys.

A girl can lift
a fellow to the skies!

Paul Newman - Pier Angeli

ALBANY, N.Y.
ATLANTA, Ga.
BOSTON, Mass.
BUFFALO, N.Y.
CHARLOTTE, N.C.
CHICAGO, Ill.
CINCINNATI, Ohio
CLEVELAND, Ohio
DALLAS, Texas
DENVER, Colo.
DES MOINES, Iowa
DETROIT, Mich.
INDIANAPOLIS, Ind.
JACKSONVILLE, Fla.
KANSAS CITY, Mo.
LOS ANGELES, Calif.
MEMPHIS, Tenn.
MINNEAPOLIS, Minn.
NEW HAVEN, Conn.
NEW ORLEANS, La.
NEW YORK, N.Y.
OKLAHOMA CITY, Okla.
Ottawa, Ont.
PHILADELPHIA, Pa.
PITTSBURGH, Pa.
PORTLAND, Ore.
ST. LOUIS, Mo.
SALT LAKE CITY, Utah
SAN FRANCISCO, Calif.
SEATTLE, Wash.
WASHINGTON, D.C.

"SOMEBODY UP THERE LIKES ME" will be the next attraction at Loew's State-Broadway at F. & J. Street-New York.

YOUR ATTENDANCE AT OUR PREVIEW INSPIRED A FULL-PAGE N.Y. TIMES AD!

It is another M-G-M First!

ull-page ad in N.Y. Times, Sunday, June 24

Currently in Exchange cities throughout America, Theatre Previews of M-G-M's "SOMEBODY UP THERE LIKES ME" are being held for exhibitors, press, radio, TV, together with the public. Last Sunday we alerted the nation's opinion-makers, through the vast nationwide circulation of the N.Y. Times, to the importance of the picture and its screenings. This full-page in the N.Y. Times lists all the cities where the Previews are being held, with local phone numbers for information about the Previews. It represents a forward step in motion picture promotion.

Additionally, M-G-M is placing another off-beat ad in 75 top cities of America. This display advises the readers of TV pages to anticipate Perry Como's RCA recording of the title song, "SOMEBODY UP THERE LIKES ME" and suggests that they urge disc jockeys to play it.

These two promotions are in addition to the extensive newspaper, magazine, TV and radio campaign behind this widely discussed attraction.

(Available in Perspecta Stereophonic or 1-Channel Sound)
Berlin Fete
(Continued from page 1)

America, Banks' and John Davis are among the prominent industry guests attending the Festival which is now recognized as Class A by the Federation of Producers, rating it on a par with similar festivals at Venice and Cannes.

A party headed by Marcel Carné for features and Otto Sonnenfeld for documentaries told a press group here that the first three prizes to be awarded will be in gold and some five years later, there is a visitor's poll open to the general public.

Johnston met with MPEA members comprising delegates here today at a session presided over by Frederick Cronich, the association's German and Austrian representative. Tomorrow, Johnston will serve as host at a reception for some 600 guests at the Festival where he officially represents the U. S. Later, Berhard Guller, chief U. S. diplomatic representative in Berlin, will give a luncheon in Johnston's honor.

A frank exchange of German film problems and conditions marked yesterday's final meeting between Johnston and the top leaders of the German film industry.

'All Boats' Campaign Soon to Reach Peak

The current four-promoted advertising campaign embracing television, billboards, national magazines and Sunday supplements on Universal-International's "Away All Boats," some weeks ago, in 164 metropolitan counties in the U. S., will reach its peak shortly as the company launches follow-up, point of sale, local newspaper campaign featuring large blocks of key city space, David A. Lipton, Universal Pictures Co. vice-president, has announced.

"Away All Boats," which is in VistaVision and Technicolor is scheduled to open July 18 and shortly thereafter in key cities of the U. S. having important Naval installations and commands. The newspaper ads in these cities will be equal to the record local point of sale newspaper advertising done by U-I in cooperation with local exhibitors on its all time top grossing films, "The Clean Miller Story" and "To Hell and Back," it was stated.

Fox to Unveil 'King' Here Tomorrow Night

Top city and state officials, headed by Mayor Robert F. Wagner, will be in the audience tomorrow night when 20th Century-Fox's CinemaScope 55 filming of "The King and I" bows in its P.A. benefit premiere at the Roxy Theatre.

Here from Washington to represent Thailand (Siam) will be an official party headed by the country's ambassador to America, His Excellency Pote Sarasin, and Princess Rudie-vorivian.

One Man's TVViews
by Pinky Herman

ED MURROW will make his motion picture debut next month when he flies to Hollywood to film a prologue to Michael Todd's "Around the World in 80 Days," which is a United Artists release. Murrow saw a special preview of the picture and calls it "One of the finest motion pictures I've ever seen--as enjoyable to my 11-year-old son as to me." unquote . . . After three years making personal appearances for General Electric in every major city in the land and serving as hostess for all the G.E. telefilm commercials, Kathi Norris will return for a live tv series in the fall. . . . Mel Allen, who, since 1937 has broadcast the tops in sports, including six Rose Bowl classics, 12 World Series and 11 All-Star baseball games (He'll do his 12th Toes, July 12 from Washington, TVia NBC, has signed to ABC-Coast-to-Coast a new Mon. thru Fri. sports program, "Sports Caravan," sponsored by Allstate Insurance Co. of Chicago. Slotted nationally at 6:35-6:45 p.m., the series will be heard in N.Y. (WABC 6:50-7:00 P.M.) . . . At a press conference, to be held tomorrow at the Waldorf-Astoria, proxy Ely Landau of National Telefilm Associates, will give details about the formation of a fourth tv network. . . . Stark-Layton's NBCopul series, "Modern Romances," now in its third year on TV, moves July 2 to the 4:45-5:00 P.M. slot.

Charles Sanford, for the past seven years musical conductor for all Max Liebman productions, will baton and will also appear as one of the principals in the forthcoming new NBC-TVehilete, "Washington Square," which will star Ray Bolger. Bill Bacher will do the series under the direction of Ted Lloyd and emceed by Ray Forrest, "Ask the Camera," seen Sunday mornings locally TVia WRCA, will receive a citation from the Boys Club of America.

Only last week the program was similarly cited by the Catholic Youth Clubs of N. Y. . . . Maestro Hank Sylvorn, who ork-piloted the series when it was CBS, seen two years ago, is again handling the musical chores for Irving Mansfield's "This Is Show Business," now featured on NBC-TV.

George Blake Enterprises will shoot a seven-minute-all-color telefilm for U. S. Brewers Foundation under the personal supervision of Richard Donner.

Your reporter drove out to Ebbets Field last week and dropped by the announcer's booth where Al Helfer was busy delivering the play over Channel 9. A terrible see-saw battle with our heroes finally emerging the victors, 9-8, but to us, the score was incidental as we thrilled to the behind-the-scenes activity, the efficient co-operation of the principals engaged in beaming the game via radio and tv to millions of fans. In the fifth inning, Connie Desmond relieved Helfer at the tv mike, while the latter moved over to the radio booth to work with Vinny Scully. Allan Roth, the official statistician for the Dodgers, kept slippin notes to the spiers at intervals with ever-changing data on facts and figures while producer Tom Villante, moved silently back and forth between the tv and radio booths with cues, suggestions and, of course, the things that make all this POSSIBLE, namely the messages from the sponsors. The camera and sound crew, by their alert coverage of different parts of the field and rapid action in the close-ups of important plays, proved their right to the reputation as one of the best broadcast teams in the country. So to BBDO, Lucky Strike cig, Schaefer Beer, Mutual sports director Jack Burnett and the above-mentioned princPALs our heartfelt congrats.

The Continental (Renzoc Cesano) has just completed his second sked of 13 telefilms at the Empire Broadcasting Studios under the direction of Dave Lio. Program is seen Sunday nights at 11:15 on NBC and sponsored by U. S. Tobacco Co. thru Kudner Agency . . . Radio Bible Class with Dr. Richard DeHaan, principal speaker, has been renewed for another 52 weeks over ABC Radio starting next Sunday. . . . Henry (Hot Lips) Levine's new "Dixieland Jazz Album" just released by RCA-Victor, is one of the best wax items on the market.

FCC May Shift
(Continued from page 1)

the entire nation, or whether it should be confined to the denser population areas, "such as east of the Mississippi River."

Follows Stations Complaints
With this long-awaited statement on the interstate matter and allocation problem, the commission again put off any immediate across-the-board un- scrambling of VHF and UHF channel problems. UHF television station operators have complained that they've been unable to compete with VHF stations in the same area. There are now some 350 VHF stations and 97 UHF stations.

The commission did, however, propose re-shuffling the channel alloca- tions in 13 market areas to eliminate the competition between VHF stations and UHF stations in those areas. The commission suggested reshuffling allocations to make each area entirely either VHF or UHF. The changes would affect only three stations actually on the air; otherwise, the changed channel assignment would stay as is.

The commission indicated it might make other recommendations later for additional de-intermixture in specific areas.

Power to be Increased
As other steps to help out UHF op- erators, the commission said it would boost the maximum power of UHF stations to 1,000 kilowatts to 5,000 kilowatts, effective Aug. 1, and pro- posed a major research and develop- ment program to boost the range of UHF stations.

In its statement today, the Com- mission again emphasized the inade- quacy of 12 VHF channels to furnish a nationwide television system. It said that when it had opened up the 70 UHF channels in 1952, "it was with the expectation that ultimately most tv operations would be UHF."

Many Advantages Claimed
Now, it said, it is inviting com- ments "on the possibility of ultimate- ly allowing all or a major portion of television operations to the UHF band." It declared that if a suitable means for doing this were found, such a scheme would have many ad- vantages. Obviously, it said, such a shift would have to be put into ef- fect over a transition period "suf- ficiently long to cover the useful life of UHF-only receivers in the hands of the public."

At present, only some 7,000,000 of the nation's 37,000,000 television sets can receive UHF programs. One possi- bility during the transition period, the FCC said, would-be to have VHF stations broadcast on both VHF and UHF channels simultaneously.

Before Senate Group Today
The Senate Commerce Committee has been scheduled to meet tomorrow to go over an interim report on the tv allocation problem. This report, it was expected, would criticize the FCC's hearing and urge faster measures to solve the plight of UHF operators.
ships set out in the 1840's, but that town is more modern now and precludes the setting. So John Huston found an early version of the whaling port on the coast of Ireland and produced the picture at the Elstree Studios, in England. The magnificence of the production is a technical triumph for all concerned. Gregory Peck plays the obsessed Captain Ahab, who lost a leg to "Moby Dick"—and swears to follow the seven years until he finds and destroys the monster. He lives a motley crew, including Richard Basehart as Ishmael and Friedrich Ledebur as the cannibal, "Queequeg"—the Botsam and jetsam of many voyages, who sail again on the "Pequod."

As they sail, Elijah, the daft one, tells them that one day Captain Ahab will go to his watery grave but will return from the depths and beckon to them, and all will follow and be lost with their ship—save one, who will live to tell the story. Stumping the deck at night, Capt. Ahab drives them in their relentless search, with no thought except of vengeance. Perhaps the author's motive was allegorical, as a triumph of Evil, but as dramaturgy it is most thrilling and adventurous.

They follow his charts and encounter whales of commercial value, but when the Captain finally sights the Great White Whale he abandons all else. The climatic scenes of the fight in the open sea are overwhelming. Again, you say, there's no such whale—for "Moby Dick" is as big as a ship, as big as an island! He surfaces, spouts, dives and strikes at his enemies with his powerful tail. What a wonder of complex and convincing mechanism! They are finally within reach, in their small boats, with the harpoons of the period, but Capt. Ahab is tangled on the animal's side, in the harpoon lines. He goes down, and when "Moby Dick" returns to the surface—the Captain's dead arm raises and beckons—and the crew ride to their deaths, while the giant whale destroys the good ship "Pequod."

Only Ishmael remains, floating on the coffin which the cannibal Queequeg had made when he foretold his own death—a coffin that was waterproofed, and which carried one to safety. Ishmael, who came down to the sea, returns to the land, but all are lost, and that "Moby Dick" still lives in the ocean's depths. There are thoughts that might be shortened, lessened—but the final scenes are worth waiting for. All things surface in this story of the sea and, among them, the performances of many players, the perfection of many processes in our motion picture art.

Not the least of the assets of this wonderful film is a new kind of color—a four-color Technicolor, with a black image added to the three primary colors, as customary in letterpress color printing. You may wonder why it has taken so long to perfect this added process on the big screen. It gives definition, and it sharpens detail. The picture is astonishing among marvels—a great epic, greatly produced in our new dimensions. Running time, 116 minutes. General classification. Release in July.

WALTER BROOKS

Goldwyn

(Continued from page 1)

world has been moving ahead, the picture business has not.

"Goldwyn is in New York en route to Europe to help sell his "Guys and Dolls" to the French. He's been here longer than a year and could use a week's rest. The show is "remarkable" and he is doing his stuff. One of the other studio people I know is moving to England, where it will open during the summer. He sailed July 5 on the three months' trip. Asked for his views on current industry problems, Goldwyn said that business is good and that there's no reason why they've begun to slip. You have to put in and do a job.

'Much That Needs Changing'

"There is much that needs changing. Our distribution system is outmoded. There are still too many pictures being made just because that's the only way some studio people think overland can be met. The obvious thing to do is not to try to fit your production schedule to overhead, but fit your overhead to existing market conditions.

"The greater the number of pictures made," Goldwyn continued, "the worse they are likely to be. More pictures won't keep theatres open today. But finer pictures will. And costs must be brought into line with the prevailing conditions. The need for courage more than at any time in the history of the industry. Pictures are being produced which never should be produced. We are juggling too many things in outsized doses."

Sees New Precedents Needed

"When a fine picture comes along, it has to be sold in the same old way," another picture is sold. We need establish new precedents; set new terms and procedures.

"We should stop the phonny publicity about huge grosses being piled up by pictures today. Do you think anyone believes that stuff? Do you believe it?" Goldwyn asked.

"We should start advertising pictures truthfully, claiming every- thing is the greatest. Everyone can't and great the public knows it. Policy always has been to get a hit and boost it, but drop a line. That's why I'm going out to help 'Guys and Dolls' now instead of starting to make a new picture."

Goldwyn returned recently from the East where he plugged his "G & D" openings in Japan and elsewhere. He said he has production for the future but declined to explain them, explaining that "this isn't the right time."

Silent on 'G & D' Grosses

He also avoided questions about "G & D" grosses, saying he never looked in making the picture. How- ever, the producer did say that his "Beast Years of Our Lives" was his grosser and probably ranks next to "Came With the Wind" among the time industry record holders. And "D" will beat "Beast Years," he dictated.

Goldwyn averred that the studios, more than agents, are to blame for unusually high terms being demanded for the services of the limited number of popular stars. "They all want and demand the same artists, and usually at the same time. The exhibitors then ask us for 'new faces,' and when the salesmen come around they ask: 'Who's in it?'

The expected summer attendance pickup will have little significance when it occurs, Goldwyn believes. Improvement must be sustained to be meaningful. This is a year round business, he reminded. Television is getting stronger all the time, not weaker, he believes.

But pictures still belong to the future, not the past," he said.

Moby Dick (CONTINUED FROM PAGE 1)

Faas, Veteran of SW Staff, Dies in Albany

ALBANY, June 26—A Requiem Mass was celebrated today in the Cathedral of the Immaculate Conception for James G. Faas, 66, Strand Theatre engineer for 35 years, who died of a heart attack at work Saturday night. Faas had recently resumed his duties after a long illness and appeared for a while to have recovered.

SPG-MGM Issue Aired

The dispute between the Screen Publicists Guild (District 65) and M-G-M concerning wage increases for the film company's advertising publicity and exploitation personnel was aired yesterday before Howard Danser of the New York State Mediation Board. A decision on the hearing is expected today.

U A Slates Paramount Booking: 1st Since '30

Kent Productions' "Johnny Concho," which will have its opening at the Paramount Theatre here sometime in August, will be the first United Artists release booked into the showcase house of the United Paramount circuit since 1930, it was reported here yesterday.

A Kent executive, the company's independent production will open at the Paramount with Sinatra himself making week-long personal appearances on the stage between showings of the film. It is un- der the run of "Johnny Concho" at the Paramount Theatre will be followed by "The Ambassador's Daughter," which UA also is distributing.
To Eye Russia for C'Scope

(Continued from page 1)

as said the major reason for the projected Russian visit is largely to study theatre conditions but that he had wide hopes for interesting the Russo-Moscow in Fox's Cinemascope process. At the same time, the film executive added that he also had the highest hopes that the Eskidlo experiments now in process would lead in the near future to television comparable in all respects to Cinemascope.

Skouras will leave for South Africa tomorrow or Thursday to formally open up on July 16 the Schlesinger theatres whose purchase involves in excess of $5,000,000 of wholly-owned Fox resources. He assured reporters here that the new arrangements guarantee British films equal as not more screen-time in South Africa and admitted that plans are being formed to build a number of drive-ins there. However, he cautioned that the number of outdoor theatres is uncertain until a thorough study of the conditions there may be made by Fox officials.

The Fox executive also outlined the previously reported plans for the expansion of the London's Picture Palace, independent exhibitors already fully equipped for Cinemascope will not be disregarded. Insofar as Great Britain is concerned, Skouras added that Fox's total theatre interest here numbers 10 houses, including the Carlton and Rialto in London's West End area.

Skouras emphatically denied reports here that he supported the terrorist movement on Cyprus.

Committee Set

(Continued from page 1)

ly in favor of the sales managers' committee proposal and will go all out to help put it over with their patrons, it was stated here. Their highly favor- able reactions were presented at a meeting here last week with representatives of the MPAA group.

The local exhibition committee, chaired by Eddy Cassell, has been holding meet- ings in preparation for the MPAA survey of the area. The survey, which will be conducted by a market research organization selected by the sales managers, will be launched soon to tap the public's react- ion to such a credit card plan. It will also seek to find out what the public attitude is toward broadcast pictures and the industry in general.

Cantor and his committee are also formulating a number of questions for all the managers. These questions will be presented to the sales man- agers and the survey group when all three meet prior to July 4.

Sales Managers to Pick Survey Firm on Friday

Selection of a market research or- ganization to conduct the Indianapolis-Muncie County theatre credit card survey will be made here at the latest by the sales managers' committee of the Motion Picture Asso- ciation of America.

The sub-committee charged with putting together the plan for the action met last week with representatives of five or six market research firms, which, at that time, presented their qualifications which will be made available.

According to a member of the sub- committee, some of the survey groups asked for additional time to consider parts of the survey and will present some more of their ideas on the study early this week. It is under- stood that a number of the survey firms which attended the meeting have had industry experience and this will be an important factor to the sub-committee.

Rosellini-Hakim Dispute Is Settled

FROM THE DAILY Bruen.

LONDON, June 26—An amicable agreement in the Roberto Rossellini-Andre Hakim dispute regarding the production of "Seawife" was disclosed here today by Sypros P. Skouras, president of 20th Century-Fox, who reported Rossellini has been paid one-third of the $250,000 budget.

While emphasizing the cordiality of the negotiations and the respect which the studio holds for the Italian direc- tor's talent, the film executive admitted that Rossellini's script was accorded Vatican approval and main- tained that the difference with the Production Code Administration was the outcome of an honest breach of respectful viewpoints. He added, however, that Rossellini has hopes that Fox will make another offer to him in the near future.

Andre Hakim has arrived in Jamaica to supervise production details on "Seawife." The story, based on the British adventure novel "Seawolf and Biscuit," concerns four people ship- wrecked and adrift on a raft in the Indian Ocean.

License Threat

(Continued from page 1)

by the license committee in a debate over the showing of the film "Crime in the Streets" which had a week's run at the Warner Theatre. The com- mission objected to showing it on the ground that it allegedly was detri- mental to youth.

Nat Nathanson, division manager for Allied, represented the Milwaukee group when we discuss the film with the commission before it shows in neighborhood theatres.

Alfred Meyer, committee chairman, said that unless the distributors and exhibitors showed more cooperation, Milwaukee might have to pass a licensing ordinance similar to the one in Chicago.

National Pre-Selling

THE editors of "Collier's," sensing that Yul Brynner would have the same type of magnetic appeal for their women readers as motion picture pro- ducers suspect of Brynner when his first two pictures played in the theatres, did a thorough-going job on him in the July 6 issue.

Brynner's first starring films are "Brave Cargo" and "The Ten Com- mandments." Both pictures are mentioned prominently in the article. "Collier's" assigned photographers Zim Arthur and Tom Yee and special writer Joel Sayre. They made some attractive photos. One is on the front cover; another on a two-page spread; and Sayre did a good reporting job on Brynner for the article.

He quoted Martha Scott, who plays the mother of Moses in "The Ten Commandments": "Wait till you see Yul! He'll duplicate the appeal Rudolph Valentino had. The women will be crazy about him."

Ruth Waterbury has written an interesting profile on Gina Lollobrigida for the June 24 issue of "American Weekly."

"Moby Dick" receives substantial promotional assistance in the June 25 issue of "Life." A pictorial story on four pages, "Moby Dick" and the vehicle is used for this support.

"John Huston makes stirring movie of 'Moby Dick'" is one of the headlines on the article. "Life" goes on to say, "Now John Huston has made the Melville novel into a fine movie, the third major 'Moby Dick' to appear these past 30 years. But Huston's pro- duction is the one which is the best of the three, is the only one to come out true Melville."

"Bhovani Junction" and "Moby Dick" have been selected by "Red- book" as the two best pictures of the month for July.

Al Capp, cartoonist, has drawn a striking ad for "This Certain Feeling" which appears in full color, up front in the June 30 issue of "The Saturday Evening Post."

A two-page spread in full color has been devoted to "Moby Dick" in the July issue of "Sports Afield."

In an upbeat review of "The Eddy Duchen Story," which appeared in the June 26 issue of "Look," it is reported that Tyrone Power became so daz- zingly proficient in coping Eddy Duchen's piano style that Power's hands were used in the close-ups instead of the usual technique of using the hands of someone actually playing.

"War and Peace" is featured in "Seventeen's" July issue. Titled "The Men in Her Life," the spread outlines an interview with Audrey Hepburn on her starring role.

WALTER HAAS

ATONJ Ideas

(Continued from page 1)

warded to each sales manager, will be replaced, according to Stern, that such a proposal would be favorable.

Stern said that a committee of Ne- Judd and Allied men would come up with a number of suggestions which they would bolster the box office and should be considered by the various Motion Picture Association Allied executive groups which are working on this matter. He said that the suggestions were forwarded to the sales managers.

The regional unit of Allied States Association lists for the suggestions. Stern said the motion picture advertising has been changed in 20 years and therefore should be brought up to date. This must be considered along with a close scrutinization of the newspaper placements of motion picture ads because a number of ads competing on the same page with ads for television.

Objects to Clips on TV

Stern, continuing on, said that they should also be a closer watch on the use of film clips from motion picture on television programs as a means of promoting new films. He said that in many cases a TV viewer, seeing the film clip, would not come to the entire picture in the theatre because he may be instilled with the impres- sion that he saw the film before.

The ATONJ head also pointed out that his membership feels that their should be some larger use of an in-house promotion, on a regional basis, to find out what the public wants in motion picture entertainment, to find out whether they like musicals, dramas, action films, etc.

Stern said that while in Hollywood he will attempt to determine produc- tion's attitude towards exhibition, "from the small to the big people.

Loew's International

(Continued from page 1)


The resignation of Adolph Loew, administration manager, of M-G-M to Brazil, for reasons of ill health, was announced.

Brief Illness Is Fatal to Boris Vermont of Fox

Boris Vermont, internationally known producer of motion pictures, died Monday evening at Mount Sinai Hospital following a short illness. At the time of his death Vermont was chief of the department handling foreign versions for 20th Century Fox.

Vermont was born in St. Petersburg, Russia, in 1903. He came to the United States in 1942. During World War II was sent on a mission of forgery of versions of films produced for the Office of War Information.

Funeral services will be held at 2:00 P.M. tomorrow afternoon at Riverside Chapel.
King Still Hopeful

Tax Bill Draft

Before House

Group Today

Attempt Will Be Made to

Ease Admissions Levy

From THE DAILY Bureau

WASHINGTON, June 27 — The House Ways and Means Committee is getting ready to resume work on excise taxes.

The committee said it would meet tomorrow to begin going over a draft of a bill embodying dozens of technical excise tax changes previously approved by the panel. The draft is a tentative basis. Some committee members hope to add to this bill a provision calling for reduction of the admissions tax, but it’s not clear just when a vote on this might come or whether it would be successful.

The committee will probably be working on the comprehensive bill for many days. Committee members say (Continued on page 4)

All Had a ‘Whale’

Of a Time as ‘Moby’

Took New Bedford

By WALTER BROOKS

NEW BEDFORD, Mass.—This city has never seen such a time, since the memory of the earliest whalers. There were 35,000 at the airport when the last of “Moby Dick” arrived here, and the police say they expect worse, as of tonight, at the world premiere, in three theatres. We’ve been riding in prow cars, peacefully of course, and as a guest, and we heard the (Continued on page 11)

WRCA-TV Acquires
15 Columbia Films

WRCA-TV has purchased 15 first-run feature films for exclusive showings on television in the metropolitan New York area during the next three years from Hygo Television Films, it was announced here yesterday by William N. Davidson, manager of WRCA-TV. The 15 films, all produced by Co- (Continued on page 4)

RIDGECAY CORP. SURVEYING
U. S. FIELD FOR VIDEO FILMS

By LESTER DINOFF

Ridgeway Corp., the Canadian holding corporation which sought to acquire the Loew’s, Inc., film library for television distribution, is surveying the motion picture industry with an eye toward absorbing companies which have their feature film libraries “intact or partially intact” for sale to television outlets, according to chairman Louis Chesler.

The Canadian financier yesterday said that Ridgeway is studying other fields of activity for investing its monies and the motion picture industry is one such field. He said the oil and gasoline business and the real estate field are other industries under consideration.

Chesler stated that his holding group is mainly interested in motion picture companies which have their film libraries “intact or partially intact” and would make overtures to such companies in the industry. If it was indicated that while Loew’s, Inc., had turned down Ridgeway’s offer of $50,000,000 for its backlog, Ridgeway is still interested in acquiring the backlog even though Loew’s has decided to distribute the backlog itself to television. Other companies which were mentioned by Chesler were (Continued on page 4)

380-Date ‘Trapeze’

Bows Start Today

Hecht and Lancaster’s “Trapeze”

today will launch a 380-date saturation booking blanketing the 32 exchange areas in the United States and Canada. The across-the-board bows follow premiers in Los Angeles, New York and Chicago.

The multiple openings of “Trapeze” are backed by a $2,000,000 UA promotion featuring a $333,000 slat of full-page and multiple-page magazine ads timed to give maximum sup- (Continued on page 4)

Senate Committee Delays

TV Allocations Report

From THE DAILY Bureau

WASHINGTON, June 27 — The Senate Commerce Committee put off briefly issuance of a report on television allocation problems.

The committee was scheduled to approve today a staff report dealing (Continued on page 4)

‘Monopoly’ the Issue

AB-PT Merger

To Be Studied

InHouse Probe

Committee Also Is Eyeing

NBC-Westhouse Deal

By J. A. OTTEN

WASHINGTON, June 27 — Chairman Emanuel Celler (D., N. Y.) listed Federal Communications Commission approval of the American Broadcasting-Paramount Theatres merger as one of the subjects to be studied by his Judiciary subcommittee investigating television. The subcommittee started its study of “monopoly problems in the television broadcasting industry” today.

Coincidentally, it was learned that the Justice Department is using a grand jury in Philadelphia to investigate possible anti-trust law violations in the acquisition by NBC of West- (Continued on page 4)

NY Opening Tonight

Of ‘The King and I’

At the Roxy Theatre

One of the largest groups of dignitaries representing the entertainment, diplomatic, political, civic and social worlds is expected to attend the world premiere tonight at New York’s Roxy Theatre of Rogers and Hammerstein’s “The King and I” which will benefit the Police Athletic League.

The 20th Century-Fox CinemaScope 55 film presented by Darryl F. Zanuck will be premiered simulat- (Continued on page 4)

ABPC Votes 12½% Dividend on Common

By WILLIAM PAY

LONDON, June 27—A 12½% per cent dividend on ordinary stock has been declared by the Associated British Picture Corp., Ltd., which, with the previous period’s dividend, makes a 29 per cent total dividend for the year ending March 31, 1956. ABPC reported today that this (Continued on page 4)
MILTON R. RACKMILL, president of Universal Pictures, has returned to New York from the Coast.

ROBERT LANTZ, vice-president of Figeau, Inc., and F. E. Johnson, production manager, will leave New York today for Hollywood.

Mike Simons, M-G-M customer relations director, became a grandfather when his daughter, Mrs. Frederick A. Jones, gave birth to a girl at Nassau Hospital,Mineola, L. I.

ILYA LOPERT, president of Lopert Films, will leave New York by plane on Sunday for Los Angeles.

ALEXANDER MACBRENNER, British distributor, will leave New York today for Hollywood.

JULIAN BASS, theatre department account director for Donahue & Coe, advertised a Broadway segment of New York tomorrow for the Coast.

BARRY JONES, British actor, arrived here yesterday from London via OAC.

VICTOR YOUNG, musical conductor, has arrived in New York from the Coast.

KATHERINE SULLIVAN, of the executive department, American Broadcasting-Paramount Theatres, will be married Saturday at St. Francis Xavier Chapel, Brooklyn, to Ilka H. Eiricsson, manager of the Paramount Pictures real estate and insurance department.

Gerald in D.C.

Philip Gerard, Eastern publicity manager of Universal Pictures, is in Washington today for conferences with government officials on "Walk the Proud Land" and "Battle Hymn" and a luncheon reception on "Away All Boats." Gerald will confer with Department of Interior officials on plans on "Walk the Proud Land," based on the life of an Indian agent.

SUSAN BALL CAMPAIGN DUE

CHICAGO, June 27—City residents will "lay it on the line" this week when more than 63,000 quarters will be collected by the Susan Ball Memorial Fund for the City of Hope. The quarters will be laid on a "Loop" sidewalk in the Loop and at East 172nd Street, where the Loop crosses, and three local merchants will be set in 12 block-long rows on an adhesive tape.

Name Co-Chairmen Of TOA Convention

R. M. Kennedy, Robert L. Livingston and Burton L. Jones have been appointed co-chairmen of the 1956 TOA international convention and trade show which will be held at the New York City Coliseum, Sept. 29-30, according to an announcement yesterday by fellow-announcer Myron N. Blank, TOA.


Martin and Lewis Aid ‘Pardners’ Preview

Dean Martin and Jerry Lewis last night were on hand at New York’s Mayfair Theatre to welcome newsmen and theatre customers to a preview of their last Paramount picture, “Pardners.” The preview was held for the theater company’s benefit and to show the newsmen the horse that is giving audiences a real laugh. The picture opens Sunday, June 28.

Michigan Products Tax Put to Test by NSS

DETROIT, June 27—Trial is under way in the Circuit Court of Wayne County to set aside the ruling of the Michigan Department of Revenue taxing various products of National Screen Service at the rate of 3 per cent.

Michigan Allied is entering the case as amicus curiae, and suggesting to exhibitors to withhold the tax payment at the present rate that is being made to service, and in the event that the court rules the tax invalid, they may be entitled to have the court order the defendant to pay the tax.

Binford Critically Ill

MEMPHIS, June 27—Lloyd T. Binford, 39, who retired as chairman of the Motion Picture Association of America (MPAA) and was named a member of the Board of Censors on Jan. 1, is critically ill. He has entered Baptist Hospital suffering from complications following an attack of influenza several months ago.

TOA Seeks

(Centennial and the Irish Lakes Rock ’n Roll

SPECIAL TO THE DAILY, June 27 — The rock roll shows in the city are having as much effect here with teen-agers as it did in America, according to the Carl’s Cinema here where Columbus’s "Round Around the Clock" has set a no breaks record.

Theatre manager Desmond O’Keeﬀe reported that the first five day-gro for the film which made its Eire release June 9, has grossed in excess of £1,500 500 greater than the house record for five days.

Maco Disposes of 3 Theatres in St. Paul

SPECIAL TO THE DAILY, June 27 — Announcement of the sale of Minneapolis Amusement Co., Inc.’s three St. Paul neighborhood theatres—the Uptown, St. Clair an Center Theatres—to Arthur Stevens, the owner of the Gem in Madison, St. Paul, brought a denial from Carl Winschell, president, that the circuit plans any further liquidation.

Will Take Over July 13

Stevens announced that he will take over the three theatres on July 13, the Uptown & St. Clair by outright purchase and the Center in a lease arrangement

Stevens said that he plans no immedi ate changes in policy for the theatres continuing the Uptown on a 28-day policy on the Center on 35 and the St. Clair on 49. Arcade will continue on 28 days and the Gem on 49 days with Robert Hazelton of Minneapolis taking over buying and booking for a five stand.

Stevens is a veteran of 15 years in the motion picture business, having purchased the lower Minneapolis (now the Grand) and Harry Dreyer in 1941. The house was later sold to Benjamin N. Berger.

No More Local Houses

Maco’s sale of the three St. Paul properties eliminates its last neighborhood theatres in the city. Seven months ago the circuit sold its Capitol Theatre to Martin Lebedoff, Macy, who will continue to operate the Paramount as its No. 1 house in the city with the Riviera as a “B” house.

The company operates three loop theatres in Minneapolis and two neighborhood houses, the Uptown on 28 days and the Rialto on 35 days. Winschell said the circuit does not plan to dispose of the Grand, which has scheduled extensive remodeling and redecorating at the Rialto.

Sale of the three St. Paul houses brings the number of movie houses in the city to a high of 96 during the war years and prior to the Paramount decree.
For Whole System in Autumn

Plan Closed Circuit Video
For Maryland School Unit

HAGERSTOWN, Md., June 27—The Washington County Board of Education, with headquarters here, today announced plans for installing the nation's first large scale closed circuit television institutional program throughout an entire public school system.

Superintendent of Schools William M. Irish disclosed that the program will be instituted when school opens in September, with more than 6,000 pupils in two high schools and six elementary schools receiving an important part of their daily instruction by television. Present plans call for the extension of the program to the entire Washington County school system by September, 1958, with all schools supplied with closed-circuit equipment and approximately 20,000 benefits from direct instruction by TV. Under the plan outlined by Irish, all necessary equipment for school installations during the life of the project, presently planned for five years, will be contributed by the nation's leading electronic manufacturer through the official trade association, the Radio-Electronics-Television Manufacturers Association (REMTA). Funds to provide for the training of personnel and for supervising the program will be granted by the Fund for the Advancement of Education, an independent agency which has been established by the Ford Foundation.

Daylight Saving Again
Proposed in Detroit

DETROIT, June 27—Petitions are again being circulated to change the city charter to institute Daylight Saving Time.

This was attempted, but failed in 1954, when the necessary number of signatures to force the Common Council to place the issue on the ballot were not obtained. For required for this are 21,000 signatures.

Drive-In owners point out with Detroit's placement within the time zone, this would mean a 10:00 P.M. opening. Four-wall theatre owners fear children would be playing too late, and in spring and fall attendance would drop since youngsters attending school would get insufficient rest.

It is also feared the move in Detroit would be followed by smaller communities. Industry leaders are checking signatures to ascertain if signers are both "qualified and registered."

Mexican Films Decline At Puerto Rico B. O.

MEXICO CITY, June 26—Puerto Rico is looming as a problem market for Mexican film producers.

Particularly concerned is Películas Mexicanas, oldest independent distributor of Mexican films in Latin America outside Mexico, which is currently considering various means to halt dwindling business in Puerto Rico. Even though they recently acquired two theatres there for the exclusive showing of Mexican product, the box-office decline has yet to be halted.

U. S. Imports a Factor

The influx of American "spectaculars" and a comparable increase in the number of other foreign films were given as reasons for the gradual decline of Mexican film popularity.

J. H. Odell, vice-president of a 50-theatre circuit in Puerto Rico, who recently visited Mexico City to select Mexican product for exhibition, said he would book no Mexican films unless there is a proviso in the contract that the films purchased would not be leased to TV stations for the next five years.

No Toll TV in UK
Seen by Greenwood

HOLLYWOOD, June 27—Scant likelihood that Great Britain will adopt toll-television in the predictable future was stated here today by Jack Greenwood, manager of the Producer's Guild Studio in London, while addressing the TV and radio members of the Writers Guild of America.

At a seminar at the Beverly Hilton Hotel, Greenwood said British television already faces the expensive conversion of their TV sets to receive commercial telecasts and, in addition, have "reputation against the coin-in-slot aspect of pay-TV."

Urges Faith, Ideas
Johnston Hits Inertia in Talk To Germans

BERLIN, June 27—Eric Johnston, president of the Motion Picture Export Association of America, was guest of honor at a meeting here today with civic officials and representatives of the German and U. S. motion picture industries.

In addressing the group, Johnston said that "I can't think of anything worse for us in the film industry than to lose our heads. Sit back on our haunches, wring our hands and say 'there's nothing I can do about it.' " Whether in Germany, America or elsewhere there's no question of more sure-fire recipe for failure. I must believe that we are so bereft of ideas and so lacking in faith that we can't make substantial contributions to improving things."

AMPA Will Observe Its 40th Anniversary

A special 40th anniversary luncheon committee was named at a luncheon attended by all officers, directors and members of the ways and means committee of the Associated Motion Picture Advertisers by president Dave Bader.

The committee, headed by Paramount's Bob Montgomery, AMPA secretary, will function for a 40th anniversary luncheon for the Fall.

Members under Montgomery are Gordon White, Vincent Trotta, Lige Brien, Ray Gallagher and Edward Kestenbaum.

Deitch Joins CBS-TV

The appointment of Gene Deitch, well-known animated film director, to the newly-created post of creative supervisor of Terrytoons, a division of CBS Television Film Sales, Inc., has been announced by William M. Wees, general manager of Terrytoons. The appointment is effective immediately.

Deitch was supervising director of United Productions, New York, from 1951 until early this year, and more recently has been creative supervisor for Robert Lawrence Productions, commercial film studios.

96 Ohio Patrons Took Buck Night Seriously

CAMBRIDGE, O., June 27—A Cambridge drive-in operator ruefully admits that he probably holds the national record for the number of persons aboard one vehicle admitted for a total admission of $1 on "Buck Night" when all entries were admitted for $1 regardless of the number of persons. A tractor pulling a haywagon appeared. Aboard were 96 eager patrons.

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Tax Bill Draft

(Continued from page 1)

there's very little chance of the bill becoming law this year, since it will be so late in the session before it is reported by the committee.

Members said the committee also hoped to start meeting late next week, possibly Thursday, on individual bills being brought up for a vote by members of the committee. Rep. King (D. Cal.) is demanding a vote on his bill to make the 10 per cent tax apply only to that portion of the admission cost over $1. Again, however, it is felt that the session to be moving such a bill, especially in view of expected strong Treasury Department opposition.

Alternate Meetings a Possibility

If voting on the technical excise bill drags on very long, officials said, the committee might decide to alternate meetings not in this bill on and members' bills.

Officials of the Council of Motion Picture Organizations admitted that the industry faces a hard, uphill battle for relief this year, but said they have not given up hope and will keep trying.

WRCA-TV Acquires

(Continued from page 1)

lumbia Pictures, will be presented on the stations "Evening Theatre," "Continu- ous," "America's Musical Hour," "The Seventh Hour Theatre" and "Midnight Movie" programs.


Ridgeway Corp.

(Continued from page 1)

20th-Century-Fox, which has only released 32 films from its library to TV, and Paramount Pictures, which has released its short library and some of its "Popeye" cartoons to tv, but none of its feature backlog.

The Ridgeway chairman stated that he will be interested in stepping into film production, but only in "acquiring a company for its library which has great values.

Ridgeway Corp. is the corporate shell of the former Campbell, Wyatt & Cannon Foundry.

Johnston to Address NEA

Eric Johnston, president of the Motion Picture Export Association, will return to New York over the weekend from Berlin and will immediately leave here for Portland, Ore., where he will be guest speaker on Monday at a convention of the National Edu- cation Association.

ABPC Votes

(Continued from page 1)

dividend compares with 20 per cent plus a bonus dividend of 10 per cent last year. Group trading profits totaled $1,024,949 as compared with $2,888, 093 for the preceding year. Net profits after providing all charges were $893,517 compared to $1,025, 093 for last year. $750,000 were transferred to television contingencies reserves which are intended to be available against the initial losses it would strengthen the third competitive network in the radio and television fields.

Democratic members of the sub-committee and subcommittee lawyers, in their questioning of McConnaughy, expressed the feeling that the commission should not have approved the transfer of the Philadelphia station from Westinghouse to NBC, that Westinghouse had acted under duress, and that the transfer gave NBC an undue concentration of television station outlets in the Middle Atlantic area.

Celler Cites 'Danger Signal'

They quoted extensively from reports of FCC staff investigators bear- ing out these contentions, and Celler told McConnaughy that the com- mission had been given a "clear danger signal."

McConnaughy insisted the com- mission had acted only after getting full information from the parties, and that since Westinghouse did not mention any duress in its replies to the commission, a majority had decided the transfer should be allowed. He added that the FCC had done this "only on the understanding that it was not foreclosing the Department of Justice from taking appropriate action should it determine such action should be taken."

In his opening statement, Celler said the subcommittee would study such problems as the plight of UHF broadcasters, the FCC's chain broadcasting regulations, relations between tv networks and affiliates, and various tv network practices, as well as new network practices, such as time out and "must buy" clauses. All these will be touched by the subject of extensive hearings by the Senate Commerce Committee.

Senate Group Delays

(Continued from page 1)

with de-intermission and channel assignments. However, in view of the Federal Communications Commission's order yesterday on TV allocations and in light of a separate report submitted by Sen. Bricker (R., O.), the committee decided today to order the staff to draw up a new report, taking into account the FCC decision and the Bricker views. Committee officials said they hoped the new report would be ready within a week or ten days.

Marcus Again Plugs

All-Industry Parley

MILWAUKEE, June 27--The need for a round table meeting in an effort to find ways and means of combining the efforts of all branches of the industry to deal with this matter may be taken to aid the sluggish box-office problem has been pointed out again by Ben Marcus, president of Allied Inde- pendent Theatre Owners of Wiscon- sin, who said he would support such a conference.

Noting that the industry is capable of solving most of its own problems, Marcus said that the institution of film rentals can be eliminated by substituting an arbitration system that includes the arbitration of sales policy disputes for each exchange area. It was his opinion that exhibitors should be permitted to show a film in their theatres on fair and reasonable terms and conditions, and for this way, by agreement the elimination of many industry problems and complaints.

by the TV subsidiary subsequent to March, 1956, and various other con- tingencies.

Stage Set for 'King'

(Continued from page 1)

ously tonight at Grauman's Chinese Theatre in Hollywood, New York Mayor Robert F. Wagner will head the delegation of city officials to the inaugural showing while His Excellency Pete Sarasin, Thaiambassador to the U. S., and President Rudovianar, a direct descendant of the king, will represent the foreign nation which is the scene of the muni- cipal gala.

ABC-TV will present a "live" lobby program of film star arrivals and interviews while camera crews from the "Today" show and radio set-ups from "Monte" in NBC News and TV, will record the premiere festivities for programming tomorrow and Saturday.

Wertherman Honored

MILWAUKEE, June 27 -- Variety of Wisconsin recently held a test-inal luncheon in honor of Irving Wertherman, former branch manager at the Paramount exchange here. Wertherman had been with Paramount since 1927. In 1951 he came to Mil- waukee as branch manager.

'Trapeze'

(Continued from page 1)

port to the saturation dating. Other elements of the advance campaign, waged by a 51-man UA field force, include a $140,000 slate of newspaper ads, $100,000 worth of TV shows, a highway 24-sheet program budgeted at $64,000, UA announced.

Among the key cities figuring in the "Trapeze" booking are Atlanta, Boston, Buffalo, Char- lotte, Cincinnati, Cleveland, Dallas, Detroit, Indianapolis, Kan- sas City, Milwaukee, and Minneapolis, New Orleans, Omaha, Philadelphia, Pittsburgh, St. Louis, Salt Lake City, San Francisco, Seattle, Washington, Toronto and Montreal.

Uphold Right to Sue

(Continued from page 1)

four distributors' percentage fraud suit in the court for lack of juris- diction and for summary judg- ment. The distributors whose right to sue was thus sustained by the court were Loew's, Columbia, Universal, and Republic. The suits had been brought against Mr. and Mrs. L. B. Bays and Mrs. Gloria Williams, operators of the Grenada and Pt Theatre in Grandad, Miss.

The plaintiff distributors were rep- resented by Charles Clark of the Jackson, Miss, law firm of Wells, Thomas and Wells, and John F. Wilder, of the New York law firm of Sargoy & Stein. The exhibitor de- fendants were represented by Walter P. Armstrong, Jr., of the Memphis law firm of Armstrong, McCudden, Allen, Braun & Goodman, and Phil Stone, attorney, of Oxford.

"Trapeze" in "Trapeze"
When the movies come to LIFE
Here's what movie exhibitors say about LIFE:

**Russell V. Downing**, President of the Radio City Music Hall Corporation, New York, N. Y. writes:

"When LIFE, with its prestige as a publication and the quantity and quality of its audience, points attention to a motion picture, the film and the film exhibitors, who subsequently present it, benefit greatly.

"Important treatment and space given a motion picture in LIFE bestow a mark of distinction.

"'I read about it in LIFE' is a conversational phrase that always indicates special and lively interest in a forthcoming motion picture."

**Says Henry Nasser**, General Manager of Nasser Brothers Theatres, San Francisco, California:

"LIFE's unusual methods in grasping the scope and then graphically portraying the most worthy film fare of the nation has enhanced theatre attendance markedly."

**And finally**, from John Balaban, Balaban & Katz, Chicago, Illinois:

"Advertising of motion pictures in LIFE is a substantial contributor to box office successes."

To sum up:

**YOU CAN HELP THE MOVIES IN YOUR LIFE . . .
BY EXHIBITING THE BIG ONES ADVERTISED IN LIFE**

[Advertised in LIFE logo] the big one in movie selling
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<td>CRIME IN THE STREETS</td>
<td>James Whitmore</td>
<td>Sal Mineo</td>
<td>John Cassavetes</td>
<td>98 min.</td>
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<td>NAKED HILLS</td>
<td>(Color)</td>
<td>David Wayne</td>
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<td>KING OF THE DDBAL SEA</td>
<td>Chip T металлический</td>
<td>Charley Tingwall</td>
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<td>THE FIRST TEXAN</td>
<td>Joel McCrea</td>
<td>Fulvia Farr</td>
<td>Jeff Morrow</td>
<td>97 min.</td>
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<td>THE EGG DUCHIN STORY</td>
<td>Tyrone Power</td>
<td>Kim Novak</td>
<td>Virginia Shaw</td>
<td>91 min.</td>
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<td>Hugh Marlowe</td>
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<td>THE WEREWOLF</td>
<td>John Agar</td>
<td>Jane Randolph</td>
<td>John Carradine</td>
<td>93 min.</td>
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<td>Barbara Stanwyck</td>
<td>David Niven</td>
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<td>Jean Peters</td>
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Key: SYSTEM: CS—CinemaScope; V—VistaVision; SA—SuperScope (anamorphic print). SOUND: Ss—Four track magnetic stereophonic sound; Ss [2]—Separate stereophonic sound print; P—Perspecta optical directional sound; Ms—single track magnetic sound; Os—standard optical sound. (Rev.) Motion Picture Daily Review Date.
THESE LEADING THEATRE GROUPS HAVE PLEDGED AUDIENCE COLLECTIONS FOR THE WILL ROGERS MEMORIAL HOSPITAL DURING THE WEEK OF JULY 16:

LOEW'S • STANLEY WARNER • WOMETCO • FABIAN • RKO • MID STATES
ALGER • WALLACE • SELECTED THEATRES • STRAND ENTERPRISES
IOWA-UNITED • TRI-STATES • CHAKERES • DELFT • MIDWAY • STANDARD THEATRES • WAXMAN • FLORIDA STATE • LIGGETT-FLORIN • CAROLINA AMUSEMENT • GENERAL THEATRES • WELLON'S DRIVE-IN-THEATRES

Let's help our own!
PLEASE SIGN AND MAIL THIS PLEDGE FORM TODAY!

Here's my Pledge, Mr. Fabian!

Will Rogers Memorial Hospital
National Office
1501 Broadway, New York 36, N.Y.
SURE WE'LL HELP... you may depend on my cooperation in showing the Will Rogers Hospital appeal trailer, and taking up audience collections during the week of July 16, 1956.

THEATRE ____________________________

STREET ____________________________

CITY ____________________________ STATE ____________________________

EXCHANGE AREA ____________________________

CIRCUIT ____________________________

MANAGER'S NAME ____________________________

PLEASE PRINT OR TYPE - FILL IN ALL INFORMATION
In the THEATRE EQUIPMENT and Refreshment WORLD...with RAY GALLO

First Foster Film "Strong" at B-O

Great Cities of America Glorified
In Columbia Short Subject Series

By JACK EDEN

"Why travel abroad when there's so much to see in the USA?" Harry Foster, short subjects director at Columbia Pictures adopted this slant two years ago when he set out to make a hermetically sealed financial flresher. The new travelogue, "Manhattan," was announced by Foster to write the music for "Wonders of Washington," which is tentatively due for release in November or December. "Wonders of New Orleans" is expected to be released in October, Foster said. A major reason for delay in the releases is the print reproduction, much like the Manhattan film, which was made available in 200 prints.

Made Mussolini Documentary

Foster, who started with Columbia in 1925 and made his first feature in 1931 with a documentary, "Mussolini Speaks," said "filming the 'travel-ark' series is a full-time job and gives me little time to accomplish anything else. We're trying to put America on the screen in an unusual way and we think we have achieved our purpose. We don't know what city is next although we have had many offers. All of it is a mystery - all will be about America." 

AA to Produce Film On Labor Columnist

HOLLYWOOD, June 27 — Allied Artists executive producer Walter Mirisch has confirmed reports that the studio will film the story of Joe Riesel, labor columnist recently blinded by acid hurled in his face. Mirisch has named Richard Herrmann as producer and has signed Milton Krims to write the screenplay and serve as associate producer. The film, dealing with the newspaperman whose column is released by the Hall Syndicate, will be put before the cameras by late summer.

Seven Wonders Set
For Detroit Aug. 14

DETOIT, June 27 — The Music Hall Theatre announced that the third Cinerama production "Seven Wonders of the World," will have its Mid-Western premiere here on Aug. 14. 

Concerning on Aug. 12, will be "Cinerama Holiday" which will have established a record-shattering run of 80 weeks. "This is Cinerama," the film production, was seen here for over a year.

AB-PT Outing Today

The annual outing of American Broadcasting-Paramount Theatres will be held at the Long Shore Country Club in Westport, Conn., today.

"Whale'oTime"

(Continued from page 1) story from them, who have been guarding Gregory Peck, John Houston and Frederick Lehrehr, these three days.

It took six cops last night to get Peck back to his cot at the New Bedford Hotel—and he should have been exhausted—for nobody but nobody ever had such a strenuous stint in the interests of promotion.

The schedule started early, finished early and still goes on, as this is written. There were battles and clam bakes—and par for the course at the clam bake was 128 clams, plus lobster. We were a runner-up, and know the score. The "Evening Standard-Times," which entertained the visiting press and the stars so wonderfully at the Wamsutta Club, said tonight that its 100,000 inhabitants of New Bedford will climax their three-day celebration tonight at the three-theatre premiere. That's the last mention by about 1,000 per cent, but it's at the way it feels and seems, in this nautical atmosphere.

When bigger and better white whales are harpooned, the old whale pilots who had their training in these waters will know the answer—we signed on here for a voyage, and it has been, indeed.

Fox Splashes Heavy
Ads on 'King' Here

One of the most active publicity and exploitation campaigns engaged by 20th Century-Fox was inaugurated in New York yesterday via the daily newspapers to promote the premiere of Fox's CinemaScope 55 production "The King and I" which will premiere tomorrow at the Roxy Theatre. 

Spreads and large space in the New York "Post," the "World-Telegram & Sun" and the "Journal-American" publicized the Darryl F. Zanuck presentation (Fox, Rodgers and Hammerstein musical that composer Douglas Kerr and Yul Brynner in leading roles.

Gehring, Jr., Named
Fox St. Louis Mgr.

William C. Gehring, Jr., salesman in 20th Century-Fox feature exchange since 1954, has been appointed manager of the film company's exchange in St. Louis, it was announced by 20th-Fox general sales manager Alex Harrison. Gehring succeeds Gordon F. Halton, who has resigned. He will assume his new post immediately.
Any of the many times you need to know

"Who", "What", "Where", "When" —
here's the only way to
Find the Facts
Fast ...

(1) Open the book instantly at the section you need—
(the ALMANAC is organized in 15 thumb-indexed sections)

(2) Find the page number in seconds —
(in the 1957 edition the first page of each section will list the section contents in large, clear type—needing only a quick glance.)

NO hunting—NO frustrating fumbling—NO time-wasting—
the ALMANAC is designed for constant, practical use.

Order either volume.
—or both . . .

The 1956 ALMANAC was a sellout early in the year because there is no other reference book that serves so well. No other volume provides a real "Who's Who" of the industry (over 11,000 biographies in that section)—and no other is organized in 15 thumb-indexed sections.

The 1957 edition will contain hundreds of changes to bring it up to date—to serve you faithfully and frequently for another 12 months. To make sure of YOUR copy, reserve now.

QUIGLEY PUBLICATIONS
1270 Sixth Ave., New York 20, N. Y.

Please reserve for me a copy of the 1957 edition of:

☐ MOTION PICTURE ALMANAC ($5)
☐ TELEVISION ALMANAC ($5)
☐ COMPANION SET OF THE TWO ALMANACS ($8.50)

☐ Payment herewith
☐ Bill me when shipped

Date of this reservation

Name
Address
Proposal Ruled Out
Admission Tax Not Included
In Excise Bill
Industry Now Must Look To a Separate Measure

By J. A. OTTEN
WASHINGTON, June 28—House Ways and Means Committee Chairman Cooper (D., Tenn.) ruled today that admission tax relief could not be proposed as an amendment to a pending technical excise tax bill. This means that the industry will now have to concentrate its efforts for excise relief as a separate bill. The industry has seen two possibilities for getting a committee vote on admissions tax relief, as an amendment to the comprehensive technical excise bill; or as a separate bill. Cooper has now apparently closed the door on the second possibility.

His ruling came as the committee (Continued on page 4)

House Group Calls Cogley

From THE DAILY BUREAU
WASHINGTON, June 28 — The House Un-American Activities Committee said it would investigate the purposes and methods of the recent fund for the Republic report on blacklisting in the entertainment field.

The Committee subpoenaed John Cogley, director of the Fund's study, to appear in executive session July 10. The report criticized the motion picture industry and other entertainment (Continued on page 5)

P AL $30,000 Richer From 'King' Debut

More than $30,000 was realized last night by PAL from its benefit world première of Rodgers and Hammerstein's "The King And I" in Cinerama 35, televised by ABC-TV from New York's Roxy Theatre, between 8:30 and 9 p.m. The telecast, reperced by Martin Bolch, was spon-

(Continued on page 4)

WARNER DEAL NEAR CLOSING

Closing of the approximately $20,-000,000 deal for the controlling stock interest in Warner Brothers Pictures by the group headed by Serge Scem, the first vice-president of the First National Bank of Boston, is expected momentarily, official sources said yesterday. Jack L. Warner, who will become president of the new management, is here from the Coast for the closing.

Anticipating the consummation, WB stock was up two points, to close (Continued on page 4)

REVIEW:

THE KING AND I

20th Century-Fox
Cinerama 55

EXTRAVAGANT PRAISE for this 20th Century-Fox production of the Rodgers and Hammerstein musical play "The King and I" is inescapable, for it is distinguished and superior in virtually every aspect. Performances, headed by those of Deborah Kerr and Yul Brynner, are a delight. They cover an unusually wide range of emotions and reflect rare situations and involvements. Sets and costuming recreate the royal Oriental household of the last century with beauty and imagination. Then they are burnished to the ultimate degree by the magnificent display afforded them by Cinerama 55 and color by De Luxe.

With the wonderful Rodgers and Hammerstein songs so well known through the hit musical play, and the equally widely known story, "Anna and the King of Siam," by Margaret Landon, on both of which the excellent Ernest Lehman screenplay has been based, the entertainment content of this picture is exceptionally high. It is a truly rewarding motion picture experience. To catalogue its merits would necessitate mention of everyone and everything connected with it.

The casting is superb all down the line, and Walter Lang's direction accentuates the fact in every sequence. The elaborately planned and luxuriously executed production of Charles Brackett has beauty, authentic atmosphere and the color and rich pageantry of both the Orient and the palace of a bygone semi-enlightened despot. Certainly it is as visually rewarding as it is dramatically and musically enchanting.

Miss Kerr, as the young English widow who arrives with her son, played by Rex Thompson, in Bangkok in the 1860's to become tutor to the children of the King of Siam, gives a beautifully understanding and wholly captivating performance. Brynner, as her royal employer, the same role he played in the long run stage production, has a more complex characterization to master but does so convincingly and with (Continued on page 4)

FCC DEFENDS AB-PT MERGER

From THE DAILY BUREAU
WASHINGTON, June 28—Federal Communications Commission officials today defended the commission's approval of the American Broadcasting Co.-United Paramount Theatres merger as having promoted competition in television broadcasting.

But Chairman Celler (D., N.Y.) of a House Judiciary Subcommittee studying "monopoly problems in the television industry" said he felt the Justice Department had been "very haggard" in this case.

The committee today went into (Continued on page 6)

MONOURAL SOUND SET FOR FOX 'TEEN REBEL'

From THE DAILY BUREAU
HOLLYWOOD, June 28 — Twentieth Century-Fox will use monaural sound, instead of stereophonic, on certain subjects which, by their nature, are not susceptible of enhancement by the use of multi-channel recording, a ranking studio official today told (Continued on page 4)
PERSONAL
MENTION

E. Gregg, president of Westrex Corp., has returned to New York following an extended tour of Europe.

ALFRED E. DUFF, executive vice-president of Universal Pictures, will return to New York today from Hollywood.

MARTIN DAVIS, Allied Artists Eastern advertising and publicity manager, will return to New York tomorrow aboard the "Ille de France" for Plymouth, England.

MAURICE SILVERSTEEN, recently-named liaison between M-G-M and independent producers, has returned to New York from Hollywood and Mexico City.

RALPH PIELOW, manager of M-G-M's Pittsburgh branch, became a grandfather for the second time with the birth of a girl in Robinsons, Minn., to Mrs. Ralph Pielow, Jr.

HERBERT WILCOX will arrive in New York tomorrow from London via B.O.A.C.

GEORGE NELSON, unit publicist for "Estate as a Man," will leave here today for St. Petersburg, Fla.

MARGARET ETTINGER, president of the Ettinger Co., will return to Hollywood today from New York.

PADY CHAYEFSKY, writer, has arrived in Hollywood from New York.

GEORGE COOK, director, will arrive in New York from Hollywood next Friday, and will leave the following day for Paris.

DAVID MILLER, director, will arrive in New York from the Coast on Monday, and will leave here the following Thursday for London.

Solons See 'Storm'

WASHINGTON, June 28 -- Members of Congress and other government officials were among the guests at a private screening of Columbia Pictures' "Storm Center" here last night. Columnist Drew Pearson and Mrs. Pearson were hosts at the screening, held at the Motion Picture Association's Academic Theatre.

Ivers Named Managing Editor of M. P. Daily; Aaronson Is M. P. Herald Managing Editor

Martin Quigley, editor-in-chief and publisher of Quigley Publications, announces the appointments of James D. Ivers as managing editor of Motion Picture Daily and Charles Aaronson as managing editor of Motion Picture Herald. Both posts are newly established. Sherwin Kane is editor of Motion Picture Daily and Martin Quigley, Jr., is editor of the Herald.

Ivers joined the staff of the Herald in 1935 after several years as assistant editor in New York City and Westchester County. He has been news editor of the Herald since 1942. In 1953 he was named editor of Fame.

Aaronson, following his graduation in journalism from Columbia University, worked first in advertising and then in various editorial activities, including special assignments for the New York Times. In 1930 he joined the editorial staff of Exhibitors Herald-World in the New York office. Successfully he was news editor of Motion Picture Daily and production editor of The Herald. He also is editor of Motion Picture Almanac and Television Almanac.

File Petition to Stay Mass. Wage Law

Special to THE DAILY

BOSTON, June 28--Allied Theatres of New England today filed a petition for a temporary injunction and a restraining order to stay the effectiveness of the Massachusetts minimum wage order which is scheduled to go into effect on Sunday. The petition, signed by Frank C. Lydon, executive secretary of Allied Theatres, was filed in Suffolk Superior Court.

The minimum wage order was signed last week by Ernest Johnson, Commissioner of Labor and Industries, and would raise the minimum hourly wage of cashiers, assistant managers and doormen from 73 to 80 cents and ushers from 65 to 80 cents. There is no change in the status of janitors, candy girls and office help in theatres.

Automatically all of the theatres in the Commonwealth will have to maintain their present wage schedules but they are setting up reserve funds equal to the differential of July 1, in the event the injunction is denied.

Albany VC Golf Title

To Charles Stevens

ALBANY, June 28--Charles Stevens successfully defended his Variety Club championship at the 15th annual tournament on the Shaker Ridge Country Club course by shooting an 82. A member of the Teat No. 9 crew, he finished low man in last year's competition, the first Variety affair ever entered. Stevens is advertising manager for a local dairy company, which includes drive-ins among its customers.

Single Rate Now for Drive-In Insurance

A new single rating basis for drive-in theatre compensation insurance rates will go into effect tomorrow in states which recognize the National Council of Compensation, it was announced yesterday by Allied Theatre Owners of America, which estimates that exhibitors may save $250,000 annually under the new plan.

The matter of rating and classification was presented to the Council in New York last year by a special TOA committee comprised of Philip Blumberg of Palace Theatre, New York; Milton Blumberg of Walter Reade Theatres; Robert Rawley of Michael Redstone Theatres, Jack G. Wallens of A. Yar- chin Insurance Co., and Joseph G. Al- lenberger of TOA.

The National Council of Compensation informed TOA a majority of states will go on a single rating basis on June 30. The remaining 13 or 14 states are expected to follow. The new rates have not been promulgated to date, but in Massachusetts, for example, the single rate falls between the two rates now being used and the annual savings estimated will be about 20 per cent. The new code number will be 2D149 Open Air Theatres, all employees.

Reale Leases Theatre

The Savoy, a Walter Reade theatre in Ashbury Park, N.J., has been leased to a New York syndicate for the summer season. The Walter Reade circuit will resume management of the Savoy, immediately following Labor Day.

...NEWS ROUNDPUP...
Motion Picture Daily

100 Licenses
MPEA Agrees
On New Film Pact with Spain

The board of directors of the Motion Picture Export Association has agreed in principle to provisions of a new film agreement with Spain which for the 1956-57 fiscal year will allow American companies 100 import licenses.

The MPEA directors, who met earlier this week to discuss the Spanish film agreement, have instructed the association to have its Mediterranean representative, Charles Baldwin, put the new agreement into final form.

Would Start Sunday

Under the one year pact, which would commence on Sunday and run to June 30, 1957, American companies would pay a dubbing fee on black and white and color prints.

The dubbing fee would cost each U.S. company 700,000 pesetas for a black-and-white film and 800,000 pesetas for color and special technique features. Under the agreement with Spain, 50,000 pesetas are refundable to the U.S. distributors if they distribute one Spanish feature to each four foreign films they distribute.

Most coupon clippers are far-seeing. They can recognize a good investment at less than 20 pages.

There are various types of coupons. The one below suggests a good investment, too. Smart shoppers who clip this particular coupon are taking a short-cut to an investment that pays dividends in perfect sound, satisfied patrons, and vanishing service worries.

Mail it today and join 6,000 service-happy exhibitors.

ALTEC SERVICE CORPORATION
161 Sixth Avenue • New York 12, N. Y.

Please have an ALTEC representative call, without obligation, to inform me about your service contract. Also please mail copy of booklet THE ALTEC SERVICE STORY.

Address
City and State

Ask for

SPECIALISTS IN
MOTION PICTURE SOUND

ALTEC
161 Sixth Avenue
New York 12, N. Y.
The King and I

CONTINUED FROM PAGE 1

A TEST OF WILLS between Miss Kerr and Brynner commences soon after her arrival when she learns the royal promise of a residence of her own adjoining the court will not be fulfilled. She is unwilling to raise her son in the court's harem atmosphere and desires her own privacy, hence the promised home becomes an issue between her and the stubbornly proud king.

Comes the day when the British Ambassador, played by Alan Mowbray, is to pay a visit to the Siamese court on a mission designed to have its effect on future British policy on Siam. The British visitors have heard Brynner described as a barbarian.

Through Miss Kerr's intercession, the visit provokes friendly and is marked by a thoroughly civilized state dinner and the presentation, by native members of the royal Siamese household, of their version of Harriet Beecher Stowe's "Uncle Tom's Cabin." This play within the play is completely engaging, filled with almost childish charm and simplicity, yet imaginative and dramatically authentic. It is a highlight of the production, this Oriental depiction of "The Small House of Uncle Thomas," replete with its Simon Legree, Eliza crossing the ice and with pursuing bloodhounds. It is a little gem that will be talked about and remembered by those who see the picture.

SOON AFTER, the shamed by a show of weakness in his inability to whip his recaptured slave girl, suffers a heart attack and, with many of his wives and his numerous children about him, says his farewells. Miss Kerr, who had been about to depart for England, has been promised the house of her own at long last, and at the children's pleading, agrees to remain in Bangkok.

The Jerome Robbins' dances and musical numbers are original, fanciful and pleasing. There are fine renditions of the play's popular songs, especially "Getting to Know You," "Hello! Young Lovers" and "We Kiss in a Shadow." Alfred Newman supervised and conducted the music.

The picture also reveals evidences of the continuing improvement of the CinemaScope 55 process. Clarity of background, sharpness of detail under all lighting conditions, more brilliant and truer color hues and an increase in depth illusions as well as the sense of audience participation, may fairly be attributed to the 20th-Fox technique. Equally impressive technically is the multi-channel sound recording, the clarity and fidelity of which throughout brings not only the music of the film but the liberally oriental-accented dialogue as well to the audience without strain of any kind.

"The King and I" is a splendid example of the new Hollywood policy of making fewer, but making them finer. It shows the multi-millions that have gone into it. It should be a top box office attraction for a long, long time.


SHERWIN KANE
Fourth TV Network by NTA

(Continued from page 1)

Ely Landau

Landau, along with Raymond E. Nelson, NTA Film network vice-president and general manager, in stressing the need for this fourth network, pointed out: "The element of sorely needed competitive programming leverage in many of the nation's markets." Landau additionally cited the need for another central television market place where the traditional advertiser, in one transaction, could buy national tv coverage and the obligation of the industry to furnish the viewing public with a greater selection of programming.

'Television Uneconomics'

Landau referred to the dominance of the affiliated stations of the two major networks and the preponderant number of the large circulation markets as "television uneconomics." He said that a vicious cycle exists in today's television market where any appraisal of the overall national-wide tv picture must recognize. That vicious cycle consists of the need for high-powered programming-to attract the maximum viewing audience, to attract the maximum number of advertisers who will spend the maximum number of dollars for the station operator to spend for more major high-powered programming-and so on around the cycle.

'Television Uneconomics'

Ely Landau

Landau pointed out that when the network commences operations this fall, it expects to be able to supply coverage of 60 to 75 percent of the country's television homes. "The NTA Film network will also seek to sell the best programming available and expect to bid successfully in competition with the other networks for both programmed and spot-loaded, specifically for tv and feature films," he said.

Officers of the network who will assume new posts in addition to their NTA duties are Landau, who has been named president, and Oliver A. Unger, executive vice-president, Harold Goldman and Edythe Rein, who have been named vice-presidents.

Checking Audiences, Forward and Backward

"The Motion Picture Daily" in its motion picture industry, the 52 feature films which National Telefilm Associates, Inc., acquired from 20th Century-Fox, will attain a television viewing audience of 60 million people per film, Elly A. Landau, NTA president, stated yesterday. Landau stated that Albert E. Selznick, who conducted a survey for NTA on the 20th-Fox film package, informed him that each of the films in its day had been seen by a viewing audience of between 15,000,000 to 20,000,000 people.

Brewer Hits Fund Report as 'Biased'

The 600-page report on "Blacklisting in the Movies" issued last weekend by the Fund for the Republic was branded as a distorted, biased report yesterday by Brian Brewer, International representative for IATSE in Hollywood and now manager of exchange operations for Allied Artists.

"The $15,000,000 corporation which currently programs between 500 to 800 hours of film programming each week, is the result of alliances in major cities and is possible because the NTA Film network has affiliates in New York and Los Angeles, and declined to name the tv independents. Landau, disputant to the New York market, said that it is possible that NTA product "may be exhibited on tv in saturations—day-and-date on multiple channels." He would not explain further, saying that he will announce his metropolitan New York affiliation shortly.

Time Minimum Set

Going into the mechanics of the network operation, Landau said that each basic affiliate gets top quality film programming in its network time, plus the services of program, co-op sales and research departments of the network departments. The film programming which the station receives is to be sold locally or on a national spot basis, keeping the entire revenue therefrom, Landau said. At the outset, the network affiliate gives NTA a minimum of one-and-half hours of time weekly but agreements, which run in two years and vary with each market, the film programming may be exclusive in some markets.

Landau said that the films which will be offered in initial network time will be first-run features never before seen on television. He said that the NTA Film Network, which is completely autonomous, would not have the 20th Century-Fox and David O. Selznick product which had been acquired. "Network product will include super spectacles never before offered on a continuing programming basis," the NTA executive stated. Landau pointed out that each network affiliate would not be restricted to using NTA Film Network availabilities, but may acquire additional programming, live or film, from source of its own selection.

Claims 60-75% Coverage

Landau pointed out that when the network commences operations this fall, it expects to be able to supply coverage of 60 to 75 percent of the country's television homes. "The NTA Film Network will also seek to sell the best programming available and expect to bid successfully in competition with the other networks for both programmed and spot-loaded, specifically for tv and feature films," he said.

Officers of the network who will assume new posts in addition to their NTA duties are Landau, who has been named president, and Oliver A. Unger, executive vice-president, Harold Goldman and Edythe Rein, who have been named vice-presidents.

Miss Rein will also be secretary of the wholly owned subsidiary.

Citizens Years of Blindness

"For many years the American motion picture industry officially and unofficially denied the existence of a real Communist threat in connection with its activities. For the most part these denials were sincere because the program and activities of the Communists were cleverly and有效地 disguised. It is to the great credit of the industry that when the real facts became known, the principal forces of the industry rolled up their sleeves and eliminated, for the most part, the Communist infiltration and influence.

"The facts gathered by the committee and set forth in their report clearly show that there was a major Communist danger in Hollywood but the Fund sees no evil in this."
Merger
(Continued from page 1)

The AB-PT merger as part of its search to determine the effectiveness of liaison arrangements between FCC and Justice.

Subcommittee members questioned whether the FCC should have permitted a major theatre chain, with a history of anti-trust violations, to take over a major broadcasting network. "We think an effective third network was set up, rather than that a broadcasting chain was taken over by a theatre chain," Commissioner Royal Hyde testified. He said ABC badly needed capital in order to compete with NBC and CBS, and that UPT supplied this. "We believe experience has justified our decision," he declared. "We believe there has been greater competition with NBC and CBS."

At another point, he declared that ABC has become "a very significant factor in the development of the industry."

Celler asked whether Justice shouldn't have participated in the FCC hearings on the merger. Hyde replied that Justice had been told about the hearings, and that Assistant Attorney General H. Graham Morison had notified the commission that the department did not want to take part in the hearings.

Justice attorneys were present throughout the hearings, though they took no part. Hyde continued, then, he said, after the hearings were completed and oral argument heard, Justice wrote the FCC that the merger had anti-trust implications and might lessen competition. The FCC replied that the Department had been given plenty of time to take part, had decided not to, and that now the record was closed and the Department's letter could not be considered.

"I think the Department of Justice was very laggard here," Celler declared.

Levitt Named NBC's Television Film Chief

Robert D. Levitt has been named general manager of NBC Television Films and the merchandising division effective on July 9, Alan W. Livingston, president of the Kagan Corp., announced.

At the same time Livingston announced that Carl M. Stanton, vice president of NBC Television Films, and a director of Kagan, an NBC subsidiary, will return to the parent company in the next few months.

'Eddy Duchin' Pulls $168,200 at Hall

A seven-day gross of $168,200 for "The Eddy Duchin Story" at New York's Radio City Music Hall was reported yesterday by Columbia Pictures which disclosed the gross was $2,000 above the first week figures for the recent Music Hall attraction "Picnic."